



Relentless: From Good to Great to Unstoppable

Tim S. Grover

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For more than two decades, legendary trainer Tim Grover has taken the greats—Michael Jordan, Kobe Bryant, Dwyane Wade, and dozens more—and made them greater. Now, for the first time in paperback, he reveals what it takes to get those results, showing you how to be relentless and achieve whatever you desire.

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Direct, blunt, and brutally honest, Grover breaks down what it takes to be unstoppable: you keep going when everyone else is giving up, you thrive under pressure, you never let your emotions make you weak. In “The Relentless 13,” he details the essential traits shared by the most intense competitors and achievers in sports, business, and all walks of life. *Relentless* shows you how to trust your instincts and get in the Zone; how to control and adapt to any situation; how to find your opponent’s weakness and attack. Grover gives you the same advice he gives his world-class clients—“don’t think”—and shows you that anything is possible. Packed with previously untold stories and unparalleled insight into the psyches of the most successful and accomplished athletes of our time, *Relentless* shows you how even the best get better . . . and how you can too.

Relentless: From Good to Great to Unstoppable Details

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From Reader Review Relentless: From Good to Great to Unstoppable for online ebook

Derek says

Relentless is a no-nonsense self-improvement book that takes no hostages and does nothing to coddle your little insufficiencies. Never will you encounter a book that is this honest and straightforward. Where most books tell you about inner drive and passion and purpose, Relentless urges you to get off your fat arse and do your work.

Cooler. Closer. Cleaner. The distinctions of performance are pretty well defined. That's a great reality check. I'm sure everyone on first encountering the three definitions thinks of themselves as a cleaner, but christ! it takes a whole lot to be a cleaner. I have no delusions about who i am as far as those three are concerned. The greater part of valour in this case is clarity. I know where I am and what I have to do to get on the cleaner level.

Nick says

Arrogant. A mantra people can use to justify their lack of balance.

Petri Poikolainen says

This is crap. If you want to be jerk, this is guide for you.

James Cogbill says

Tim Grover offers some good lessons about how to be the best at what you do, but his completely values-agnostic approach--be feared rather than liked, go to your dark side to stay "in the zone," and an apparent disregard for teammates or subordinates--makes it hard to get completely on board with his philosophy. While I like his emphasis on "never quit" and being relentless in general, I think it's possible to do that while being values driven, caring for, and developing those around you.

Mario Tomic says

One of my favorite mindset books explaining what it really takes to achieve extreme high-performance. Tim Grover classifies athletes as "Cooler, Closer, Cleaner" which translates to good, great, and unstoppable. An athlete such as Michael Jordan and Kobe Bryant are cleaners. They are addicted to success and driven to do whatever it takes to win. I'd highly recommend everyone to read this book.

Hamza Nasir says

One of the most important books I have ever read, and definitely a fixture in my personal top 10 books for self-transcendence and actualization. Look, Grover's tough and what he is trying to get across to you in this book is an ATTITUDE of absolute excellence. A lot of what he says is counter to popular self-help and to be honest may not seem completely healthy. What's the thesis of this book? To become an icon you must be willing to go where no one else is, and be able to sacrifice what no one else will, and then keep going. But here's the thing, the state of being relentless is so amazing- you feel so autonomous, so driven, and so confident- you realize that the healthiest thing for your spirit is to be RELENTLESS. Now of course this is one side of the spectrum-yin and yang. Another favorite of mine is THE POWER OF NOW by Eckhart Tolle, which basically preaches the opposite of this book in many ways, of course there is overlap. To me, these works DO NOT contradict each other, rather they are too PRICELESS peaces of the whole which must be held parallel to each other in the master's mind. Okay so what are the KEY NUGGETS...

1) Work. Working hard is not a skill, it is not a talent, it is something which you either do or don't. Anything is possible given the time and effort, but most people are not able to put in that time. WORK. Work everyday, Kobe Bryant would work as hard on the off season as he would during the regular season. He would train multiple times a day in any way he could even if he had an injury. There are a lot of talented people in the world and a lot of hard working people as well. The only way to set yourself apart is to go the extra mile every single day.

2) Killer-instinct. Know what result you want and lock on until you get such result. Don't lose your focus, just go for that thing. Focus on it and when you sense that there is an opportunity for an opening just go fucking in.

3) Icon's skim the positive stats and focus on how to improve the negative one's. Micheal Jordan after a game would look over the point totals, whether he got a triple double or not, but he would FIXATE on what he could improve. Always strive for improvement over celebration in life, because having the ability to improve is the most glorious celebration of being alive.

4) Don't talk. I am guilty of this one. I like to talk about my success, about how hard a worker I am, whatever things I have accomplished etc... If your talking that means that your results don't speak for themselves.

5) Stop thinking. This was the biggest take away. I'm a cognitive person, I love thinking, over analyzing, fixating, ruminating.... Fuck that. Stop thinking, you already know what your goals are, just lock on. Think, evaluate after- but your number one job is to perform.

6) Use internal pressure to motivate yourself- but do not waste your mental load on the pressures of the external world. Pressure helps you perform- if you ever went to University and slacked off in a class you know this. It's amazing that when the pressure of an exam which you havnt studied for can unlock greatness. You get more work done in a few hours than you did in the last 5 months. But we also know how pressure can destroy us. The pressure to be the perfect person, to be liked, to be fit in. Here's the key: stress and pressure are healthy when they manifest in a deep desire to achieve what you have previously committed yourself to locking on to. Pressure is bad when it distracts you from what you've committed to locking into. Pressure is good when you proactively allow it to be in your life such that you step up to the plate. It's bad when you are reacting off pressures society and other people put on you.

Honestly, this book is AMAZING- you must read it- I could easily add another 10 takeaways. I'm going to

leave you with a quotation from the author- print this out, repeat it to yourself 100x a day, memorize it.

"Every dream you imagine, everything you see and hear and feel in your sleep, that's not a fantasy, that's your deep instinct telling you it can be real. Follow those visions and dreams and desires and believe what you know. Only you can turn those dreams into reality. Never stop until you do."

Lisa Carlson says

The best thing I can say about this book; it looks nice on the shelf. Are you a cooler, closer or cleaner? Really? For those of you who admire Michael Jordan, Kobe Bryant, Charles Barkley and any other sports person you'll love it because that's all he really uses as examples. My favorite is how he informs us how he wished Tiger Woods hadn't apologized for leading everyone on because you have to foster your dark side? None of the greats in sports and integrity would ever buy into any of this nonsense.

Travis Mewhirter says

This is one of the worst books I've read this year. It's more 232 pages of Grover patting himself on the back than it is a decent, useful read. There isn't much to learn here, other than Grover would like you to follow all of the rote cliches: dig deeper, try harder, don't bend to the norms. I'd leave this one on the shelf.

Christopher says

My favorite quotes from Tim Grover:

- Never stop until you get what you want. Then keep going until you get what's next. Then you go for more. Relentless.
- If you don't make a choice, the choice will be made for you.
- Success is not the same as talent.
- When you fear losing, you can't focus on what you need to do to win.
- Everything is impossible, until someone does it.
- Whatever's in your glass now, empty it. We're starting fresh.
- In order to have what you really want, you must first be who you really are.
- If you want to be great, deliver the unexpected. If you want to be the best, deliver a miracle.
- Don't just perform the job. Reinvent it.

- Don't tell me what you're doing or what you're planning. Tell me after the job is complete.
- The janitor works quietly alone, late at night. No Attention. No one sees him work. No one knows what he does, but the job always gets done. It has to, so everyone else can do their jobs efficiently. He's got the key to every room in the building.
- Don't see problems, only situations to resolve.
- You must be willing to die trying.
- Know what you're worth and remind people when they make the mistake of forgetting.
- If you want to be the best, it's the details that make all the difference.
- Make the competition study you. Don't care who you're facing, you can handle anyone.
- Cleaners don't need a kick in the ass. Everyone else does.
- Show up. Work Hard. Listen.
- We have to this my way. You already have the talent. It's my job to show you what to do with it.
- You already have plenty of friends. What you and I do is professional. If we become friends, that's great. But I care more about your career and future.
- Total collaboration. But you agree to let me do what I do.
- With options, people usually choose the easier route. So I'm not giving you options. Let me do the thinking for the both of us. Show up. Work hard. Listen. Your job is to do the work.
- Everyday challenge yourself to do something you don't want to do. Otherwise the next day you'll end up with two or three things you don't want to do, then three, four and five. Pretty soon you won't even get back to the first thing. Then you'll beat yourself over the mess you've created and not you've built a mental barrier.
- Always think about your destination.
- Crave the result so intensely that the work becomes irrelevant.
- The challenge for me is taking someone great and making them even better.
- If you do what you always do, over and over, you'll get the same results.
- The goal: make the practice so hard that everything outside seems easy.
- 1) Where are you now.
- 2) Where do you want to be.
- 3) Make a plan to get there.
- 4) Act on it.

- Your mental focus and concentration, your ability to control your environment and the heartbeat of others, determines whether you succeed or fail.
- I help find the fuel to light the fire. I don't want to be the one who pushes the buttons. I want you to push the button yourself. As soon as you allow others to push your buttons, they've won.
- If you want to go somewhere new, you have to throw out the tired, old map and stop traveling the same road to the same dead end.
- When nothing is handed to you, you have to prove yourself everyday over and over.
- Stress keeps you sharp. It challenges you in ways you never imagined and forces you to solve issues and manage situations that send weaker people running for cover.
- In an individual sport if you quit, you quit on yourself. With a team sport, you have a lot of other people relying on you.
- Never feel external pressure. Believe what's inside of you. Know what you are doing right and doing wrong. Don't care what others think.
- I'm 100% certain that if you bring me into any situation, I'm going to have a positive impact on you.
- If you're willing to listen to what I'm asking, tell me what I need to know, and follow what I say, you're going to have some improvement.
- No fear of failure. It's about the hard work and preparation that go into knowing everything there is to know. Letting go of your fears and insecurities and trusting your ability to handle any situation.
- You have to be willing to fail in order to take risks.
- When you screw up, admit you're wrong and shoulder the blame.
"I fucked up." Now fix it.
- Confidence is not caring what others think because even if you make a mistake, you know you'll get it right.
- If you did it, own it. If you said it, stand by it. That's your reputation. Make it count. If you want your opinions to have value, you have to be willing to put them out there and mean what you say.
- Maturity, experience, practice. The more educated you become the more you heighten your ability to adapt to situations because experience gives you a better understanding of nuance, those tiny details no one else would think of or recognize. Don't accept a single set of rules. Take what one person thinks and make it your own. Put together your own composite of learning; take what you know and believe, adding what others have taught you, and create your own set of beliefs.
- You don't have to like it. But you're going to like the results.
- Pressure. Accountability. Demand excellence.

- A great leader knows the best way to get people to raise their performance is to put them where they can truly excel.
- Don't focus on what you can't do. Find out what you can do and put yourself in a system where you can succeed.
- Follow your passion? How about work at it. Excel at it. Demand to be the best at it.
- Situation. Response. Outcome.
- Good things come to those who work.
- Figure out what you can do. Then do it. And do it better than anyone else.
- Making it to the top is not the same as making it at the top.
- Our relationship has to be based on trust or we can't get anywhere. You come to me with complete trust. You follow the rules, or you're wasting your time and mine.
- Success is not about how much money you make. Success is about doing things no one else can do.
- You get a small window to become a legend, you have the rest of your life to act like a kid. Push it as far as you can. You will have decades ahead to enjoy what you built for yourself.
- Nothing is impossible. Everyday I crave the challenge of proving that.
- You give me a situation, I'll make it work. That's what drives me.
- Every dream you imagine, everything you see and hear and feel in your sleep, that's not a fantasy, that's your deep instinct telling you it can be real. Follow those visions and dreams and desires, and believe what you know. Only you can turn those dreams into reality. Never stop until you do.
- The greatest battles you will ever fight are with yourself. You must always be your toughest opponent. Always demand more of yourself than others demand of you. Be honest with yourself and you'll be able to meet every challenge with confidence and the belief that you are prepared for anything.
- Life is complicated. The truth is not.
- The truth is simple. It requires no explanation, analysis, rationale, or excuse; it's just a simple statement that leaves no doubt. You can look at it from every angle, flip it over, slice it up, smash it with an ax...it's still the truth.

||Swaroop|| says

This is one good book. A tough one, with quite a few "dark sides", but truly worth it. This may be described as the new age motivation.

Ultimately it all boils down to the fire in one's belly. This book will help in keeping the flame alive.

Relentless: From Good to Great to Unstoppable by Tim S. Grover does seem like for those high energy performers and sportspersons, but in the end the core principles and philosophies are the same.

Emma Sea says

Grover is an interesting guy.

"My family came to the United States when I was four, and my father went to work in the basement of a hospital in Chicago, dismembering cadavers. When there was no school and both my parents were working, he'd take me with him; I was five years old the first time I saw my father dismantle a corpse. When I was six, he handed me a bone saw and told me to help."

Grover's basic thesis is that there are three kinds of people: Coolers, Closers, and Cleaners.

"In a Cooler, an idea will travel from his brain to his mouth — he has to talk about it, discuss it, share it with others for feedback and approval. In a Closer, it travels farther down toward his gut, but instead is diverted toward his heart, where it becomes slowed down by emotion and more thought. In a Cleaner, though, a thought moves straight to the gut, where instinct takes over and puts it into immediate action . . . a Closer thinks about what he wants; a Cleaner feels it."

"A Cleaner never tells you what they're doing or what they are planning. You find out after the job is complete."

One of the problems is that Grover's language is really gendered. He expects the reader to be male, and mentions having the support of wives and girlfriends. He talks about a lion stalking his prey, attacking and killing at will, and going in search of his next conquest. Of course, within in pride, in general, it's a lioness who does the stalking, attacking, and killing.

One of Grover's analogies is:

"Two bulls stand on top of the hill, a father and a son, looking down on a field of cows below. The son can't wait: "Come on, let's go, we gotta run down and get some of those cows!" And the father looks at him slowly, wisely, and says, "No, let's walk down and get all the cows." Instinct, not impulse."

This is distasteful.

But what was limiting about this book is there's far more name dropping than calls to action. Grover basically says if you are a Cleaner you will know you are a Cleaner. Like Michael Jordan. Or Charles Barkley. Or LeBron James.

In short, the book is kind of a wankfest. I don't recommend it.

Amina says

This is not a book, this is a way of life, it may seem difficult or not really tempting when you go through it but how much are you willing to sacrifice for the life you want?

Some may say that the author is arrogant, possible, but as the pages turn, you'll be convinced otherwise, he takes his craft very seriously and he expects you to do the same for yourself..

There's a lot of talk about Jordan, Briant and other NBA stars but you know it is appliable to any area of life.. If you're looking for a step by step guide to how to change, this book is not for you..

If you're willing to accept the truths it holds and explore what you have within, then you may proceed

Brad Mills says

This book was a mission to try to finish. I only made it half way through before throwing in the towel.

It reads like a sales letter for a high end coaching program. I though the sales pitch would end eventually, like maybe it was a creative technique employed to setup the main content of the book.

25% through it still felt like a high pressure sales tactic.

I usually like books like this - inside stories about high achievers, sports stars and celebrities...but this just felt ingenious and monotonous.

Constantly nagging me about why I need to be a "closer".

I guess this book is written only for closers - but if you are a closer, why would you need to read this book?

Skip it.

Chris Brunet says

I honestly couldn't get through this one. The author just repeated himself over and over using different examples and metaphors, in between talking about how great his athletes are/were. I'm sure he is a great coach but as far as books go... nope.

Mario Tomic says

Have you ever wondered what separates the best of the best? Is it just more talent, more hard work or is there something else? This book offers great insight into what might be the defining factor of extreme performance. The author, Tim Grover, had one job. To take athletes who were already among the greatest of all time and make them better. His clientele includes Michael Jordan, Kobe Bryant, Dwayne Wade, Charles Barkley and many more legends. And in this book he dives into the mindset, and the factors which made these athletes relentless and unstoppable. The biggest lesson I got from the book is the emphasis on self-trust. Another huge one is the ability of these athletes to be unaffected by the environment and how they use high-

pressure situations as fuel to bring out the best performance. Overall, this is a fantastic book, easy to read and very direct. It was a perfect companion for a 10-hour transatlantic flight.
