



The Ant and the Elephant - Leadership for the Self: A Parable and 5 Step Action Plan to Transform Performance

Vince Poscente

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In *The Ant and the Elephant*, New York Times bestselling author and Olympian, Vince Poscente, weaves a clever parable around profound concepts that can have an immediate impact on your life. This is an entertaining parable designed to help you eliminate bad habits and instill a transformational process for your future. Its goal is to demonstrate how we can unite the powerful forces of conscious and subconscious thought to reach our peak performance levels as individuals, parents and leaders.

With his trademark wit and wisdom, Poscente shows you how to focus on and redirect the subconscious mind in order to accomplish the goals we consciously strive to achieve. This empowering story illustrates that understanding the dynamic relationship between conscious and subconscious thought is the first step toward transforming performance and outcomes in life. But harnessing the power of the subconscious is an experience commonly fraught with frustration. Even the most competent amongst us battles the subconscious fears, habits and attitudes that obstruct an authentic, fluid life. In fact, adjusting our own patterns of behavior as a means to motivate others is not unlike an ant trying to convince an elephant to change his ways.

Meet Adir the ant and Elgo the elephant. Like two teammates who must work together to realize a common goal, Adir (our overly conscious hero) and Elgo (Adir's stubborn and instinctual subconscious partner) must work as a single creature in order to reach the Oasis, their vision of paradise in the African savannah.

Their simple story is a powerful metaphor designed to bring out your best performance as a leader, so that you can do the same for those around you. Already a classic parable, *The Ant and the Elephant* is a must for those seek to transform their lives by reaching their full potential.

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