

2025 HIGH PERFORMANCE LIFESTYLE PLAYBOOK

Your step-by-step guide to taking control and achieving clarity, focus, and impact in the year ahead!



Hey you!

2025 is just around the corner. Now is the time to take control of your future and build the lifestyle, career, and success you've always envisioned.

It's easy to get caught up in the chaos of daily life and let the year slip by without truly making progress. But the truth is, you can't leave your success to chance.

A well-thought-out plan is the foundation for anything meaningful. Without a plan, you're like a ship without a rudder—drifting wherever the wind takes you. But with a plan, you're setting a course, establishing clear priorities, and creating a roadmap that will guide you through the year with confidence, clarity, and purpose.

The difference between high performers and those who struggle to make real progress is often found in their ability to strategically plan and consistently execute.

What you will find in this playbook

In this playbook, we'll break down the steps necessary to build a high-performance lifestyle that aligns with both your personal and professional goals.

This isn't just about ticking boxes or setting vague resolutions. This is a game plan for success that is rooted in clear priorities, daily action, and a mindset that will help you perform at your peak.

You'll find sections that dive deep into:

- **Reflection:** How to look back, learn, and set the stage for growth
- **Defining your roles:** Identifying the key areas of your life and how you can show up as the best version of yourself
- **Your life rules:** Setting non-negotiable boundaries and habits that protect your energy and time
- **Ambitions and goals:** Turning your dreams into concrete, actionable objectives
- **Action plans and timelines:** Crafting the steps, tools, and timeframes to make sure your goals are not just ideas but realities
- **How to make it stick:** Maintaining momentum and making sure your progress lasts well beyond the initial push

What you will gain (if you do it right)

When you commit to building and executing a high-performance plan, you gain much more than just a checklist for the year ahead. The benefits of following through on your plan will extend far beyond career success—they'll transform your lifestyle and mindset.

Here's what you'll gain:

- **Clarity and focus:** You'll know exactly what to prioritize, eliminate distractions, and make confident decisions
- **Increased productivity:** With a clear action plan, your productivity will soar, and you'll find yourself getting more done with less effort
- **Consistency and accountability:** When you plan and set goals, you hold yourself accountable to your own standards—and that's how high performers turn intentions into results
- **A Sense of purpose:** Every step you take will be aligned with your long-term vision, making your work and life feel more fulfilling
- **Achievement and growth:** With a plan, you'll be able to track your progress, celebrate wins, and learn from challenges. You'll know you're always moving forward
- **Balance:** A high-performance lifestyle isn't just about work. It's about balance—between personal and professional life, health, relationships, and more. This playbook helps you integrate all aspects of your life to achieve harmony and success

Why this playbook matters

This isn't just another "goal-setting" guide. This is a strategic framework for the high performers who are serious about living their best lives and achieving success in both their career and personal life.

The tools and techniques you'll learn here are designed to give you the structure and focus you need to cut through the noise and execute your vision.

By the end of this playbook, you will have a personalized, actionable plan for 2025—one that you can follow with confidence, adjust as needed, and measure your progress against. And as you build this plan and start executing it, you'll gain more than just success in the usual sense. You'll gain a deeper sense of control, purpose, and fulfillment—both in your career and in your life.

So, let's get started. 2025 is yours for the taking—but only if you take the first step. Are you ready to build a high-performance lifestyle and make this year your most successful one yet?

***"PERFORMANCE IS
NEVER A COINCIDENCE.
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HAVE IT ALL ARE OFTEN
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Step 1 - Reflection

Reflection is more than just looking back; it's about understanding your journey, learning from it, and using it to propel yourself forward. It's the first step to identifying patterns, strengths, and areas for growth. By reflecting intentionally, you gain clarity about what truly matters and where to focus your energy in 2025.

The exact steps:

- Set aside at least an hour in a quiet space
- Write down your biggest wins, lessons, and challenges from 2024.
- Identify recurring patterns in your decisions and habits
- Evaluate your progress in key areas: career, health, relationships, and personal growth
- Summarize your reflections into key themes for the year

The questions to ask yourself:

- What were my proudest moments in 2024, and why?
- What mistakes did I make, and how did they shape me?
- Which habits contributed most to my success?
- What do I regret not prioritizing, and why?
- How did I spend my time, and was it aligned with my goals?

The biggest challenges:

- Challenge: Feeling stuck or overwhelmed by the process
 - Solution: Break reflection into smaller parts (e.g., reflect on one month at a time)
- Challenge: Being overly self-critical
 - Solution: Focus on growth opportunities rather than judgment
- Challenge: Struggling to see patterns
 - Solution: Ask for feedback from trusted friends or colleagues

Step 2 - Your roles

Your roles define how you show up in different areas of life. By gaining clarity on these roles, you can create a vision for who you want to be and focus your energy on what matters most. When your roles are aligned with your values, you build a purposeful and fulfilling life.

The exact steps:

- List all the roles you currently hold (e.g., parent, leader, friend)
- Reflect on how you've been showing up in each role
- Write down the kind of person you aspire to be in each role
- Define 2-3 actions that align with your aspirations
- Revisit and refine these roles quarterly

The questions to ask yourself:

- Which roles bring me the most joy and fulfillment?
- Where have I fallen short, and what can I improve?
- Who do I want to become in each role?
- Are there any roles I need to let go of or reprioritize?
- How do I want others to perceive me in these roles?

The biggest challenges:

- Challenge: Feeling torn between conflicting roles
 - Solution: Identify your primary focus for the next quarter and communicate it clearly to those involved
- Challenge: Unrealistic expectations of yourself
 - Solution: Focus on progress, not perfection, in each role
- Challenge: Neglecting roles that matter
 - Solution: Use your calendar to ensure every important role gets attention

Step 3 - Your life rules

Life rules are your personal operating system. They guide your decisions, set boundaries, and protect your priorities. Without them, it's easy to get lost in distractions or live by others' expectations. By creating clear life rules, you align your daily actions with your long-term goals and values.

The exact steps:

- Identify your top priorities in life
- Brainstorm rules that support these priorities (e.g., "No work on Sundays")
- Limit your list to 5-10 clear, actionable rules
- Write your rules somewhere visible (e.g., journal, phone wallpaper)
- Review and adjust your rules every six months

The questions to ask yourself:

- What are my non-negotiables for living a fulfilling life?
- What boundaries do I need to protect my energy and time?
- What rules will help me stay focused on my goals?
- Are there areas where I'm too flexible and need stricter rules?
- How will I hold myself accountable to these rules?

The biggest challenges:

- Challenge: Forgetting or ignoring your rules
 - Solution: Set reminders or use visual cues to reinforce them daily
- Challenge: External pressure to break your rules
 - Solution: Communicate your rules clearly to others and stand firm
- Challenge: Setting unrealistic or overly rigid rules
 - Solution: Start with flexible guidelines and refine them as you go

“Stay hungry. Stay foolish. Never let go of your appetite to go after new ideas, new experiences, and new adventures. Compete with yourself, not with others. Judge yourself on what is your personal best, and you’ll accomplish more than you could ever have imagined.

Life stops for no one, so keep moving. Stay awake and stay alive. There’s no AutoCorrect in life – think before texting the universe. Breaking the rules just for fun is too easy – the real challenge lies in perfecting the art of knowing which rules to accept and which to rewrite.”

– Steve Jobs –

Step 4 - Ambitions and goals

Ambitions are your big-picture dreams; goals are the actionable steps to achieve them. Without a clear vision, it's easy to drift through the year without meaningful progress. By connecting your ambitions to specific, achievable goals, you turn dreams into reality.

The exact steps:

- Write down your top ambitions for 2025 (both personal and professional, you can also use your roles as focus areas)
- Break each ambition into smaller, actionable goals
- Use the SMART framework to define each goal
- Prioritize goals for each quarter
- Regularly review and adjust your goals based on progress

The questions to ask yourself:

- What are the top three things I want to achieve in 2025?
- Why are these ambitions important to me?
- What resources or support do I need to achieve my goals?
- What potential obstacles might I face, and how will I overcome them?
- How will I measure success for each goal?

The biggest challenges:

- Challenge: Overcommitting to too many goals
 - Solution: Focus on 1-2 major goals per quarter
- Challenge: Losing motivation over time
 - Solution: Break goals into smaller milestones and celebrate progress
- Challenge: Setting vague or unrealistic goals
 - Solution: Use the SMART framework to stay specific and actionable

Step 5 - Your action plan

Planning bridges the gap between intention and execution. A clear action plan ensures your goals don't just stay on paper but translate into real progress. By setting timelines, you create urgency and accountability.

The exact steps:

- Choose one major goal to focus on first
- Break it into 3-5 milestones with deadlines
- List the specific actions required for each milestone
- Assign time slots in your calendar to work on these actions
- Review your plan weekly to track progress and make adjustments

The questions to ask yourself:

- What's the first step I need to take toward this goal?
- How will I break this goal into manageable milestones?
- What can I do this week to move closer to my goal?
- What obstacles might arise, and how will I address them?
- How will I track my progress and stay accountable?

The biggest challenges:

- Challenge: Overwhelmed by the size of the goal
 - Solution: Focus on one small step at a time
- Challenge: Procrastination
 - Solution: Use accountability tools like trackers or check-ins with a partner
- Challenge: Unforeseen setbacks
 - Solution: Build flexibility into your timelines and adjust as needed

PS - You can also use a tool like Trello or Notion to build your action plan

Step 6 - Your calendar

Your calendar is more than a schedule—it's a reflection of your priorities. When used effectively, it helps you eliminate distractions, focus on what matters most, and protect your time for high-impact activities.

The exact steps:

- Identify your top priorities and block time for them first
- Use color coding to differentiate between work, personal, and self-care
- Schedule weekly reviews to adjust your calendar as needed
- Leave buffer times for unexpected tasks or breaks
- Regularly assess whether your calendar reflects your goals and values

The questions to ask yourself:

- Does my calendar align with my priorities?
- What distractions can I eliminate from my schedule?
- How can I create more focused time for deep work?
- Am I leaving enough room for rest and self-care?
- How will I protect my calendar from being overbooked?

The biggest challenges:

- Challenge: Overloading your schedule
 - Solution: Use the 80/20 rule to focus on high-impact activities
- Challenge: Letting others dictate your time
 - Solution: Learn to say no and set boundaries
- Challenge: Skipping scheduled priorities
 - Solution: Treat appointments with yourself as non-negotiable

The final push!

You've put in the work, you've created your plan, and you've taken action. But now comes the most critical part: making it stick. It's easy to get excited at the start, but the real challenge is maintaining momentum and turning these actions into lasting habits. This chapter is about ensuring that the progress you've made in building a high-performance lifestyle doesn't fade after the initial excitement wears off. It's the final push that turns your plans into a lifestyle that lasts.

The exact steps:

- Commit to the process: Understand that progress is not a straight line. Embrace the ups and downs, and commit to showing up every day, even when your motivation is low
- Use the 60-day rule: To make a new habit stick, aim to consistently follow through for 60 days. This builds the mental and physical muscle to make it automatic
- Create daily micro-rituals: Instead of focusing only on big goals, set up small, daily actions that will keep you engaged with your mission. This could be a morning routine, a productivity hack, or even 5 minutes of reflection
- Measure and celebrate progress: Celebrate small wins and track your progress to keep the momentum going. Use tools like habit trackers or journals to make it tangible
- Surround yourself with support: Find accountability partners, mentors, or a community who share your values. Their support will help you stay on course when challenges arise

The final push!

The questions to ask yourself:

- What are the small, daily actions that will reinforce my goals and make them a habit?
- What will help me stay committed when I encounter obstacles or distractions?
- How can I celebrate my wins, no matter how small?
- Who can I involve to keep me accountable and on track?
- What will I do if I fall off track, and how will I get back on?

The biggest challenges:

- Challenge: Losing motivation after the initial push
 - Solution: Focus on the process, not just the outcome. Break your goals into smaller tasks and remind yourself why you started
- Challenge: Falling back into old habits
 - Solution: Make the new habit a non-negotiable part of your daily routine. Use triggers (e.g., a time, place, or action) to keep you consistent
- Challenge: Self-doubt or setbacks
 - Solution: Reframe setbacks as learning opportunities. Reflect on what's working and adjust what isn't. Lean into your support network for encouragement and guidance

One last example:

If your goal is to build a healthier lifestyle, instead of just setting a vague "get fit" goal, create a daily habit like a 15-minute workout every morning. Track your progress with a calendar, and every 10 days, treat yourself to a small reward (e.g., a massage, a new workout outfit). This ensures you're building a habit that becomes ingrained in your routine.

The final push!

The last tips:

- Consistency over perfection: Remember, it's about showing up, not being perfect. Small, consistent actions lead to big results
- Stay flexible: Life is unpredictable, and sometimes you'll need to adjust your plans. Embrace change and tweak your approach when necessary
- Reflect often: Regular reflection will help you course-correct and keep your focus sharp. Make time for a weekly review to track your progress and adjust your action plan if needed

The final push isn't about a burst of energy—it's about creating a sustainable momentum that will carry you through the year and beyond. Consistency, self-compassion, and accountability are key to making sure you don't just start 2025 strong, but finish it even stronger. When you let these practices become a part of your everyday life, the high-performance lifestyle becomes who you are—not just what you do.

***"SUCCESS IS NOT BORN
OVERNIGHT. IT'S
CREATED AND BUILT
WITH UPS AND DOWNS"***



MEET HENDRIKA!

I am a dynamic force, an empowering speaker, author, podcast host, and high-performance enthusiast with over two decades of experience in both the tech industry and karate. With 23 years in tech and over 20 years as a dedicated karate athlete, I've not only pushed my limits but mastered the art of excelling in highly competitive environments.

From a young age, I learned the importance of resilience, discipline, and an unwavering focus on excellence. This mindset carried me through the global stage of competitive karate and the fast-paced world of IT, where I became a trailblazer for women in technology.

Through keynotes, books, and workshops, I share the powerful lessons I've learned from decades of high-stakes competition in both sports and business.

I'm here to guide you and your team toward achieving your fullest potential.

WANT TO WORK WITH ME?

Through keynotes, books, and workshops, I share the powerful lessons I've learned from decades of high-stakes competition in both sports and business. My sessions are designed to equip individuals and teams with the skills to thrive in today's competitive world!

GET IN TOUCH!