

Gracie Philosophy

Lesson 22

Entrepreneur Jiu-Jitsu (EJJ): Part 2

Rener is back with your second lesson in Entrepreneur Jiu-Jitsu! The connections between business and jiu-jitsu are limitless, and in this live presentation Rener shares principles 4, 5, and 6. By the time you're done with this video you'll have earned your second stripe in EJJ!

Principle #4: Black Belt Reconnaissance

- Take from every touch, or get choked by someone who does.
- · Half of the information/knowledge you need for success will ONLY be learned after you launch.
- Failure to launch so you can begin failing is the biggest failure of all.

Principle #5: Tactical Trade-ups

- · White belts give up. Black Belts trade up.
- The "never give up" mentality is a liability if misunderstood.
- Know the critical difference between "tactics" and "strategy."

Principle #6: Win-Win-Win

- If it's not win, win, win, don't do it!
- When the Gracies came to America, it was 100% win-lose with every other martial art.
- Today, we have win-win-win relationships with martial artists all over the world!

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