

**MAX OUT:  
TO REACH OR CAUSE TO REACH THE LIMIT OF CAPACITY  
OR ABILITY**



# WHY MAX OUT COACHING?

*We live in a society that tries to limit our potential in order to control our outcome. It's time to break through the ceilings and walls that have tried to limit your potential and keep you from reaching your destiny.*

*You are today where your thoughts, beliefs, attitude and choices have brought you.*

*You will be tomorrow where your thoughts, beliefs, attitude and choices take you.*

**TO BE THE BEST VERSION OF YOU POSSIBLE,  
YOU HAVE TO TAKE IT TO THE MAX!**

**LET ME HELP YOU MAX OUT TODAY!  
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# BECOMING YOUR BEST YOU

**MAX OUT COACHING**

*"Whatever you do, do it to the Max!"*

**BY DR. CHARLES DENT**

## ABOUT THE MAN BEHIND MAX OUT COACHING

Dr. Charles Dent, a certified coach with the International Coaching Federation. He is also a Pastor, Teacher, Social Entrepreneur, Husband, and Father. Most importantly, he is a student of life and people.

He holds a Ph.D. in Religion and has pastored six churches on 2 continents, 4 of which were new church plants. Additionally, he has worked in juvenile rehabilitation services, served as a chaplain in one of the largest hospital systems in the southeast, and helped develop the social-emotional programming for Alabama's first public charter school. He is also a veteran of the United States Marine Corps.

Over his 35 years of organizational leadership and development experience, he has studied the habits, attitudes, and behaviors of people in both high functioning, high growth organizations as well as those in stagnant and declining ones. He has coached both organizations and individuals, helping them max out their potential, live out their values, and move from good to great.

Together, he and his wife, Jabaria pastor The City of Grace Mobile, a multi-ethnic, multi-generational ministry in Mobile, AL. They have six children--Jessica, Meagan Chelsea, Christopher, Sharayon, and Kennedy and two fur babies--Lady and Carter.



The wealthiest place is in your mind because it gives you the ability to get up again when everyone has counted you out.

Dr. Charles Dent  
Max Out Coaching



***What are some areas in my life I need to Max Out?***

A vertical list of 18 horizontal lines for writing. On the right side, there is a large yellow arrow pointing upwards. On the left side, there is a large yellow arrow pointing downwards.

Max-Out Coaching is all about helping people become the best possible version of themselves. Not only will it help them grow, but it will enable them to motivate themselves by setting an example for others to follow.

There is a song by Michael Jackson, "Man in the Mirror." Max-Out Coaching helps you take a critical look in the mirror and reflect on where you are and what it takes to become a better version of yourself.

Most people get stuck or plateau in their growth spiral, but Max-Out Coaching moves a person who is willing to take the challenge to grow from a fixed, traditional mindset to a growth mindset.

Mindset will only change when confronted with hard truth.

To become the best version of you first takes the courage to confront where you are and map out where you want to be.

Second, it takes a willingness to go the extra mile.

Third, it takes a deeper dive into the false beliefs that are destroying your self-perception telling you what you can't do.

The goal of Max-Out Coaching is to adopt a positive mental attitude, develop habits that bring success and empower you to change your mental, physical and emotional state.

***Whoever you are, whatever you do, do it to the MAX!!***

The first place Max-Out Coaching starts is **Self-Confrontation**. *If you are not willing to confront where you are, what are the chances you will take in where you want to go? There are those who say we ought to be building ourselves up, but without self-confrontation, there is no growth.*

Self-confrontation must continue throughout your life if you are going to shift from a fixed mindset to a growth mindset.

Self-Confrontation starts with your ability to confront your beliefs, values, attitudes, intentions, behaviors and habits.

#### Benefits

- Learn how to approach circumstances, relationships, and situations from a different perspective and to experience growth in all of life's challenges.
- Be prepared to assist others who face life challenges and deal with difficult situations with love and appreciation.



"When I stand before God at the end of my life, I would hope that I would not have a single bit of talent left, and could say, 'I used everything You gave me.'"

Chadwick Boseman  
The Black Panther



**Self-discipline** is the ability to control one's emotions and overcome one's weaknesses. It allows us to pursue what is right despite the temptations to abandon the assignment.

Self-discipline is required to achieve optimal health when breaking habits that do not serve you.

Self-discipline allows you to stay focused on your goals. It helps you to stay in control of yourself and of your reaction to people, situation, and circumstances. Self-discipline is like working out; the more you train it, the stronger you become. Those who lack self-discipline can cause low self-esteem.

Self-discipline grows in us when we decide to lay aside the petty stuff that easily distracts us.

#### Benefits

- Stay focused on your goals
- Remain in control of your outcome
- Be better equipped to handle life situations

The second step in the Max Out Coaching System is **Self-Realization**. This is the place where we overcome what I call, "impostor syndrome".

Learn to become your own hero and overcome self-doubt and disbelief.

Max Out Coaching guides you to take ownership of your goals and values while identifying distractions and interruptions and how to eliminate them.

During self-realization, we dump the meaningless things that are hindering your growth and build a stick-to-itiveness mindset to finish what you started no matter the cost. Only then can you begin to become the best version of you possible.

#### Benefits

- Recognize your strengths, weaknesses, opportunities and threats
- Derive fulfillment and satisfaction out of the present moment
- Gain the confidence to lead yourself and others through challenging situations
- Feel empowered and secure enough to speak up for yourself



**Self-Reflection** is the ability to pay attention to your thoughts, emotional state, decision making process and attitude.

It is an art to give mind perspective.

The basic purpose is to analyze your state, acknowledge and apply solutions to your situations. Self-reflection is the key to self-awareness.

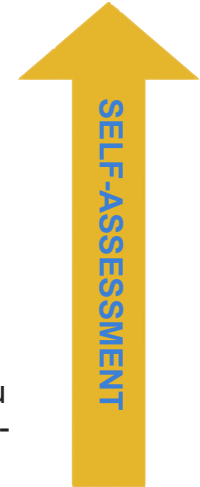
Self-reflection creates a personal internal mirror. You know what you look like before others see you.

This is a personal reflection that takes practice and curiosity of where you are and how you got here. This takes effort in overcoming negative self-reflections.

This leads to self-awareness.

#### **Benefits**

- Know your emotional, mental and physical state
- Understand your current mindset
- Identify your triggers
- Improve your relationship with self and others



**Self-Assessment** or evaluation of your performance in relation to the standard that you have set for yourself. Without self-assessment, there is no growth.

Max-Out Coaching assesses you on a weekly basis with the mindset of pushing you to live out your full potential without excuses.

Self-Assessment is a skill that helps you monitor your abilities by challenging areas of strength, weaknesses, opportunities, threats with a self-diagnose relevant solution. This leads to self-discipline.

#### **Benefits**

- Increase performance
- Know how to pivot when necessary
- Conduct your own SWOT analysis
- Create and maintain high standards of performance



### **Social-Awareness**

is linked to social intelligence. It is the key interpersonal skill that helps you improve and strengthen your relationships. This comes by setting boundaries and being able to decide when to exercise tough-love. Tough love is never for someone else, it is for you.

When you are interacting with toxic people, it can be exhausting, but when you exercise social awareness, it develops your skill in dealing with difficult issues.

Our lives are made up of relationships— family, friends, coworkers, and even strangers. This is a skill we need to shift our mindset. We are called to thrive, not just survive. Unyielding relationships can become extremely stressful that may cause undo pain.

Social awareness is a key to healthy and vital relationships.

#### **Benefits**

- Develop and maintain healthy boundaries
- Become sensitive to the needs of others
- Develop a pulse to feel and understand others
- Be less susceptible to social stress and social burnouts



**Self-Awareness** is to be present in the moment. Self-awareness keeps you from checking out when others interrupt you. You become aware of what is going on around you without judgment. You come to know yourself.

This allows you to understand yourself before you attempt to understand others. This will help you know yourself better whether you are exposed to your own bias, experiences and prejudices, you become more aware of the effectiveness of yourself.

Self-awareness allows you to check in with yourself by reflecting on your actions and reactions to others.

#### **Benefits**

- Be able to change perspectives
- Have compassion for others
- Become patient with others, and with yourself
- Let go of the past
- Better understand and respond to situations

**Self-Interest** is critical to your growth mindset. Everyone caters to the natural law of WIIFM— what’s in it for me?

Self-interest focuses on the your needs and leads to self-care, thereby allowing a better version of you to emerge out of any situation. Self-interest is the motivating factor to a growth mindset.

This will give you the opportunity to focus on yourself while looking for ways to improve those around you.

Self-interest can create healthy environments and a culture that allows everyone to max out.

This is what makes Max-Out Coaching so impactful. We drive self-interest with self-care.

### Benefits

- Know your “why”
- Create your personal moral compass
- Take responsibility for your own happiness and to stay motivated when others are not
- Increase your motivation for growth



SELF-INTEREST

**Self-Leadership** or Self-Control is being able to tell yourself “no”. Self-Leadership is learning how to put a muzzle on your tongue without trying to justify others. You can train yourself to answer others with integrity, but this is a learned exercise.

When you are frustrated, Max-Out teaches you strategies that will empower you to overcome any obstacle with patience, clarity, and control.

When you know what is in your control, then you can change it. There are temptations designed to set you off track, but self-control will help you achieve the goal of becoming a better version of yourself.

### Benefits

- Be determined to achieve your goals
- Get power to control your emotions
- Improve your mental focus
- Solve trust issues in your relationships and career
- Boost your self-confidence



SELF-LEADERSHIP