

KEITH ABRAHAM

UNSTOPPABLE VELOCITY

Turn Your Goals into a Reality, Faster!



WILEY

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Foreword

Every now and then you meet someone who doesn't just talk about living with purpose and passion, they live it in everything they say, everything they do and everything they are. For me, that person is without a doubt Keith Abraham.

Many years back I'd heard of Keith, but I hadn't seen him speak in person. The room was full, the kind of full where people are standing, huddled together at the back of the room, and there was an air of anticipation. Within minutes of him stepping on stage, you could feel the energy shift. He didn't just deliver a presentation; he took everyone in the room on the most captivating journey.

I remember watching him move effortlessly between big, bold ideas and deeply personal stories that made everyone stop, reflect and see themselves differently. By the time he finished, everyone in the room was deep in thought: people were leaning forward, jotting notes furiously, smiling and nodding to themselves. It wasn't hype; it was real transformation happening in real time. That's when I knew that Keith Abraham was a man to listen to — he was in a league of his own.

Since then, I've had the privilege of getting to know Keith, and I can say, without hesitation, that there's no one like him. The man you see in public is exactly the man you get behind the scenes. He is as

committed to his own growth, goals and standards as he is to helping others achieve theirs. He doesn't just teach the principles you'll find in *Unstoppable Velocity* — he embodies them.

Keith's life is proof of what happens when you define what matters most, commit to it completely and take deliberate action every single day. He has navigated the highs and lows that come with chasing bold goals, and he has done it with a rare combination of discipline, humility and beautiful humanity.

This book is more than a collection of strategies; it's a blueprint built on lived wisdom. In these pages, Keith will challenge you to dig deeper into what drives you, define your desires with clarity and develop the determination to see your plans through. He'll help you strip away the distractions, excuses and limiting beliefs that slow you down, and replace them with focus, momentum and a mindset that makes progress inevitable.

When Keith talks about 'unstoppable velocity', he's not talking about working harder or running faster for the sake of it. He's talking about finding the alignment, the energy and the purpose that make moving forward feel natural, sustainable and, most importantly, exciting. He's talking about the kind of momentum that carries you towards the life you truly crave.

I've seen the impact of Keith's approach first-hand, both in my own world and in the lives of the people he works with. The clarity he brings, the tools he shares and the way he helps people shift their thinking is nothing short of extraordinary.

So, read this book with a readiness and a burning desire to take action. Lift the ideas off the page and into your own life. If you do, not only will you understand what unstoppable velocity is, but you'll start to live it and inspire others to do the same. And what a mighty gift that is from a mighty man.

Andrew Griffiths, international bestselling author/speaker

A Note of Gratitude

Everyone knows that significant achievements are often made possible with a great deal of support, love and assistance from others. Throughout my life, I have had great support, assistance, mentoring and love from many people.

To my family

To the love of my life, my best friend, my business partner and my wife, Kristine, thank you for always being there for me, believing in me and backing me. You have shown me how to love and be loved and how to look at things differently with a compassionate heart.

To my two daughters, Mazana and Bella, thank you for being my teachers, opening my eyes, and making me more aware and connected. Your love, support and respect energise me to be more, do more and achieve more for our family.

To my older sisters, Jen and Marilyn, thank you for being there for me when we were growing up and looking after me. To you, Jen, thank

you for your inspiration as you tackle your challenge head-on, for being relentlessly upbeat and for giving me perspective.

To my mentors

I have been exceptionally fortunate to have had mentors throughout my life who have given freely and assisted greatly in my journey. To my buddies Rob, Andrew, Paul, Jason, Adrian and Andrew in my Forum Group: your encouragement, support, belief, love, laughs, teachings and challenging conversations have made me a better man, person, leader, provider, educator, father and business founder. Thank you, gents, for helping me think bigger, be better and become bolder.

To my friend and mentor, Angie, who knows exactly what to say to me at the exact right moment, who gets me, and who works with me to bring the best out of me every time we meet, thank you for moving me from being ego-centric to being so much more heart-centric. To my dear mentor, Rod, who is a wise sage to me, thank you for encouraging me to think better, dig deeper and look beyond what could be.

To Stacey, though I have not known you long, I feel like I have known you forever. Your strategies, energy and amazing insights are pushing me out of my comfort zone and driving me to rise to a new level of expertise as a speaker and business leader. Thank you for the push!

To my inner circle of friends

I have had many friends throughout my life. Some come and go through time, circumstances and distance. However, I am blessed to have an inner circle of friends with whom I talk often and work occasionally, and whom I respect, admire and appreciate immensely. They are all great professional speakers, like Jane, Malcolm and

Rowdy, whom I think the world of. We always manage to have a laugh as we discuss business and share our life experiences.

To Amanda and Andrew, two of my closest friends, I love sharing the stage with you both. Thank you for teaching me, inspiring me and helping me become aspirational in my life, speaking and business. Whenever I am in your company, you make me better in all areas of my life.

To each of you... I am grateful!

Preface

Firstly, thank you for taking the time to invest in yourself by reading this book. I personally believe:

If you don't invest in yourself, then you are a poor judge of a good investment.

Over the past 29 years, I have spoken to 1.7 million people as a professional speaker in 43 different countries and written five bestselling books in 12 languages. I have also had the great fortune to listen to people at the back of conference rooms share their triumphs and their learnings as they pursued their goals. These conversations have been among the most inspiring and transformative moments in my life. From this inspiration, I have been curiously compelled and seriously obsessed with achieving goals faster than you thought possible, easier than you could have imagined and sooner than you could have wished for at the start of the journey. For over 40 years, I have been a student of the goal-setting process.

Now, that is the front story — where I am right now. That is not where I started. Most of us don't begin as success stories; we create them over time, with a goal in our hearts and a plan in our heads, and by toiling away consistently.

For me, this is where it all began. I was academically challenged going through school. I loved going to school to see my friends and play sports, but that was it. I was not a high achiever. I dropped out of school at 15 to become a labourer for a local bricklayer called Klaus. I didn't know what I wanted to do, achieve or have in my life, so I took the first job I could get. He was a tall German man-mountain with huge biceps, a big-barrelled chest and a peroxide-blond, flat-top haircut. He was a man of few words; all he said to me, day in and day out for the six weeks I worked with him, was 'Get more bricks!' Back in Germany, Klaus held the German record for laying the most bricks in a day. I realised I needed to work with the slowest guy from Germany, not the fastest!

I decided to return to school, only to drop out again in my final year because school was still not for me. My mum got my next job for me, working in local government with Albert Shire Council in the water supply and sewerage department, then to the health department, where I became a noxious weed inspector. After a few years of being a very poor weed inspector, my boss came to me one day and asked if I would like to participate in a week-long leadership program (the RYLA — Rotary Youth Leadership Award). I was not a leader; I was not interested until he mentioned I would get a week off work with full pay. Suddenly, I thought maybe I was a leader, or at least I could be one someday.

The leadership program was the catalyst I needed, and it became a defining moment in my life. It was a great week filled with fantastic inspiration, wonderful information and great insights. On the last day, the program leaders asked us to find a shady tree and take the time to write out a to-do list of 100 goals that we wanted to achieve in our lifetime. When I participated in this activity, I was given 90 minutes, and as I sat there, I thought about everything I could do in my life: my dreams, my goals, my desires, my passions, the jobs I could be doing and the places I could travel to.

However, I was only able to write down six lifetime goals. When I reflected on this, I thought my life was either going to be very short or very boring! My seventh goal, which I had written down, was to complete the list. It took me six weeks to complete the challenge, writing a couple more goals each day. Back then, as a 24-year-old, I had no idea what I wanted to achieve or what I wanted in my life. I was rudderless, living day to day, week by week and month by month with no purpose.

After that leadership camp, I fell in love with goals. Since then, I have been a student of the goal-achievement process. One of the first goals on my first list of 100 Lifetime Goals was to speak in front of 1000 people, as I had this scary desire to do so — or maybe it was just an early flicker of a growing belief that I could make a difference in people's lives through teaching the power of setting and achieving your most important goals.

This one belief has driven me, compelled me, made me curious and kept me obsessed with finding ways to help people achieve their goals faster, easier and sooner. It has become part of my DNA and I feel it is why I was put on this planet.

On the other side of every goal is abundance!

Very few people ever set a goal to be abundant. However, in the achievement of any goal, the by-product is abundance. It could be an abundance of success, confidence, belief, financial security, self-esteem or accolades.

Every goal you set out to achieve is a journey of four stages:

1. **Before you clarify your goal:** This is sometimes a time of dissatisfaction — of being tired of being too comfortable. You may even begin to question yourself or have a desire

to want more, to be more or to have more of something in your life. This is where you use your mental muscle to decide what you want.

2. **During the pursuit of your goal:** This is where the rubber hits the road and you do the work, facing the real-life challenges or fictitious ones made up in your head. This stage involves overcoming doubt, leaning into the difficult and starting to create momentum.
3. **After you have obtained your goal:** There is a sense of accomplishment — an endorsement from others but, more importantly, from yourself — that you are worthy, deserving and capable. You have achieved: you have accomplished something important that matters and will make a difference.
4. **The ongoing benefits of achieving your goal:** Every goal gives you an abundance of something. It is not always obvious, but it is impactful. Your triumph over the obstacles, challenges and roadblocks could provide you with an abundance of belief in your ability, confidence in yourself, strength in your determination or a desire to go beyond what you used to think was possible.

With a feeling of abundance around you, you start to tap into infinite possibilities, and you create Unstoppable Velocity. Here's the beautiful truth: abundance isn't just what you gain when you arrive, it's what grows within you along the way. Every step, every setback, every small victory shapes a better version of you. With each goal you achieve, you collect courage, clarity and confidence. You begin to see that the journey is not about chasing more, but about becoming more. The real treasure is a reservoir of infinite possibilities that powers you forward. Because when you live in a space where abundance flows, you stop counting what you have and start creating what's next.

Why I do what I do

About 12 months ago, I was working with a business consultant to reposition my business. One of the questions she asked me was, 'Why do you do what you do?' I took the time to explain how I got started and what keeps me pursuing my passion, and she suggested I write a 'manifesto' to give context to why I do what I do. Here is my manifesto:

Why I do what I do

When we talk about goals
Everyone focuses on the endpoint
The destination
The final victory

But they're missing the real magic
Goals aren't just targets
They're catalysts
Each goal you achieve
Creates a reaction
That amplifies everything around you

I see people setting goals in isolation
As if achievement exists in a vacuum
As if your success doesn't create waves
As if your progress doesn't light fires
In the minds of others

This is the catalyst effect:
When you achieve your goals
You don't just transform yourself
You become a living blueprint
For what's possible
Your progress rewrites

What others believe they can achieve
Your velocity becomes their permission
To move faster

Every goal you reach
Isn't just a personal victory
It's a pebble in still water
Creating ripples of possibility
That touch shores you'll never see

This isn't about motivation
It's about activation
Not just planning
But becoming the catalyst
That triggers chain reactions
Of achievement around you

When you understand this truth
Goal-setting transforms
From a personal practice
Into a force multiplier
Every milestone you hit
Accelerates someone else's journey
Every barrier you break
Removes it for those who follow

I'm Keith Abraham
And I'm here to reveal
The hidden power of goals
Not as checkboxes to tick
But as catalysts for collective elevation
Where your achievement
Becomes the spark
That ignites a chain reaction
Creating Unstoppable Velocity

Because when you see goals
As catalysts
Everything changes
Your success isn't just yours
It's the first domino
In a sequence of breakthroughs
That changes everything
For everyone!

If this moves you, resonates with you, or makes you a little bit more curious, then read on and embark on a journey of discovery that will clarify your desires and show you ways to strengthen your determination so you can achieve what's important, what matters and what will make a difference in your life.

PART I

Welcome to Unstoppable Velocity

Velocity accelerates your
goal achievement!

CHAPTER 1

The Impact of Unstoppable Velocity

When you combine two powerful elements, you create a force multiplier that significantly amplifies your impact. It starts to propel you towards what you want and away from what you don't want in your life.

UNSTOPPABLE can be described as forces, movements or individuals that are perceived as powerful, relentless, unyielding, invincible or determined not to be halted. VELOCITY is the formula that denotes the rate at which an object's position changes over time when direction, speed and focus is applied.

When you look through the lens of goal achievement, I believe that each of these words takes on a powerful new definition. *Unstoppable* refers to possessing a commitment to one's goals, an unshakeable mindset, and an ability to persist despite obstacles and setbacks. It embodies a deep-rooted resilience that enables individuals to maintain their focus, adapt to adversity and tap into their inner motivation to continue striving for success.

An unstoppable person operates with an unrelenting drive, fuelled by passion, discipline and an unbreakable belief in their capabilities. They cultivate a growth-oriented mindset, viewing failures as valuable learning experiences rather than roadblocks. Their determination is not dependent on external validation but stems from a powerful internal conviction that they can achieve greatness.

Being unstoppable means embracing discomfort, stepping beyond comfort zones and continuously pushing limits to evolve. It requires mental toughness, emotional intelligence and a willingness to take calculated risks while maintaining a clear vision of success.

An unstoppable individual does not allow fear, doubt or temporary setbacks to dictate their path. They rise above challenges with courage, take ownership of their actions and consistently take meaningful steps forward, ensuring they never halt their progress, no matter what stands in their way.

What would happen in your life if *you* became unstoppable?

If we apply my definition of velocity to my definition of unstoppable, we add momentum to our mindset. Unlike speed alone, which focuses solely on how fast one moves, *velocity* integrates deliberate action, focused intent and sustained momentum towards a meaningful destination.

In personal performance, velocity means consistently progressing in the right direction with precision, efficiency and adaptability. It is not just about working harder or faster but about moving smarter, ensuring every action aligns with our long-term objectives. Those with velocity are not simply busy; they are productive, intentional and relentless in their pursuit of progress.

Velocity also implies resilience and agility — the ability to overcome obstacles, adjust strategies as necessary and maintain forward motion despite setbacks. Individuals with velocity understand that progress

Other Books by Keith Abraham

If you've found *Unstoppable Velocity* valuable, you'll love exploring my other books, each written to help you clarify your purpose, elevate your performance, and achieve what matters most in life and work. Whether you're building confidence, guiding your kids toward goal-setting, reclaiming focus or reigniting passion, these books will inspire and equip you to move forward with unstoppable momentum:

- ***It Starts with Passion — Do What You Love and Love What You Do:*** Discover how aligning your goals with your deepest emotional drivers creates greater clarity, confidence and fulfilment. Learn to rekindle passion and certainty in every area of life.
- ***BE — Goal-Setting for Kids:*** A fun, empowering and practical guide to help children and teens develop goal-setting skills, emotional resilience and a growth mindset that will serve them for life.
- ***FOCUS — How to Starve Your Distractions:*** A simple but powerful blueprint for beating procrastination, increasing

productivity and achieving your goals with clarity and purpose — one focused action at a time.

- ♦ ***Living Your Passion — Love What You Do and Do What You Love:*** Discover the five keys to designing a life and career you love, and learn how to sustain passion and peak performance over the long term.

About the Author

Keith Abraham is a global authority on goal achievement and the creator of the GoalDriver Formula, which determines what energises and engages individuals to achieve extraordinary goals. Over the past 29 years, Keith has spoken to more than 1.7 million people in 43 countries and worked with over 517 corporate clients, including many of the world's most admired organisations.

He is a bestselling author of six books published in 12 languages, an award-winning professional speaker (Nevin Award, Keynote Speaker of the Year, Educator of the Year), and a member of the Professional Speakers Hall of Fame. Keith is also the creator of the GoalDriver Diagnostic Tool, which has helped more than 8500 people discover what drives them emotionally and accelerates their performance. His work allows leaders, individuals and organisations to transform potential into achievement and achievement into legacy.

As a world-class keynote speaker, Keith delivers powerful, practical and proven insights to inspire audiences to achieve their most important goals faster, easier and sooner. His signature presentations, including 'Unstoppable Velocity' and 'Discover What Drives You',

have been delivered to more than 1.7 million people in 43 countries, working with more than 517 corporate clients across diverse industries. He has been honoured with the highest accolades in professional speaking, including the Nevin Award, Keynote Speaker of the Year, and induction into the Professional Speakers Hall of Fame.