

# PRESS KIT

## *Exponential Unleashment*

by Roger Germann

### BOOK OVERVIEW

**Title:** Exponential Unleashment

**Subtitle:** The Actionable Playbook for Focus, Flow, and a Happier & More Productive Life

**Author:** Roger Germann

**Release Date:** June 2, 2026

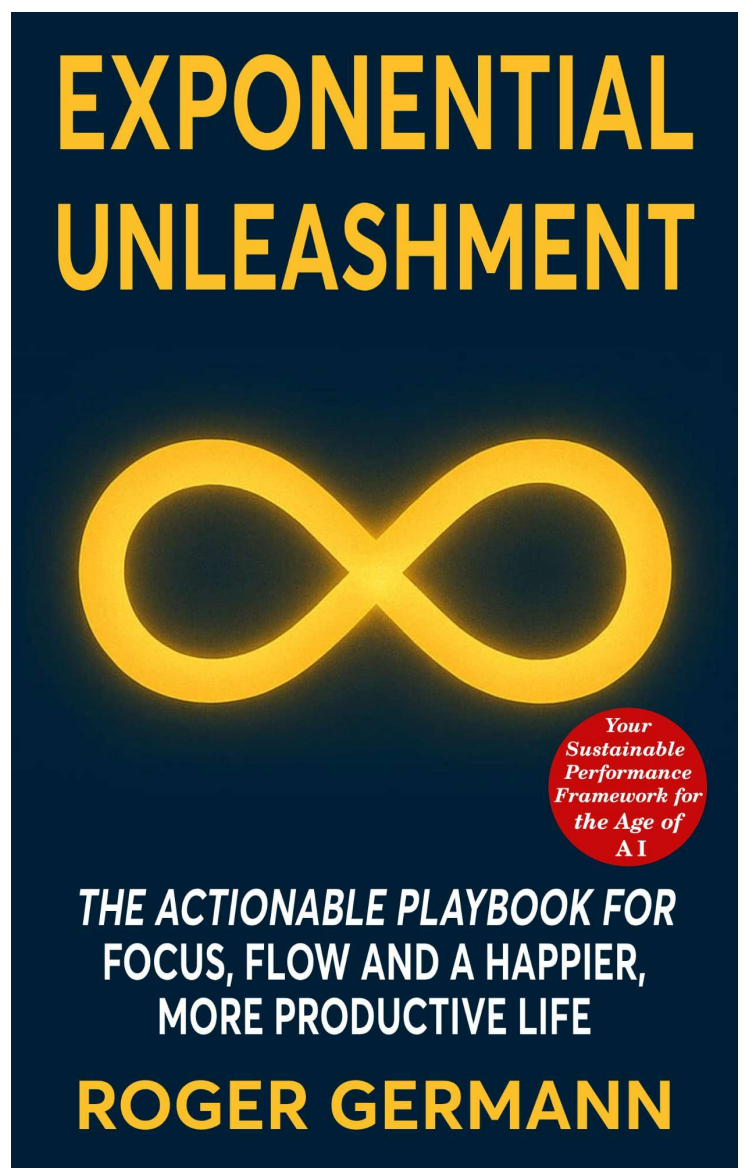
**Format:** Hardcover, eBook

**Pages:** Approximately 300 pages

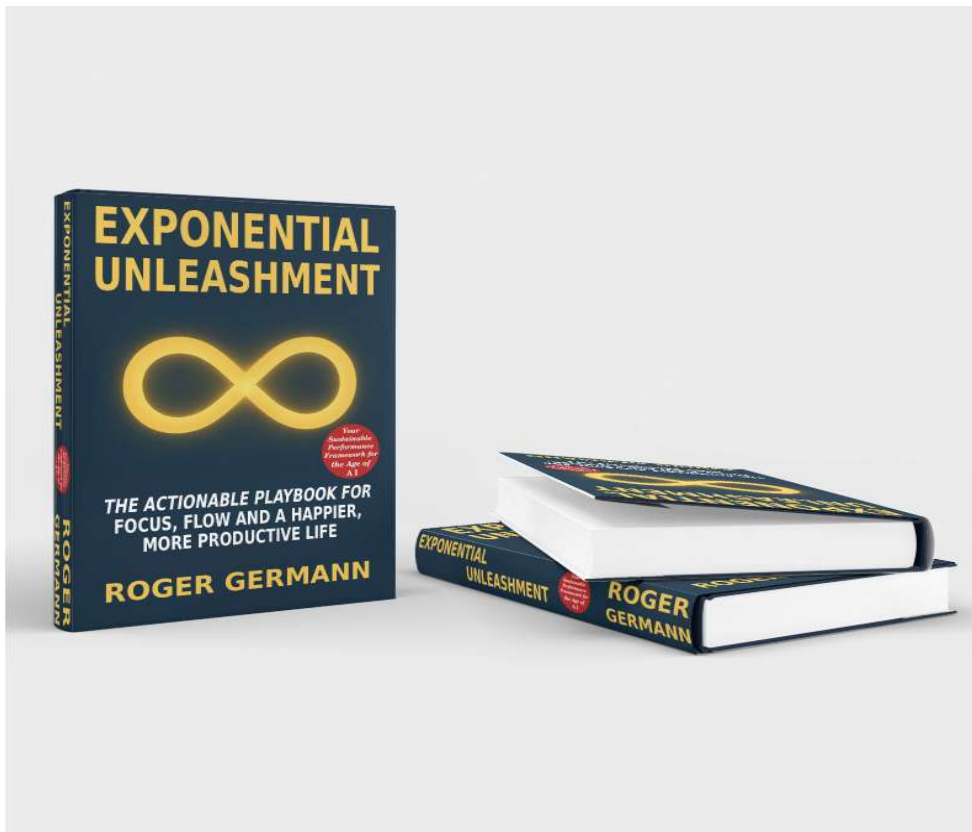
**Availability:** Available for pre-order on Amazon.

Kickstarter campaign starting soon.

### BOOK COVER



## BOOK COVER (3D MOCKUP)



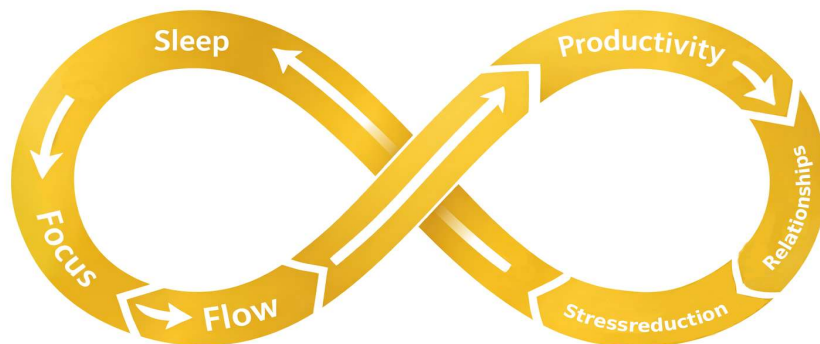
## AUTHOR HEADSHOT



## AUTHOR PHOTO (ENVIRONMENTAL)



## THE CORE CONCEPT: THE COMPOUNDING LOOP



A slight improvement in sleep sharpens focus. Sharper focus makes flow states more accessible. Flow accelerates meaningful work. Productivity creates space for relationships. Stronger relationships lower stress. Reduced stress deepens sleep. One element strengthens the next. Progress stops adding and starts multiplying.

## BOOK DESCRIPTION

### **The Actionable Playbook for Focus, Flow, and a Happier, Healthier & More Productive Life.**

What if the path there is simpler than anyone told you?

Most books give you one idea and stretch it thin. Not this one. Every chapter delivers a proven concept you can apply today and builds on the last. Together, they compound into transformation that lasts.

#### **The insight most people miss:**

Small forces shape everything. Tiny gains in sleep sharpen focus. Sharper focus unlocks flow. Flow accelerates meaningful work. Better work creates space for relationships. Stronger bonds lower stress. Less stress deepens sleep. One element strengthens the next. Progress stops adding and starts multiplying.

#### **What you will discover inside:**

**Performance Paradox:** Why trying harder often backfires, and what elite performers do instead

**Street Cleaner Principle:** Building unstoppable momentum without burning out

**Flow States on Demand:** Accessing your brain's natural pharmacy for peak performance

**Wellbeing Blueprint:** How to resolve stress and cultivate genuine happiness

**Second Arrow Principle:** Ancient wisdom meets neuroscience to end unnecessary suffering

**Foundation Elements:** Small shifts across sleep, breath, focus, movement, gut, and relationships that multiply together

#### **Why different:**

Methods draw from neuroscience, psychology, ancient wisdom, and modern performance research across the globe. Every concept has been pressure-tested across cultures, industries, and real lives. Not theory. What actually works.

#### **Who is this for:**

Anyone ready to stop forcing change and start allowing progress to compound. Leaders of global teams. Parents raising families. High performers hungry for the next level. Anyone sensing something is off and ready to fix it.

We live in an age where artificial intelligence handles more of what once required human effort. What remains uniquely human is creativity, wisdom, and the capacity to compound insight in ways no algorithm can replicate.

#### **Your sustainable performance framework for the age of AI.**

Thirteen chapters. Every foundation that matters. Small shifts that multiply.

*What becomes possible when your life starts compounding in the right direction?*

## **BIO (75 WORDS)**

Roger Germann is the author of Exponential Unleashment, a framework for sustainable performance in the Age of AI. An entrepreneur with an MBA in Marketing, he founded Asia Möbel before stepping away to travel over 100,000 kilometers across the globe, studying patterns of stress, focus, and resilience. His work integrates systems thinking and behavioral principles to help individuals build compounding capability without burnout.

## **BIO (182 WORDS)**

Roger Germann is the author of Exponential Unleashment, a framework for sustainable performance in the Age of AI.

At sixteen, he dove into Lake Zürich on a November night. Water temperature: nine degrees. He swam four hundred meters and pulled two people to safety. The Carnegie Foundation awarded him their Medal of Honor.

After earning his MBA in Marketing, he founded Asia Möbel in Switzerland and led it for eleven years. Following its closure in the wake of post-COVID structural shifts, he spent three years traveling over 100,000 kilometers across continents, observing how individuals and cultures relate to work, stress, and meaning.

Then came the night he almost burned down Santiago. That moment crystallized everything: why high performers collapse, why more effort often produces less results, and what actually compounds over time.

Roger is dyslexic. He sees it as a gift. It shaped how he thinks: patterns over sequences, systems over isolated facts. Where others see separate problems, he sees connected foundations. His work combines systems thinking, behavioral science, and lived experience to help individuals build capability without burnout.

## SUGGESTED INTERVIEW TOPICS

- 1. The Performance Paradox** : Why trying harder often backfires and what elite performers do instead
- 2. The Street Cleaner Principle** : How to break overwhelming challenges into manageable moments
- 3. Flow States on Demand** : Accessing your brain's natural peak performance
- 4. The Second Arrow Principle** : Ancient wisdom meets neuroscience to end unnecessary suffering
- 5. Mastering the Digital Age** : Dopamine, AI, and what remains uniquely human
- 6. The Age of Abundance** : Thriving in the AI era through natural abundance principles
- 7. Body Alarm Systems** : How your past impacts present performance
- 8. The Compounding Effect** : How principles, perspectives, and biological foundations multiply together into transformation
- 9. Rebuilding After Collapse** : Lessons from closing a business and 111,000 kilometers of perspective
- 10. The Santiago Moment** : The night that changed everything
- 11. Dyslexia as Advantage** : How pattern thinking shaped a systems approach to performance
- 12. Why Self-Help Fails** : The nervous system does not update for information without consequence

## SAMPLE INTERVIEW QUESTIONS

1. What happened the night you almost burned down Santiago?
2. Why do you say that trying harder often backfires?
3. What is the Performance Paradox and how does it affect high achievers?
4. How did traveling 111,000 kilometers change your understanding of performance?
5. What do you mean when you say most self-help fails?
6. How does dyslexia give you an advantage in systems thinking?
7. What are the foundation elements and why do they matter?
8. How is this book different from other performance and self-improvement books?
9. What does sustainable performance in the AI era actually look like?
10. What is the one thing you want readers to take away from Exponential Unleashment?

## **CONTACT**

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