



The Easier Project Annual Report - 2025

Real innovation in human performance

At The Easier Project, we believe the next leap in human performance won't come from harder effort—but from a clearer understanding of how we're built to thrive.

This year has proven that idea true across sport, business, and leadership. What follows is a reflection on the work, the results, and the deeper shift that's underway.

1. The Shift We're Leading

Reintroducing performance from the inside-out

We found a way to train a **key area of performance that had long seemed impossible to leverage**—what quantum physicists describe as ‘**spirit**’, the source behind the expression of our potential and wellbeing.

Our initial goals were twofold:

- To show that training spirit, the overlooked 5th area of performance – next to physical, technical, tactical, and mental – leads to **faster, more consistent and sustainable results**.
- To demonstrate that performance can increase without increasing effort, pressure, or external motivation.

Rather than optimizing tactics or routines, training spirit consistently helps people understand how their potential works—which is why the gains tend to feel effortless, yet no less remarkable.

2. What Changed

Real impact. Measurable outcomes.

One thing that exceeded expectations was **the speed at which results appeared**: 8 in 10 participants reported significant improvement in performance and consistency within the first 6–8 weeks.

We kept track of progress through a mix of qualitative analysis gathered with clients interviews, as well as an AI-powered quantitative analysis of every session transcript.

Among the outcomes, we observed:

- radical shift in language used, with fewer terms like “struggle” and other words linking performance to effort, and increase of terms like “ease”, “natural”, “obvious” describing the expression of their potential as effortless;
- increased emotional well-being and focus: all clients report feeling significantly more calm, clear, and resilient;
- sustainability: we periodically survey previous participants, to see whether the benefits remain after training is complete. To date, 100% of respondents confirmed the impact remained strong after training was complete.

To ensure the reliability and accessibility of these results, **we intentionally worked with public figures—including top athletes and executives—whose journeys could be witnessed, validated, and shared**. We wanted these transformations to be undeniable. These shifts are not isolated cases, they're **predictable outcomes** across diverse clients and contexts.

3. Why This Matters

A shift that cuts across industries and disciplines

Because in a world racing toward AI, data, and exponential tech innovation, we're focusing on something just as vital—but often overlooked: what makes us undeniably human.

Our work reveals that stress and struggle are not prerequisites for greatness.

This shift is not only innovative—it's deeply needed. In a world where struggle and pressure are still seen as signs of commitment, we've developed a way to help people excel without sacrificing their wellbeing. In the words of one of our clients, Morten Thorsby, pro footballer for Genoa (Serie A) and Norway national team: *"It's essential to give young people the tools to understand that you can still perform at your best level and have a good wellbeing at the same time"* (from the short film [Pioneers of Spirit: a brand new story](#)).

This is innovation at the level of being, not doing. And it's becoming more urgent. As the world grows more complex and fast-paced, those who thrive will be the ones who know how to stay deeply human, while leveraging the constant technological advancements.

Last but not least, by putting spirit on the performance map, we've uncovered a common thread that runs through every role in society: executives, athletes, coaches, artists, institutions, etc. When it comes to how we work, we are all the same and we all rely on the same principles. We've seen silos dissolve inside organizations, as people begin to operate from shared understanding instead of separated roles.

This year's work shines a light on a new frontier: excellence without exhaustion, building bridges in an overly individualized world, and a future where thriving is a birthright for all humans.

4. What Makes It Work

A method rooted in principle, not pressure

We are the first to have created a **spirit-specific training**. Until now, the inner game has been wrongly associated with the mental aspect, but it just doesn't come from there. An innocent misunderstanding with profound implications once cleared up.

After years of research and fine tuning, we developed a method that reliably allows to understand and train spirit, generating results already after the first few weeks: enhanced performance consistency, faster recovery, and reduced mental fatigue, while developing greater resilience, and a joyful, focused presence in both training and competition.

Spirit, just like physics, relies on universal principles.

In a world which treats performance as subjective, fragile and circumstantial, we help top performers answer the question: *"What is always true, for everyone, when it comes to human potential?"*

5. The Experience We Deliver

What transformation looks like, across fields

Athletes, executives, leaders, and other top professionals go through a 12-month individual training—**The Transformative Master in Spirit**—structured in 4 interlaced phases.

We use **insight-based experiential learning** that unfolds through a **unique spiral-shaped progression**, designed to deepen understanding over time and create lasting, sustainable transformation.

Because this work is grounded in principles—universal truths that hold regardless of personality, mood, or circumstance—the results are both rapid and remarkably consistent across clients and contexts.

Over the past seasons, we've observed repeatable patterns of transformation across dozens of elite performers. Regardless of the individual story, the following shifts tend to emerge:

- increased capacity to 'read the game' before it happens;
- consistent access to one's best performance level;
- finishing the year with the same freshness and energy as at the start;
- dramatic reduction in mental fatigue;
- higher energy and faster physical recovery;
- a noticeable sense of joy and aliveness replacing pressure and struggle;
- deeper connection with teammates/colleagues;
- readiness to perform regardless of role;
- accelerated skill development through improved presence;
- discovery of new dimensions of one's role and leadership potential;
- greater resilience in the face of setbacks, and a calm focus in key moments.

While these results may seem extraordinary, they are in fact **the natural consequence of a paradigm shift in understanding how performance truly works**. Like discovering how to connect a smartphone to the internet—suddenly everything changes, not because the device changed, but because it's finally being used as designed.

Once people grasp the principles at play, breakthroughs follow—not through force or chance, but through alignment with something universal and reliable. In a field dominated by tactical fixes and surface-level solutions, our method offers something rare: **a fundamental shift that lasts**.

6. A case study

One client story that captures the depth and reach of this work

One of our clients is a professional footballer who plays as a defender in one of Europe's top five leagues. When we began working together, he described himself as being at the lowest point of his career—and possibly his life. Despite a promising start, he now felt disillusioned and stuck. In his words, he believed he had to choose between being true to himself or surviving in what he called “the cage of football.” He was seriously considering quitting.

He signed up for The Transformative Master in Spirit. As he began to understand how performance works, something shifted. He reconnected with a deep sense of clarity and grounding. For the first time, he felt like he could fully be himself within the world of professional football, not in spite of it. Those closest to him noticed immediately. At his housewarming party, his grandmother pulled us aside and said, “I’ve never seen my grandson this serene and happy”.

From that foundation, his career took flight again. After two years without a national team call-up, he returned—and started in 6 of the last 9 matches for one of Europe's most talent-rich teams. At his club, he went from fringe player to essential starter, developing a distinctive playing style with no clear equal in the league. His status grew off the field as well—he's now featured regularly in the club's media campaigns and he's frequently invited to speak at major football and leadership events.

When he renewed his work with us, he wrote “MIRACLES” in the payment description.

Overall, it's been an honor to witness his evolution—not just as a player, but as a leader and human being. **His story is unique, but the transformation he experienced**—clarity, energy, joy, and elevated performance—**is what we consistently see when spirit is understood and trained**. He's not just playing a new game—he's helping change the game itself.

7. Gaining Momentum

Growth without noise

Over the last 12 months, we've seen steady and significant growth across all key metrics.

Client volume: we've worked with over 40 individual clients—including professional footballers, Olympians, executives, and leaders—across 6 countries.

Client retention: 85% of clients renew for a second cycle, and the vast majority refer us to teammates, family, or peers—often in the first 3 months.

Revenue growth: we've more than doubled our annual revenue over the last year, while remaining intentionally boutique in structure.

Expansion beyond individual clients: we're now planning collaboration with clubs, leadership teams, and institutions seeking to integrate spirit-based performance at a systemic level.

Content engagement: our book and podcast have reached high-performing professionals worldwide, with organic interest continuing to grow through word-of-mouth.

Our model is built on transformation, not volume, especially considering our choice to work mostly with public figures. Even within a high-impact, low-noise approach, the signs are clear: this is catching fire.

8. The Road Ahead

Where we go next

We're actively pioneering new formats and delivery models to share the principles behind spirit-based performance. We've been testing **new modalities** both for 1-to-1 and group settings, as well as self-paced courses, using technological advances to support and streamline the scale of the impact.

We're in early conversations with elite clubs, companies, federations, and media to **integrate this understanding at a systemic level**—so that future generations no longer equate greatness with suffering.

We believe spirit is the next frontier of performance. As the world turns to AI and automation, our innovation is focused on what makes us undeniably human—and on helping people thrive with technology, not against it. We're here to contribute to society's next evolution by leveraging what makes it most powerful: the depth of human potential.