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NEWSLETTER · IN CONVERSATION WITH PAUL MCCORMACK

The 30% you can't reach

Paul McCormack — founder of Intention Performance — on alcohol-free living as a performance choice, the clarity that arrived after thirty days, and coaching men to the level they suspect is there.

Paul McCormack coaches growth-minded men who suspect that alcohol is quietly capping what they're capable of. His own turning point was stark: after thirty days without a drink, the shift in clarity, energy and purpose was profound enough that he never went back. He now runs Intention Performance, and he pitches this not as abstinence-as-punishment but as reclaiming a level of yourself you can feel you're missing.



You're running at seventy percent — and you suspect the drink is holding back the rest.

— Paul McCormack, on Pharma Prescribed

A performance frame, not a lecture

Paul's clients aren't rock-bottom; they're operating at fifty, sixty, seventy percent and can sense that thirty percent or more is locked away. His one-to-one coaching is aimed at unlocking it. He isn't moralising about drinking; he's

talking about output, sleep, focus and mood. The reframe from 'giving something up' to 'getting something back' is the whole trick.

The ripple effects

Alcohol is woven through more of adult professional life than we tend to notice, and it's linked to a long list of harms. But Paul's interest is less the scare statistics than the daily, compounding upside people report once it's gone — sharper mornings, steadier moods, better concentration. For a high-pressure and often hard-drinking industry, that's worth a second look.

Intention over willpower

The word in his company name is the point. This isn't white-knuckle willpower but deciding, deliberately, what you want your days to feel like, and building routines that serve it. Whether or not you ever change your own drinking, the question he poses is a good one: what's the thirty percent you're not reaching, and what's in the way?



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Paul McCormack is the founder of Intention Performance, coaching men on alcohol-free living and personal performance.