

THE GAME CHANGERS

ACHIEVE YOUR OWN GREATEST POTENTIAL IN LIFE

ROBERT . A . OPIE

Surprisingly
only 5% of people
do this!

The Game Changers presents that everyone can find the key to real achievement in life. It's an awesome proposal and one that must be investigated by anyone who fears being ordinary - John Robbie

Famed American billionaire investor, Warren Buffett, believes that:

“Less than 5 % of people get anything like their potential horsepower translated into their actual horsepower.”

He’s right. Potential exceeds realization for most of us.

Less than 5 % of people go on to achieve their greatest potential in life.

“My Advice: Invest in Yourself.”

Warren Buffett

Let’s do that together.

Invest in YOU.

By mastering the eleven Game-Changers as presented to you in this book, you will find yourself on an inspired journey from Good to Great to Greater – a journey to unlock and unleash your own greatest potential in life.

This book will help you to become that 5% Person – a person who masters life.

Contents

Contents	3
About the Author	5
Foreword by John Robbie	8
John Robbie: Radio & Television personality and host	8
Prologue: A Quick Guide to this Book	10
Game Changer Number One: Mindset Matters Most	13
Key Insight	17
Game Changer Number Two: Step Inside Great	19
Key Insight	21
Game Changer Number Three: Branding is everything	23
Key Insight	30
Game Changer Number Four: The One Thing	32
Key Insight	35
Game Changer Number Five: Conquer. Never Fight.	37
Key Insight	41
Game Changer Number Six: The Power in the Peloton	43
Key Insight	45
Game Changer Number Seven: Turning adversity into Advantage	47
Key Insight	50
Game Changer Number Eight: An Attitude of Gratitude	52
Key Insight	57
Game Changer Number Nine: Measure it to improve it	59
Key Insight	63
Game Changer Number Ten: No Health. No Wealth.	65
Key Insight	70
Game Changer Number Eleven: Don't chase the game. Live the journey.	74
Key Insight	77
The Game Changers: The Next Step - Power up your Game.	79
Acknowledgements: A few words of thanks	82



About the Author

About the Author



Robert. A. Opie is a brand strategist, entrepreneur, speaker, author, and performance coach.

Having worked for leading South African and multinational companies in the dynamic South African FMCG business environment – Rob’s second half career has evolved into the exponential growth arena of high performance coaching. He helps teams and individuals to achieve their greatest potential in life.

Running through his veins are brands and people.

With the mind of a corporate and the heart of an entrepreneur, Rob sees himself as an explorer.

Rob explores human greatness, sharing insights, innovation and inspiration, all garnered from the great champions of business, sport and life.

Rob’s a firm believer in that human greatness inhabits every one of us, and it’s our human challenge to...

“Unlock and unleash that individual greatness.”

But, this is often easier said than done, and the primary reason why performance coaches are playing an ever increasing and important role in empowering people to do more with their lives.

“We all need a coach. Coaches see what we can’t. Great coaches help us push right up to and thru our own limitations. We are ALWAYS capable of more than we think when we really push ourselves.”

Corey Wayne

Rob researches, packages, and shares the game-changing strategies and tactics of the great champions of life and health.

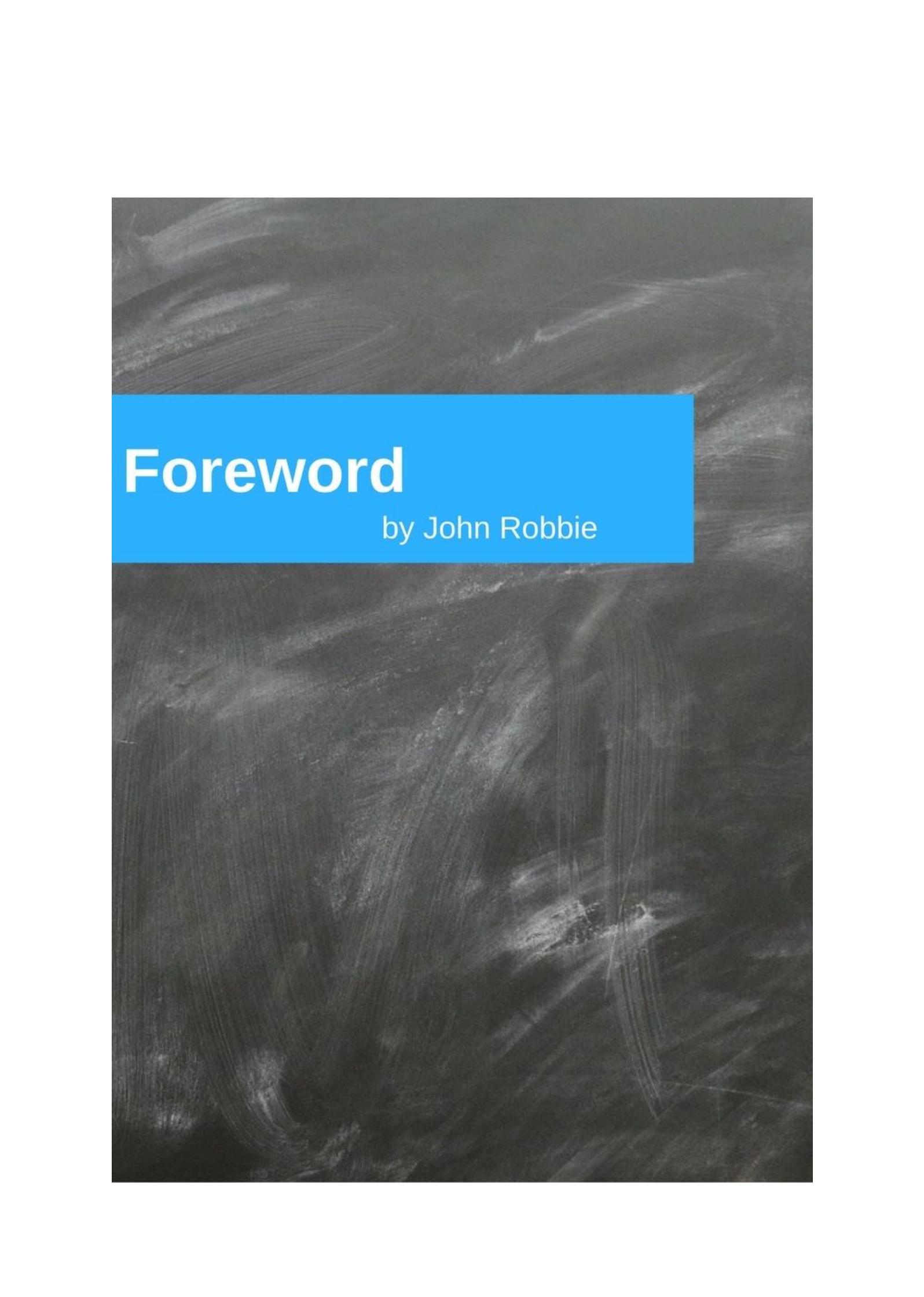
His game changing three-step coaching methodology, *The Game Plan Method*, is currently helping teams and individuals across the globe to:

“Achieve their own greatest potential”

Get in touch: robopie@thegameplan.co.za.

For further insight and inspiration visit: www.thegameplan.co.za





Foreword

by John Robbie

Foreword by John Robbie



In thirty years on 702, I have met and interviewed the good, the bad, and the ugly.

What stands out in all truly exceptional achievers, regardless of their field, is a clear sense of purpose.

It shines through in all of them.

However, investigation often reveals, surprisingly, that this purpose arose by accident, by circumstance, rather than design.

It was often a random thing, yet finding real purpose need not be random.

The Game Changers presents that everyone can find the key to real achievement in life.

It's an awesome proposal and one that must be investigated by anyone who fears being ordinary.

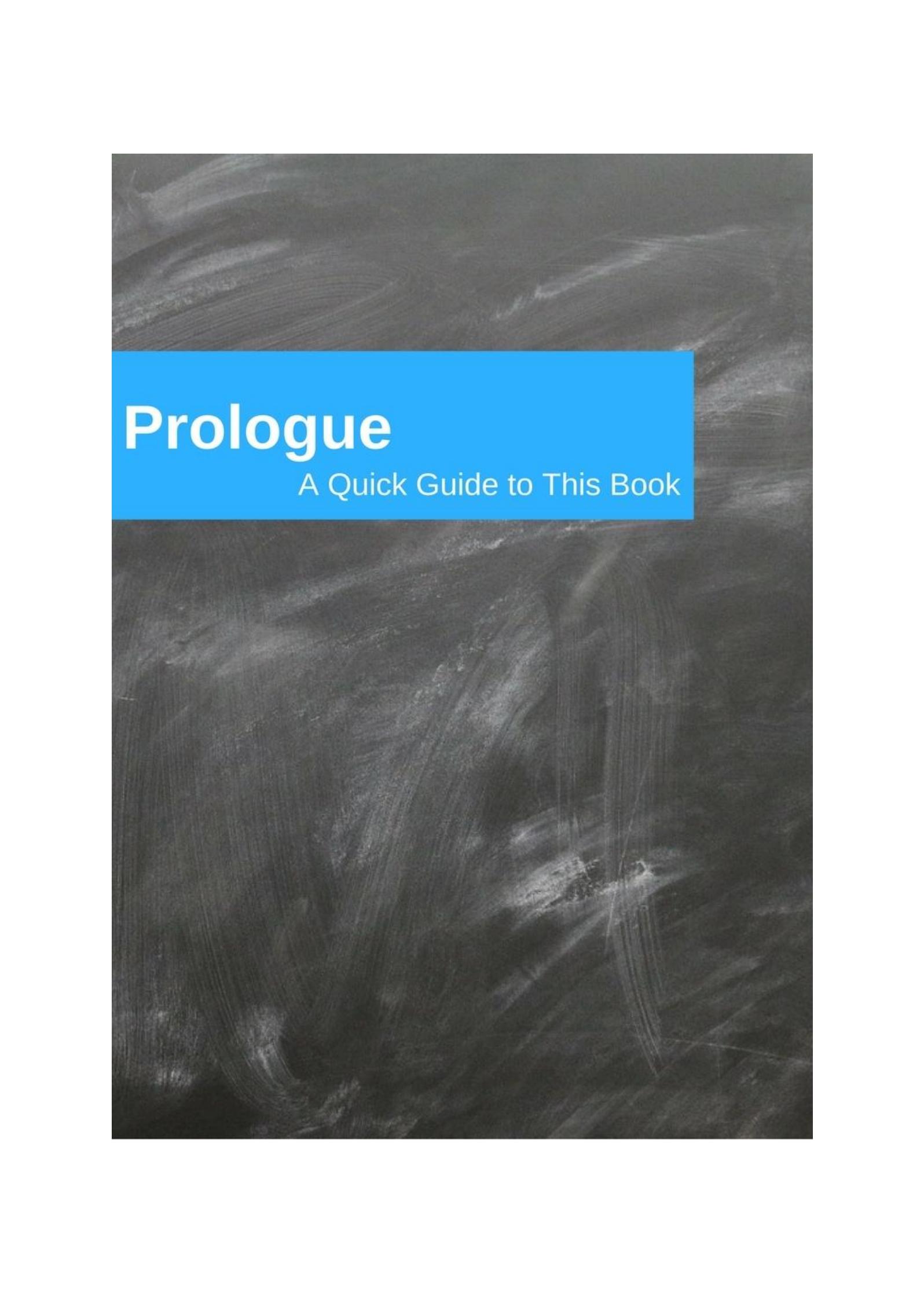
John Robbie: Radio & Television personality and host

As a talk show host, John has interviewed a range of important figureheads—from heads of government and key players in the political arena, to sporting heroes, business gurus.

John is not afraid to ask the difficult questions.

He's hard-hitting, while remaining fair and honest.

And he has become well known for his motto: "Cut the Slush".

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Prologue

A Quick Guide to This Book

Prologue: A Quick Guide to this Book

“Every game has a winner. Every winner has a game plan.”

The Game of Life can be played in two ways.

Famed, followed, and admired Brazilian author, Paulo Coelho believes that The Secret to Life is...

“To fall down seven times – and get up eight times.”

He could be right on the money, as the road known as ‘The School of Hard Knocks’ is certainly becoming an ever more popular one.

But, how many times can one afford to climb back off the canvas.

There must be a better way to play the game.

I would like to share with you an alternative way to ‘The School of Hard Knocks’.

A far better way to play The Game of Life and it is one that is guaranteed to knock years off your learning curve.

It’s The University of the Champions.

“If you want to be the best, you must learn from the best.”

Indeed, human greatness leaves footprints.

“If I have seen further than others, it is by standing upon the shoulders of giants.”

Sir Isaac Newton

I will be sharing with you eleven of the most powerful “Game-Changers” from inside the game plans of the great champions of business, sport, and life —the strategies and the tactics which they use to master...

“The Game of Life”

It’s the stuff that the great champions know —yet coaches seldom teach.

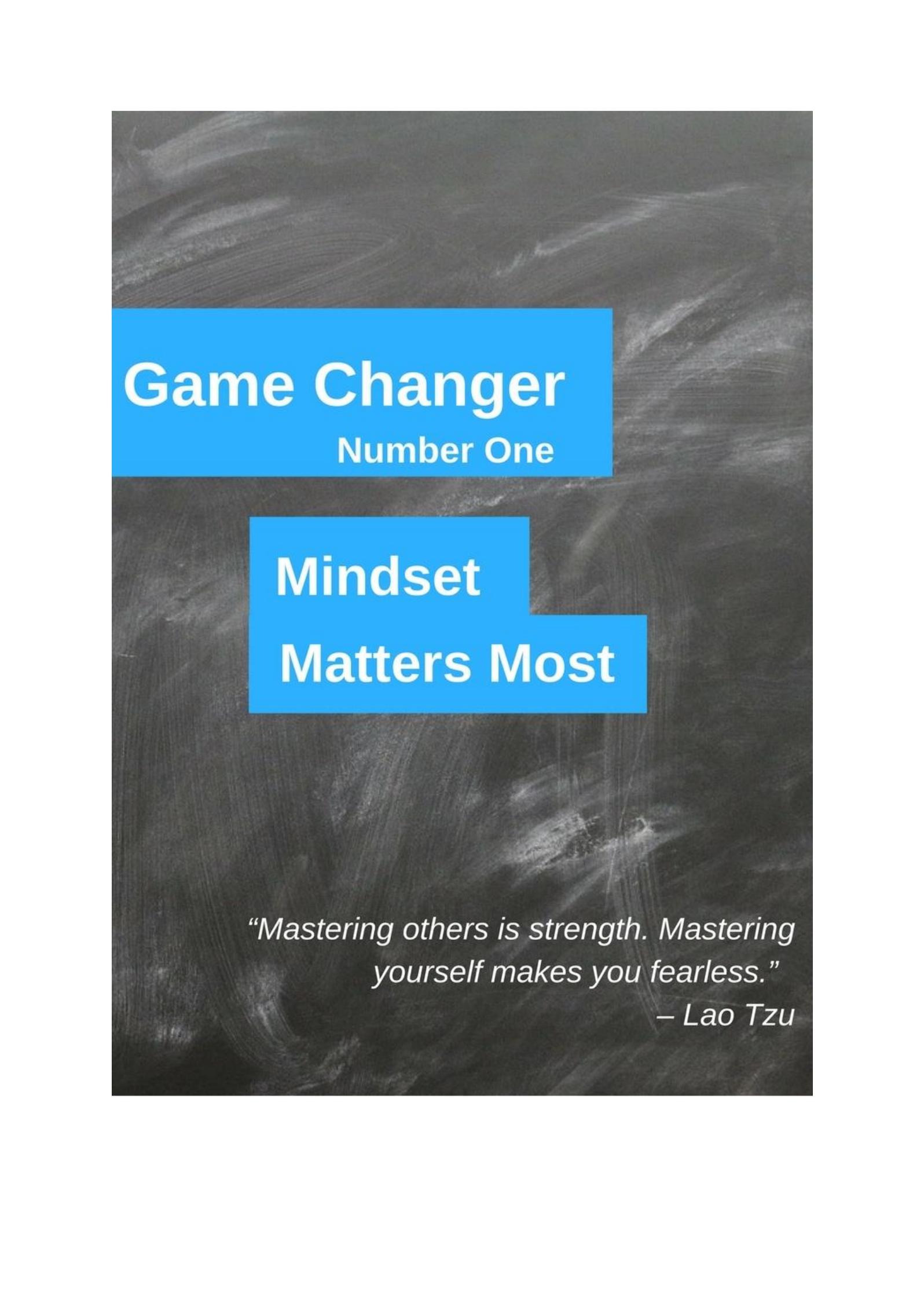
It’s the stuff of Champions; the stuff that you cannot Google; the stuff you will not find on the Internet, and the stuff they do not teach you at Harvard!

“Talent, Technique, Technology, Training, and Teamwork can only take you so far in life.”

My wish is that you’ll find the insight, the innovation, and the inspiration to help you to achieve your own greatest potential in both your professional and personal life through the stories, anecdotes, and analogies that I share in this book.

Do let me know how your journey goes at **robopie@thegameplan.co.za**.

Visit: www.thegameplan.co.za.



Game Changer

Number One

Mindset

Matters Most

“Mastering others is strength. Mastering yourself makes you fearless.”

– Lao Tzu

Game Changer Number One: Mindset Matters Most

“Mastering others is strength. Mastering yourself makes you fearless.”

Lao Tzu

Have you ever wondered why your best made plans do not deliver on your desired results in life?

To answer this question, we go inside the high-level game plans of sporting greats like Lionel Messi and business greats like Elon Musk – to explore why it is that...

...mindset matters most.

Life is full of choices – and of the most important choices which you will ever make in life is that of chosen mindset.

There are only two options from which to choose:

Victim or Victor?

You're in the game and you cannot NOT choose. No middle ground exists.

Have you chosen the mindset of a winner, or the mindset of a loser?

Ask yourself: Who's doing most of the talking on the inside?

Listen carefully to what you are telling yourself, as sport scientists have proven that the sub-conscious human mind cannot simultaneously store two opposing thoughts.

“Never confuse the most important part of you – your subconscious mind. You cannot have thoughts of victory and defeat in your mind at the same time. The subconscious mind has the power to send sabotaging messages to your body. All it takes is one kernel of doubt.

David Becker

The power of the subconscious mind—the storehouse of our beliefs and thoughts—is simply immense.

It can be your greatest partner in success, or your most destructive partner in self-sabotage. Control the subconscious, or it will control you.

Your mindset, habits, and internal dialogue are potent determinants of your success or failure in life.

“The quality of your thoughts is so important during these swims. If you start thinking, ‘Shit, I’m cold’, within a second it will be digging into you.”

Lewis Pugh

The great champions of life programme their subconscious with a winner’s mindset—that of a victor.

Average people often fall into the human trap of allowing the subconscious mind to adopt a victim’s mindset. And guess what happens next?

They disqualify themselves from the journey from good, to great, to greater.

If you allow any form of a victim mindset to play a role, your chances of achieving your own greatest potential in life will become near zero.

Victim beliefs will sabotage anyone's best-made plans in life.

Let's take an inside look at the mindset of one of sport's greatest.

Lionel "Leo" Messi grew up in a small Argentinean town called Rosario.

His story, like that of so many great athletes, is one of using his innate and gifted physical talents to both shield himself from hurt and deliver himself from a life of adversity, poverty, and struggle.

In so doing, he went on to become arguably one of the greatest footballers of all time—if not the best ever to play the beautiful game.

Yet, it could all have turned out so differently. At age 10, he was diagnosed with a growth hormone deficiency. Due to his country's economic collapse at the time, no club could afford to cover his medication.

Lionel Messi departed for a trial at Barcelona, aged just 13. He was offered a makeshift contract on the back of a paper napkin, to join the academy.

Who would have thought that at age 29, standing just 5 foot six inches tall, he would go on to be regarded by many as the greatest footballer ever.

Disadvantaged in many ways by his short stature, Lionel Messi chose to leverage off his lower centre of gravity and focus his mind and energy on his greater agility, his greater balance, his greater speed, and his greater ball control.

"Lionel Messi is the only player that runs faster with the ball than he does without it."

Pep Guardiola

Lionel "Leo" Messi, reserved and unassuming, and a somewhat unremarkable man outside of football, proved to most that mindset matters most.

He chose to focus on his gifts and talents. He chose the mindset of a victor.

“Mindset makes champions.”

Mindset sets champions apart.

Consider the mindset of arguably South Africa’s greatest sporting champion.

“Arnold, Jack, Lee, Watson, and the rest were all physically larger, but I made myself so fit in the mind, I was larger than they were. Size is a state of mind.”

Gary Player

The great champions set up to win.

Consider the mindset of South African born clean energy technology entrepreneur, Elon Musk.

Bullied throughout his junior school years, life could have played out differently for him.

Today, he is regarded as the new “Steve Jobs” and is fast changing the way of the world.

Involved in diverse industries, there is only one common theme in his approach to business and life.

His mindset is what sets him apart.

“Find out what is going to affect mankind the most in the foreseeable future.

Find out what is not working. And go and fix it.”

Elon Musk

Elon Musk is busy elevating humanity. At heart, he is a fixer.

Even when he nearly lost everything through the 2008 financial crisis, he carried on believing.

- *Elon wanted a new payment system, so he created PayPal.*

- *Elon wanted an innovative electric car, so he founded Tesla Motors.*
- *Elon wanted to give people the chance to go to space, so he created Space X.*
- *Elon wanted high speed transportation, so he is developing Hyper Loop.*

Elon doesn't complain about how bad the world is. Instead, through his innovations, he is changing the world fast.

Consider the mindset of a guy who could not find a taxi ride in Paris.

His name was Travis Kalanick. And he went on to start the transportation network company, Uber.

Consider the mindset of a guy who could not afford to cover his rent in San Francisco.

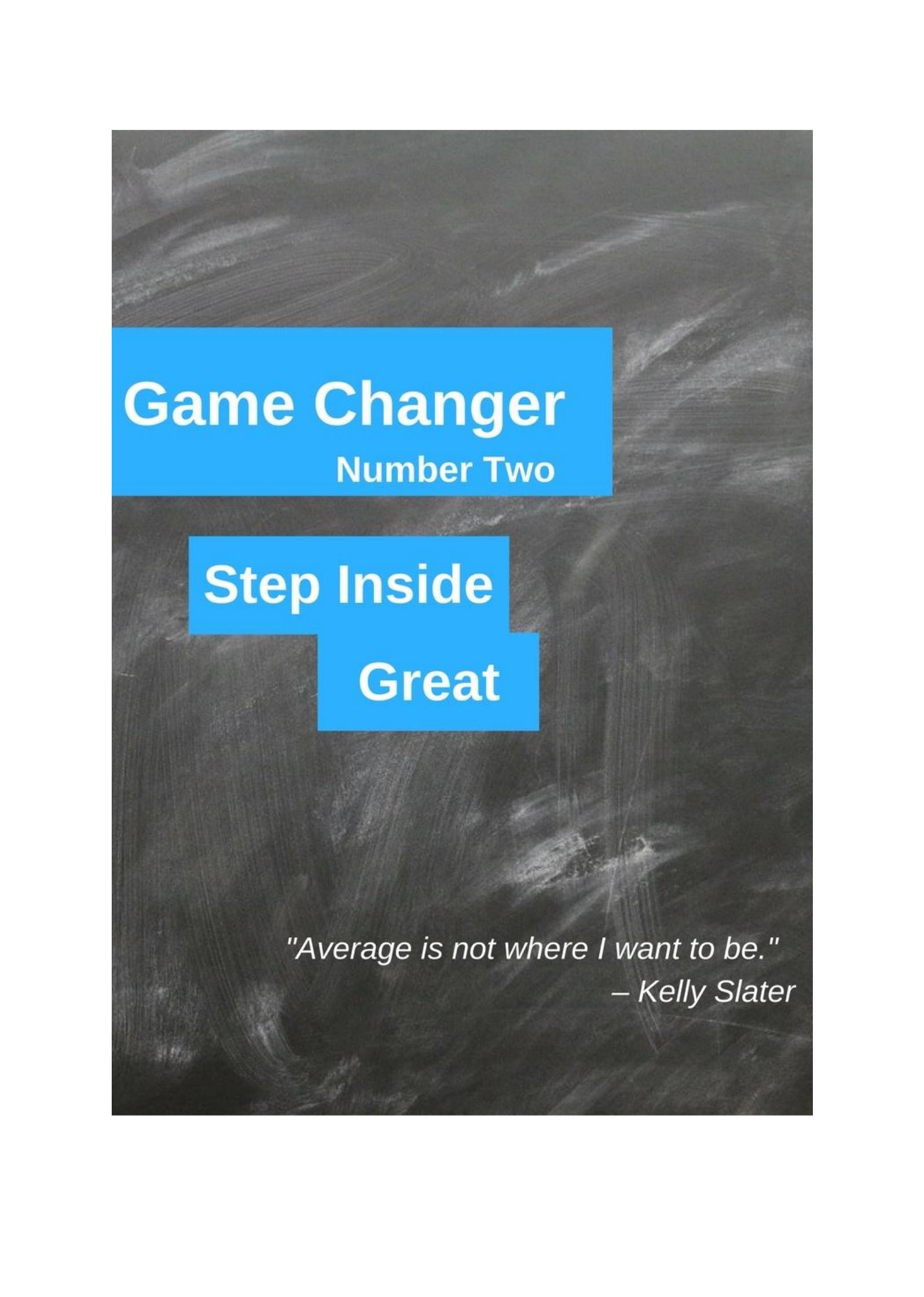
His name was Brian Chesky and he went on to start the hospitality exchange service, Airbnb.

And finally, consider the mindset of a guy who spent 27 years in jail.

What if Nelson Mandela had chosen the mindset of a victim?

Key Insight

One's best-made plans in life will prove meaningless unless they are backed up with the right mindset.



Game Changer

Number Two

Step Inside

Great

"Average is not where I want to be."

– Kelly Slater

Game Changer Number Two: Step Inside Great

“Average is not where I want to be.”

Kelly Slater, eleven times world surfing champion

Most of us are heads down, getting stuff done. We have little or no time to sit down and consider what the world’s greatest are doing.

“If you want to be the best, you must learn from the best.”

With Game Changer number two, we go inside the game plan of one of the greats of sport, to explore what defines human great.

People often equate human greatness with achieving success in life – and in today’s materialistic world, success is often linked to how many zeros you may have in your bank account.

However, if that were the true measure of human greatness, then Mother Teresa, Mahatma Gandhi, and even Nelson Mandela would have failed in their pursuit of human greatness.

“You can only become accomplished at something you love. Don't make money your goal. Instead pursue the things you love to do and do them so well that people cannot take their eyes off you.”

Maya Angelou

Human Greatness is far more than fleeting financial success. It’s about making a significant difference in life. It’s about longevity and it has three distinct S’s:

“Sustained Success and Significance”

Let's look at New Zealand rugby legend, Richie McCaw, the most capped All Black in history, the most capped player in history, and probably the greatest number seven the game of rugby has ever seen.

At age 18, his uncle and mentor John Bigsy McLay asked him what he wanted to be in life.

His answer, “An All Black!”

His uncle retorted,

“Richie, you do not just want to be an All Black, you want to be a GREAT ALL BLACK. Write it down, sign it, and put it up somewhere”

John Bigsy McLay

Richie could not bring himself to write it down in full—as he had not yet made the national age group team—so he wrote it down on a McDonald's napkin as:

“G. A. B.”

A GREAT ALL BLACK and he signed it.

Back home, Richie pinned the napkin up high on his cupboard, where no one else could see it.

It was his very own stairway to heaven, committed at age eighteen to his head and heart.

Those three letters drove him to achieve his greatest potential. The night before each rugby game, Richie would write a list of things he wanted to achieve in the game.

Most importantly, at the bottom of the list came the letters: G.A.B.

Putting the prefix “GREAT” before whatever it is you want to achieve in life will significantly increase your chances of success. Why?

It sets the stretch. It sets the commitment. It sets the tone.

It sets one up for the way things will be done. It lays the foundation for a high performance culture of great. It helps build both character and culture.

“The body will do what the mind says.”

Richie McCaw

Richie McCaw went on to earn a record 148 caps for the All Blacks and led his country to two World Cup victories whilst creating and cementing an honour code amongst his fellow All Blacks.

An ordinary guy doing extraordinary things.

A shining example of stepping inside of great.

“The thing that has made him a great player is his ability to want to get better – his game has evolved over time, hence why he is probably, if not the greatest we have had.”

All Black Coach Steven Hansen

Key Insight

Great is not something you are given in life. Great is something you must take in life.

Using the prefix ‘GREAT’ will help you get there.

Game Changer

Number Three

Branding

is Everything

*"If you're gonna play the game boy. You gotta
learn how to play it right."*

– The Gambler

Game Changer Number Three: Branding is everything

“If you're gonna play the game boy. You gotta learn how to play it right.”

The Gambler

Every one of us is constantly marketing and selling, whether we know it or not.

Beauty, strength, talent, intelligence, kindness, wealth, humour, loyalty, and power are all ways in which we advertise and market our value as human beings.

But, it takes more than just marketing and selling to achieve your greatest potential in life.

Here is one of the great secrets of the great champions of life:

To power up your game, you must power up your personal brand.

Personal branding helps take the great champions to the next level.

American Billionaire investor, Warren Buffett, shared the following insight:

“My Advice: Invest in Yourself.”

Herein lies the challenge, as most people do not know how to invest in themselves—how to invest in their own PERSONAL BRANDS.

Few of us go on to fully capitalise on the inherent power that lies in personal branding.

“Personal Branding serves as your compass in good times and your scaffolding in challenging times.”

It's time to invest in your personal brand. Take advantage of the three powerful P's in the personal branding equation – namely Purpose, Priority, and Performance.

*'P'#1: Clearly define your **PURPOSE**.*

“The two most important days in your life are the days you are born and the day you figure out why.”

Mark Twain

Great companies and great individuals invest in clearly defined purpose statements.

They know why they exist.

They all start the game with “the why.”

- ❖ Coca Cola’s purpose is “to create happiness.”
- ❖ Disney’s purpose is “to make children smile.”
- ❖ Facebook’s purpose is “to connect people.”
- ❖ Microsoft's purpose is “to empower people to do more.”
- ❖ Google’s purpose is “to organize and disseminate the world’s information.”
- ❖ Apple's purpose is “to change the status quo.”
- ❖ Starbucks’ purpose is “to inspire and nurture the human spirit – one person, one cup, one neighbourhood at a time.”

It’s the same for great individuals:

- ❖ Nelson Mandela’s purpose was “to deliver freedom for all.”
- ❖ Winston Churchill’s purpose was “to inspire hope.”
- ❖ Bill Gates’ purpose is “to empower people to do more.”
- ❖ Elon Musk's purpose is “to elevate humanity.”
- ❖ Mark Zuckerberg's purpose is “to connect everybody.”

- ❖ Roger Federer's purpose is "to entertain, to educate, and to enrich lives" – the lives of millions given his sheer sporting genius. It's the same for all great sporting champions.

Mark Zuckerberg shared his wisdom in a recent commencement address at Harvard:

"Purpose is that sense that we are part of something bigger than ourselves, that we are needed, that we have something better ahead to work for. Purpose is what creates true happiness."

In his address, he related one of his favourite stories of when John F Kennedy visited the NASA space centre. JFK saw a janitor carrying a broom and he walked over and asked what he was doing. The janitor responded,

"Mr. President, I'm helping to put a man on the moon."

Purpose is about seeing the bigger picture in your life.

Purpose involves putting "the why" before "the what" in your life.

Purpose inspires you to do more.

"When you have got purpose, everything becomes possible."

Lewis Pugh

Have a go at articulating your own purpose in one short clear sentence.

This is mine:

"I empower and help people to achieve their own greatest potential."

*'P'#2: Set your **PRIORITIES**.*

Getting one's priorities right in life is without a doubt one of the most important actions you can take in life.

Priorities dictate one's destiny.

Yet, it's surprising how few people are able to clearly articulate their "Big Five" priorities in life.

Some out of ignorance, some out of fear, and some because they cannot see the value in doing so.

But, you only have to look at examples of so many great sporting champions who have come unstuck because they have failed to articulate their priorities.

"The most important thing I have learnt in life is to focus my energy on what is important in life."

Bill Gates

Clear priorities help one to make informed decisions in life. Clear priorities power up your own deserve level. Clear priorities steer you towards what you want in life.

We are all unique human beings, but the priorities of the great champions do present a pattern.

In fact, they can be modelled to help you.

If you want to build a great personal brand, here is a quick guide as to how your "BIG FIVE PRIORITIES" should be stacking up.

Priority Number One: BRANDING YOURSELF.

Life is about setting up right to be able to help others.

BRANDING YOURSELF is the ongoing investment in yourself and your personal brand, so that you are always coming from a position of strength—putting yourself in a position to help others.

“The Great Champions of life recognize that self-interest is central to one’s human design, but count the greatest gain as the goodwill of fellow humankind.”

Bob Bulford

Just think about all the people you could help because you helped yourself first.

“By taking care of yourself first, you’ll eventually put yourself in a position to have excess abundance to take care of others.”

Corey Wayne

Investing in BRAND YOU builds Faith, Confidence, and Belief (FCB)—the Champion’s cocktail for success.

Priority Number Two: YOUR PURPOSE

Purpose is why you exist.

Purpose is ‘the why’ in your life, and it’s far more important than ‘the what’ in your life is.

It's the one thing that you become an expert in, so that you can positively influence and contribute to this world.

Take Apple as an example.

Apple became the most valuable brand in the world by placing their focus on “their why” and not “their what”.

Apple became a great company by building great computers (their what), but they became even greater by wanting to change the status quo (their why).

“Every living being was born to accomplish certain purpose. It's the knowledge of that purpose that enables every soul to fulfill it.”

Mohammed Ali

Priority Number Three: YOUR FAMILY & FRIENDS

Family and friends are a hugely important part of your life. Invest wisely here.

Many people regard family as their number one priority, but that is like putting the cart before the horse.

Priority Number one must be yourself, as this will enable you to become the best father possible, the best mother you can be—as you will always be coming from a position of strength.

Priority Number Four: YOUR HEALTH & WEALTH

Both of these can be easily be lost.

Invest wisely in all three of the realms of life and health, namely your physical, chemical, and emotional wellness.

Balance all three realms, especially your emotions.

Pay attention to your financial wealth. Money is a great enabler.

Priority Number Five: YOUR LIFESTYLE.

It is vital to keep refreshing and refuelling yourself.

This is the energy you will need on your journey from Good to Great to Greater.

“We all have a finite amount of energy. Whether you use physical or mental energy, it all comes from the same source. Wherever you focus your energy you’re either filling or depleting the same well.”

Sir Sebastian Coe

You are never too busy to prepare yourself for the next part of your journey. You will need to be fresh when you have to “step up to the plate” next time.

“Life is not a race, but a journey to be savoured each step of the way.”

Brian Dyson

Find hobbies and things that you love to do.

“You’re only here for a short visit. Don’t hurry, don’t worry. And be sure to smell the flowers along the way.”

Walter Hagen

*P’ #3: Setting and aligning your **PERFORMANCE GOALS***

It’s important to keep your performance goals authentic, simple, and very closely aligned with your purpose and priorities above.

Keep it simple by setting just three goals for your current year. Make them “SMART” as per business guru Peter Drucker (Specific, Measurable, Achievable, Relevant, and Time related).

While every great champion knows the critical role that goal setting plays, the wisest champions always opt to place their primary emphasis on their purpose.

Some goals will be achieved. Some goals will not be achieved .The very nature of sport means that you will win some and lose some, but by opting to place your primary focus on purpose—you will always be a winner.

Purpose helps you to live an enthusiastic, inspired life of certainty. It’s the difference between inspiration and motivation.

The three powerful P’s of Personal Branding are the cornerstones of every great champion’s high-level game plan.

Key Insight

Personal Branding is the inner magic that ignites the outer magic.

Game Changer

Number Four

The One

Thing

“If you choose two rabbits, you will not catch either one.”

– Russian Proverb

Game Changer Number Four: The One Thing

“If you choose two rabbits, you will not catch either one.”

Russian Proverb

American entrepreneurs Gary Keller and Jay Papasan in their book, *The ONE Thing*, share how out of the mouths of two fictional characters in the movie *City Slickers*, came the secret to success.

It changed their game – it changed their lives.

Curly: Do you know what the secret to life is?

Mitch: No. What?

Curly (holding up one finger): This.

Mitch: Your finger?

Curly: The One Thing. Just one thing. You stick to that and everything else doesn't mean sh*t!”

Mitch: That's great, but what is the one thing?

Curly: That's what you have got to figure out.

The ONE Thing is the best approach to getting what you want.

The book delves into the value of simplifying one's workload by focusing on the one most important task in any given project.

It's the same for life.

Success is commonly determined and driven by how narrow one can make one's focus.

Less is more in the lives of the great champions.

“Where I had huge success, I narrowed my concentration to one thing and where my success varied, my focus had too.”

Gary Keller

At a dinner hosted by William H Gates (father of Microsoft founder, Bill Gates) for a number of hand-picked business champions, he asked them to write down on a piece of paper one word which they deemed the one thing that determined their success and significance in business and life.

Two guests wrote the same word:

“Focus.”

They were his own son, Bill Gates, and Warren Buffet – the two richest people in the world today.

Focus drives extraordinary success.

Success begets success when one narrows one's concentration to ONE thing. Focusing on too many things will lead to discord and underperformance.

“Be like a postage stamp – stick to one thing until you get there.”

Josh Billings

Conventional business school wisdom says that you must “stick to your knitting.”

Great companies and great individuals do stick to their “ONE Thing.”

They know what makes them great, and they become greater. They go on to share their greatness with the world.

A survey of the top twenty brands in the world reveals that nineteen of them ply a well-defined trade.

Coke does soft drinks. Nike does sport. Samsung does electronics.

Then along comes a highly successful brand like VIRGIN, diversified across many different industries. Are they breaking all the rules of the game?

No, contrary to appearances, Virgin is a highly focussed business.

Richard Branson knows that Virgin is not about airlines, trains, holidays, phones, financials, internet, media, health care, gyms, magazines, and students.

Virgin is about finding new ways to help people to have a good time—ideally in places where they are least expecting it.

Virgin has a clearly defined “ONE Thing”. It’s a disciplined and highly focussed business.

Steve Jobs summed up focus as the discipline and ability to say NO.

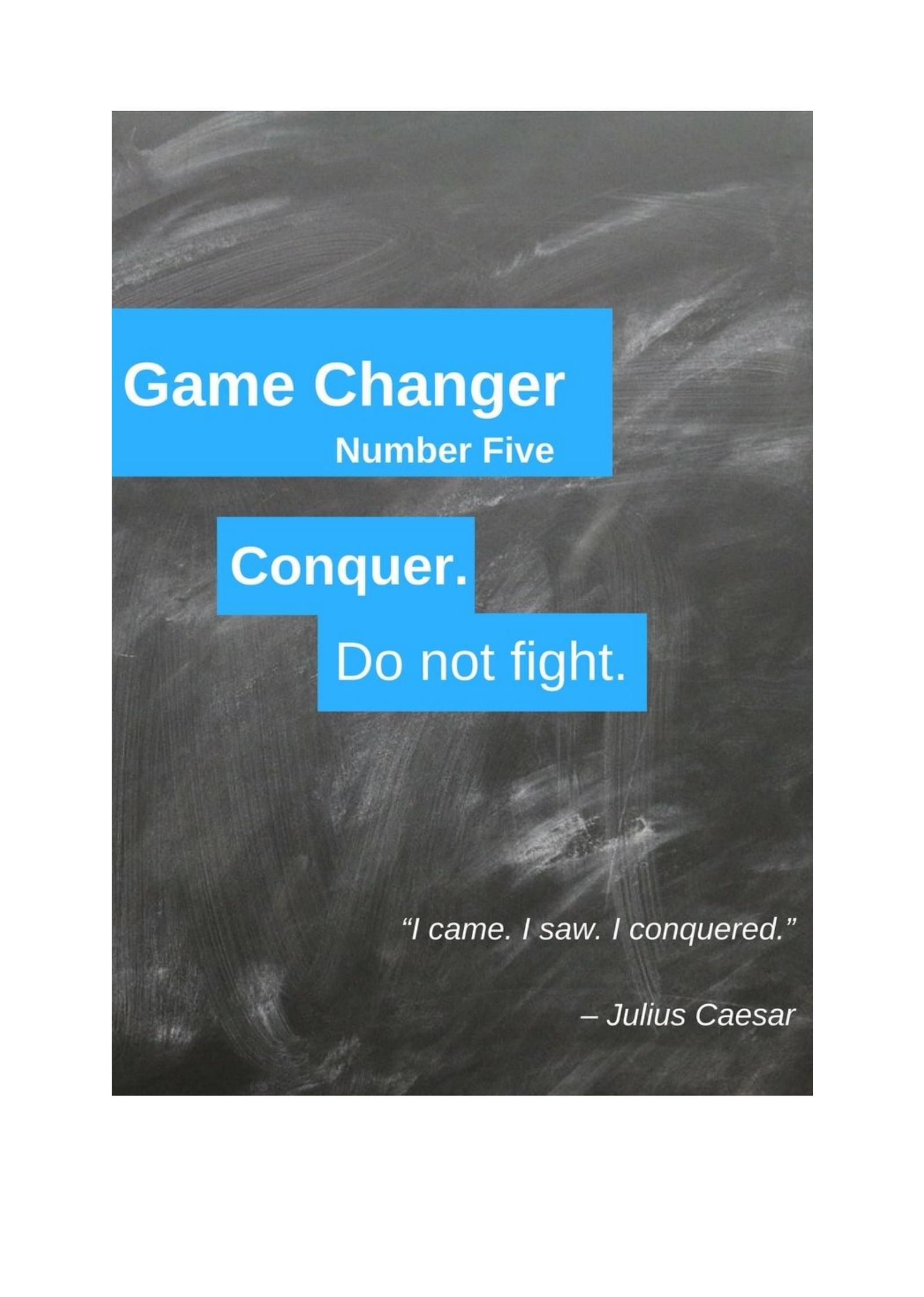
“People think focus means saying yes to the thing you've got to focus on. But that's not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully. I'm actually as proud of the things we haven't done as the things I have done. Innovation is saying no to 1,000 things.”

Steve Jobs

Focus is ignoring all the things you could do and doing what you should do.

Key Insight

Less is more in the lives of the great champions.



Game Changer

Number Five

Conquer.

Do not fight.

"I came. I saw. I conquered."

– Julius Caesar

Game Changer Number Five: Conquer. Never Fight.

“I came. I saw. I conquered.”

Julius Caesar

One thing is for sure —at some point in our lives, we all have to face up to some form of adversity.

Extreme challenge comes to us all at some point in our lives.

It's in adverse times when our mettle is tested.

What approach is best?

What approach do the great champion's adopt?

Whether the mountain in front of them is Everest or Cancer, the great champions choose to:

“Conquer. Never fight.”

There is major difference in approach.

Fighting means coming out with all guns blazing. It often also means coming from a position of weakness.

It's something the great champions avoid at all cost.

Conquering means coming from a position of strength.

“One's ships come in over a calm sea.”

Florence Shovel Shinn

Let's explore these two approaches using our two analogies: Everest and Cancer.

Everest stands 8,848m (29 029 feet), and those who climb to its summit enter what is commonly dubbed 'the death zone' above 8000 m.

It's a zone where 'helicopters do not fly'; as the air is too thin for rescue missions.

It's a zone where it's all about man versus mountain – and taking full responsibility.

“You could die in each climb and that meant you were responsible for yourself. We were real mountaineers: careful, aware and even afraid. By climbing mountains we were not learning how big we were. We were finding out how breakable, how weak and how full of FEAR we are. You can only get this if you expose yourself to high danger. I have always said that a mountain without danger is not a mountain.”

Reinhold Messner

Everest holds many lessons of life for us.

“What's the use of climbing Mount Everest? If you cannot understand that there is something in man which responds to the challenge of this mountain and goes out to meet it, that the struggle of life itself upward and forever upward, then you won't see why we go. What we get from this adventure is sheer joy. And joy is, after all, the end of life.”

George Mallory

The great Everest champions know one thing:

No one ever bullies Everest. No one fights the mountain.

To climb the world's highest mountain, one needs a high-level game plan – a game plan to conquer.

Choosing to fight the mountain often leads to tragedy.

Whether the mountain is EVEREST, or in Lance Armstrong's case, an even greater mountain called CANCER, the great champions choose to:

“Conquer. Never fight.”

Here is a high-level four-pronged model that many of the great champions use to do that:

STEP ONE: Having THE RIGHT MINDSET

Many years ago, the great British explorer, George Mallory, who later died on the mountain, was asked why he wanted to climb Everest:

“Because it's there.”

It is the power of human choice.

Lance Armstrong, in the model he shared with fellow cancer patients on how to conquer cancer, referred to step one as MOTIVATION. We prefer to term it THE RIGHT MINDSET.

People who adopt an approach of fighting have an inherent mindset of VICTIM.

People who adopt an approach of conquering have an inherent mindset of VICTOR.

Guess who comes out on top?

One's best made plans will prove meaningless unless you possess the right mindset.

“If you want to swim the English Channel – you must leave your doubt on the beach in Dover.”

Lewis Pugh

STEP TWO: Having THE RIGHT KNOWLEDGE

“A big part of my success has been wave knowledge.”

Kelly Slater

The human race has evolved from the survival of the fittest to that of the survival of the smartest.

The Everest champions go in prepared knowing that the mountain can provide every conceivable challenge from altitude sickness, to lack of oxygen, to time cut offs, to adverse weather and cold, to high winds, to mind plays, to physical exhaustion, to climbing, hazards, to slippery ice, to frostbite, and more.

Every Everest champion steps onto the mountain from a position of strength, knowing that they have acquired the right knowledge.

It's the power of human awareness put into action.

STEP THREE: Having THE RIGHT SUPPORT

Nothing great is ever achieved alone.

The Great Champions build powerful inner circles of trust.

They surround themselves with believers, ensuring that they are always getting the right support.

There can be nothing worse than having the wrong support—having to listen to the wrong people—who are supplying you with the wrong knowledge.

You have to hang around people who believe in you.

It is the power of the human collective put into action.

STEP FOUR: THE RIGHT GAME PLAN

If you want to conquer, you will need a high-level game plan that is made of the right stuff—the right stuff as we revealed with Game Changer Number Three.

Here are the three vital parts of any high level game plan revisited:

- ❖ PURPOSE: A clear purpose
- ❖ PRIORITIES: A clear set of highest priorities
- ❖ PERFORMANCE GOALS: A clear set of performance goals

It's the power of the human focus put into action.

Key Insight

Fighting empowers your enemy. Choose to conquer, never fight.

Game Changer

Number Six

The Power

of the Peloton

Peloton Definition: in a road bicycle race, the peloton (from French, originally meaning 'platoon') is the main pack of riders. Riders in a pack save energy by riding close (drafting or slipstreaming) near (particularly behind) other riders.

Game Changer Number Six: The Power in the Peloton

Peloton Definition: in a road bicycle race, the peloton (from French, originally meaning 'platoon') is the main pack of riders.

The Tour de France is no easy race.

Modern editions of the tour consist of twenty- one gruelling stages over a 23-day period and cover around 3,500 kilometres. On some of the warmer days of the Tour de France, one would consider swapping non-vital organs for a bit of shade.

It's 21 days of intense competition where the champion riders—dogged by constant scrutiny and continuing doping allegations—seek to find and apply leverage in many different legal formats. Leverage is the ability to do more with less.

One of these potent forms of leverage is the peloton.

The purpose of the peloton is to do more with less, thus creating an elastic band effect. By riding close to—and particularly behind—other riders (drafting, slipstreaming), the reduction in drag is dramatic.

Sport Scientists have proven that the energy saving can be as much as 40 %.

The peloton travels as an integrated unit (similar in some respects to birds flying in formation) with each rider making slight adjustments in response to their adjacent riders.

Riders at the front are exposed to higher loads, and will tend to slip off the front in order to rejoin the pack farther back. A fluid formation often results in a situation where the centre of the peloton appears to be pushing through its own leading edge.

The peloton mimics strategies and tactics used in real life situations, such as having to adapt to constant change.

A strong headwind or a hard effort tends to spread out or string out the riders, while a slow tempo or tailwind tends to bunch up the peloton into a wider formation.

Side winds force the peloton to form into echelons in the direction of the wind.

Often, the width of the road, forces the peloton to form several echelons. When two or more groups of riders want to contest control of the peloton, several lines may form racing one another.

Therefore, it's always advantageous to be close to the front of the peloton.

One reason for staying close to the front is to avoid being affected by the "elastic band effect in which a change in speed becomes amplified as it propagates to the back of the peloton – often resulting in serious wipe outs.

All types of team dynamics come into play as teams seek to create competitive advantage and deliver their lead rider to the bottom of the first big Pyrenean climbing stage...

...fresher than any rivals, and with the opportunity to let loose!

It is about being FRESH and having that extra energy to perform at the next level when you are called on to step up to the plate at the crucial moment.

This form of leverage not only plays a major role in winning and losing in cycling.

Consider the All Black rugby team.

All Black Coach, Steve Hansen, is doing a mighty fine job, with an impressive win record above 90%.

A lot of their success can be attributed to 'the peloton effect', which they have cultured in many ways.

When called on to deliver—they seldom fail to deliver.

Even 'The All Black Haka' can be seen as a form of leverage. Most people believe the HAKA is primarily an act of intimidation, but one of its key objectives is to bring the players together in formation—to galvanise them into collective action.

Every player knows exactly where to stand, and when and what to do.

By leveraging off the peloton effect, the All Blacks save on their finite energy levels. This means that they often go into battle far fresher than their opponents who fail to align themselves in action.

Teams that fail to align themselves will often experience the very opposite – a drag effect of up to 40%—leading to mental and physical exhaustion.

When it comes to the crux, the peloton's elastic band effect often proves decisive in winning or losing.

It's one potent game-changer leveraged in business, sport, and life.

It's the power of the human collective in action.

Key Insight

Leverage is the ability to do more with less.

Game Changer

Number Seven

Turn Adversity to Advantage

“ Every adversity, every failure, every heartache carries with it a seed of equivalent benefit.”

– Napoleon Hill

Game Changer Number Seven: Turning Adversity into Advantage

“Every adversity, every failure, every heartache carries with it a seed of equivalent benefit.”

Napoleon Hill

No matter who you are, no matter where you are—it will come to you as well.

No one is immune to adversity.

It tests one's mettle and it is how we handle adversity that becomes one of the major determinants of our future success and significance—and often our happiness and health.

“Adversity is the diamond dust that heaven polishes its jewels with.”

Thomas Carlyle

What do American golfing sensation Jordan Spieth, British Formula One champion Lewis Hamilton and Canadian Olympic ski champion Alex Bilodeau all have in common?

They have all experienced adversity close by, and learnt how to turn adversity into advantage.

They are inspired through adversity. Adversity plays a big part of who they are—and what sets them apart.

For Spieth, it is his younger autistic sister, Ellie. For Hamilton, it is his half-brother Nicolas, who has cerebral palsy. And for Bilodeau, it is his brother, Frederic, who also has cerebral palsy.

It is no coincidence that an inspirational bond exists between high-achieving athletes and disabled siblings.

“Life’s greatest setbacks often reveal life’s greatest blessings.”

While all three athletes compete in sports that encapsulate the notion of the international jet set, they all still possess the same sense of grounding, which comes through observing adversity close by.

It comes from a home environment that serves as a constant reminder of good fortune and that inspired these champions to make the most of their advantages.

It is about taking every opportunity out there.

“He’s my everyday inspiration, sometimes I wake up in the morning and it’s rainy and I don’t want to train or go out and ski. I look at my brother and if he had that chance he would go, he would grab it.”

Alex Bilodeau

While Spieth is taking on the likes of Justin Thomas and Dustin Johnson, he finds inspiration in knowing that not every human is allowed his or her destiny. It then becomes a duty to take that test on. And to humbly appreciate it.

“Golf is not my life – it is part of my life.”

Jordan Spieth

Jordan Spieth often appears unruffled in the heat of battle. That nature comes, his family explains, from leading a domestic life that cannot promote him as the star of the show, no matter his own noble achievements.

His father, Shawn, gave him the following advice before he teed off on the final Sunday—before becoming Masters Champion:

“The Masters is the greatest game, but it’s still a game.”

Spieth, Hamilton, and Bilodeau draw strength from adversity and turn it into an inspirational force.

Adversity strikes every one of us at some point in our lives.

It tests one's mettle in the impact zone.

“It’s tough to take, but the measure of any player is how you react to the worst of times—as well as the best of times.”

Jonny Wilkinson

The trick is to get out of the impact zone as quickly as possible.

However, the wise man also knows that adversity is the true training ground of champions.

It is here that the great champions learn to hone their champion skills—like resilience, like flexibility, like poise and like the ability to improvise.

“Adversity has the effect of eliciting talents, which in prosperous circumstances would have lain dormant.”

Horace, Roman poet

Adversity presents opportunity, if one opens up to the miraculous balance of our universe.

Key Insight

Our greatest stressings are often our greatest blessings.

Game Changer

Number Eight

An Attitude

of Gratitude

"It's no accident that tennis uses the language of life: service, advantage, break, broken and love."

– André Agassi

Game Changer Number Eight: An Attitude of Gratitude

“It’s no accident that tennis uses the language of life: service, advantage, break, broken and love.”

André Agassi

There is something special about the game of tennis, which continually produces some of sport's greatest human beings.

Those that give back.

“You make a living by what you get back, but you make a life by what you give.”

Winston Churchill

The story of tennis great, André Agassi, is a fascinating and inspirational one.

Nicknamed “The Comeback Kid”, André Agassi was one of the world’s most beloved athletes and described by the BBC on his retirement as ‘perhaps the biggest worldwide star in tennis’ history—a tennis genius’.

Possessing a lethal return of service and phenomenal hand-eye coordination that allowed him to take the ball early, Agassi is credited with helping revive the popularity of the game in the 1990s, with his flamboyant, unorthodox, and non-conformist approach to tennis and life; life where he was constantly seeking balance and battling

the complex nature of opposing forces. Self-destruction vs. self-preservation; love vs. hate, control vs. conflict, pain vs. gain, non-conformity vs. traditionalism, and risk vs. reward.

At age 25, Agassi was world number one, but by age 27, his professional and personal life had all but imploded, his world ranking slumping to 141.

A chance meeting was to change the way he played the game of tennis—and the game of life as well.

“André, be careful with your decisions. André, be careful with your words. André, be careful with your relationships. André, we must all live our lives carefully.”

Nelson Mandela

Eighteen months later, Agassi reclaimed the No.1 ranking in the world. Overall, throughout in his career, he held the top ranking for 101 weeks.

Recently asked what he would choose if he could bring something back to life, Agassi answered:

“The spirit of Nelson Mandela— which seems to be extinct.”

Madiba had sparked a remarkable metamorphosis in a remarkable champion. Agassi went on to develop a deep appreciation for the game of tennis—and the game of life.

“It took me decades to figure out that we are here to do—to do good quietly, to shine in secret, to give when no one is applauding, to give of ourselves to someone who can offer us nothing.”

André Agassi

Agassi now runs a charitable foundation for underprivileged children in Las Vegas, where he lives with his wife, Steffi Graf, and their two children.

PHILAN-THROPY is high on his hierarchy of values. It is what many of the great champions do.

They become greater by figuratively shifting the letter ‘H’ back in the word: from PHILAN-TROPHY to read PHILAN-THROPY.

They give back ‘THE TROPHY’.

They understand that while self-interest will always be central to human design, the greatest gain in life is the goodwill of fellow humankind.

André Agassi is recognized as one of the most charitable and socially involved ex-players.

It is claimed that he is the most charitable athlete of his generation—with an ‘Attitude of Gratitude’.

“André you may no longer be playing the game of tennis—but you have never stopped serving.”

David Foster

Another tennis great following in André Agassi’s light, is Roger Federer—a tennis genius adored by fans all around the world.

What a comeback year it has been for him at age 36, winning two further Grand Slams to take his overall tally to 19 Grand Slam titles—95 ATP career titles.

He now lies second to Jimmy Connors (109) in career titles won—and surpassing this record number of wins must surely be high on his agenda.

But the brand—Roger Federer—stands for far more than just tennis.

At age 22, he started his foundation, which to date has raised millions for children’s charities in South Africa, Switzerland, Namibia, Botswana, Zambia, Zimbabwe and other countries.

Roger Federer credits his South African mother, with whom he spent many childhood holidays with in SA—for the life changing impact it had on how he has contributed to the world.

“All of a sudden you get in this position where you feel like you’re really lucky to be playing on the pro tour, and maybe you can actually do more and give back. And thankfully I have met some great people—for instance the likes of Bill Gates and André Agassi, who have done so well in philanthropy.”

Roger Federer

In 2017, Roger Federer's innovative approach on the court was openly matched by his innovative approach off the court, teaming up with Bill Gates to play in a historic MATCH4AFRICA exhibition match in Seattle.

Together they raised well over 2 million dollars for children in Africa.

In September 2017, it was time for the Roger Federer-inspired inaugural Laver Cup: Team Europe versus Team World—in a format similar to that of golf's Ryder Cup.

“I just hope to leave a legacy behind, not for me personally but for the game, because it deserves it. It deserves the players, and the legends of this game deserve the recognition they deserve. The future players deserve a massive platform to play tennis in.”

Roger Federer

Roger Federer may be choosing to stay away from the clay courts to give his body the rest and recovery it needs to compete at the very highest level, but his philanthropic work is gaining ever more momentum.

“Be free in your head, be free in your shots, and go for it.”

Roger Federer

Through his charity foundation, Roger Federer hopes to have reached out to a million kids by 2018.

“Gratitude unlocks the fullness of life. It turns what we have into enough, and more. It turns denial into acceptance, chaos into order, and confusion into clarity. It can turn a meal into a feast, a house into a home, a stranger into a friend. Gratitude makes sense of our past, brings peace for today and creates a vision for tomorrow.”

Melody Beattie

Key Insight

Gratitude reciprocates. The universe conspires to help those who conspire to help others.

Game Changer

Number Nine

Measure It

to Improve It

“Every game has winner. Every winner has a game plan.”.

Game Changer Number Nine: Measure it to improve it

“Every game has winner. Every winner has a game plan.”

Whether you are playing the game at the top level in business or sport, or are just someone without all the fame, you are playing the game.

Some people do not buy into the concept of The Game, but rest assured, you are in the game.

You are playing the game and you cannot NOT choose to play.

Even saying that you don't want to play, is a choice.

The game is going on around you and you are in it. If you don't understand this, it is highly likely that you will get played by someone.

Milliseconds, millimetres and moments of madness divide the great in sport. It is the same in life.

It is important to play the game well if you want to keep playing, keep winning.

Why?

Let's take an inside look at some now famous cases in sport when things have gone humanly wrong.

In 2006, French football great, Zinedine Zidane took it one step too far during the FIFA World Cup Final.

A moment of madness ensued when he head butted Italian Marco Materazzi, after a personalised verbal attack throughout the game.

Zinedine Zidane received a red card and Italy went on to be crowned World Cup Champions via a penalty shoot-out.

Zinedine Zidane was played right out of the game.

Sledging has become part and parcel of sport, especially when opponents uncover your touch point.

Some call it gamesmanship. Some refer to it as unsportsmanlike tactics.

“You hear these things once and you try to walk away, that's what I wanted to do because I was retiring. Then you hear it a second time and then a third. I would rather die than apologize to Materazzi.”

Zinedine Zidane

Zinedine Zidane later apologised to his teammates and the French nation for his reaction, but how does an experienced football great get it badly wrong on the world stage?

Fast-forward to 2017 with English cricketing great, Ben Stokes.

After a violent Bristol street brawl in the early hours of the morning, the English cricket hero found himself suspended and out of the 2017 Ashes tour—pending police investigations.

Ben Stokes was provoked and reacted. He was played right out of The Ashes tour.

Probably the most famous and spectacular fall from grace has been that of Tiger Woods.

Tiger Woods dominated world golf for nearly a decade and then all came crashing down.

Game plans that may appear as rock solid from the outside are often fragile from within. Being in the public eye, the great champions have to be on guard 24/7 to avoid the various pitfalls.

The best way to protect oneself from all these various pitfalls—especially if one's constantly in the public eye—is to invest in oneself; invest in one's personal brand. Personal branding is process.

Management and business guru, Peter Ducker is famous for his saying:

*“If You Can't **Measure It**, You Can't **Improve It**.”*

At The Game Plan (www.thegameplan.co.za), we have designed and developed a potent personal branding tool to ensure that your game plan is always headed in the right direction—which is from good to great to greater.

Here it is a nutshell.

The Game Plan is achieved with a series of three steps:

STEP ONE: THE REALITY CHECK.

Where am I today, and where do I want to be?

Sporting greats like Roger Federer, who has a very high-level game plan, constantly ask themselves this question, and measure themselves on a road of self-improvement.

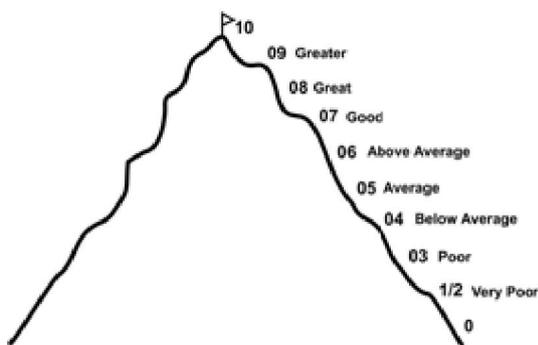
The greats play the game as 'NINERS' (A 9/10 GAME PLAN) and it is a great place to be at in sport and in life:

“Like attracts like.”

Have a go. Measure yourself.

Score your current Game Plan from ONE TO TEN on our GAME PLAN EVEREST

BAROMETER below:



We would all like to play the game consistently as 'NINERS', but few of us do.

However, it is something for which we should all strive.

“It's so easy to be good, but it's really hard to be great.”

David Foster

STEP TWO: DIAGNOSTICS

What is working for me now? What is not working for me now?

This step takes equal doses of self-love and self-honesty.

It is well worth it.

It is important to cast aside anything, anyone that is not supporting your “Game Plan”.

STEP THREE: GAME PLAN

Finally, you will need to put your Game Plan into action, a Game plan that is:

“...made of the right stuff.”

Any game plan that is made of the right stuff will have three aligned P's as presented as

Game Changer Number Three: Branding is everything.

- ❖ Clearly define your PURPOSE
- ❖ Clearly understand your highest PRIORITIES
- ❖ Clearly set your PERFORMANCE GOALS

“Personal Branding is your compass in good times and your scaffolding in challenging times.”

With your high-level game plan in place, it's now highly unlikely that you will fall into one of the pitfalls like Zinedine, Ben, and Tiger did.

Key Insight

To power up your life, you must power up your game plan.



Game Changer

Number Ten

No Health

No Wealth

“The main idea in life is not to be the richest man in the cemetery.”

Game Changer Number Ten: No Health. No Wealth.

“The main idea in life is not to be the richest man in the cemetery.”

A fine line exists between human greatness and human implosion.

Often, the loss of one’s health—and sometimes one's life—is the price that is paid when one pushes the human limits too far.

It’s vital that you strive for balance—live a balanced professional and personal life.

Why?

In 2011, one of the world's geniuses succumbed to pancreatic cancer. He was 56 years old at the time, with an estimated net worth of 56 billion dollars.

“My favourite things in life don't cost any money. It's really clear that the most precious resource we all have is time.”

Steve Jobs

As a workaholic, Steve Jobs never got that chance to share more time with family and friends.

He got it wrong, when it came to the universal principles of life and health, which pertain to life balance.

There are many potent life lessons that can be learnt from his fascinating, yet tragic life story.

Here is one of the invaluable insights on human wellness, which I garnered from one of the most unlikely of sources.

It did not come from the medical fraternity.

It came from a sporting legend – one of Great Britain’s greatest middle-distance athletes:

“We all have a finite amount of energy. Whether you use physical or mental energy it all comes from the same source. Wherever you focus your energy you’re either filling or depleting the same ‘well’.”

Sir Sebastian Coe

In health and life, no one can perform optimally while running on empty—when the human energy well is on reserve.

Our job is therefore to keep the human energy well topped up to the brim by living a life of balance.

Here are some key insights on how to do just that.

The human energy well—our wellness—has three vital buckets, which we use to either fill or drain the well.

Each one is of equal importance – namely the physical, chemical, and emotional buckets.

- ❖ Physical is what we put into our bodies.
- ❖ Chemical is what we put in our mouths.
- ❖ Emotional is what we put in our heads.

By far the most powerful universal law of life and health is:

“Too much or too little of anything for too long creates a state of imbalance.”

When we as human beings -either unwittingly or habitually—fail to maintain balance in our lives, we are effectively creating fertile ground for the onset of disease—from minor cases such as a headache or backache—to life threatening ones such as cancer.

Here's how it works:

In health and life, the human body is designed to operate in a state of balance – and it functions optimally as a harmonious, synchronised unit.

When the mind, body, and spirit are all in harmony, there is an optimal state of life balance.

Life is good. Health is good.

We are tasked with creating and maintaining this ongoing state of balance, so that the human body can do its job.

Thankfully, the genius of science has made us all pretty adept at filling our human energy well from the physical and chemical buckets.

We know how much sleep and rest we need. We know how much exercise we need. We know which foods agree with us, and which foods do not.

Our bodies have wonderful feedback mechanisms to help keep us balanced in the physical and chemical realms of life and health.

We mostly know what to take in here, and what not to take in.

For example in the physical realm, we know when we have had too much sun (it turns toxic on us in the form of sunburn).

In the chemical realm, we know when we have had too much alcohol, albeit only the next morning (it turns toxic on us in the form of a hangover).

But, it's never that simple in the emotional realm.

When it comes to the potent emotional bucket—our understanding of the universal principles of health and life are actually limited.

“Surprisingly, very few people have any idea of the powerful role that emotions play in maintaining or destroying our health and wealth.”

As human emotional beings, we live mostly hectic, fast-paced lives and many emotional stressors are often responsible for disturbing and disrupting this optimum state of balance.

Often, it is from the emotional realm where human implosion happens.

Unwittingly or habitually, we continue to drain the human energy well from the emotional bucket, creating an on-going state of imbalance.

If this continues unabated for a lengthy time period, a tipping point is reached and breached.

The human energy well dries up.

The body has effectively moved from its balanced state of ease—to an unbalanced state of disease. It turns toxic on us in the form of one or other chronic disease.

Here are some invaluable insights to help you to keep the emotional bucket balanced.

To fill up the human energy well using the emotional bucket, one should fill up one's life with the 'Big Five' positive emotions.

Here they are:

- ❖ *Gratitude*
- ❖ *Unconditional Love*
- ❖ *Acceptance*
- ❖ *Forgiveness*
- ❖ *Joy*

They're life's greatest energizers.

They're life's greatest healers.

And be very sure to steer well clear of life's "Big Five" negative emotions.

Here they are:

- ❖ *Resentment*
- ❖ *Hate*
- ❖ *Criticism*
- ❖ *Guilt*
- ❖ *Futility*

They are life's greatest drainers.

Moreover, if held long term, they turn toxic and become life's greatest killers.

Our research at The Game Plan www.thegameplan.co.za reveals the causes of chronic states of disease.

Are you seated?

- ❖ **Long-held RESENTMENT (bitter indignation) could trigger CANCER.**

Resentment festers in the human body and has the power to send the human cell formation process into total disarray.

“Resentment is like drinking poison and then hoping it will kill your enemies.”

Nelson Mandela

❖ **Long- held HATE could trigger a HEART ATTACK.**

Hate has the power to cut off the flow of blood, the flow of joy, in the human body.

❖ **Long-held GUILT could trigger Motor Neuron Disease.**

Guilt has the power to systematically close down your motor neurons.

Long- held CRITICISM could trigger ARTHRITIS, RHEUMATISM, FIBROMYALGIA, SINUSITIS, etc.

Criticism, especially self-criticism, has the power to clog up the human body.

❖ **Long term held FUTILITY could trigger ADDICTION.**

Futility, a form of self-pity and victimhood, has the power to block you from living a fulfilled, happy, and healthy life.

Even with today’s genius advancements in modern medical science, most medical doctors will tell you that they do not know the cause of many of the so-called chronic diseases.

That’s because most doctors still do not believe that unbalanced emotions can trigger disease.

Their primary approach is to treat the symptom rather than the cause—via powerful symptomatic drugs.

NOTE: For further insights on how to prevent and /or conquer chronic disease, please visit my non-profit cancer resource site at www.cancerchampions.co.

Key Insight

The most powerful drug on the market is LIFE BALANCE. And it's free.

Some more insight on life balance

Here are some words of wisdom on how to live a life full of balance, delivered by Brian Dyson, then CEO of Coca Cola, at a university commencement address.

"Imagine your life as a game in which you are juggling five balls in the air.

You name them—work, family, health, friends and spirit—and you are keeping all of these in the air.

You'll soon discover that work is a rubber ball. If you drop it – it will bounce back.

But, the other four balls are made of glass. If you drop these, they will be irrevocably scuffed, marked, nicked, damaged, or even shattered.

They will never be the same.

You must understand that and strive for balance in your life.

Here's how:

- ❖ *Don't undermine yourself by comparing yourself with others .It is because we are different that each of us is special.*
- ❖ *Don't set goals by what other people deem important. Only you know what is best for you.*
- ❖ *Don't take for granted the things closet to your heart. Cling to them as you would your life for without them, life is meaningless.*

- ❖ *Don't let your life slip through your fingers by living in the past or for the future. By living your life one day at a time, you live all the days of your life.*
- ❖ *Don't give up when you still have something to give. Nothing is really over until the moment you stop trying.*
- ❖ *Don't be afraid to admit that you are less than perfect. It is this fragile thread that binds us to each other.*
- ❖ *Don't be afraid to encounter risks. It is by taking chances that we learn to be brave.*
- ❖ *Don't shut love out of your life by saying it's impossible to find. The quickest way to receive love is to give, the fastest way to lose love is to hold and the best way to keep love is to give it wings.*
- ❖ *Don't run through life so fast that you forget not only where you've been, but also where you are going.*
- ❖ *Don't forget that a person's greatest emotional need is to feel appreciated.*
- ❖ *Don't be afraid to learn. Knowledge is weightless, a treasure you can always carry easily.*
- ❖ *Don't use time or words carelessly. Neither can be retrieved.*

Life is not a race, but a journey to be savoured each step of the way.

Yesterday is history, tomorrow is a mystery, and today is gift.

That is why they call it THE PRESENT."

Game Changer

Number Eleven

Don't Chase the Game

Live the
Journey

*"Success is found in the process—not the
result."*

- Gary Kirsten

Game Changer Number Eleven: Don't chase the game.

Live the journey.

“Success is found in the process—not the result.”

Gary Kirsten

For nearly a decade, Tiger Woods dominated world golf.

“This guy does things that are just not normal, by any stretch of the imagination.”

Rocco Mediate

Tiger's story is a remarkable one—a story of two halves.

From Tiger's story come many life lessons for all of us.

Not since the days of Jack Nicklaus (18 majors), Arnold Palmer (seven majors) and Gary Player (nine majors)—had anyone dominated world golf like Tiger by the age of 31.

Sports psychologist Steven Kosslyn had this to say about a man who was voted sporting superstar of the decade:

“In Tiger's head there is an orchestra. And it's not just that some of the orchestra players are virtuosos. A lot of them are. He has all the aces.”

By age 31, Tiger had won 12 majors and was well on his way to achieving his No.1 goal in life:

“To become the greatest player who has ever played the game.”

But life changed dramatically for Tiger.

In May 2006, Tiger lost his dad, Earl Woods.

Earl Woods had served twenty years in the US Military. A Vietnam veteran, he retired a Lieutenant Colonel—his final posting as an instructor of military science and tactics.

After retiring, he threw everything into guiding Tiger's burgeoning golf career.

Earl Wood set his son military-like goals, becoming his supreme mentor, strategist, tactician, and confidante.

A pact existed between father and son- to chase down Jack Nicklaus's record tally of 18 majors.

It was a military-like pact to dominate world golf.

With his dad at his side, everything was working just fine.

But suddenly, at age 31, Tiger found himself all on his own.

Domination is a dangerous word in business and sport; it can easily lead to...

BURN OUT.

The risks were high. Tiger had fallen into the human trap of...

Chasing the Game

Chasing the game refers to someone who places too much focus on results thus placing too much pressure on one self; the pressure is unrelenting.

It is easy to be caught up in the game, without realising that it is still just a game.

Without his dad by his side, Tiger seemed lost. His last major victory in 2008 was followed by his spectacular fall from grace in 2009.

The reality is that his career had begun to derail from 2006 and it exploded in the media in 2009 when several women, through many worldwide media sources, revealed his many alleged extramarital indiscretions.

Without his supreme mentor by his side, it is not too difficult to understand why Tiger tried to humanly counter-balance all the extreme pain—with extreme forms of pleasure. It was a long, hard road back for Tiger Woods, but to his credit, he managed to climb back to the No.1 world ranking by April 2013.

But his No.1 ranking was short-lived and unsustainable.

He was not the Tiger of old.

He unable to perform in The Majors.

How can Tiger bounce back to win a few more Majors?

Step One: Take his foot off the gas. Stop chasing the game. Stop chasing the results.

Step Two: Reframe his second half game by placing his primary focus on his life purpose, not his life goals.

“...To entertain, to educate, and to enrich the lives of millions with his God-given sporting genius.”

Step Three: Find a new mentor, as nothing great is ever achieved alone, and it is near impossible these days to be at the top and stay at the top, without a mentor.

“A true genius is just a maverick with a mentor.”

Step Four: Live the journey. Have some “appropriate” fun.

“Life is not a race, but a journey to be savoured each step of the way.”

Brian Dyson

If Tiger can get this right, I believe he can win a few more Majors –and haul in Jack Nicklaus’s record.

But, that is if he surrounds himself with support—the right support to help him power up both his professional and personal game plan.

Key Insight

Success is found in the process, not in the result.



Game Changers

The Next Step

Power Up Your Game

“Mastering others is strength. Mastering yourself makes you fearless.”

The Game Changers: The Next Step - Power up

your Game.

“Strategy is important, but execution is everything.”

Ok, so you have fostered all the talent, technique, technology, training, and teamwork, and now you have the 11 most potent Game Changers of the great champions readily available.

It's time.

It's time for action.

It's time to power up your game- to the next level.

It's time to unlock and unleash your full potential on this world.

“There is no passion to be found playing small—in settling for a life that is less than the one you are capable of living.”

Nelson Mandela

“You are not here to merely make a living. You are here to enable the world to live more amply, with greater vision, with a finer spirit of hope and achievement. You are here to enrich the world, and you impoverish yourself if you forget the errand.”

Woodrow Wilson

If you need any help, do get in touch with me robopie@thegameplan.co.za

Visit www.thegameplan.co.za to find out more about our game changing coaching at
THE GAME PLAN.

“We all need a coach. Coaches see what we can’t. Great coaches help us push right up to and thru our own limitations. We are ALWAYS capable of more than we think when we really push ourselves.”

Corey Wayne

Congratulations. You’re now have all the professional and personal ingredients for a potent Champion’s Cocktail F.C.B:

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In business, sport and life, F.C.B is often the difference between winning and losing.

“Add love, gratitude, inspiration, certainty, enthusiasm, and presence, and your journey through life will be a fulfilled one of happiness and health.”

For more insights, innovation, and inspiration: GET IN TOUCH:

robopie@thegameplan.co.za.

The image features a dark, textured background with a blue horizontal band across the middle. The word "Acknowledgments" is written in white, bold, sans-serif font within the blue band.

Acknowledgments

Acknowledgements: A few words of thanks

“Nothing great is ever achieved alone.”

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And finally, THANK YOU TO YOU for taking the time to read my book.

Please do share.

