

A PRACTICAL GUIDE TO UNLOCK AND UNLEASH
YOUR GREATEST POTENTIAL IN LIFE

CHAMPIONS DO MORE

SEVEN GAME-CHANGERS
TO POWER UP YOUR LIFE



ROBERT A. OPIE

FOREWORD BY JOHN ROBBIE

“

If I have seen further than others,
it's by standing upon the shoulders of giants.

—Sir Isaac Newton

”

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ABOUT THE AUTHOR

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‘People and Brands’ are at the heart of Rob’s coaching philosophy to shape stories of self-fulfilment, inspiration and positive influence to others.

He’s purpose in life is:

“To help people to unlock and unleash their own greatest potential.”

Rob lives in Durban and works with clients across South Africa, sharing learnings, insights, optimum performance techniques and case studies garnered from more than two decades of researching and studying accomplished champions of business, sport and life.

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FOREWORD

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.

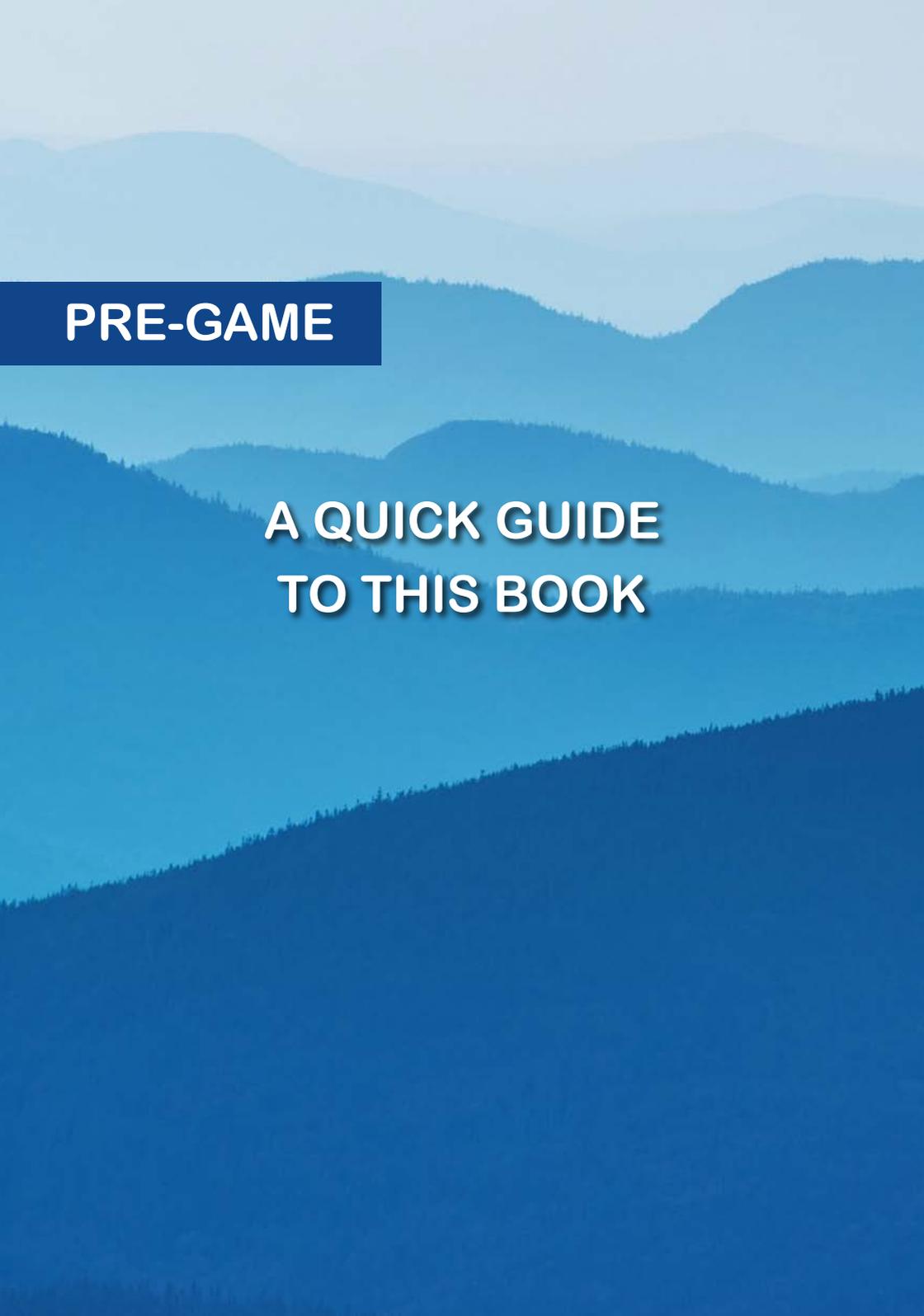
It was often a random thing, yet finding real purpose need not be random.

If it does not happen by chance, one is compelled to search for it to give meaning to Life.

In his latest book 'Champions do more', Rob presents that everyone can find the key to real achievement, and fulfilment in life.

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

John Robbie: Radio and Television personality and host



PRE-GAME

**A QUICK GUIDE
TO THIS BOOK**

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

In today’s era of professional sport – Talent, Technique, Technology, Training and Teamwork have become near table-stakes in the World of Champions.

Decimals divide those at the top of the world rankings.

In ‘Champions do more’, I will be taking you on a journey inside the high-level game plans of some of the greatest champions of sport, to reveal what makes the difference – what sets them apart – and how they set up to become great in sport and life.

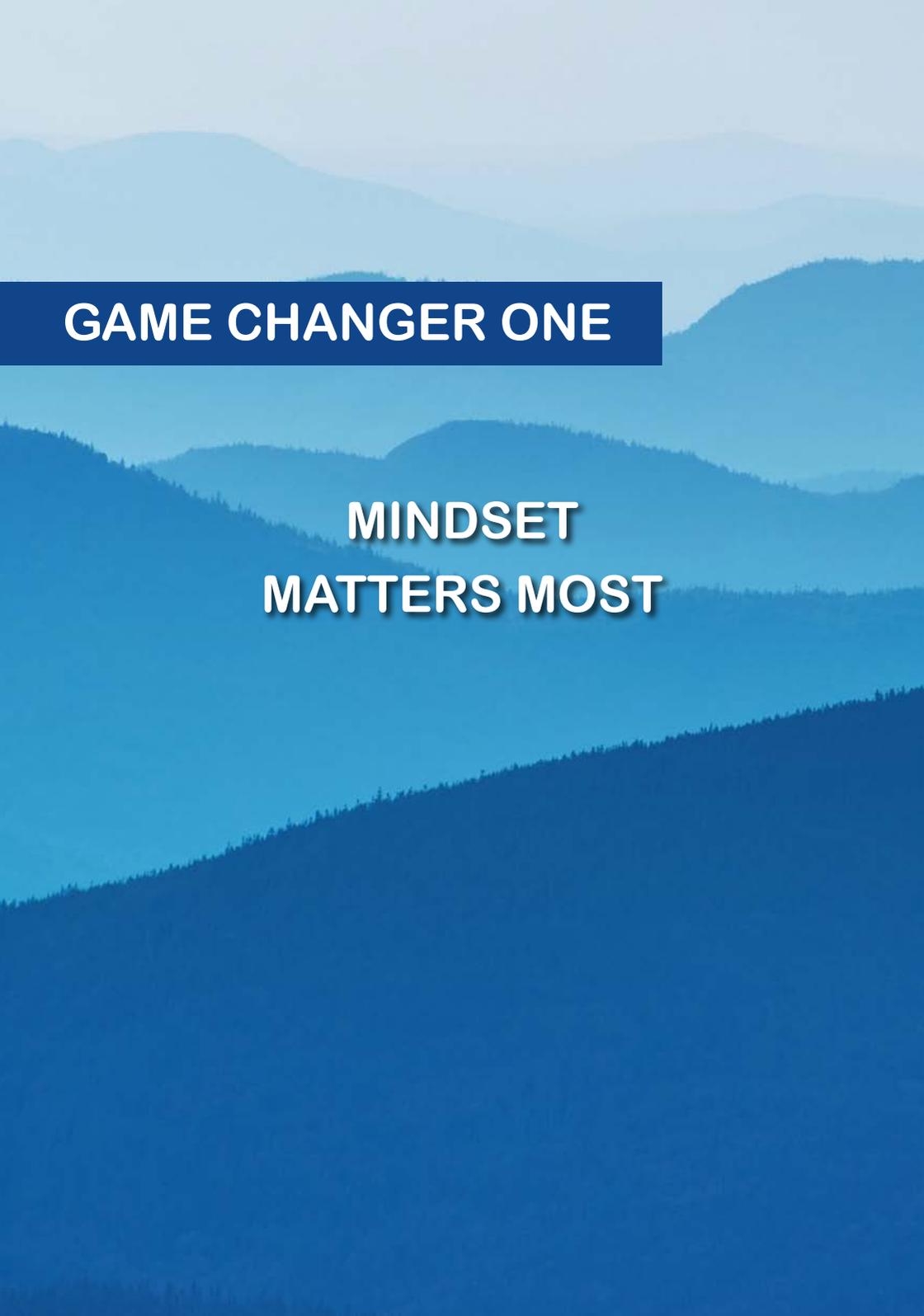
“We take an inside look at Great Champions like Lionel Messi, Richie McCaw, Roger Federer, Tiger Woods, Lance Armstrong, Sebastian Coe and those who have conquered some of life’s greatest challenges.”

In life, a fine line often exists between human greatness and it’s opposite, human implosion, but there is one thing which remains steadfast. To become great and to sustain greatness, both on and off the field:

“Champions do more”

In this practical guide, I will share ‘*game-changing attributes*’ of proven champions.

By mastering these seven ‘*game-changers*’, I believe that you will soon find yourself on your own unique path to human greatness. Game on.

The background of the entire page is a monochromatic blue-tinted landscape. It features several layers of rolling hills and mountains, with the foreground being the darkest and most detailed, and subsequent layers becoming progressively lighter and more hazy, creating a sense of depth and atmosphere. The hills are covered in what appears to be dense forest, though the details are softened by the blue tint and atmospheric perspective.

GAME CHANGER ONE

**MINDSET
MATTERS MOST**

GAME CHANGER ONE: MINDSET MATTERS MOST

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

– Lao Tzu

Lionel ‘Leo’ Messi was born into poverty in a small Argentinean town called Rosario.

It was shortly after the Falklands war had ravaged an already frail economy.

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 doing so, he went on to become arguably one of the greatest footballers of all time.

Yet, it could all have turned out differently.

At age 10, he was diagnosed with a growth hormone deficiency. Due to his country’s economic collapse at the time, no one, no club, could afford to cover his medication bills.

As the Messi family had relatives in Catalonia, they sought to arrange a trial with Barcelona in September 2000. Lionel Messi was just 13 when he was offered a makeshift contract on the back of a paper napkin – to join the Barcelona Youth Academy.

Who would have thought that at age 29, standing just 5 foot 6 inches, 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, to focus his 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 us all that:

“Mindset matters most”

Life is full of choices to be made. In the arena of competitive sport, in the boardrooms of big business, in the reality of social pressures and in the endless chatter of the mind,

At each reflection point, ask the question:

“Am I the Victor or the Victim?”

There is only one choice if you want to win – and win consistently in life.

If you allow for any form of victimhood, your best made plans will prove meaningless. Victimhood is the single most powerful form of self-sabotage.

One’s chosen mindset is either one’s greatest partner in success or one’s destructive partner in self-sabotage.

One’s mindset and internal dialogue influences one’s path to human greatness.

“Who’s doing all the inner talking? Is it the victim or the victor?”

There can be no middle ground on this human choice.

The sub-conscious human mind cannot process two opposing thoughts simultaneously.

“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: Mind Coach

The great champions make a conscious choice to program the sub-conscious mind with the mindset of the victor.

They set up right. They set up to win. They set up to be great.

Average people often fall into the human trap of allowing the sub-conscious mind to adopt a victim’s mindset.

As a consequence, they unwittingly penalize their own progress in life. Average is where they remain and stay for their unfulfilling journey through life.

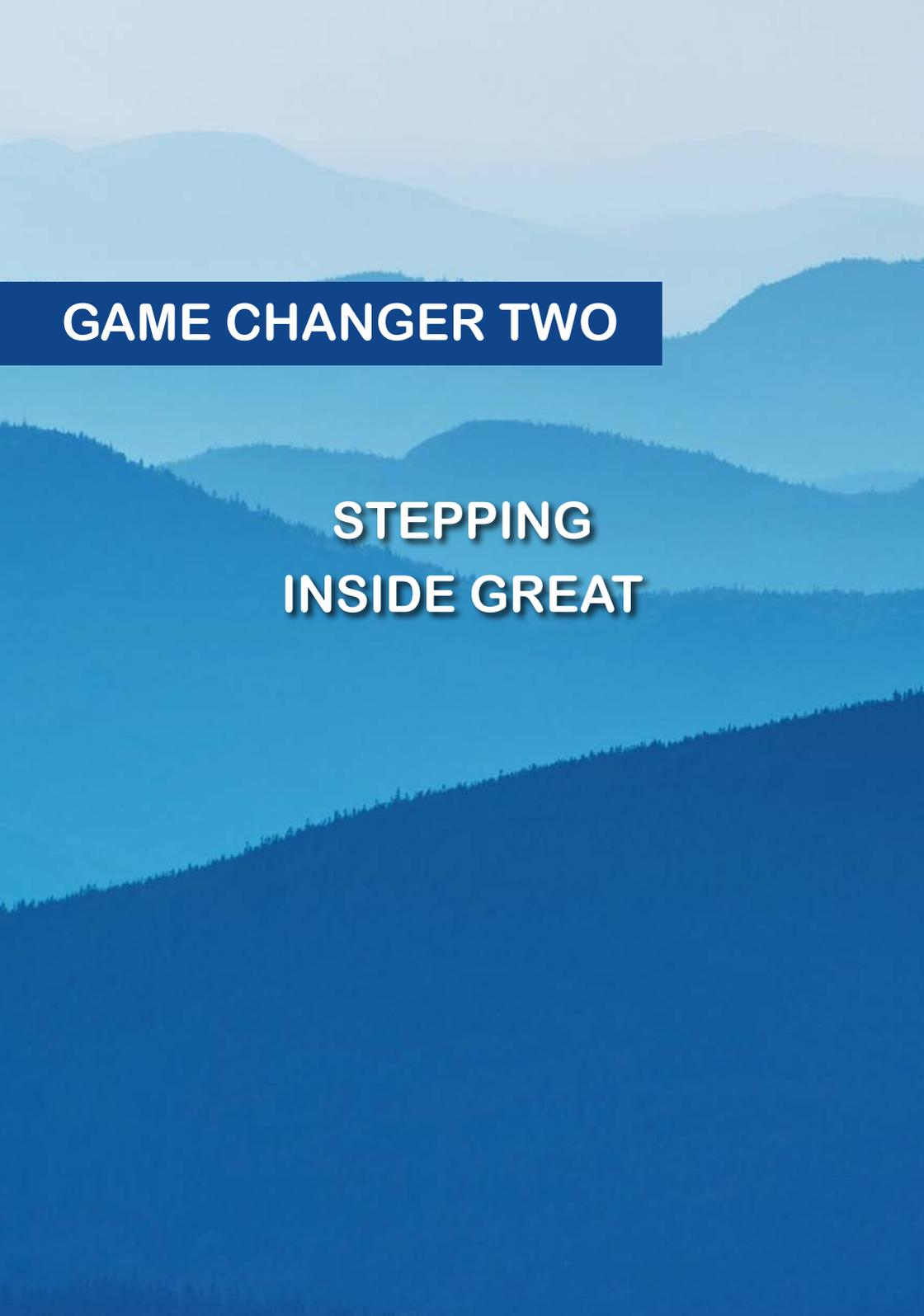
Be the victor if you want to win – and win consistently in life.

“The game responds to hard work and the right mindset.”

–Virat Kohli

KEY INSIGHT

It all starts with the right mindset. Mindset matters most.



GAME CHANGER TWO

**STEPPING
INSIDE GREAT**

GAME CHANGER TWO: STEPPING INSIDE GREAT

“Be not afraid of greatness. Some are born great, some achieve greatness, and others have greatness thrust upon them.”

–William Shakespeare

At age 18, Richie McCaw was enjoying a meal at McDonald’s with his uncle and mentor, John ‘Bigsy’ McLay.

His uncle, a respected forward who had played 104 matches for Mid Canterbury, asked him what he wanted to do with his life.

Richie’s reply:

“I want to be an All Black“

His uncle’s retort:

“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 paper serviette as:

“G.A.B”

He signed it.

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

It was his stairway to heaven – signed and committed to GREAT at age eighteen.

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

Most importantly at the bottom of the list came:



“G.A.B”

Using the prefix ‘GREAT’ before whatever it is you want to achieve in life, does three all important things.

- ✓ It sets the stretch.
- ✓ It sets the commitment.
- ✓ It sets the tone.

Furthermore, it sets one up for the way things will get done – setting a solid foundation for a:

“High Performance Culture of Great”

Richie went on to earn a record 148 caps for the All Blacks, lead his country in two World Cup victories – whilst creating and cementing an honour code amongst his fellow All Blacks – a code of conduct which any team would be proud of.

- ✓ An ordinary guy doing extra-ordinary things.
- ✓ A shining example of stepping inside of human great.
- ✓ A shining example of what human great looks like:

“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.”

–Steven Hansen

In reality, we cannot all be World Champions, but we all do have an inbuilt human desire to be great – to perform, to grow and to contribute to a better world.

We are all made for human greatness.

What’s important is to just be your own ‘*World Champion*’ – no matter how big or small your role may be on this planet of ours.

Just do it.

KEY INSIGHT

There are 3S’s that define Human Greatness: Success & Significance Sustained.



GAME CHANGER THREE

**BRANDING IS
EVERYTHING**

GAME CHANGER THREE: BRANDING IS EVERYTHING.

“Personal Branding is the engine room of human greatness.”

Roger Federer is undoubtedly one of the greatest sporting champions ever.

To date, Roger Federer has won 20 Grand Slam singles titles – the most in history by a male player – including a record 8 Wimbledon titles.

What sets this tennis champion apart?

What does it take to compete at the very highest level for a sustained and significant period of time?

Talent, Training, Technique, Technology or Teamwork?

Yes, all the Big Five T’s are essential in sport, in taking one to the top, but how does one stay there for a protracted period of time, when others have similar powerful personal and team attributes?

The secret is:

“The Power of Personal Branding”

Roger Federer is a master of personal branding – a true master of life.

On and off the court he plays the game right.

He sets up right.

He invests in BRAND ROGER FEDERER.

He lives the BRAND RF.

He has all the aces – an accomplished professional career, a respected sportsman, a balanced family man and benefactor to underprivileged communities.

What sets Roger Federer apart is his untainted character that makes him a unique ambassador of international sport and a champion that demonstrates professionalism both on and off the court.

“My Advice. Invest in yourself.”

–Warren Buffett

In life, we are all invested in **SELLING** ourselves (sealing the deal) – and **MARKETING** ourselves (creating and sustaining relationships).

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

But, few of us take full advantage of the power which lies within:

PERSONAL BRANDING (creating & leveraging your outer image and your inner identity).

The great champions of business, sport and life do – and they reap great rewards.

The great champions know:

***“To power up your LIFE - you must power up your own
PERSONAL BRAND”***

Personal branding serves as one’s compass in good times and scaffolding in challenging times.

It's the inner engine room of human greatness.

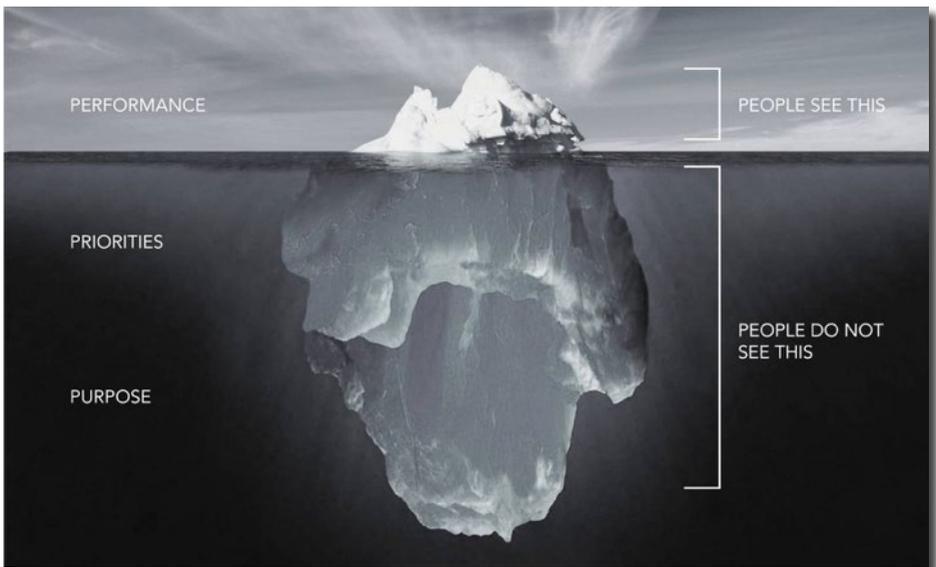
It's what sets the embedded personal identity of great champions apart.

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

–Kenny Rogers: The Gambler

Let's take a closer look at how the great champion's build and leverage their own powerful personal brands – with a focus on the all important inner identity component.

Think of 'Inner Personal Branding' as an iceberg.



There are 3P's which make up a powerful personal brand – namely

- ✓ Purpose,
- ✓ Priority, and
- ✓ Performance Goals.

The real power of personal branding lies with the 2 P's which are below the surface, representing – the part people do not see.

It's here where the great champions are anchored. It is the bedrock for their set up.

Priorities and Purpose must be **AUTHENTIC** (on the inside), so that their outer **PERFORMANCE** is appropriately **ALIGNED**, and effectively **ACTIONABLE**.

When set up with intentional and committed focus, the road for success is paved for the smooth launching of one's own greatest potential and highest level of fulfillment.

Congruency is the key for achieving one's own greatest level of creativity, growth and contribution.

Here's a three step guide on how the champion's go about building a congruent high- level personal brand:

- 1) Define your **PURPOSE**
- 2) Set your **PRIORITIES**
- 3) Set and align your **PERFORMANCE GOALS**

Step One: Defining your PURPOSE.

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

–Mark Twain

Great companies and great individuals invest heavily in clearly defined purpose statements – their why.

They know why they exist.

It’s their primary focus.

- » 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 with 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".

Mark Zuckerberg shared the following wisdom in a 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..."

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.

Your purpose – your why – is who you are, wherever you are.

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

–Lewis Pugh

Purpose drives sustainable performance towards targeted objectives and outcomes.

“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

As you continue reading this chapter, give some thought to the following in the context of your greatest potential:

- » Have a shot at defining your own purpose in one clear short sentence.
- » How does your purpose influence your priorities?
- » How does your performance, to date, support your purpose?

STEP TWO: Setting your PRIORITIES.

Setting one’s priorities right in life is one of the most important actions you can take in life.

Your priorities will dictate your 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 have not yet recognised the value in doing so.

Consider people and sporting champions you know who have not realised their full potential or who stopped short of realising their full potential, primarily because they have failed to set their priorities right.

“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 steer you towards what you want in life.
- ✓ Clear priorities make life easier.
- ✓ Clear priorities empower you.
- ✓ Clear priorities steer performance.

“If you do not empower yourself, someone or something will overpower you”

–Dr John de Martini

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

They can serve as role models to help you.

Here is a guideline to building your great personal brand – by setting your BIG FIVE PRIORITIES right in life.

Priority Number One: YOURSELF. BRAND YOU.

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

BRANDING YOURSELF is the ongoing investment in your own personal brand, so that you are always coming from a position of strength – investing sufficiently in yourself to fuel your own purpose and, with the re-circulated energy, to help others.

“Champions 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.

Just think about the instructions when boarding an aircraft – you are told to breathe into your own mask first before helping other passengers, in the case of an emergency. This principle applies to how we manage our energy and priorities on a daily basis.

“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: American Life Coach

Invest in YOURSELF to build high levels of Faith, Confidence, and Belief (FCB).

Invest in YOURSELF first to be able to help others – and yourself.

Priority Number Two: YOUR PURPOSE

As outlined earlier, purpose is why you exist.

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

Purpose is the one thing that you become completely aligned with, so that you can serve your greatest potential and thereby positively influence and contribute to this world.

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

–Mohammed Ali

Invest wisely in your purpose – your vocation – as the world, your family, your friends, your colleagues, your clients need YOU.

Your contribution and your impact on others will always be more valuable when your

‘Why’ is clear and compelling.

Invest in your purpose in life.

Priority Number Three: YOUR FAMILY & FRIENDS

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

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

Priority Number One must always be yourself, as this will enable you to become the best that you can be to your family and friends, as you will always be coming from a position of strength.

Be sure to also choose your inner circle of friends carefully. There will come a time when you will need them, more than you know now.

Invest wisely in family and friends – get their buy-in into your Purpose, secure their support to right-align your priorities and ask them to measure your performance, holistically.

Invite your family and friends to help you build and live your personal brand authentically.

Priority Number Four: YOUR HEALTH & WEALTH

Both of these are important, as they can easily be lost, if you fail to prioritise them.

Invest in your health as without health, you cannot drive your purpose, act on your priorities or deliver the targeted performance. Consequently, there will be no sustainable wealth.

The key to health is to strive to live a life of balance.

Living a balanced life means setting it right in all three realms of life and health, namely:

- » PHYSICAL – what you put into your body.
- » CHEMICAL – what you put into your mouth and nose.
- » EMOTIONAL – what you put into your heart and mind.

Each realm is of equal importance.

Invest wisely in both your health and wealth.

They both have a lot to do with your happiness.

Priority Number Five: YOUR LIFESTYLE.

Your vitality is determined by how you choose to refresh and refuel yourself.

It's the vital energy you will need on your continued journey from Good to Great to Greater in life.

“We all have a finite amount of energy. Whether you use physical, chemical or emotional 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: British politician and Olympian athlete

Be sure to take time-out to nurture all aspects of yourself. Find hobbies and activities that you love to do, as you will need to be energised in mind, body and soul when you next have to “up your game” – and perform.

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

–Brian Dyson: Former CEO Coca Cola

“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: American professional golfer

Invest in the lifestyle you desire to enable you to prioritise and perform in accordance with your purpose.

STEP THREE: Setting and aligning your PERFORMANCE GOALS

It's time to let the magic begin, as strategy without action is worthless.

Make sure your performance goals are congruent with your Purpose and your Priorities – as the level of congruency you achieve, will determine your level of performance.

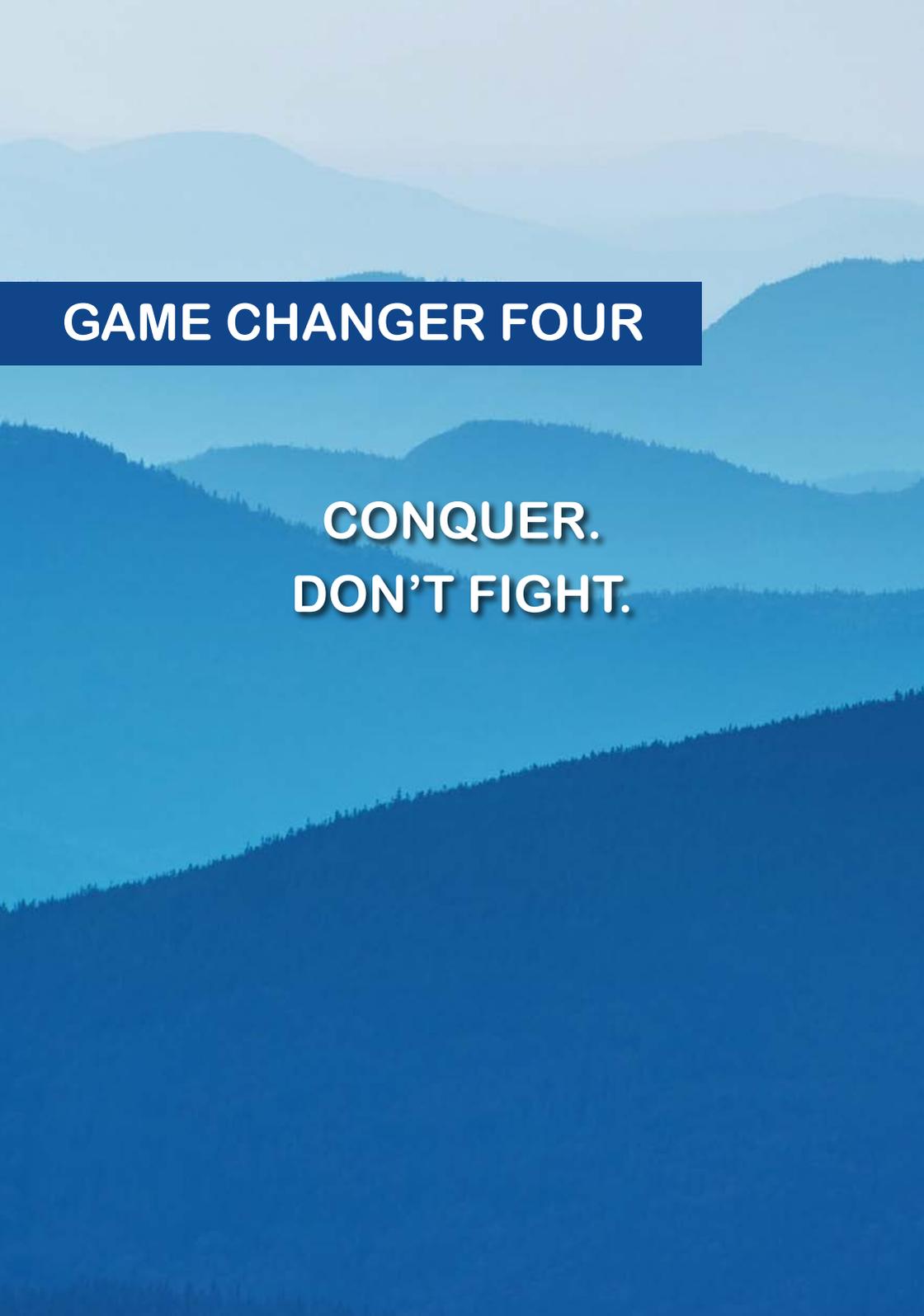
Congruency opens up your world of inner inspiration – and decreases your need for external motivation.

Set a one year goal for each of your five areas of priority, as discussed above.

Make your goals SMART: Simple; Measurable; Attainable; Relevant and Time-based.

KEY INSIGHT

Personal Branding is the inner magic which ignites the outer magic in champions.



GAME CHANGER FOUR

**CONQUER.
DON'T FIGHT.**

GAME CHANGER FOUR: CONQUER. DON'T FIGHT.

“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 is upward and forever upward, then you won't see why we go.”

–George Mallory: English Mountaineer and Everest Explorer

There is something about the great Everest explorers which fascinates – those who have conquered the mountain.

Here are five of the all-time great conquerors of Everest:

“George Mallory, Reinhold Messner, Edmond Hillary, Tenzing Norgay and Eric Shipton”.

From them we can learn many life lessons.

From them we can learn about the significant difference between:

“Conquering and Fighting”

Mount Everest stands 8848 meters (29,035 feet) tall and there can be few greater physical and mental challenges than that of conquering Mount Everest.

Above 8000 meters climbers enter what is termed ‘the death zone’.

It's here where there is little oxygen and little chance of rescue.

It's here where helicopters do not fly.

Above 8000 meters, you're on your own.

Man versus mountain.

“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 : Italian Mountaineer and Everest Conqueror

Today, things have changed somewhat.

The challenge to climb the world’s highest mountain has become an increasingly popular sport and Everest has become one of the new recreational playgrounds of the rich.

But, the mountain seldom fails to bite back and claim lives.

Those who go in foolhardy and do not take heed of the lessons taught by the great Everest explorers, soon find themselves in some kind of trouble.

Lesson #1:

“Nobody bullies the mountain – humans cannot fight nature.”

Nobody fights the mountain.

Mother Nature teaches us never to fight.

The smart way is to seek to conquer the mountain.

“I came. I saw. I conquered.”

–Julius Caesar

Conquering means to come from a position of confidence and strength.

Fighting means to come from a position of defence and weakness.

There may appear to be a fine line between the two, but there is a significant difference.

The great Everest explorers set up right to conquer the mountain.

No matter what your personal 'mountain' is in life, it's wise to do as the great champions do.

Extreme challenge comes to all of us at some point in our lives – and it's at times like these, that it is good to approach the situation with a champion's mindset and transcend beyond your inner fears. The power that pushes beyond "the impossible" is Purpose.

Indeed, human greatness leaves footprints.

Here are the four strategic steps which the great champion's take to conquer in life.

- 1) The Right Mindset
- 2) The Right Knowledge
- 3) The Right Support
- 4) The Right Game Plan

By mastering these four steps, you will find yourself empowered to conquer anything in life.

STEP ONE: THE RIGHT MINDSET – the power of human resolve.

Asked why he wanted to climb Everest, British explorer, George Mallory replied:

“Because it’s there.”

That’s the mindset of a great champion.

Conquering challenge demands extremely high levels of resolve which requires one to:

- ✓ remain anchored in purpose;
- ✓ to prepare the mind;
- ✓ to set up the priorities right;
- ✓ to take on a zero doubt approach; and
- ✓ to adopt the mindset of a victor.

“If you are going to swim the English Channel, you have to leave your doubt on the beach in Dover.”

–Lewis Pugh: British-South African endurance swimmer

STEP TWO: THE RIGHT KNOWLEDGE – the power of human awareness.

Knowledge is power.

Those with the most knowledge will always have the most power.

From monsoon weather patterns; to altitude sickness; to timelines; to high winds; to physical exhaustion; to climbing hazards; to slippery ice-covered climbing slopes; to frost bite to mind plays; to every conceivable challenge – Mount Everest has it all.

It's not about being the physically fittest human, but more about being the mentally and emotionally conditioned human.

You have to know when you can be 'on the mountain' – and know when you must be 'off the mountain.'

The great champions empower themselves though gaining greater knowledge, gleaning the voices of experience, staying committed to a greater purpose and believing in their own inner greatest potential.

STEP THREE: THE RIGHT SUPPORT – the power of the human collective.

“The successful Hunt expedition in 1953 (which included Edmund Hillary and Tenzing Norgay) totalled over 400 people, including 362 porters, 20 Sherpa guides, and 4,500 kg of baggage.”

Nothing great is ever achieved alone.

Some of the Everest explorers prefer large expeditions that deliver them ready for the ascent into the death zone, others prefer smaller teams.

Eric Shipton's biggest disappointment came when he was pulled from the leadership of the successful 1953 Mount Everest expedition, because he favoured small groups of climbers rather than big armies of climbers, Sherpas, and porters.

He was famous for his saying that:

“Any expedition could be organized on a cocktail napkin.”

–Eric Shipton: English-Himalayan Mountaineer

Either way the great explorers never go it alone.

They surround themselves with inner and outer circles of support. This enables the conquering mindset to activate its intent of achieving the otherwise impossible.

STEP FOUR: THE RIGHT GAME PLAN – the power of human focus.

The great champions know the power of focus – focus coming from aligning one’s:

“Purpose, Priorities and Performance goals.”

They approach the mountain from a position of strength, where authenticity, alignment and proactive, confident action sets them apart from those who approach the mountain from a reactive, defensive position of weakness.

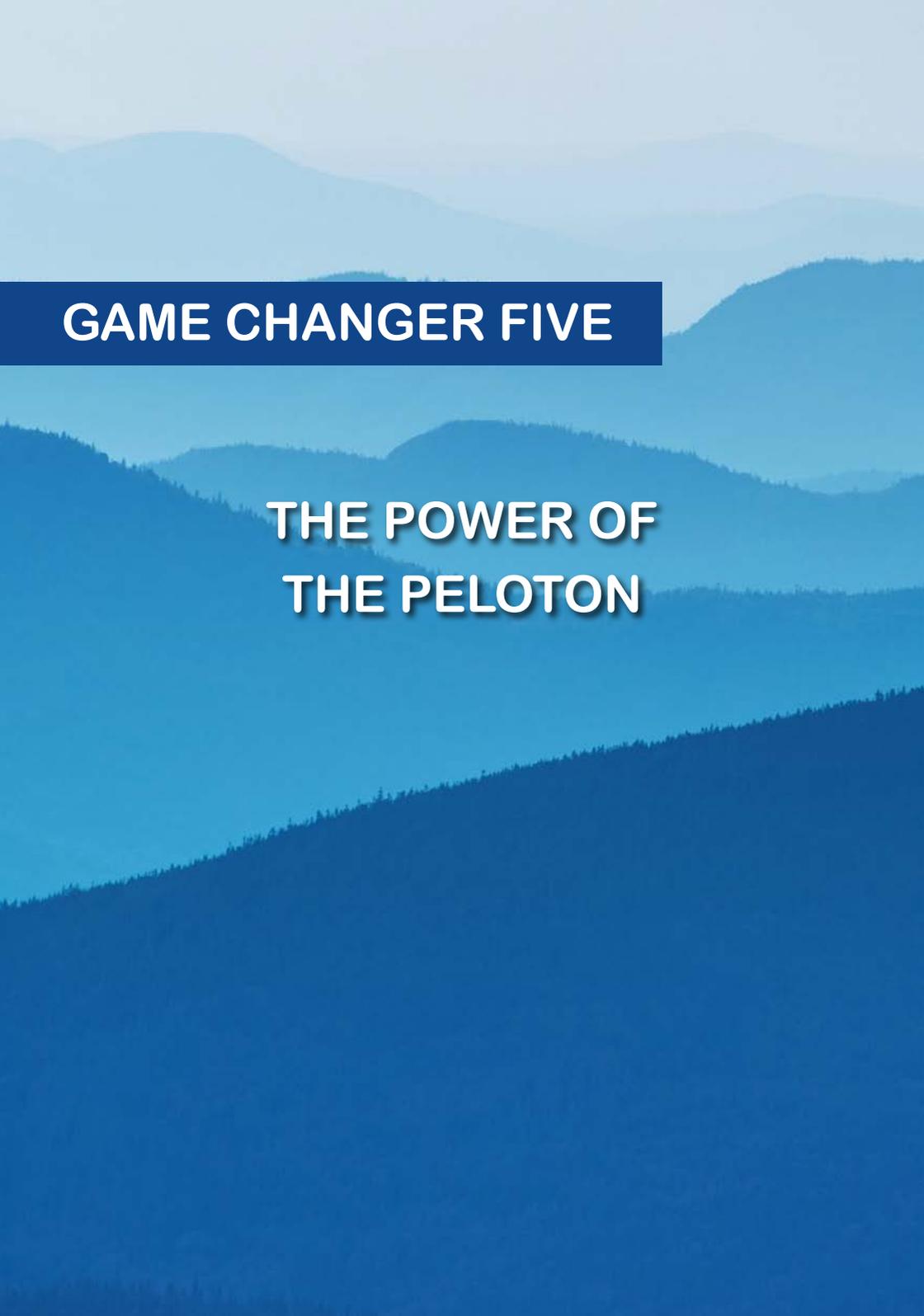
It’s termed a very high-level game plan.

“It is almost unthinkable with this plan that I shan’t get to the top.”

–George Mallory

KEY INSIGHT

Conquering demands coming from a position of strength.



GAME CHANGER FIVE

**THE POWER OF
THE PELOTON**

GAME CHANGER FIVE: THE POWER IN THE PELOTON.

“Nothing of significance was ever achieved by an individual acting alone. Look below the surface and you will find that all seemingly solo acts are really team efforts.”

– John Maxwell

The Tour de France is no easy race.

The modern editions of the tour consist of 21 grueling stages over a 23-day period and cover around 3,500 kilometers. And they say there are days at the Tour de France when one would consider swapping non-vital organs for a bit of shade.

One thing is for sure – 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 legal forms of leverage is the power which lies in the peloton.

The word “*peloton*” is of French origin, meaning little ball or platoon. In cycling, it refers to the main group of riders.

The purpose of the peloton is to do more with less – hence creating what is effectively an ‘*elastic band effect*’, which saves the finite energy of the lead rider in the team.

It’s all about formation, collaboration and alignment.

Let’s call it unity.

By riding close to other riders (drafting, slipstreaming and particularly behind), the reduction in drag is dramatic.

The peloton travels as an integrated unit similar in some respects to birds flying in formation.

This formation has been proven by sports scientists to be energy efficient, with some studies showing an energy conservation of up to 40%.

All types of team dynamics come into play as teams seek to build a competitive advantage with the objective of delivering their lead rider to the bottom of the first big climbing stage in a fresher physical condition than any rivals. The role of the various cyclists in each team is defined with this objective in mind, leveraging each rider's strength to optimal contribution of the team's overall objective of winning a stage and, wherever possible, the coveted Tour.

The Peloton mimics strategies and tactics used in real life situations – and having to adapt to constant change.

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

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

The greater the level of physical – and mental alignment – the greater will be the level of energy saving.

Legal leverage is a necessary part of effective tactics. To apply it effectively, one requires preparation, alignment, focus, agility and teamwork.

And it's not only in cycling where we see this form of legal leverage optimized. Consider the All Black Haka, consider military teams, and consider an orchestra in virtuous.....

All are in sync, with every player knowing exactly what to do – and when to do it.

We all have finite energy levels. It's therefore 'human smart' to ride in the peloton, if you want to realize your full potential.

Consider the results of teams who face constant '*in fighting*', with no alignment, no collaboration, and no unity.

These teams are unwittingly applying '*negative*' leverage – and depleting their own finite reserves of collective energy – sometimes by a staggering 40%.

It's no wonder then why teams who fail to align themselves, will never win championships – when they come face to face with those who "*ride in the peloton*".

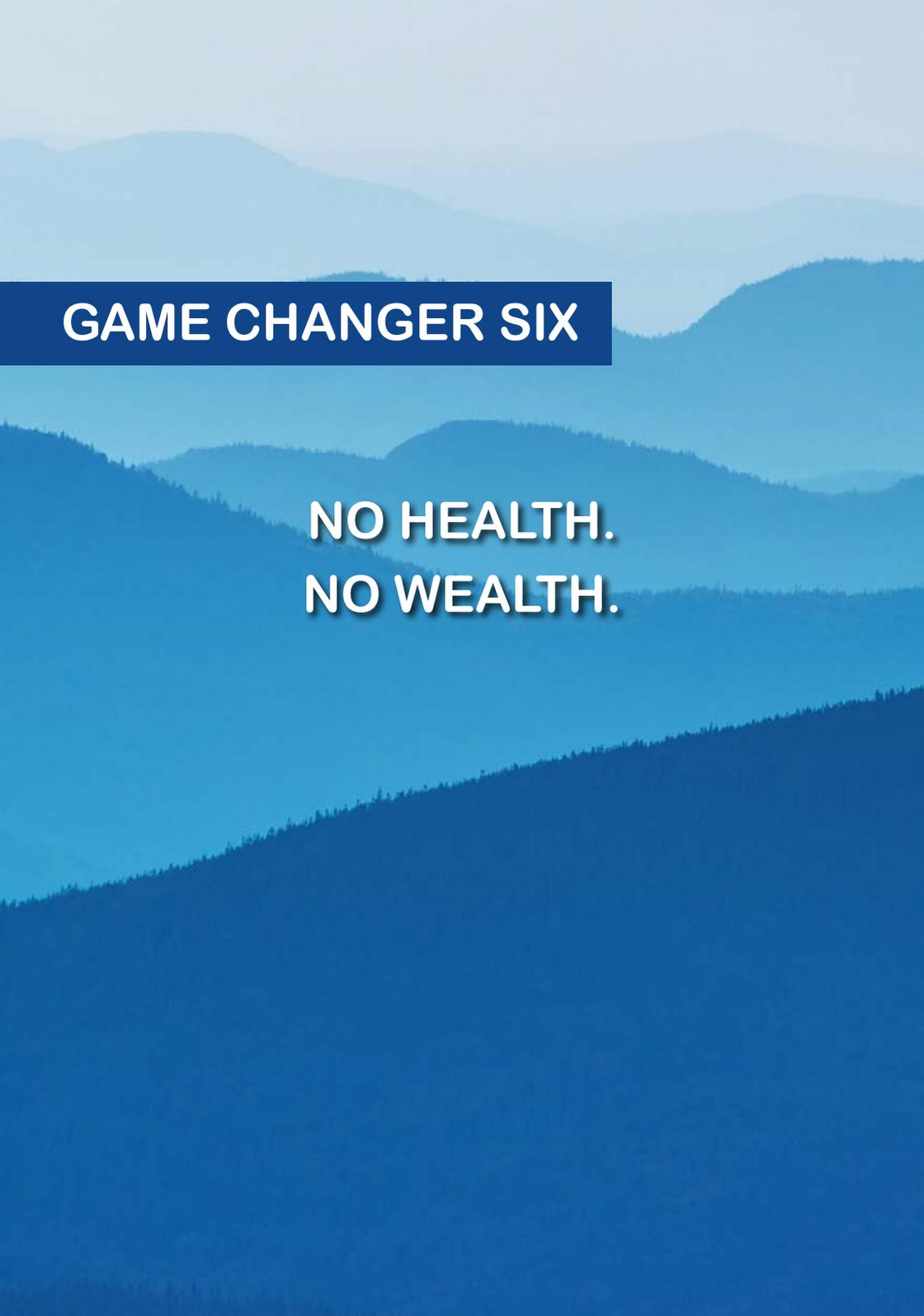
The peloton effect is one of the key drivers of exponential results.

Champion's think exponentially.

They see $1+1 = 11$.

KEY INSIGHT

The power of the unity in business, sport and life – the power of the human collective – must never be underestimated.



GAME CHANGER SIX

**NO HEALTH.
NO WEALTH.**

GAME CHANGER SIX: NO HEALTH. NO WEALTH.

“Being the richest man in the cemetery is not the main idea in life.”

–Steve Jobs

Steve Job’s tragic and untimely death at age fifty-six sent us all a stark reminder that money cannot buy back one’s health.

Despite his vast financial wealth and intellectual genius, Steve Jobs was to pay the ultimate price for getting it humanly wrong.

The cold reality is that without one’s health, there is no wealth – and little or no chance of achieving one’s greatest potential in life.

Many great champions of business, sport and life have come unstuck by failing to adhere to one of the most powerful universal principles of health and life.

Glittering business and sporting careers can come to an abrupt end, when one gets it wrong in one or more of the three realms of health, namely:

- » Physical
- » Chemical
- » Emotional

For success and significance to be sustained in life, one must empower oneself in all three realms of health and life.

The best understanding of the link between health and wealth, which I have researched extensively, surprisingly did not come from the medical fraternity, but rather from one of Britain’s greatest ever Olympic athletes.

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

–Sebastian Coe

Sebastian Coe has got it spot on.

Our wellbeing is determined and dictated by how well we maintain balance in all three realms of health and life in our lives.

Balance creates wellness.

Imbalance creates illness.

If we want to achieve our full potential in life – we must empower ourselves – by striving for balance in all three of the vital realms of our lives.

- » Physical – what we put into our bodies.
- » Chemical – what we put in our mouths.
- » Emotional – what we put in our heads.

Sebastian Coe shared further wisdom:

“At any given moment in time we are either filling or draining the very same finite human energy well.”

Nobody can perform at their greatest potential when running on empty; when the human energy well is close to empty.

Coming into play, is one of the most powerful universal principles of health and life:

“Too much or too little of anything for too long – will create a state of imbalance; a state of illness.”

When we get this equation wrong, either unwittingly or habitually, we will soon find ourselves in some kind of trouble.

At a certain point in time, a state-of-ease turns to a state-of-disease.

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, an optimal state of life balance exists.

Life is good. Mind is good. Health is good.

And optimum performance levels are attained.

Thankfully, the genius of medical science is here to help us every step of the way.

Some of us have even become near experts at filling our human energy well from the physical and chemical buckets.

Our health insurance companies even provide us with technology to measure our every step along the journey.

But, our knowledge of how it all works in the emotional realm is far from optimal.

It is here in the emotional realm where we as human beings are getting it unwittingly and habitually wrong, sometimes with devastating life results.

“Human emotion is the ultimate resource – the ultimate force.”

–Anthony Robbins

Very few people have any idea of the powerful role that emotions play in maintaining or destroying our health and our wealth.

“When we know better, we can do better.”

–Maya Angelou

Are you ready? Are you open to hear this?

Emotional toxins can – and will destroy you.

Here are what I term ‘THE BIG FIVE’ destructors of health and life – the drainers of the finite human energy well.

They all reside in the all powerful emotional realm:

- » Long term held RESENTMENT is the cause of CANCER – sending the human cell formation process into festering disarray.
- » Long term held HATE is the cause of HEART ATTACK – constricting the flow of blood, love and joy.
- » Long term held GUILT is the cause of MOTOR NEURON DISEASE – closing down the motor neurons.
- » Long term held CRITICISM is the cause of the AUTO IMMUNE DISEASES – clogging up the human body. (includes arthritis, rheumatism, lupus, fibromyalgia and numerous other auto immune diseases)
- » Long term held FUTILITY is the cause of DEPRESSION & ADDICTION – diminishing the meaning of life.

Now you know.

Powerful knowledge shared with YOU.

It's here that Steve Jobs got it humanly wrong by relentlessly holding on to long term resentment – the toxic fuel of his pancreatic cancer.

By all accounts in books written after his death, Steve Jobs died a bitter man – unable to move on from all the slights in his life – unable to forgive – unable to remove the toxin which tragically took his life too early.

“Resentment is a messy and confusing emotion to handle. It’s bitter indignation. It’s insidious. It festers. It’s toxic. It’s a belief that one has been treated unfairly and it can go on for years and years. It drives internal repressed anger, pain, and human frailty”.

The consequences of ‘too much for too long’ can prove to be devastating – destructing and destroying careers, lives and families.

You can read more on how long term held resentment fuels cancer at my non-profit cancer resource site at www.cancerchampions.co.za

Now that you know about ‘THE BIG FIVE’ destructors, it’s good to know ‘THE BIG FIVE’ emotional constructors.

They are the building blocks for sustained success and significance in life.

They are ‘the energisers’ which create and maintain health, wealth and happiness, and fortunately for all of us, they are far more powerful than the negative draining ones.

Here they are:

- UNCONDITIONAL LOVE.
- GRATITUDE
- ACCEPTANCE
- FORGIVENESS
- JOY

“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

When it comes to our wellbeing, we need to pay close attention not only to our physical and chemical life balance, but our all important emotional life balance as well.

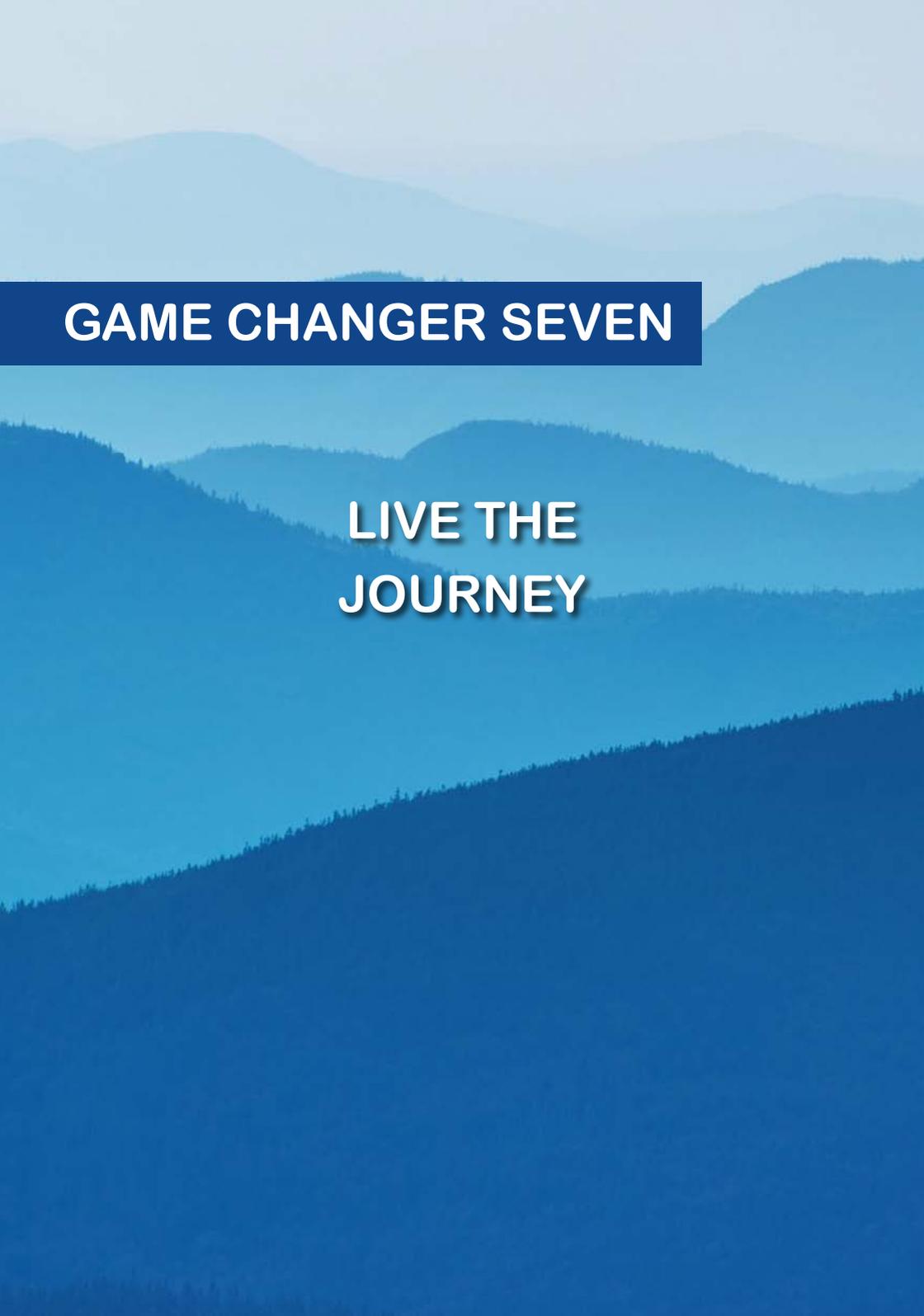
It’s all one and the same well.

“When health is absent, wealth is useless”

–Herophilus: Ancient Greek Physician

KEY INSIGHT

The most powerful ‘drug’ on the market today is one called LIFE BALANCE.

The image features a monochromatic blue color scheme. The background consists of several layers of rolling hills and mountains, with the foreground being the darkest and the background being the lightest, creating a sense of depth. A solid dark blue horizontal bar is positioned in the upper third of the image. The text is centered and rendered in a clean, white, sans-serif font.

GAME CHANGER SEVEN

**LIVE THE
JOURNEY**

GAME CHANGER SEVEN: LIVE THE JOURNEY.

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

–Brian Dyson. Former Coca Cola CEO

When one observes and studies the great champions of business, sport and life – definite patterns of behavioural thinking do emerge.

Consider the following commentary from sporting champions.

On losing an agonizing five set tie-break epic to Novak Djokovic at Wimbledon.

“It was an incredible opportunity missed, but I do not only come here to win Wimbledon. I come here to try to have good runs, to play in front of an amazing crowd, to play on centre court against players like Novak.”

–Roger Federer

On becoming the youngest winner of the Tour de France in 110 years – and questioned about the pressure of donning the yellow jersey.

*“It’s strange, because I don’t feel pressure. I really love to ride the bike. I enjoy the race. I enjoy to be fighting with these guys, the adrenaline, you know – to wait, wait, wait, then attack and go full gas. For some it’s a lot of suffering, but I love it.
It’s not a space for pressure.”*

–Egan Bernal: Tour de France winner

On coaching the Crusaders to three consecutive Super 16 rugby titles.

“We prepare people to succeed in life. Winning is a by-product”

–Scott Robertson

On becoming the first goofy-foot surfer in 30 years to win The J-Bay Pro in South Africa.

“It feels so good. This is a hard contest to win. I just had a lot of fun this week, and I wasn’t expecting this”.

–Gabriel Medina: Brazilian surfer

On being the first athlete to run a sub-two-hour marathon.

“It’s not about winning; it’s about telling the world that anything is possible”.

–Eluid Kipchoge: Kenyan athlete

On lifting the Webb Ellis Rugby World Cup trophy in Japan.

“We represent something much bigger than we can imagine”.

–Siya Kolisi: Springbok captain

There’s a theme running through all these quotes:

***“Live the journey. Success is found in the process
– not the result.”***

Let's consider when too much emphasis is placed on the result – when too much focus placed on winning.

Often the result is something now commonly referred to as BURNOUT.

“Burnout is the result of doing too many of the wrong things”

There are many sporting examples of burnout, but the most famous must be Tiger Woods at age 31.

For over a decade Tiger dominated the golfing world with his relentless chasing down of Jack Nicklaus's record tally of 18 majors wins.

Tiger desperately wanted to become the best golfer – who has ever played the game.

Tiger wanted to dominate.

The domination seemed to be working for Tiger, until his dad's tragic passing in May 2006.

It proved to be the tipping point in Tiger's life – the game-changer in both his personal and professional life.

Without his supreme mentor, strategist, tactician and confidante by his side, Tiger's life began to derail at an alarming pace.

Suddenly, he was on his own and missing the life skills required to handle the relentless pressure – which he had unwittingly learnt to place on himself

At age 31, Tiger was simply burnt out.

It's what happens when one chases the game for too long.

“Chasing the game is the human trap one falls into when one places too much focus on results; thus placing too much pressure on one self; the pressure becomes unrelenting.”

Something has to give.

Domination is a dangerous way to approach sport, business and life.

It's not sustainable.

As we all know, Tiger is a ridiculously gifted golfer and has now gone on to claim a further Master's green jacket and match Sam Snead's magical 82 career wins , but it could all have been so different if he had changed his outlook on life, after the passing of his dad.

Sadly, he lost a decade of human greatness.

The greatest sporting champions guard the fine line between human greatness and human implosion by learning to embrace the bigger picture, the bigger purpose of sport:

“To entertain, to educate and to enrich people's lives”

Their purpose serves as their inbuilt compass in good times – and scaffolding in bad times.

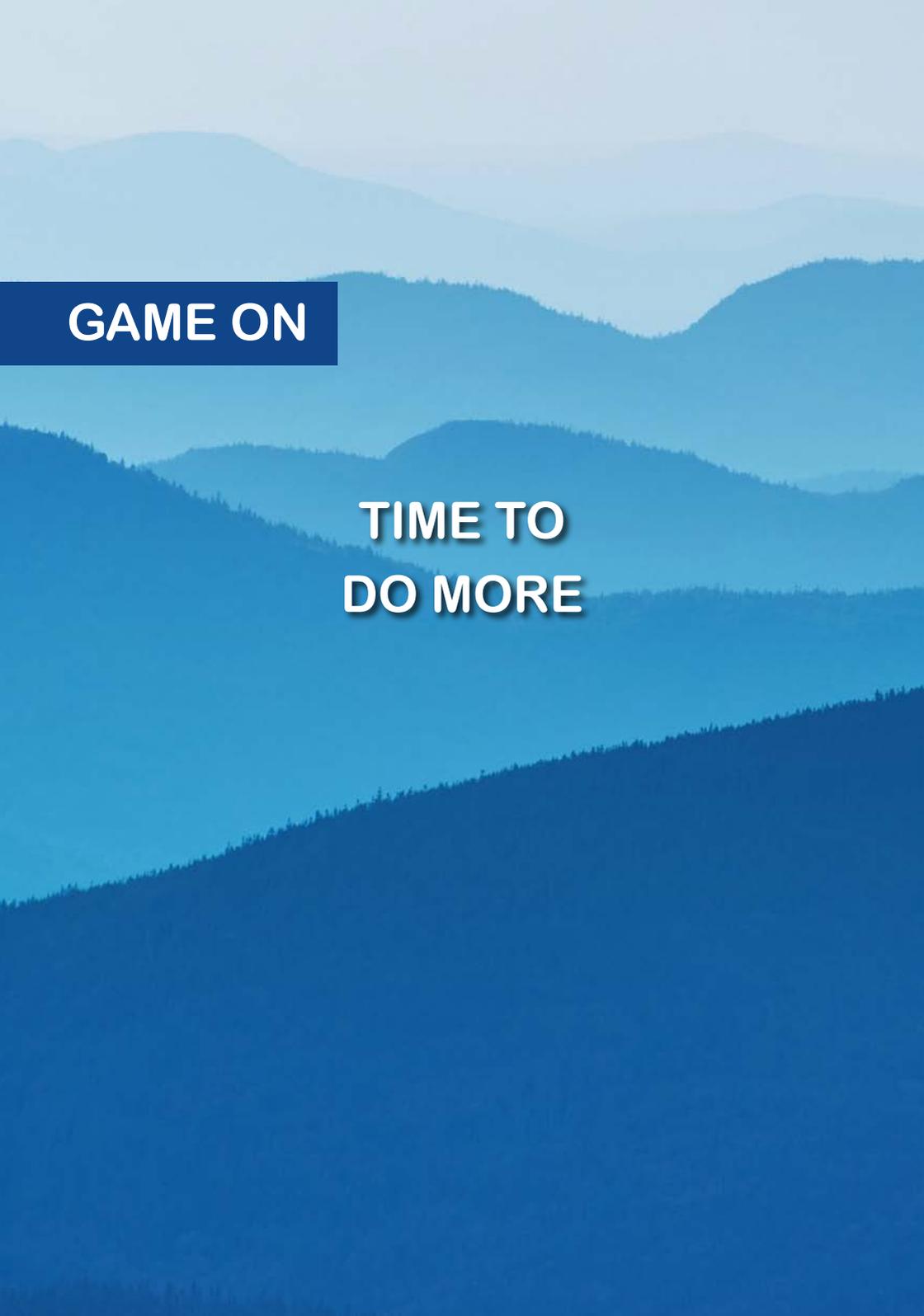
By staying in the game, by living the journey and by not chasing the game – the greats intuitively release the relentless pressure which comes to them week in – and week out.

Winning is a by-product.

It's the same in real life.

KEY INSIGHT

Success is found in the process – the journey – not the result.

The image features a monochromatic blue color palette. The background consists of several layers of rolling hills and mountains, with the foreground being the darkest and the background being the lightest, creating a sense of depth. On the left side, there is a dark blue horizontal banner. The text "GAME ON" is written in white, bold, uppercase letters on this banner. In the center of the image, the text "TIME TO DO MORE" is written in white, bold, uppercase letters with a slight drop shadow effect.

GAME ON

**TIME TO
DO MORE**

GAME ON. TIME TO DO MORE.

“It’s easy to be good in life, but never easy to be great in life.”

Indeed, the great champions do more.

I do hope that this book has given you the insight, innovation and inspiration to map your own unique path to human greatness – to do more, as the champions do.

“DIN & DIP – Do It Now and Do It Properly.”

–Greg Norman: Australian golfer

Go Great.

Rob

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Your feedback is always appreciated.

Please do share this eBook with family, friends and colleagues.

For further insights, innovation and inspiration visit

www.thegameplan.co.za

You can also subscribe to my FREE weekly inspirational blog.

To get in touch or to find out more about my talks or coaching, contact me direct at: robopie@thegameplan.co.za



the Game Plan
Power Up Your Game