

# *THE MINDSET OF A GAMECHANGER*

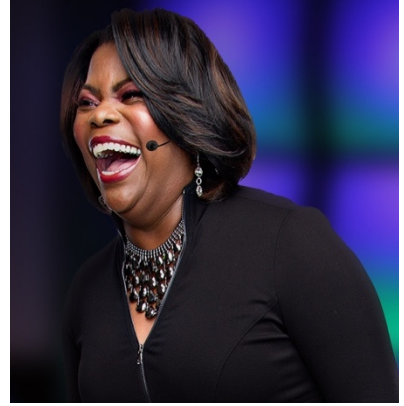
9 Things Wildly Successful People  
Do to Become Great and Win



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## About the Author

Lethia Owens is known for her unparalleled ability to help businesses brand their brilliance, monetize their message and dominate their market resulting in over 6 million in revenue generated for her clients. Lethia Owens is a best-selling author, Tech CEO, branding expert and market domination strategist who is ranked #8 among the top 30 brand gurus in the world.



Lethia went from high school dropout to highly paid speaker and she has gone from selling other people's trash at flea markets to selling high-end consulting services in the world market.

Lethia knows what it takes to be a game changer. She's a little geeky, magnetically motivating and oozing with brilliant business strategies that challenge you to get in the game because game changers, not spectators win championships. She is the founder of Next Level Branding & Marketing, and her message of reinvention, courage and self-empowerment has inspired audiences on Fox, CBS and NBC affiliate networks.

If you would like to learn more about Lethia's work, please visit:  
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# Table of Contents

**Your “Why” Has to Be Bigger than Your Will .....5**

**9 Things Every Game Changer Does to Make an Impact and Become Wildly Successful .....8**

- 1. Game Changers — Activate their dreams through hard work... 10
- 2. Game Changers—Unapologetically prepare differently ..... 14
- 3. Game Changers—Decide to “burn their boats” ..... 18
- 4. Game Changers—Awaken their truest authentic selves ..... 20
- 5. Game Changers—Come to terms with ambiguity and discomfort ..... 23
- 6. Game Changers—Ignite insane inspiration every day to fuel them forward ..... 25
- 7. Game Changers—Overcome under pressure ..... 27
- 8. Game Changers—Understand it takes a series of small shifts ..... 32
- 9. Game Changers - Spark their curiosity ..... 34

# The Mindset of a Game Changer

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## **9 Things Wildly Successful People Do to Become Great and Win**

Game Changers are not ordinary people who are satisfied to live an ordinary life that yields ordinary results. They wake up in the morning and know that their actions will make a difference – in their work, families, and communities. I believe you picked up a copy of this book because at the core you, too, are a Game Changer, and you are looking for ways to make a difference and experience greater success. I'm delighted to share strategies that will help you develop the mindset of a Game Changer, so you can step up to the plate and WIN!

Game Changers live extraordinary lives because they have extraordinary vision that inspires and propels them to continuously higher levels of success.

Beloved—what I am going to share with you may mean the difference between your success and your failure. It may determine the measure of impact you will have in your sphere of influence, and it may be the difference between you kicking the ball around on the field like every other player or changing the game entirely.

In this book, I will break down the mindset of a Game Changer and how some of the world's top athletes, biggest disrupters and innovators, and most successful individuals think. But before we begin, we have to address your “why.”

Because, if your “why” is not bigger than your will, you **will not** succeed in adopting the mindset of a Game Changer for the long haul.

## Your “Why” Has to Be Bigger than Your Will

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We all know that motivation can be hard to maintain no matter how important your goal may be—and that is when willpower is supposed to kick in. I'm not sure about you, but I used to think that if I wanted to be successful and accomplish my goals, all I needed was strong willpower and an extra dose of oomph to push through the obstacles and challenges that would surely show up along the way.

So, as I worked hard, I tapped into my willpower and pressed forward. But the truth is...most of the time that just wasn't enough. Perhaps, you have experienced the same thing? Maybe you are motivated, driven, and excited to move forward yet somewhere along the way you end up off course, unmotivated, and eventually frustrated, disillusioned, and discouraged.

The problem with depending on your willpower is that it produces unpredictable results because your focus, energy, and motivation

## The Mindset of a Game Changer

are up and down much like the steep slopes and low dips of a roller coaster.

The latest brain research reveals that willpower, like a gas tank, can be depleted. Winning isn't about white-knuckling your way to success.

Let me explain what I mean...

For years, I have known that I need to make changes to my diet and exercise routine if I want to feel good and live a long and healthy life. I have tried various plans, and I used to stick with them for a while until my willpower eventually failed.

Things changed for me when I had a long talk with my doctor about the consequences of doing what I've always done and being "non-compliant," as she put it. It was then that I realized if things didn't change, I may never get to see my granddaughter walk down the aisle on her wedding day or my grandson graduate from college. This became soooooo real for me, because my mom passed away without getting to see her granddaughter walk down the aisle, which was one of her biggest dreams.

My daughters and grandchildren—my two little angels—are the biggest motivation behind my "why." As a parent and grandparent, I want to pour into them and help them become amazing human beings who go farther in life than I've been able to go. I work hard to

## The Mindset of a Game Changer

provide a different life for them than the one I had. It's the driving force behind much of what I do and how I do it.

But here is the lesson...it wasn't until I connected my "why" (the love I have for my children and grandchildren) to my healing process that I had the resolve and stamina to stick with a plan that works for me.

Beloved, your "why" has to be bigger than your will. Willpower alone will not get you there. Your "why" has to really move you! You have to be crystal clear on what you want and what you are trying to build.

As you look to grow your business, don't depend on willpower. Instead, focus on what drives you to be better and to succeed.

Do you want to create tools and solutions that change lives? Do you want to leave a legacy for your family? Do you have a message that will bring healing?

Paint a clear picture of what success looks like for you and connect that picture of success to a powerful "why." Grab ahold of it and see it clearly in your mind's eye.

When you do this, your "why" and your picture of success will fuel your drive and inspire you every day to assume the mindset of a Game Changer and do the things necessary to move forward.

Now that we have laid the foundation, let's look at the attributes of a Game Changer.

## 9 Things Every Game Changer Does to Make an Impact and Become Wildly Successful

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If I had to choose one word that adequately describes a Game Changer, I would choose the word “**audacious.**”

***Audacious means a willingness to take surprisingly bold risks. Game Changers are brave, daring, courageous, unconventional, and—when it counts—willing to take extremely bold risks.***

It is for this reason that when I laid out the framework for how Game Changers think and operate, I chose the acronym “audacious.”

Let's have a look.

### **Game Changers...**

1. **A**ctivate their dreams through hard work
2. **U**napologetically prepare differently
3. **D**ecide to “burn their boats”
4. **A**waken their most authentic selves
5. **C**ome to terms with ambiguity and discomfort
6. **I**gnite insane inspiration to fuel them forward
7. **O**vercome under pressure



8. **U**nderstand success requires a series of small shifts

9. **S**park their curiosity

The right mindset can completely change your life, because our mindsets guide our progress through life and help us make the right decisions. If we can change the way we perceive our lives and how we approach our lives, we are on our way to changing our lives.

Once we've changed our mindsets, our actions begin to change.

**If you want more out of life—if you want to impact lives, change your business, change your family's legacy, or change the world—this framework will help you understand 9 powerful things every Game Changer does, so, if you're not already doing them, you can start doing them, too.**

Let's dig out the gold in each layer of the framework:

## **1. Game Changers — Activate their dreams through hard work**

Nothing is more fruitful than hard work.

Growing up, I was not the smartest kid in my class, but I always had the best grades. When I entered the workforce, I had colleagues who were obviously smarter than me, but while they were heading out to happy hour or settling onto the couch to watch a series, I would go home, research, study, write code, and play around with technology to get better and better. I had the belief that while others may outsmart me, they couldn't outwork me.

Game Changers are willing to put in hard work. They might not be as smart as the next person, but because they have a commitment and dedication to working hard, they become more successful. This type of mindset is called a "growth oriented" mindset as opposed to a "fixed mindset."

While some people have a "fixed mindset" and believe their talents and abilities are fixed, Game Changers have a "growth oriented" mindset and believe that their talents and abilities can be developed over time through learning, dedication, and mentorship. They don't necessarily believe that everyone is the same or that anyone can be anything, but they believe that everyone can grow their abilities. This is a mindset that leads people to stretch out of their comfort

zone to try new things. Game Changers are less interested in proving how smart they are than in getting smarter.

You can work hard at your success and ensure the process is smooth, despite challenges, by following these 3 simple steps:

1. **Embrace Your God-Given Talent and Calling**—There may be a lot of things that you are good at, and you may even have a lot of interests, but, when you embrace the work you were born to do, the path to success has an ease to it, because you were made for it. I was great at writing computer programs, and I am really good at project management, but I was born to transform the lives of others through speaking, coaching, and consulting. My success didn't really kick into high gear until I followed this path and put my all into making it work.
2. **Ask for What You Want and Need**—Too often, I worked hard to make things happen on my own. What I learned (the hard way) is there are no self-made millionaires. Every successful person has leveraged or benefited from the genius of others. A successful Game Changer asks for what he or she wants and seeks help along the way. If you want to sell more and serve more, start asking. If you are an entrepreneur, pray and ask God to bless you with clients who are perfect for you. Then, believe they will come. Don't be afraid to ask for the sale. When you are selling, you are offering people something they already

want: a solution to a problem they are trying to solve. If you are an employee, create your own career plan and map out your path to success then solicit help along the way by seeking advocates, mentors, and coaches.

3. **Serve Others Along the Way**—Zig Ziglar said, “You can have everything in life you want, if you will just help other people get what they want.” I have learned that you attract more success, more favor, and more opportunities by being in service than by focusing only on what you need and want. Many of the game changing opportunities that have come my way came through someone I’ve supported or served. Service is the great multiplier and amplifier for the wealth you desire to build. When you serve and help others, you become an opportunity and a blessing magnet. Everything you need to be phenomenally successful will become attracted to you.
  
4. **Expect to Win**—Here is a secret I’ve learned from studying successful people: *they don't operate on hope*. They aren't just dreamers, they are also doers. More specifically, they expect to WIN. They expect to be successful. They expect to be victorious. Yes, they know that some people win and some lose, but they have conditioned themselves to believe that they will accomplish the task that's set before them. LeBron James delivered an NBA National Championship victory to the city of Cleveland. He put in the work, the practice, and the grind. But,

## The Mindset of a Game Changer

here is what I love about this unprecedented story...when Labron returned to the Cleveland Cavaliers, he promised them a victory. He said, "I came back for a reason. I came back to bring a championship to our city." When Labron made this statement, he expected to WIN. He didn't expect to do well. No, he expected to WIN and that is the same mindset you must develop if you really want to be successful and leave your mark on the world.

I wish I had learned this earlier on. My hope, beloved, is that you put this into practice sooner rather than later, so you create greater success with the grace and ease that comes from being fully aligned with your highest purpose and believing nothing is more fruitful than hard work.

## **2. Game Changers—Unapologetically prepare differently**

In the off season, Game Changers are not sitting down and eating bon-bons. They're still showing up and preparing...in the rain, when it's hot, when no one else is in the office, and when others are taking a break. They don't get complacent and are intentional even in their off season.

During his infamous career, Olympic gold-medal winner Michael Phelps worked consistently and constantly to become the world's greatest swimming champion. His workout schedule is one of the most physically demanding there is. He trains between five to six hours per day, six days a week, sometimes more.

In fact, there was a time in Michael's career when his coach asked him if he was willing to work out on Sundays when everyone else rested. He said, "yes!" and did workout, knowing that it would give him 52 more workouts than anyone else.

Great performers and Game Changers maximize every minute they have available to get better at what they do. This isn't praise for extreme workaholics or living an unbalanced life. Game Changers do have work-life balance and are committed to spending time with their family and friends, but they are incredibly intentional about how they spend their time and manage it.

The way Beyoncé approaches her performances is another great example of how Game Changers prepare differently. After Beyoncé gets off stage, and before she goes to bed, she watches that night's performance, so she can make adjustments. She makes adjustments at every stop, so the people on the last leg of her tour get a better performance. She adjusts immediately, rather than at the end of her tour, so she can get better and better every time.

When I became a certified personal branding strategist, I decided I would buy every book that was ever written with "personal branding" in the title. I searched Amazon and spent about \$300 on books. After I consumed every book on that topic, I started buying additional books on branding in general. Once I made a decision on the path of becoming a personal branding expert, I showed up like a Game Changer.

### **Deliberate Practice Physically Changes Your Brain**

Many scientists believe that deliberate practice at a young age can make the difference between a world-class athlete and everyone else. Studies have shown that deliberate and repeated practice causes changes to the biochemical structure of the brain. Practice increases cells that trigger myelin to wrap around connections in your brain that increase the timing and speed of a "signal." So basically, when you perform a task, your brain performs with the efficiency of a broadband internet connection rather than the slow speed of dial up.

## The Mindset of a Game Changer

Our habits move from the prefrontal cortex (where we consciously think) to the basal ganglia, where a habit or skill becomes natural and we become less aware we're using it.

The more a skill is exercised, the less aware you are of using it. It begins to feel natural, like you've always had it. Walking and talking are good examples.

Deliberate practice is difficult, and the number one constraint on our practice is mental. Practice requires intense concentration, which can be exhausting. It requires lots of repetition and lots of feedback. Feedback is important in the lives of Game Changers, whether it comes from someone else or themselves. Game Changers continually evaluate and seek out the next weakness, always looking for the next growth area or thing to improve upon.

### **Game Changers Picture the Perfect Shot**

Game Changers picture the perfect shot, the perfect jump, and the perfect end result. They hold this picture firmly in their minds. Thinking forward cultivates an attitude that aligns your actions with the goals you set out to achieve.

When I prepare for a speaking engagement, I spend hours picturing myself on stage successfully delivering that speech. I see and hear the audience's reaction. I see my gestures as I walk through the speech. I see myself walking off the stage to a standing ovation.



## The Mindset of a Game Changer

Game Changers see their success in their mind long before they ever get to experience it in real life.

As we have seen and as we know, research concerning the world's greatest athletes shows that longer practice results in superior stamina, and sustained effort distinguishes true champions. Such research suggests that anyone can become great through exceptional, concentrated, and sustained exertion.

You can start preparing differently right now.

### **3. Game Changers—Decide to “burn their boats”**

Throughout history, commanders and conquerors have instructed their soldiers to “burn the boats” before battle. The Spanish conquistador, Cortés, ordered his men to “burn the boats” as they marched to face their enemies.

Roughly a thousand years before that, Alexander the Great burned his boats when he arrived on the shores of Persia, telling his men that they would go home in Persian boats or not go home at all.

Though this strategy is about 100% commitment to the end result, it is about so much more. It leaves no exit strategy in place and no plan B. It essentially leaves two choices: fail or achieve victory.

When Game Changers “burn their boats,” they eliminate any notion of failure or going back. They put themselves all in and commit to the fight, the battle, or the journey before them.

If you treat your goal like it is a battle that can either result in victory or failure, you fight and you find a way. This leads to another point—Game Changers also sacrifice who they are for who they want to become. They sacrifice what they have for what they REALLY want.

Undoubtedly, there had to be soldiers among the ranks who were scared to death, but they sacrificed who they were for the fiercely brave and committed warrior they wanted to be. They sacrificed their boats for the territory they so strongly desired.

## The Mindset of a Game Changer

Greatness requires hard choices and unending sacrifice, but the rewards are sweetest at the edge of greatness and we're all better, stronger, and wiser because of it.

When most people are hit hard, they make excuses or give up. When Game Changers are hit hard or face insurmountable odds, they immediately leverage the power of thoughts to shift their situation. They assess the situation, make the necessary adjustments, and then press forward.

What separates them from the 92% is that they **prepare for the blow mentally**. They know what is coming or what could be coming and it does not cause them to give up. They may be afraid, but they press forward—in their fear—with bravery because ultimately they believe that they will win...that they will be the victor and succeed.

Give yourself permission to get knocked down—to fail even—but be 100% committed to success and victory.

## **4. Game Changers—Awaken their truest authentic selves**

Game Changers stand out in a room, create impact, and build influence. They are their true authentic selves. They show up as they are, because they are confident there are people who will resonate with who they are. Beloved—there are people who will resonate with who you are. Your authenticity will be attractive to them.

Your truest inner self is magnetic to those who resonate with you, who you are meant to work with, and who you like working with (your ideal clients or peers).

You have likely experienced moments when you see a glimmer of who you really are or who you have been called to be.

Game Changers dig into their likes, desires, passions, and expressions. They connect with who they truly are, when everything else is stripped away, and awaken that person. This is when they bring their truest most authentic self to life.

Imagine yourself doing what you've always wanted to do and responding to life as you've always wanted to respond. Envision yourself boldly stepping out and claim that vision as your reality. Keep calling your authentic self out and discovering and re-discovering who you are.

## **Develop Magnetic Personalities**

Game Changers are authentically magnetic. You do not have to be an extrovert or a performer to be magnetic. It is not even about being popular.

When you develop a magnetic personality, you attract the opportunities, resources, and people you need to accomplish your goals and become successful.

Magnetic and authentic individuals easily communicate with people, are approachable, possess a quiet self-confidence, inspire others, and typically win promotions and get a lot of business referrals.

A Game Changer's magnetic and authentic personality is revealed through charisma which, contrary to popular belief, can be learned and developed. Magnetic charisma comes from:

- Speaking sincerely and listening lovingly
- Being deeply committed to a sense of purpose, a mission, goal, or project
- Drawing out excellence in others and in themselves
- Bottomless enthusiasm despite bad days, stress, and pressure
- A sense of humor and being able to laugh at oneself
- High interest and a deep curiosity (which we will discuss in detail later)

## The Mindset of a Game Changer

- Reflecting warmth, sincerity, and radiance
- Serving sincerely and considering other people

## **5. Game Changers—Come to terms with ambiguity and discomfort**

Game Changers understand being uncomfortable is part of the process. They don't expect to be comfortable.

If you strive towards greatness, you will experience discomfort, but if you push forward, you will eventually overcome it to an extent. If we look at exercise or sports, the more you stretch and continue to stretch past your point of discomfort, the more flexible you'll become. At some point, what was once uncomfortable will now become easy and pain-free. You'll be able to push yourself further to a new point of discomfort.

Going back to a sport's analogy, when athletes prepare for a game, they put in a lot of work. Their muscles are stretched and hurt beforehand, they get bumps and bruises—maybe even get hurt—during the game, and after the game they still typically feel uncomfortable.

Being a Game Changer is not about living in a constant state of pain or discomfort, but you have to be willing to be uncomfortable along the way to becoming a champion.

The same goes for ambiguity and uncertainty. Game Changers have learned to come to terms with uncertainty and to push forward in spite of it, trusting in their abilities and in the process.

## The Mindset of a Game Changer

Game Changers don't need to know all of the details before they get started. They have learned to start taking action and moving forward when they have done their research and have a reasonable amount of information to plan their course. They learn to become comfortable with ambiguity and fill in the blanks as they go. This does not mean they are reckless or do not do their due diligence, it simply means they don't become paralyzed or stagnated by uncertainty.

Game Changers have learned to be self-directed and self-driven to find the answers they need to get the job done without waiting on others to give them the answers or provide a map. You cannot be a successful Game Changer if you do not adopt this mindset.

Over the years I've hired more than six people in my speaking and consulting business and out of those six, I have only had two who took whatever I gave them and ran with it. They were very self-driven and tried to figure things out versus sitting on an assignment and waiting for me to give instructions on how to move forward.

Ambiguity naturally creates complexity and makes decisions more difficult, but real Game Changers use ambiguity to help them think creatively to come up with solutions. They know it prepares them and gives them the tools they need to face more challenges that will inevitably unravel along the way.

While others think they need more in order to win, Game Changers get started with what they have.



## **6. Game Changers—Ignite insane inspiration every day to fuel them forward**

Game Changers are fiercely passionate about the things that move them and are important to them. They are insanely inspired and they ignite that inspiration daily.

Steve Jobs referred to himself as “one of the crazy ones.” There are times when you are going to feel very unique and peculiar, because not everyone will understand the inspiration you have towards your goal, cause, or purpose. When they hear your plans and vision, people will likely tell you “that is insane!” You can respond with, “Absolutely, because I’m on my way to a destination.”

Game Changers understand how to leverage this insane inspiration in the drive for their goals, and they do it every day. They want to accomplish their goals with a level of ferocity that the average person does not possess.

They are so inspired that they make every day count, every minute count. Steve Jobs asked the question, “If today were the last day of my life, would I want to do what I’m about to do today?” I like to challenge my audiences with this question: “If today were the last day of my life, would I want to spend it the way I have spent it? How will my tomorrow be different because of my answer to this question?”

## The Mindset of a Game Changer

In the last few years, I have lost a lot of close family members, including my brother and mother. As a Game Changer, I understand the cost of wasting time and this loss only inspires me to make my life, work, and every day count.

Game Changers know they could be playing a game on their iPad or using it as a learning device. Playing games or relaxing is not a bad thing. In fact, relaxation, rest, and rejuvenation is essential to success, but Game Changers ensure that even their rest is intentional and their time off is strategic.

Everything they do is intentional—from curling up on the couch to read a good book, going horseback riding, or booking a day at the spa. They take time off to energize and to refuel their inspiration. Every action is inspired by their drive to make a difference and leave their mark.

Inspired, by definition, is to be spurred, motivated, moved, or compelled to do something by supernatural or extreme influence. Game Changers are insanely inspired and they drum up that inspiration to move forward every single day, even when they do not feel like it.

## **7. Game Changers—Overcome under pressure**

Venus and Serena Williams started playing tennis, under the teaching of their father, when they were young girls. They grew up in a rough neighborhood where there were a lot of gangs. In fact, they could hear gunshots in the background as they played.

Their father, Richard Williams, would take his daughters to the local tennis courts and pay kids to heckle them on the sidelines as a way to teach them to maintain focus and mental toughness. It may sound crazy, but he knew they needed to learn how to perform under pressure and block negativity out.

Game Changers know how to perform well under pressure. They establish mental strength and learn how to block out negative thoughts, negative words, negative emotions, and negative people to remain focused.

It is estimated that around 65,000 thoughts go through our minds each day. Unfortunately, the majority of those thoughts are negative. They are called “automatic negative thoughts.” Game Changers FOCUS on the thoughts that lead them to a win and address the thoughts that are a threat to their success.

Here is how I suggest that you deal with Automatic Negative Thoughts that bombard your thinking every day:

## The Mindset of a Game Changer

- Reframe the situation in your mind and find the positive or benefit in what has happened. You may be tempted to think, “I can’t believe I got passed up for that promotion!” or “I can’t believe she didn’t want to buy my product.” Instead, think to yourself, “What can I do to be better prepared for the next opportunity, for the next sales call?”
- Refocus your energy on what you can do to turn the situation around or get better results next time.
- Respond as if you expect to WIN the next go around.

Venus and Serena Williams learned from a young age how to reframe what was going on around them, refocus, and respond just as they would without negative words being thrown at them.

They learned how to block out the negative words and take any negative thoughts captive that those words might inspire. By reframing and refocusing, they were able to maintain their confidence and not only stay in the game but to also WIN big.

Prepare yourself for whatever lies ahead. You can do almost anything if you set your mind to it.

Try these tips for increasing your stamina and forging mental toughness.

## Major Elements of Mental Strength

Mental strength manifests differently depending on our individual personalities. Still, there are some fundamental qualities we can all tap into.

- 1. Practice mindfulness.** Manage your feelings and thoughts. Be aware of what is going on in your head so you can make sound decisions. **Challenge faulty beliefs and develop more constructive ways of coping.**
- 2. Be conscientious.** Remain true to your core values and principles. Organize your life, take your responsibilities to others seriously, and follow through on your plans.
- 3. Develop patience.** Bear with annoyances and delays. Rather than making you a doormat, patience gives you the ability to stay calm and choose your actions. Learn to slow down and consider your options.
- 4. Remain flexible.** Being open to change allows you to adjust your thinking and adapt to new circumstances. **Reframe your attitude so you see opportunities instead of disruptions.** Appreciate the rewards of being innovative and resilient.
- 5. Live authentically.** Identify what really matters to you. Understand your strengths and celebrate your unique gifts.

## Positive Habits That Build Mental Strength

Mental strength is not a fixed quality. With practice and determination, you can train your mind to hold up under pressure.

1. **Delay gratification.** A famous study showed that children who could resist eating one treat now in order to receive two treats later performed better in school and enjoyed more success in later life. Good things are worth waiting for.
2. **Accept discomfort.** Giving in to frustration intensifies unpleasant feelings. *Let go of your resistance and experience the relief that comes with facing reality.*
3. **Focus on your priorities.** Your mental powers are formidable, but it's still important to channel them efficiently. Devote your time and energy to activities that are meaningful and fulfilling for you.
4. **Find inner motivation.** It's easier to work hard when you're doing it for reasons that you find compelling instead of trying to please others.
5. **Build your confidence.** High self-esteem and mental strength naturally go together. Pursue goals that are realistic and ambitious. Surround yourself with family and friends who encourage and support you.
6. **Condition your body.** Physical fitness strengthens your mind as well as your muscles. Exercise on a regular basis and incorporate more

activity into your daily routine. Eat nourishing whole foods and go to bed on a consistent schedule. It matters more than you think.

7. **Think positive.** Banish stress by looking on the bright side and using your self-talk to affirm your worth. Remember that you are in charge of your destiny, and you deserve joy and love.
8. **Hang in there.** Developing your mental strength is a lifelong project. Expect some ups and downs. As long as you persevere, you will see results. ***Overcoming obstacles can be even more satisfying than scoring easy victories.***

You can't remove the challenges from life, but you can respond to them in a way that makes you smarter and tougher. Build up your mental strength now so you'll be ready to thrive under any conditions. Believe in yourself and use setbacks as stepping stones to greater happiness and success.

Like a diamond in the rough, a Game Changer's brilliance will only be revealed through a refining process. Just like turning coal into a diamond, the greater the pressure, the greater the value of the diamond. Don't be discouraged by the extreme pressure you may be under. It's just a sign of your future potential and value.

## **8. Game Changers—Understand it takes a series of small shifts**

Game Changers know their way to success or the path to the next level of success is not going to come by swallowing some “magic pill” or doing “just this one thing.” They understand the path to success is made up of a series of small shifts that are executed over and over again.

Game Changers know that it is the small shifts and the details that bring about the big transformations.

Through prayer and asking God to reveal to me what my path to success would be or what I was supposed to do with my life, I would always get these undeniable nudges. I knew these small shifts would each lead to me becoming all I am meant to be and doing all I’m meant to do. Saying “yes” to opportunities or small nudges over and over again has led to big shifts in my life, even when things did not end up how I expected.

Everything I needed to be successful in the next shift, I had already accumulated from the previous steps I had taken. Game Changers understand that consistently taking advantage of small shifts creates big opportunities in the future and distinguishes truly great performers from merely good ones. They pay attention to the details and small shifts afforded to them.



## The Mindset of a Game Changer

Coach John Wooden always used the same routine to introduce freshmen to UCLA basketball practice. He told the new players to remove their shoes and socks and then carefully instructed them on exactly how to pull on their socks and lace up their shoes. “If there are wrinkles in your socks or your shoes aren’t tied properly, you will develop blisters,” Wooden told his players. “With blisters, you’ll miss practice. If you miss practice, you don’t play. And if you don’t play, we cannot win.”

Great performers and Game Changers pay attention to the smallest of details and prepare with care for every contingency.

They also do not start and stop. While they shift and change, they are not constantly starting and stopping, because they know it reduces their strength, dilutes their energy, and dissipates their momentum.

## **9. Game Changers - Spark their curiosity**

Game Changers are curious by nature, but, more so, they have learned to become interested in what other people are interested in.

Albert Einstein said, “I have no special talent. I am only passionately curious.”

The most successful entrepreneurs, athletes, professionals, business owners, or inventors were profoundly curious—well beyond the infamous saying “curiosity killed the cat.” Game Changers always ask questions, wonder about things, are taking things apart, or questioning why we do things the way we do or why we do the things we do.

Curiosity leads to knowledge and learning which leads to new ideas, solutions, and understanding. Be curious. Start asking more questions.

The right mindset can completely change your life.

Be a Game Changer. Your work doesn't define you. You define you. You have the opportunity to be unique, to be anything, to change the game. Game Changers seize opportunities wherever they appear.

Remember, people will be after you, because you have the BALL – a dream, goal, mission, and vision. Expect to be tackled, ambushed, knocked down, and tripped on your way to the finish line. You may

## The Mindset of a Game Changer

get hurt or bruised, become frustrated, or get diverted, but hold onto the ball because you are almost in the end zone.

Grab the ball, go after your dream, and start changing the game.