

The Mindset of a Game Changer

What it takes to WIN in Life and Business



Game Changing Success Strategies

By

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Put Your Game Face On

When asked how he developed his life's mission of freeing the South African people from apartheid, Nelson Mandela says his journey was "a steady accumulation of a thousand slights, a thousand indignities and a thousand unremembered moments produced in me an anger, a rebelliousness, a desire to fight the system that imprisoned my people. There was no particular day on which I said, 'Henceforth, I will devote myself to the liberation of my people'; instead, I simply found myself doing so and could not do otherwise." Mandela was a true Game Changer.

Game Changers know they don't get what they deserve in life...they get what they ask for and create. Creating a life that is aligned with your purpose is the most rewarding life one can live. Sometimes finding and pursuing your purpose is like peeling back the layers of an onion. It is not a simple straightforward process but when you found something that is your "fit", you will know. Your mind will continually come back to it. If your purpose (and often there is more than one) is large, it can be difficult to know where to begin and how to be effective. In this chapter I will focus on how to pursue your purpose once you have found it.

Get in the Game and Begin Exploring Your Purpose

"Always bear in mind that your own resolution to succeed is more important than any one thing."

~ Abraham Lincoln

Rick Warren begins his book, *The Purpose-Driven Life* with a powerful statement, "It's not about you." Many of us have a hard time believing that life is not all about us, our dreams, our goals and our desire to accomplish great things. But Warren is right. This



life is about a very unique and powerful calling to fulfill a purpose that only we can bring to completion.

There is a contribution to society that only you can make. Unfortunately, too many people leave this earth before reaching their highest potential; they take their talent with them to the grave.

This is why the internationally known Myles Monroe often says cemeteries are the richest places on the earth because they are filled with books that were supposed to be written, world-changing discoveries and great inventions.

Begin exploring your purpose by discovering your passion. Let's imagine for a moment that your purpose is like a jigsaw puzzle. The journey may look something like this:

- **Focus on “The Big Picture”.** The big picture may not be clear immediately but when you plan a strategy and diligently work to solve the puzzle, piece by piece the big picture emerges.
- **Start with the Border Pieces.** Begin with what you already know. When putting a puzzle together, most people start with what they already know; the boarder pieces because they are easiest to solve.
- **Placing the inside pieces.** Once you complete the border of your own life's puzzle, your eyes will be drawn to points of interest and your efforts will gravitate towards these areas. These points of interest serve as clues to your passion and areas of talent and strength. Jack Canfield, Les Hewitt and Mark Victor Hansen co-authors of *The Power of Focus* call these our areas of brilliance, things we do almost effortlessly. By studying your areas of brilliance, you'll begin to learn more about your natural gifts and talents which in turn answer questions related to your purpose.
- **Progress increases clarity.** As each puzzle piece is placed, you'll find that the overall picture becomes clearer and clearer until one day you realize the



meaning of the picture before you. It is important to realize that the process is a journey to be enjoyed and there are many wonderful discoveries along the way.

- **Enjoy the journey.** While this discovery process is much like solving a jigsaw puzzle, there is one main difference. When the jigsaw puzzle is solved it is clear you have reached the end of the journey. When the picture of your purpose emerges, you will realize the journey is only beginning. The emergence of your purpose will open up intriguing, exciting and boundless opportunities for you to continually reinvent yourself.

What to Do When You Encounter Resistance from Yourself

John C. Maxwell, the internationally respected leadership expert, speaker and author tells this great story: I once heard about a young man who, in his eagerness to make it to the top, went to a well-known millionaire for advice about how to get there. "What is the first reason for your success?" he asked. "Hard work," the millionaire replied. Disappointed, the inexperienced fellow responded, "What is the second reason?" You have to be willing to work hard if you want to be successful. Game Changers put in the work. Seth Godin, author of *The Dip* writes, "Extraordinary benefits accrue to the tiny majority of people who are able to push through just a tiny bit longer than most."

When you are encountering doubt and resistance in your dream, ask yourself how many other people have felt the same doubt and pursued their purpose anyway. Ask yourself how many people are already successful at what you want to do. How many people, today, somewhere in the world will push just a little further and meet success? If it is at all possible to find one of these people in the field you are interested in or doing the work you want to do, contact them to find out if you can ask questions from time to time. Read biographies and memoirs of people who have taken risks and achieved great things. They are not any more unique than you are. They just put that



one foot ahead of the other, repeatedly, despite their own doubt and the doubts of others.

What we want in life is likely going to take some work. Sometimes, it's hard work, but as Godin says, sometimes, we only have to work a tiny fracture harder than those people who don't succeed. The difference between success and failure may be one more call, one more email, one more hour or day or seminar or chapter. It's impossible to tell unless you keep on going. Keep learning what you need to know to develop the skills to achieve this success, even when you encounter resistance from yourself. Do something today, even if it is a very small step, to achieve your purpose. Do this every day. I read recently that if you write one page per day every day, each year you will have written one book.

Take that one little step today. Maxwell writes:

1. Doing what you want to do will be different than you imagined it would be.
2. It will be more difficult than you ever imagined.
3. And it will be better than you ever imagined.

"You are never given a dream without also being given the power to make it come true. You have to work for it, however." ~ Richard Bach

What to Do When You Meet Resistance from Other People

It's hard enough to overcome our own doubt and negativity; it takes real courage to pursue your purpose when other people doubt us and give off negative energy.

When looking into someone's eyes as they tell you that you're crazy or foolish for wanting to pursue a dream, there are several things to remember and do to help you overcome their objections.



First, really listen. Sometimes the negative person will realize, for themselves, that they are only casting gloom over you. Something they say may have a positive kernel in it. And sometimes these people, who probably love you (or think they do) just want to be heard. When they are done and you've listened, thank them for their input and tell them you will consider what they've said. Don't feel that you have to defend your purpose! This is not the case!

Second, treat the naysayer with compassion. When you suddenly start pursuing your powerful purpose, you can be threatening to the people around you. They can start questioning their own smaller vision of themselves and not like what they see. You also might realize that this person is not in the same space or circumstance that you are or that the changes you make are going to impact them in some way that you did not expect. Be sure to examine this. By living your dreams, you act as a role model for them. Don't brag, don't condescend. Let your life speak for itself.

Third, examine which parts of what they've said are triggering your own fears and doubts. Often the people around us simply mirror things we don't want to face. Having these fears voiced out loud can be a powerful step to eliminating them. Are they saying what you already fear? Acknowledge that to them and yourself. "Yes, I am afraid of that too, but here's what I plan to do about it."

Finally, ask yourself, as you look at this person's life and how they are living it, if you should really take into strong consideration what they have to say. Is this someone you truly admire? Are they living their purpose and dreams? Are they honest and compassionate and someone you wish to emulate? Probably not. If they were, they would voice concerns and then say "how can I help you achieve this dream?"



Again, follow the steps above and thank them for their input, but remember:

Empowering Questions:

- 1) Think of someone you view as a game changer. What qualities about this person do you think has contributed to their success and why?
- 2) Think back to a time when you have experienced great success in a particular area of your life. What qualities about yourself most contributed to your success?

Success and wealth love action. Now it is your turn to show up and put your game face on. THIS IS YOUR ONE LIFE...Make it count!

Your partner in success,

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Lethia Owens is a little geeky, surprisingly funny, motivating and oozing with brilliant business strategies. Described as "a visionary leader with rare business insight," Lethia is a game changer who teaches leaders and organizations how to leverage next level branding and marketing strategies as their competitive advantage. She is a branding expert, market domination strategist and transformational keynote speaker. Lethia is best known for popularizing the concept of Magnetic Branding and her unconventional strategies have attracted international attention leading to her being ranked #8 among the top 30 brand gurus in the world. She is a best selling author and her latest book "Your Brand Influence: The Art and Science of Building an Influential Personal Brand", shares unconventional strategies for standing out among your peers. Her message of reinvention and courage has inspired audiences on Fox, CBS and NBC affiliate networks.