

# RO DY

## PLAY A **BIGGER** GAME



5

T H I N G S

5 Things You Can Do Today!

As seen on



And in



# ABOUT THE AUTHOR

Rowdy McLean

Ron McLean has been known as 'Rowdy' most of his life because he is easy going, friendly, light hearted, pragmatic, down to earth and real. Rowdy is an expert on productivity, personal growth and achievement. He is the master of making things happen and getting things done and has achieved some remarkable things.

Ultimately we all want more, more money, more time, more fun, more love, more customers. Rowdy has spent the last decade studying the key drivers of success and achievement. He has developed a process to help individuals, teams and organisations unlock potential and play a much bigger game than they ever thought possible.

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# ROWDY

# 1. WHERE WILL YOU BE?

*Consider what you really want in life and make it happen!*

Play A Bigger Game is all about making things happen, staying committed and achieving those goals. The biggest step we must make when Playing A Bigger Game is to step out of our comfort zone and make it happen, don't keep putting it off and say your going to do it, just do it!

Let me ask you this question what will be different for you in five years time? So when you get five years from now and you look back will you go it's the same old same old? Or will you feel as if things have changed, life is so much better and you have achieved some remarkable things, you have become something truly wonderful, you have had some amazing experiences and done some really wonderful stuff?

Five years might seem like a long time to you. Where would you be or what would you do if you said ninety days from now? In fact where were you ninety days ago? I reckon ninety percent of people would say I was doing exactly the same thing that I'm doing right now. Imagine if you could make a significant change to who you are, what you do and what you become in just ninety days.

Well, you can do that by taking the Play A Bigger Game Ninety Day Challenge. If you made a small change every ninety days, that's four

times a year, imagine what would happen in five years time.

That's a change stacked upon a change, stacked upon a change and so on, which is an improvement stacked upon improvement. Momentum stacked upon momentum and before you know it you're playing a bigger game.



5 YEARS is 260 weeks

5 YEARS is 1,852 days

5 YEARS is 2,333,000 mins

**What will you**

**do with it?**

## 2. MAKE IT HAPPEN

*The desire for more is the most powerful desire in our culture*

The desire for more is the most powerful desire in our culture (Fast Company Magazine March 2003). For the past decade I have run motivational seminars for thousands of people across the globe. The people who attend these seminars are the people who have that drive to achieve more, be more, do more and have more.

It appears that most people just can't get up the courage, find the time or develop the tools to break through the barriers to changing their lives for the better. Most people struggle to get out of their own way.

As part of this seminar we survey participants on what are the biggest barriers to their success. The overwhelming response, in fact 93% of responses, are 'me'.

### 'CAN DO' Attitude

*In less than 5 years Shakespeare wrote Hamlet, Othello, King Lear, Macbeth and five other immortal plays.*



I am not a fan of goal setting, writing down your hopes and dreams and putting them on a shelf or in a drawer. Then years down the track discovering them and wondering why you never did anything about them.

I am a fan of goal kicking, writing your goals down and then creating a set of actions to make them come true. Most people fail at goal setting because they treat it more as a wish list with no follow through or accountability. The number one reason people fail to achieve more, be more, do more or have more is not that they do not have goals but because they do not take action.

In order to kick your goals we need to create a blueprint for making sure we not only remain in focus but become aware of the key drivers of making our goals real. This can be easily done with the Play A Bigger Game 90 Day Challenge.

**MAKE THE IMPOSSIBLE,  
POSSIBLE!**

Amazon founder Jeff Bezos went from living in a 500 square foot apartment at the age of 30. To a net worth of 10 billion dollars just 5 years later.



### 3. KICK YOUR GOALS

*It's all about goal KICKING, not goal setting!*

The Play A Bigger Game 90 Day Challenge is about goal kicking, not about goal setting. The great thing about the 90 Day Challenge is you have to put thought and focus on what you want to achieve. We guide you through setting a realistic goal that you can achieve in 90 days, we then help you identify how exactly you are going to achieve that goal, what actions you need to take, what obstacles you will have to overcome, how you will overcome these obstacles and what resources are available to you.

The 90 Day Challenge doesn't just help you set-up your action plan and make you think about what goal you want to kick, it holds you accountable to it. We will remind you when your nominated actions are due, we will offer advice and guidance to make sure you complete your actions, we will help you overcome your obstacles and if you fall off the plan a little we will help you create a new path and get back on track. It's really important to write down your goals. It's really important to kick those goals and the first element is writing them down.

It's been proven time and time again if you write down your goals then there's a part of your subconscious that connects with those without you even knowing it.

There's a great story of Jim Carrey when he was going to acting school. One of his mentors said to him I think one day you're

going to be a great actor and what I would like you to do is write yourself a cheque for the first movie, the first significant movie that you're going to become the lead actor of.

Jim Carrey wrote down on his cheque, he wrote himself a million dollars. You wouldn't believe it but after only a couple of years later he got to have the lead role in a movie called Ace Ventura. Guess how much he got paid? One million dollars exactly. That's the subconscious going to work and looking out in the wide world for the opportunities and the doors that might open and might fulfill that goal that you're thinking about.



It's a little bit like when you decide to buy yourself a nice v-dub because you never see any v-dubs driving around anywhere, let's say a bright green one, no one buys a bright green v-dub. The day that you decide to do that you're driving down the highway and you see six of them going past. It's because stating it, it brings it into your subconscious and then those things start to show up.

Your mind is a wonderful thing, it'll start to go to work on making it happen once you write it down. The critical thing is to follow that through with a whole heap of actions to make sure that you execute on it and get to really play the bigger game you're hoping for.

## Playing a Bigger Game

It took Michelangelo under 5 years to paint the breathtaking ceiling of the Sistine Chapel. Michelangelo painted it between 1508 and 1512, at the commission of Pope Julius II, it is one of the most renowned artworks of the High Renaissance.





# 4. 5 THINGS YOU CAN DO TODAY

*You can start to make it happen today!*

You can start to make it happen today, just start with small steps and work your way up to bigger things. Stop putting things off until tomorrow and stop making those excuses for achieving more. To achieve more, be more, do more and have more you need to make changes in your life. So why not make those changes today!

I am going to give you 5 small changes that you can make today that will make a big difference in Playing A Bigger Game. With my recommended five changes you can choose how much or how little you want to apply them and how much effort you want to put in. But just remember you are only going to get out what you put in.

## *1. Presentation / Appearance*

Dress for success. It's easy sometimes when you are not going anywhere to fall into a trap of not looking your best or worrying too much about your appearance, like not having a shave, wearing old clothes.

I don't mean for you to go out wearing a suit everyday or spend lots of money on a shopping spree, I simply mean for you to take a look in the mirror and ask yourself do I look the best I can be? Make sure you dress nice and tidily and you are well presented.

Put on that outfit that makes you a little bit prouder of who you are and makes you feel good inside. As I'm sure you are aware if you feel confident and happy, you will look confident and happy.

Changing your appearance and presentation will not only affect how you feel but also how others treat you and perceive you.

**In the CAN Zone!**



It took The Beatles 5 years of practicing, playing in the smoky clubs of Hamburg, refining their musical craft with little pay or recognition.

During the five years they were rejected over 100 times by different record companies, before signing with Parlophone label of EMI who agreed to record them for a single, and if that did any good on the charts, an album after that.

The single "Please Please Me" became an instant hit, as did the follow up "She Loves You" and the rest is music history, as the Beatles went on to become the most successful group of all time.

## 2. Lose the Dreamstealers

Take a good look at the people you are surrounded by, most importantly those you choose to hangout with all the time. Try and hangout with people who are better versions of you. If you are hanging out with people who are going nowhere and you are going nowhere, then I think we both know there is something in that!

So go and try and hangout with people who are better versions of you, who are going in the same direction as you want to go. Up your peer group a level or just a notch.

Find the people who are the most successful in your environment in your network and hang out more with them than the people who are going backwards or going nowhere.



### 3. Challenge Yourself

Start to challenge yourself. Set yourself some little goals that require discipline, commitment and change. This will help train your mind for setting bigger goals and get you in the habit of sticking to your action plans and kicking your goals.

Make sure today you set yourself a little challenge, whether that be to give up chocolate or coffee for a month, or going for a run or five minute walk every morning. Just make sure the challenge really is a 'challenge' and that it has a positive outcome for you. You will be surprised that if you keep up with the change for just 30 days how easy you will find it to keep it up for 3 months or even a year.

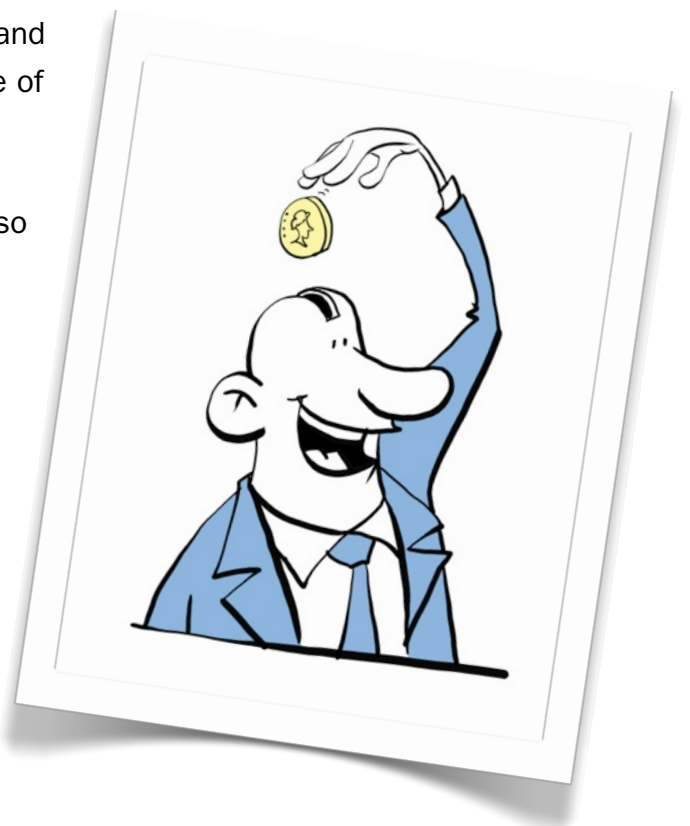
When you get in the habit of setting small challenges and actually achieving them it sets you up on a bigger scale, and a bigger scale and a bigger scale. Before you know it you will be setting yourself absolutely massive challenges and overcoming them with ease.

### 4. Feed Your Mind

Getting some more knowledge and improving your skills is far easier than you think, it is such an awesome, worthy change to make. You can read a book, watch videos online, sign-up to a blog, a feed that has information that inspires or motivates you, subscribe to newsletters with topics of your interest.

Thanks to the web obtaining more knowledge and improving your skill set is easy. There is a mile of information out there that will help you expand your mind, and if you expand your mind you expand your horizons and become capable of so much more.

There is a whole heap of tools and resources on my website including motivating and encouraging blog posts, inspiring daily quotes, useful and entertaining newsletters, informative videos and useful e-books like this one.



## 5. Look After Yourself

Think about the amount of energy and enthusiasm you have. Do you bounce out of bed in the morning excited about the day and what lies ahead, or do you roll out of bed thinking 'uh another day' as you sink 5 cups of coffee into you to just get through it?

You can manage how much energy you have and the easiest way to do that is by managing what you eat and drink. So maybe one of the 5 things you can do that will make a difference to you is be a little more careful about what you consume.

Get out of bed and have a fresh juice, eat something energising during the day, if you find yourself sleepy in the afternoon make sure you eat something that will give you energy and not just provide a quick sugar fix or coffee high, so you can get through the rest of the day with energy and enthusiasm.



# USEFUL RESOURCES TO HELP YOU PLAY A BIGGER GAME!

## Rowdy at your event

Rowdy McLean is an international speaker and author. People relate to Rowdy because he is REAL. His presentations are down to earth, practical and authentic, and will inspire your people to “Play A Bigger Game!”. Visit [www.rowdy.com.au](http://www.rowdy.com.au)

## PLAY A BIGGER GAME Seminar

A one-day motivational program that will have you playing a bigger game in no time. An exciting event full of great strategies to achieve more, be more, do more and have more than you ever thought possible.

## THE BIGGER GAME!

An inspiring, engaging, dynamic and interactive game that will have your entire team raising the bar.

## 90 Day Challenge

From ideas to reality in just 90 days. We provide you with the tools, resources and support to make your goals real.

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