



# Millionaire *Motivators*



## How to Find What You Love to Do and **GET PAID TO DO IT!**

"We can change our lives. We can do, have,  
and be exactly what we wish."

**Tony Robbins**



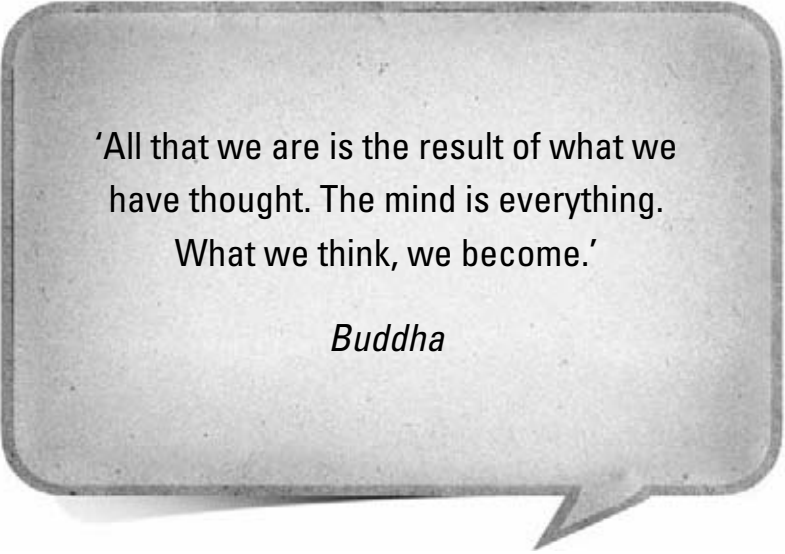
**Fiona Jones and Michael R. Dean with Todd Hutchison**

Foreword by Chris Howard, Founder & CEO Academy of Wealth & Achievement™

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'All that we are is the result of what we  
have thought. The mind is everything.  
What we think, we become.'

*Buddha*

# Chapter 1

# Rowdy McLean

## Play a Bigger Game



Succeed Gratitude  
Inspire empower  
passion MOTIVATION  
strength Courage  
Love believe  
Wealth Dream

believe Courage  
Mindset Energy  
Passion Confidence  
Ide Abundance  
BUS Purpose  
eed Wealth CREATE

*Rowdy*

'If you start, stay committed, be determined and disciplined you will be surprised at what happens.'

Like you, Rowdy McLean has always wanted better outcomes and better results. He has seen great ideas, visions, dreams and strategies get swallowed up by the busy world we live in. Do we take on too much? Are our goals too big? Or, is there a different story?

'Playing a Bigger Game' is Rowdy McLean's life story, overcoming adversity and challenges to achieve remarkable results.

He has played professional sport. At 24 he started his own company, and retired 10 years later. As a CEO he has engineered company turnarounds and now runs five companies of his own. He works with organisations across the globe to get them from where they are, to where they want to be. Thousands of people attend his seminars each year.

He is the master of making things happen and getting things done, challenging the average and interrupting the status quo. Rowdy loves the game of business and life. Possessing a steely determination to succeed, he has spent years researching the key drivers of success, achievement and outstanding results, and knows what works.

Unlike many presenters, he makes the complex simple. He tells you what you need to hear, not what you want to hear – that's what gets real results. Rowdy shows individuals, teams and organisations how to change the game, how to achieve more, be more, do more and have more than you ever thought possible.



**What beliefs about money did you grow up with?**

I believed money was elusive and difficult to come by, because my Mum and Dad didn't have much of it.

Money was a real issue in our family; we never seemed to own anything, our furniture was on hire purchase, people would turn up to repossess the car, and there were times when Mum and Dad didn't know if they could make the house payments. I was acutely aware that it was a struggle to make ends meet and my parents often fought about money.

One of four children, I grew up in the country town of Guyra in New South Wales; it wasn't a particularly prosperous town. My father was a linesman for Telecom and my mother had casual jobs such as working at the bistro at the bowling club. Some of the farmers in the area were well off, but a lot of my friends were in a similar situation to me.

My parents lived week to week; they scraped together just enough to get by. I sometimes missed out on school excursions because my parents didn't have the money to pay for them and I wore hand-me-downs from my older brother.

I believed that not having enough money or not managing it properly created problems. It wasn't that my parents didn't love or care about me; they clearly did, but I could see the difficulties not having enough money created.

**Were you entrepreneurial as a child?**

I was always looking for ways to make some money, because I simply had no choice. That was the only way I would ever have any.

My family's financial circumstances affected me in a way that I became very driven to change my path in life from about the age of six. I can't remember a specific event, but there must have been a moment where the struggle for money was so tough that I'd made a decision, 'That's it. This is never going to happen to me. I am never going to live like this.' I was driven to succeed from then on.

I was entrepreneurial from a very young age. My first business was collecting golf balls from the lagoon that ran along the edge of the golf course and selling them back to the players. All my mates did this, but



for some reason, I decided to do it differently; while my mates would climb out of the dam covered in mud and sell the muddy balls to passing players for 20c each, I hung on to mine and took them home and washed them; I then came back to the club on Saturday morning and sold my shiny used golf balls for \$1 each. That was the first sign of my entrepreneurial spirit. This ability to create moneymaking opportunities has existed all my life; not just the ability to see the opportunity but the strength and courage to be bold enough to pursue them.

I was clever at school, but didn't really apply myself. I was also the head lout and got into a lot of mischief around town. My life could have continued that way except for a defining moment when I was 11 years old. My mates and I were getting up to no good this particular day when the local Police Sergeant caught me; after a good kick up the backside, he sat me down and gave me a lecture – not about being a bad kid, but about potential.

He said, 'I see you around town and I talk to your teachers. I know you're smart and you're a really good footballer, but your biggest problem is you want to be the hero, and that's not going to serve you well.' Then he said something in such a genuine way, 'You're clever, you're good at footy and a natural leader to the other kids. You could achieve anything you want to achieve if you just set your mind to it.'

It was the first mentoring I ever had and from that point I started making different choices. I knuckled down at school and at footy and as a result, won a scholarship with Telstra and ended up playing rugby league in the national competition, which was exciting for someone from a small country town.

After this I began to ask myself, 'I want to be better, but how do I get better?' I didn't have a role model in my own family because no one was particularly successful and my father was an alcoholic, so I looked to the people around me. I found people who were doing better than me, whether it was at footy, at school or even in their home lives, and I tried to replicate what they did.

The kid who was the best footballer came to training before everyone else and trained longer, so that's what I did; the best kids in school did extra homework, so I did too. The real key for me was that the changes I aimed for weren't massive, they were achievable and that's



how I started getting better. Throughout my life I've continued to spend time with people who are achieving more than me.

I also had heroes, such as Rupert Murdoch; I couldn't believe that an Australian could head up the largest media empire on the planet, which made me believe that a little guy from Guyra could do okay in a big city like Sydney.

I really enjoyed reading *Richie Rich* comics, these stories about a really rich kid who used his money to do good things. It amazed me that somebody could have so much money and, rather than hoard it or protect it, use it to do wonderful stuff.

I moved to Sydney when I was 16 to take up my scholarship with Telstra and play rugby league for the North Sydney Bears.

I got my first bank passbook at this time – this was when tellers still handwrote the amount of your deposit and manually totalled it. Before I made my first deposit, I wrote the first figure in that bankbook, '\$1million'. I think the teller must have laughed at that, a young pimply-faced kid writing \$1,000,000 as the balance in his passbook, especially when the actual balance was \$17.40. I had a very clear desire to be a millionaire, and I still have that tattered and torn passbook today; I wonder what the teller would think if they knew that I achieved that dream at just 34.

### **Were there lessons in football that helped you in your career and life?**

Absolutely. Football helped me see that in order to get ahead you needed to understand where your strengths lie, then put them to use to your greatest advantage. I wasn't a good footballer – I couldn't pass, kick, or side step – but I could tackle, so I made that into an art. The key was knowing my role in the team and being excellent at the one thing I could do. I learnt that you don't have to be good at everything; to get on the team you just need to be excellent at your role on the team, any team.

### **How did you start your first business?**

After I finished college in Sydney, I worked for Telstra in their Telegraphs and Data section, which was the fledgling computer network. In time I was transferred to Tweed Heads.





When I was 24, a section of Telstra was privatised and I saw an opportunity; like all entrepreneurs, I seized it. With nothing more than a few dollars in the bank and an entrepreneurial flair, I started my own communications company in competition with Telstra. Telstra had terrible customer service so we made great customer service our focus. In 10 years of business, we never spent a cent on advertising; it was all referrals.

When I began the company I was married, with a new son and a mortgage. I didn't have a lot of financial backing, but I was confident enough to back myself. I decided that if I wanted to be a millionaire, it was time to make the jump.

It might have seemed difficult and overwhelming going into competition with Telstra, but something I've discovered is that when you do the research on something you imagine to be difficult and create a plan and execute on the plan, it is not as difficult as you imagined.

The company wasn't huge, but it was such a great business model that I managed to retire 10 years later at the age of 34.

### **Why did you become a motivational speaker?**

After I retired at 34, I was headhunted to be the CEO of a big leagues club that had just lost \$1 million, sacked 150 staff and was on the brink of bankruptcy. We managed to turn the business around and made a small profit after 12 months. We increased that profit every year for the six years I was there from 1998 to 2004.

As a result of the club's success, I was invited to conferences as an (unpaid) industry expert to speak about the club's turnaround. While on the circuit, I met professional speakers who were actually being paid and I thought, 'How cool that you can get paid to speak to people about your ideas and change the world'. I sought their advice and that's how I started.

I found that I had the ability to make the complex simple and that people appreciated my authenticity and practical advice. This has been the cornerstone of what has become an international speaking career.



**What makes people so different?**

I don't think people are that different – it's just that some people are more determined and disciplined about getting what they want and chasing their dreams. People are capable of far more than they imagine; some are so stuck in a rut that they just don't know how to get out and get going. That's the work that I do now, speaking at conferences and events, inspiring and motivating people, teams and organisations to play a bigger game.

**What is the first step someone can take to change their situation?**

Identify where you really are; you cannot change what you don't acknowledge; you can't lose weight if you don't get on the scales. We need to make an assessment of how things really are in life and then change the things we don't like.

I think we like to pretend things aren't so bad and therefore create an excuse for not changing; we cover up what's wrong and ignore the real problems.

**Once you identify what you want, how do you get the motivation to do it?**

I describe this in my program, *The 90-Day Challenge*: three clear steps to (1) Acknowledge exactly how your life or your business is right now; (2) Know exactly how you want it to be; and (3) Make it happen.

The process works like this.

Choose just one change that you want to focus on; otherwise you're focusing on too many things and not doing any of them well. Make one significant change every 90 days, four per year, 20 over five years. Creating incremental steps on the path to success.

I choose a timeframe of 90 days because it's long enough to get traction and see some results, yet not too long that the goal gets lost in the daily grind.

Once you're clear about what you want to achieve, describe it to yourself in detail to create an image in your mind of you living that now. If you want to lose weight, what will you look like? How will you feel? What clothes will you wear? What will people say to you when they see the new you?



Some people create a vision board, others write it down in detail. I visualise it in my mind; when you make it absolutely real in your mind, your mind starts to work for you.

Most people stop at this point, but it's not enough; you then need to ask, 'Why is this important to me, and what is the urgency that it was to happen in 90 days?' This is so, when you meet obstacles, you will have the emotional drivers to propel you to keep going. If you want to lose weight, your emotional driver might be, 'I want to look like I did when I was first married, so I look great for my partner.'

Then create a plan with one key action or milestone every month. For each milestone, detail the timeframe, the support mechanisms and most importantly your strategies for overcoming obstacles you are likely to come up against. This is very important, because most people give in when they meet obstacles.

Continuing with the example of losing weight, action one might be to join the gym, and by 'x' date be going to the gym three days a week. Your support mechanisms might be to get a personal trainer or a buddy. An obstacle might be that winter is coming and you won't want to get out of bed at 6am because it's cold. A strategy for this could be to exercise during your lunch hour or after work.

### **What have you found motivates people?**

People are motivated to change when the pain of staying the same is greater than the pain of making a change.

My job as a motivator is to convince people to take a good look at how their lives are unfolding and get ahead of the game; look for the pain points that are on the horizon and fix them before they become a massive problem.

Seeing that the pain of working out or going to the gym or mending their diet is much better than having a massive heart attack.

You shouldn't wait for the threat of divorce to fix your relationships; or don't wait until you're bankrupt to realise your finances need attention; and don't wait to get a redundancy notice to know you're not applying yourself at work. They are the biggest pain points in life; most people only react to the problems that show up.



I like to get people into the habit of being proactive; knowing what you really want and then going out and getting it, no matter what.

### **Why are some people not naturally motivated?**

We live in a cotton-wool society; we think that life should be easy; go out and get a job, pay the mortgage and just be comfortable. That's such rubbish. I'm sure all the people interviewed in this book didn't accept the status quo and knew things could be different. I think you should consider that it's your world and your life and you can create in it pretty much whatever you want. I look back at the young naive kid that I was growing up and sometimes think, 'How on earth did I get here, how did I achieve this?' The answer is simple: I chose to make small incremental changes for the better on a continuous basis and these added up to some massive successes.

### **Why do people lose interest in their great ideas?**

We live in an age where everything is fast, where everything happens in an instant. When we don't get quick results we give up, quite often when success is just around the corner. That's why I like to work in 90-day cycles; you can start to see some results in 90 days. Most successful people are the ones who stick at it longer than anyone else; they believe in themselves and stick with the plan until what they are chasing becomes a reality. Give me someone who makes continual incremental changes for the better, someone that sticks at it, and I'll show you someone who can't help but be successful.

### **How can you keep going if you're constantly coming up against obstacles?**

Obstacles are a fact of life; nothing ever goes perfectly to plan; get used to it and learn to deal with it; you might have setbacks but so does everyone else. Deal with it and move on. It's great to have massive dreams, goals and ideas, but I suggest you break them down into something achievable that you can relate to right now. When I was a kid I wanted to be a millionaire so I asked, 'What would be a successful amount of money for me now? What would be a realistic achievement?' A couple of hundred dollars meant I could buy a pushbike. So while I had the overall aim to be a millionaire, I also had a realistic, immediate goal of a couple of hundred dollars.



I hate it when people say, 'I'm doing my best,' because you never know what your best is until you get out there and give it a red hot go. As a young guy in Guyra, going to college could have been my best because nobody in my family had been to college, and I could have settled for that. But life's a game, right? If you stop playing when you think you've reached your best, you lose energy and motivation. Retiring at 34 was such an important lesson for me because I thought my best was to retire at 40. I didn't know what my best could be until I did it.

One of the best things I can share with people is that life is a game. When you make a mistake in a game you might receive a setback, you look at what went wrong and learn from it, but you continue to play because it's fun and you know that if everything goes okay, you'll get another chance to move forward. You don't give up, you learn how to play better, bend the rules or make up your own. Life is no different; when you get knocked down, get up again and continue to play, but refine your strategies so you get better at the game and get better results.

It's amazing what people will take on when they adopt the attitude, 'It's just a game, and it's not that serious'; it allows them to act differently and get different results.

The real lesson is to look continually for opportunities to play better or be better and to refine who you are and what you do so that whatever you want to achieve becomes a reality.

### **How important is visualisation?**

I think it's probably one of the most important elements to success. You must be able to create a picture of your hopes, dreams, targets or goals in your own mind as if they are real. When the dream is a reality in your mind, it can become a reality in your life. Your subconscious starts to work overtime trying to make it a reality.

I told everyone I would retire by the time I was 40. It was an embedded dream and I was able to visualise it clearly. Everything I have ever achieved I have been able to picture in my mind as if I was living and breathing it and invariably it became a reality. The goals I couldn't picture, never became real.



**If people are struggling with visualisation, what strategies can they use?**

Look at people who are already in the scenario that you want to be in and create a picture of yourself in that scenario. If I wanted a particular car, I would go to the dealership and take one for a drive even though I couldn't afford it, but it helped me create the picture of what it would be like when I could. When I became a professional speaker I hung out with the best people in the business, I could see their success and was able to create my own version of that.

When I wanted to run my own seminars, I watched the best in the world do it. I watched and believed that I could do the same thing and these days I run my own public motivational seminars across the globe. You can't picture what your mind doesn't know or understand.

**What does success mean to you?**

Success is different for everybody: for someone who doesn't have any money, it's finding a job; for someone with \$1million, it's turning that into \$10million.

Success for me is constantly having a new challenge on the horizon that lights me up, challenges and stretches me, something that gets me excited to get out of bed. My definition of success changes when I complete each challenge. It is a moving target.

Success for me was to play professional football; then it became being successful in my job; then in my own business; then become a millionaire; then retire at 40. Along the way there were personal achievements such as running a marathon, climbing a mountain. Now it's to make my book, *Play a Bigger Game*, a best seller and then to write others; to have more people attend my seminars. When you get better, the game keeps getting bigger.

Every January I ask myself, 'What would success be for me this year?' I have very clear goals and I will do every one of them. That's the game of life for me – redefining success for the year ahead and executing on it.

**Do you set goals, if so how?**

I don't believe in goal-setting; writing a dream on a piece of paper and putting it in a drawer is useless. I prefer the term 'goal kicking' – once



you set a goal, the key is to create an action plan to make the goal real and execute on it, go out and make sure you absolutely smash it. Otherwise there is a gap between intent (what we say we are going to do) and execution (what we actually do), which is the difference between success and failure.

Your goal this year might be to save \$10,000 for a deposit on a house; your plan might be to create a discipline of putting money in the bank and looking for areas where you can cut back your spending to accrue \$1000 each month. Once you have a plan and you know where the money is coming from, the only thing that stands between you and the goal is discipline. It's the same principle whether you're making \$10,000 or \$1million – create a plan, then execute on the plan in a disciplined manner.

**Someone might set a goal and create a plan, but they still don't execute it fully. What stops them from getting there?**

People are lazy and they give up way too easily. Ninety three per cent of people give up before they reach their goals, they don't fully execute on their plans; their biggest obstacle is belief in themselves, and that's where I come in. My job is to help people believe in themselves. In my seminar, Play a Bigger Game, I draw on three key things – inspiration, motivation and agitation; can do, how to and follow through.

Inspiration is stretching somebody's mindset to help them think differently and introduce them to new ideas. I expand their horizons until they can see what is possible; help them truly believe that \$1million or a sports car or new job is possible for them.

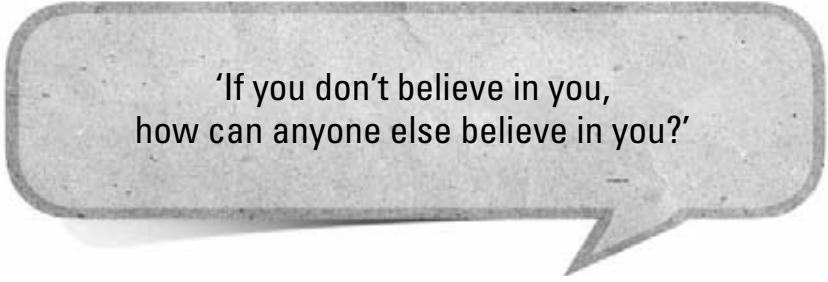
Motivation is giving them the fire in their belly to follow through on their plan; agitation is the kick up the backside to make them create the discipline to do the things they need to do. The 90-day goal-setting program helps them create that discipline.

I think the only real way to create self-belief is to have small wins. If your goal is to lose 30 kilos and you lose one kilo, stop long enough to acknowledge that. Your self-belief will grow, 'If I can lose one kilo, surely I can lose two.' Once you lose two, you will believe, 'Surely I can lose five.'



Don't celebrate weight loss wins by eating donuts, or money saving wins with a spending spree, because that will diminish the goal you achieved and erode your self-belief.

If people aren't executing on their plan and achieving their goals, they either lack discipline and determination or their 'Why?' is not big enough and clear enough.



'If you don't believe in you,  
how can anyone else believe in you?'

**The people you spend time with are so important. How do you manage this?**

One of the key things for me (that I mentioned earlier) is to associate with people who are a step better than me.

A young guy saw me speak at a conference years ago; he said it really struck him when I said, 'Hang out with people who are already where you want to go'. The next day he created a list of successful CEOs and then he rang every CEO on the list to ask if they would have coffee with him; 50 per cent of them said, 'Yes.' He went on to create a huge restaurant franchise, and is now a multi-millionaire. If you're genuine, people are surprisingly generous with their time and advice.

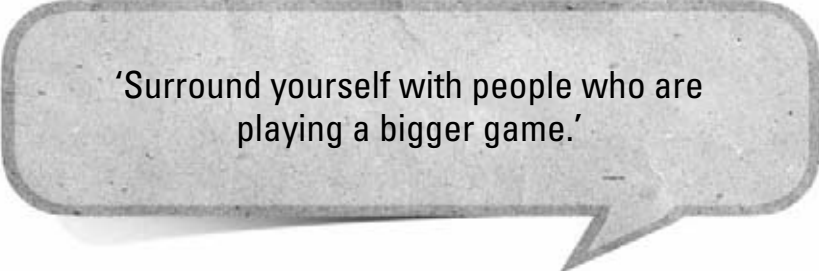
When I first started speaking someone told me my style was similar to Larry Winget's, the highest paid motivational speaker in America. I bought his books and DVDs, never thinking for a minute I would meet him, yet in December last year I had dinner at his house, he's written the foreword for my book and become a good mate. Things show up when you start this process.

Identify which friends and colleagues in your sphere of influence align with your current goals and associate more with them; also find





the ones who hold you back and disconnect from them. Next year it might be a different group of friends you want to spend time with as your focus changes. The true friends stick no matter what; the others were never really true friends anyway.



**'Surround yourself with people who are playing a bigger game.'**

### **What is the main message in your speaking business?**

Getting ahead is uncomfortable, achieving success is uncomfortable, creating change is uncomfortable – I make the uncomfortable, comfortable. I give people, teams and organisations a clear recipe for getting ahead that works and can be repeated again and again.

People are inundated with ideas about how to be successful. It's hard work trying to control everything they think they need to in order to succeed. Instead, my view is to only focus on things you have 100 per cent control over. Control the 'controllables,' stack the deck in your favour, which are 'Rowdy's Four Aces for Getting Ahead' – you control your ATTITUDE (no one else will take responsibility for how you show up), your CHOICES (don't blame anyone else for the decisions you make, everything is a choice, own your choices) your EXECUTION (do what you say you're going to do in the way you say you're going to it, every single time without fail) and STICK (stay at it longer than you think you need to, longer than your friends, family and colleagues think you need to, we give up way too often when success is just around the corner).

I guarantee that if you take 100 per cent control over these four things, your world will change; it's all about mindset.



**What are the attributes that make a great motivator?**

I don't think there is any one attribute that makes someone a great motivator: Tony Robbins is larger than life, Larry Winget is confronting, Brian Tracy is a statesman. They're all different and yet they all work.

What works for me is that I'm very down to earth, practical, real and forward thinking. I've achieved a lot of goals other people aspire to, so I've walked the talk and am able to deliver clear messages in an authentic manner that people can relate to; no hype, no hugs just good, honest 'fair dinkum' practical tools and ideas that work. People leave my workshops and seminars believing that they can achieve more than they ever thought possible. I open that door to success for them.

**How does one keep motivated and inspired on a daily basis?**

It's about what you take in, and creating an environment that constantly reminds you to play the game. Read the right books, subscribe to the best newsletters and blogs, and attend the right events. And fill your space with what inspires you, such as photos, posters and quotations. Fill your world with the stuff that lights you up and get rid of the stuff that drags you down. I make a heap of great motivational tools (videos, quotes, ebooks, etc.) available through 'the hub' on my website at [www.rowdy.com.au](http://www.rowdy.com.au) When you have the freedom and fulfilment that I have, it's easy to step back and stop challenging yourself, so I continue to connect with people and be involved with projects such as this book, that stretch me and keep me in the game.

**Do you have a coach or mentor or someone to motivate you?**

I tend to have 'frientors' rather than mentors; many of them are in the speaking industry; Larry Winget would be the main one.

Darren Hill, of Pragmatic Thinking, is in the office next door; he has a really similar background to me, having grown up in the country and we mentor each other.

Nils Vesik is a really clever, cool guy; he has a way of upgrading your thinking without you even knowing he's done it; when we're together he does that for me naturally.



Matt Church, the founder of Thought Leaders Global, is a genius regarding how to earn a living from intellectual property, and a fantastic mentor.

Keith Harris, who I played football with, and Ian Ahrens, my accountant, are both very close personal friends who have given me some great advice and sometimes the tough advice that you don't want to hear, but they know you need to.

My former business manager, Emma Boschetti, who has worked with me for seven years, is a mentor as well, even though she's an employee; she's a reality check for me when I get too excited about an idea. Her replacement, Renae Mathews, has stepped into that same employee mentor relationship, keeping me headed in the right direction. Mentors don't necessarily have to be better off than you or more successful, they just need to be able to help you find the next best step for you.

### **Do you think everyone should have a mentor or coach?**

Yes, because it's like having a personal trainer for your life. You need someone who will ask, 'What are you going to do? When are you going to do it?', and either tells you how to do it or gets you to commit to doing it. Having someone hold you accountable is invaluable.

I like to distinguish between coaches and mentors: a mentor asks how you would do things better, whereas a coach tells you how to do things and what you need to do to get to where you want to go.

### **What are the biggest lessons you've learned around money?**

Money is just a number, and a number is just a game.

Once you have a plan of how you will save \$10,000 for a home deposit, sometimes you need a mentor or coach to find out how, but once you put your plan in place, the only thing stopping you from getting the money is executing on the plan.

It's the same principle whether it's \$100,000, \$1million or \$10million; it's just a game.

The other thing I've learnt is the power of the mind to justify anything.

Someone saving \$10,000 for a home deposit may meet too many obstacles and give up; then their conversation becomes about



excuses, 'I didn't really want to buy a house anyway.' They justify giving up.

If we can justify not doing something, we can equally justify doing it. This should make people believe that they can achieve a goal, because we can definitely make ourselves believe that we can't.

Twist your mindset: say, 'Why not make \$1million dollars?' instead of, '\$1million is too much for me.' Understanding this is probably the most powerful tool you have.

### **Can you share with us something you're proud of that money has given you?**

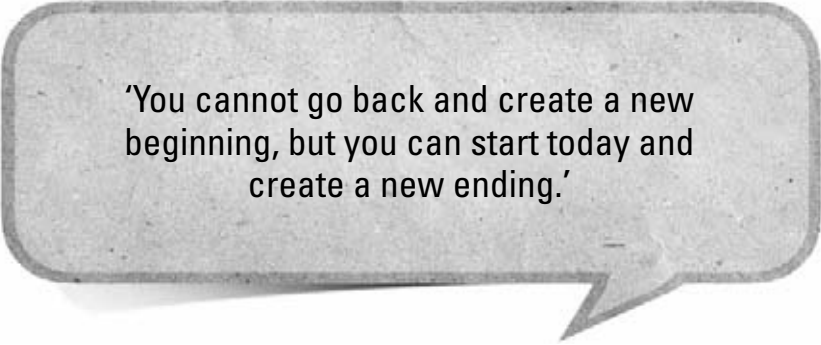
Money and success have brought me the opportunity to work when I want, with whom I want and doing what I want. I work on my own terms and only on projects I really want to do. You can't put a figure on what that freedom is worth.

Money also gives me the fulfilment to have what I want. I'm really not a material possessions type of guy, I have a nice house and a nice car, but I don't need anything too extravagant to make me happy, probably because I grew up with so little. My real enjoyment comes from adventures and experiences like climbing Mt Kilimanjaro with my son or snowboarding or scuba diving with my daughters; or exploring different countries and cultures, getting to know the people in the towns and villages.

### **What makes for a good goal?**

A great goal requires two things: it must be defined in crystal clear terms and it must stretch and challenge you. I think a goal has to make you, your life or somebody else's life better. It's also important to have just one goal at a time, and focus solely on kicking it out of the park.





**'You cannot go back and create a new beginning, but you can start today and create a new ending.'**

**What is your book, *Play a Bigger Game: Achieve More, Be More, Do More, Have More*, about?**

The book is essentially a game, a game about life and how to get far more out of it than you are right now. Playing the game of life is the most important game you will ever play. The book gives you the tools to play it bigger, brighter and better than you ever thought possible. It's a book that everyone should read because it makes sense.

It is built around my belief that life is a game and adopting that strategy allows you to play differently. In the book, you identify a goal in four different areas of life and design a 90-day plan to achieve each goal; well, not just achieve it, but absolutely smash it; a process that can be repeated again and again to ensure you continue to improve and get the results you really want.

The tag line, 'How to achieve more, be more and do more', focuses on the four critical ways we can be better.

'Achieve more' is about attaining something measurable that reflects success; it could be making employee of the month, making \$1 million, or coming first in a tennis competition.

'Be more' is about looking at how you show up in each role you play in life – parent, partner, friend, family member, colleague, employee. Which one could you be better at, and what's your strategy for improvement? It's not unusual for someone to think they want to be the best financial planner in their organisation, but after doing this exercise they realise that being a better parent is more important to them. It makes you be very honest with yourself.



'Do more' relates to choosing a life experience or adventure you want to have, such as running a marathon, going to New York or learning Spanish; it's about the sort of wishes we make on New Years Eve and making them a reality.

And 'have more' is about ownership, both of material things such as money, your house, a car or clothes, and intangible things such as your reputation, integrity, honesty or standing in the community. These are assets too and you can choose to manage these more wisely.

### **Tell us about your business?**

In my Play a Bigger Game business I show people, teams and organisations how to play a bigger game.

I speak at conferences and events about success and achievement, how to get from where they are to where they want to be, providing participants with the no-nonsense ideas, tools and inspiration to play their biggest game. I have had the privilege of working with some of the biggest and smallest companies right across the globe (see [www.rowdy.com.au](http://www.rowdy.com.au)).

I run public motivation seminars and in house workshops for leaders teams and individuals (see [www.playabiggergame.com.au](http://www.playabiggergame.com.au)).

I also run 12-month Play a Bigger Game accountability and execution programs for organisations and work teams that help them create and execute on strategies for growth and success.

### **What do you love about what you do now?**

I love being the catalyst for change, planting the seed that changes results. There's nothing better than getting an email or phone call from someone who has smashed their goals, or seeing a team achieve things they never thought possible, or watching an organisation rise to another level. It's really exciting and challenging work but highly rewarding.

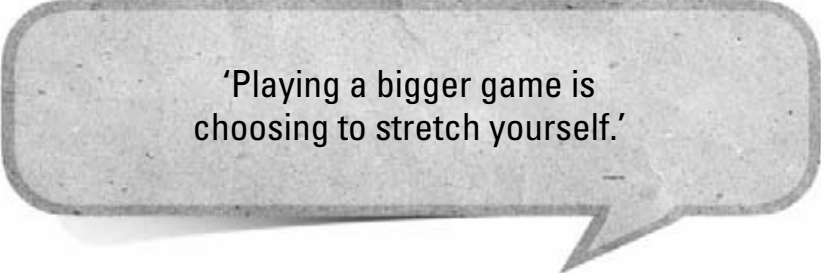
### **Where do you see yourself in five years' time?**

I'd like to take my Play a Bigger Game seminar to the United States and Europe; I want to write more books and develop a suite of motivational products that makes it easier for people to play a bigger



game; I have started my own foundation that can help people without resources get what they need to play a bigger game and I would like to extend that to many different projects in many different countries.

These are goals that will stretch me, but I have no doubt they will become a reality as long as I follow my own principles. I can already see myself doing it, and I know what I have to do to make it happen; I just need to execute on the plan.



**'Playing a bigger game is  
choosing to stretch yourself.'**

### **What does a typical day look like for you?**

I probably don't have a 'typical day' because every day is different; but most days, I'm up before sunrise and walk down to the beach with my beagle, Oscar, to watch the sunrise. Then I'll have breakfast and do whatever the day holds - take my daughter for driving lessons, go to the gym, go into the office, or not. I like that flexibility.

I am on and off planes four or five times a week, speaking in different cities, and that's often where I get my best work done, buckled in with no interruptions from phones or email.

When I'm 'on,' I'm 'on'; wherever I am, I'm 'in' it. I can be at the office at 6am and leave at 8pm without even knowing it. I'd much rather be 'in' and 'on' one day in five, than in the office a little bit for four or five days; similarly when I'm home, I'm home.

I don't sleep much; I average about four hours a night for three weeks, then one Saturday afternoon I'll fall asleep on the lounge at 2pm and sleep till 2pm the next day. I love what I do and believe there is only one good time to execute on a good idea and that's now; I will often get up at 1am and work on an idea that just came into my head.



### **How can people achieve work/life balance?**

I don't believe in a work/life balance because I think for most people, there is a real disparity between these two things.

On a scale of 1 to 10, most people would rate their work life differently from their personal lives; at work they will accept less than a 10 but in their personal lives they all want a 10. We want the best holidays, the best family, the best car and the best life experience possible.

So why do they accept any less at work? Why are they putting up with a job they hate, or merely tolerate? They're being incongruent and are either not committed to, or don't care about satisfaction in their work life. No wonder we have split personalities.

If you are unhappy in a job, either work out what aspect of it you don't like and change it, or else leave as soon as possible; that's the way to get balance.

I worked with an accountant who hated his job. When we broke it down, he realised he hated the invoicing and the administration that his work entailed, but loved working with numbers and doing people's accounts. He employed someone to take care of the administration and now his day consists only of doing what he loves. Identifying what he didn't like and changing it, took him from a seven to a 10 in his work life, and he's never been happier.



Rowdy McLean has offered has offered our readers his 'Real Success' training program '90 Days to your Best Year Ever – How to achieve more, be more, do more and have more than you ever thought possible'.

To access this gift scan the QR code at the front of the book or visit [www.MillionaireMotivatorsBook.com.au/moneymakers](http://www.MillionaireMotivatorsBook.com.au/moneymakers)







**Books authored by Rowdy McLean**

*Play a Bigger Game! How to Achieve more, be more, do more, have more*

*Secrets of Inspiring Leaders*

*Secrets of top Business Builders*

*Ideas 2, original perspectives on life and business by leading thinkers*





Accepting Certified Speaking Professional Medal.



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In with the best sellers. Rowdy with his book *Play a Bigger Game*.



On stage at his *Play a Bigger Game* public seminar.



Tracking gorillas with his son Joshua in Rwanda.



Rowdy signing books at a conference in Portugal.



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Rowdy with friend and mentor Larry Winget.



Rowdy's favourite past time; snowboarding in Austria with his family.



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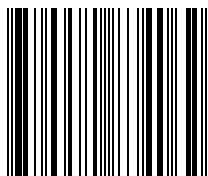
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