

Warren Macdonald's "Challenge of Change: Finding Opportunity in Adversity"

"It's not *What* you see; *How* you see is what you get..."

We learned through Warren's Pier to Pub story that it's your perception, how you see a situation, that determines your results, that determines your reality. Could Warren have left 259 other swimmers behind him if he'd focused on having no legs? No. Are you going to achieve your full potential focussed on something you can't change? No. How we see the world is incredibly important in moving forward, in moving towards our goals.

Questions to ponder:

When faced with a challenge, ask yourself: What is the first thought that pops into my mind? Think about the last time this happened. In hindsight, were there other options you just didn't see at the time?

Action Steps:

The next time you catch yourself *choosing* to shut down, **STOP**. Stop and ask yourself: How am I seeing this?

Stopping to question the patterns we've developed over the years is a powerful step towards creating the life we really want.

There's always another way, but only if we allow ourselves to **see** it.

"Are you focusing on the *Summit* or the *Steps*?"

If we get overwhelmed by the enormity of a task, even when it is miniscule, and we're being shut down the result is the same in that we are not moving forward. Warren uses his story of his Cradle Mountain climb as an example. There were times, after repeatedly falling out of his chair, he thought he'd bitten off more than he could chew; that the task was just too huge. By breaking the journey (or the task) into manageable, **achievable** steps we are able to move forward with confidence. We get the satisfaction of **winning** as we achieve each mini goal as opposed to being shut down by the enormity of the situation.

Questions to ponder:

Pick something you consider one of your dreams. Travel the world, take the kids to Disneyland, climb Mount Everest. What are you **doing** to make that happen? If you are just waiting for it to happen, then it really is a dream. If you're serious about it, what are you **doing** to make it happen? If the answer is "nothing", you've been shut down.

Action Steps:

Ask yourself: Am I focusing on the summit or the steps? What steps can I take **TODAY** towards my dream? Traveling the world requires money, right? Not necessarily. Choosing the right credit card will give you redeemable points for flights, or accommodations. You could arrange a "home-swap" with someone in another country. If you're serious about it, pick your next action step and **Go!**

“When You Change the way you See the World, You Change the World”

We know how important it is to question how we see the world. All of us have grown up and *programmed* to see the world in a certain way. In the world Warren grew up in, men without legs simply did not climb mountains. To create a new reality, Warren had to first *see* it. He had to envision it happening, and make no mistake; it required *seeing* the world in a whole new way. Remember, if you want focus on all the doom and gloom the world has to offer; that’s exactly what you’ll get. If you want something else; you have to *see* it first.

There are so many examples we could fill this page of people actively changing the world. Here are just two:

[Greg Mortensen](#) believes educating women does more to combat terrorism than blowing people up in their own country. His is an amazing story and he’s getting amazing results.

[Jacqueline Novogratz](#) believes empowering the world’s poor by giving them access to funds previously unavailable to them through micro loans is the answer to alleviating poverty. Hard to argue when we look at everything else that’s been tried up till now...

These people are seeing the world in a new way, and as a result; the world is changing.

You can do it too.

See some of Warren’s stories online on his [YouTube](#) Channel including:

- [Pier to Pub](#)
- [For that price, I’ll change my feet!](#)
- [Kilimanjaro Crux](#)

Questions to ponder:

Let’s look at organic food. You may see it as a yuppie luxury or just another fad. It may appear that way, but nothing could be further from the truth. Do yourself a favour and read [The Omnivore’s Dilemma](#) by Michael Pollan. If we can start to change the way we see food, and this book *will* change the way you see food, we can take action steps that will make the world a better, fairer place.

Action Steps:

Ask yourself: What can I do today that can help me see the world differently? Honestly, throw away your TV, **seriously**. Nothing has done more to dumb us down over the last thirty years than television. Throw it away. The change this single act will make to your life (not to mention your children, after they’re done hating you) will be nothing short of miraculous. If you absolutely cannot face doing it - then read. Read books, read blogs on the Internet (some suggestions under resources), read anything that educates and empowers you. Read to replace information in your head that will make you a good consumer, with information aimed to empower.

Some of you may not want to hear this, but hey: I’ve made it my mission to change the way you see the world; to make the world a better place, but I can’t do it alone. I need your help. We all do.



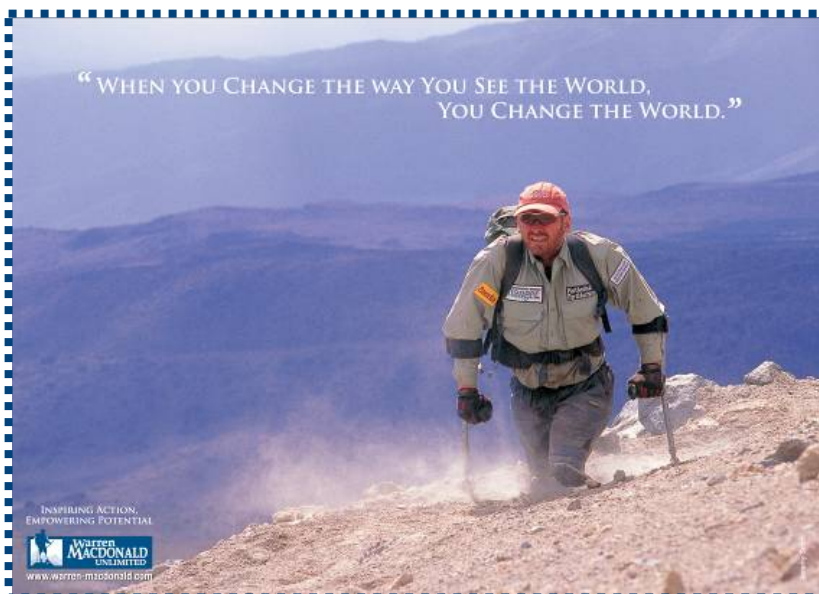
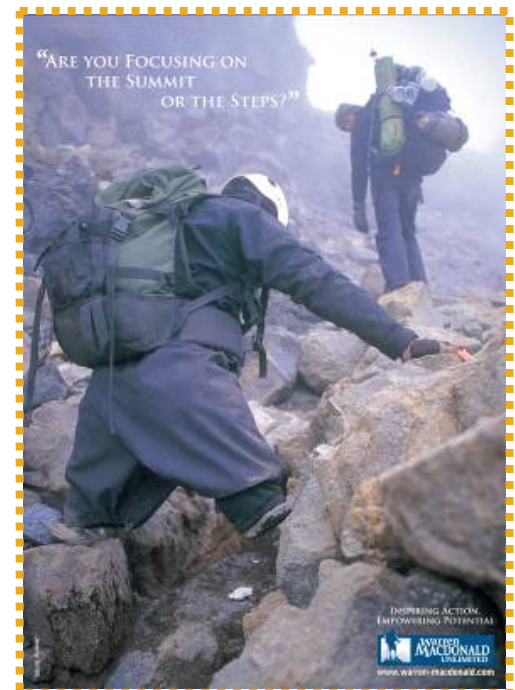
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As a thank you for listening to me speak today, I've arranged VIP access for you to download THREE special edition posters, valued at \$9.95 each, at no cost to you. Each poster contains a reminder of some of the key points we learnt today and will look great either at home or in the office. Print out as many as you like! Go to www.warren-macdonald.com/vip to get downloading.

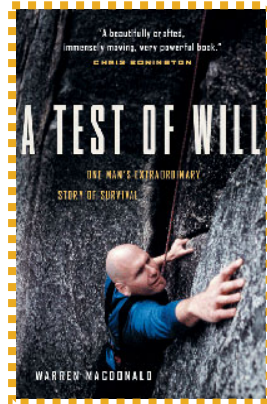
Full-size, framed or unframed posters are also available to purchase for home, office or as corporate gifts from: <http://www.warren-macdonald.com>



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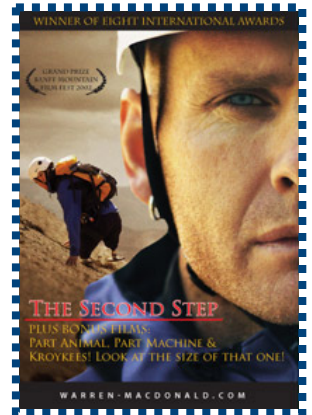
Warren's bestselling book, [A Test of Will](#)

\$22.95



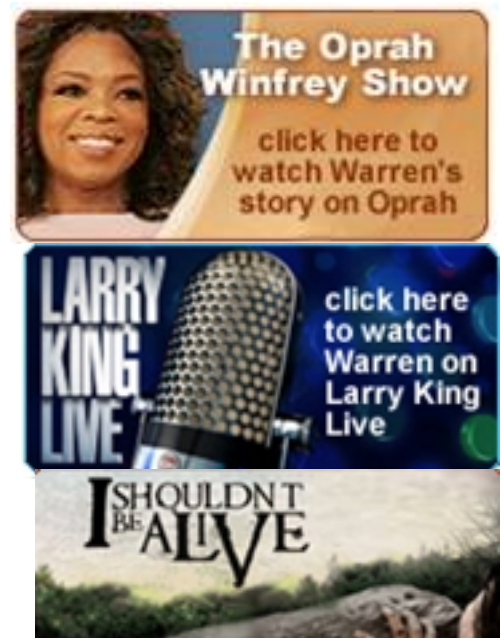
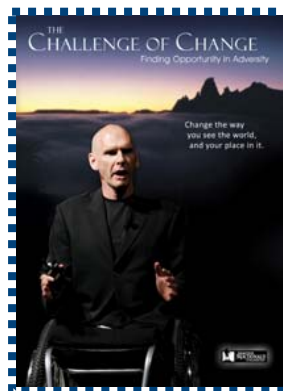
His award winning DVD, [The Second Step](#)

\$29.95



His DVD, [The Challenge of Change](#) on finding opportunity in adversity

\$49.95



To see Warren on [YouTube](#) go to www.youtube.com and search under "Warren Macdonald"

Click on the **logos** or search for "Warren Macdonald" on these sites...



www.facebook.com



www.linkedin.com

Warren recommends...

...Books

[Tribes](#) by **Seth Godin**

[The War of Art](#) by **Steven Pressfield**

Find more at:

<http://astore.amazon.com/warrenmacdona-20>

Stay up to date with Warren's latest thoughts, insights and information his [blog](#)...

(<http://warren-macdonald.com/index.php/blog/>)

Oprah and Eckhart's "[A New Earth](#)" Webinar (www.oprah.com – search for New Earth)

Seth Godin's [blog](#) at

<http://sethgodin.typepad.com>



Helping You Shift Your Perception on Change

Challenging times call for a powerful message. A message of hope and inspiration filled with the perspective, lessons and tools required when we are faced with seemingly insurmountable obstacles. Warren Macdonald knows what it means to face adversity, to wake up to a whole new reality. In 1997 he lost both legs above the knee in a horrific backcountry accident; spending *two days* trapped beneath a *one ton* boulder...

Warren is a visionary who lives and breathes change management every day. He is routinely sought out as a keynote speaker and motivator to foster “out of the box” thinking; the kind of thinking that led Warren to become the first double above-knee amputee to climb Mt. Kilimanjaro, Africa’s tallest peak (19,222ft); the kind of thinking that empowers potential.

A powerful catalyst for change, Warren’s presentation challenges the status quo by telling you what you need to hear, not what you necessarily want to hear...

Warren’s bestselling book, “*A Test of Will*” is the subject of the “Trapped under a Boulder” episode of **Discovery Channel’s** “*I Shouldn’t Be Alive*” series. His documentary film “*The Second Step*” has been acclaimed worldwide, screening on **National Geographic Television** and winning eight international awards.

Warren has appeared on “**Larry King Live**”, “**The Oprah Winfrey Show**”, and “**The Hour**” with **George Stroumboulopoulos**. He has written articles for “**CNN World Edition**” (WWW), “**Australian Geographic**”, “Speaking of Impact” and “Professional Speaker”.

Warren’s mission is to help you change the way you see the world and your place in it.

