



MARGIE WARRELL

BEST-SELLING AUTHOR OF **STOP PLAYING SAFE AND BRAVE**

*make
your
mark*

A GUIDEBOOK FOR THE

BRAVE HEARTED

WILEY

'Margie Warrell has done it again! Just when we might be feeling in need of encouraging words and advice, she's back with a book that challenges each of us to draw from within, to lend a hand to others and to reach higher without fear. Do yourself a favour and read it soon.'

—**Kathy Calvin**, President & CEO,
United Nations Foundation

'*Make Your Mark* provides a roadmap to move past the fears and over the hurdles holding you back so you can create a life that lights you up. Read. Now.'

—**Estelle**, Grammy award winning singer-songwriter

'Written by a true master, *Make Your Mark* is your step-by-step guide to a life filled with passion and purpose. Highly practical, filled with wisdom and inspiration, this is a must read for anyone who wants to live a bigger life.'

—**Louisa Jewell**, President, Canadian Positive
Psychology Association

'If you've got big dreams but self-doubt keeps you from going after them, then this book has found its way to your hands for a reason. It's pointing you toward your biggest life. Read. Dare. Do.'

—**Jacqui Cooper**, Olympic Aerial Skier

'I'm a big fan of Margie Warrell for both her practical uplifting work and what it draws out in me and all her readers. As with her other books, *Make Your Mark* provides clear guidance, practical tools, and deep wisdom, all focused on one aim: inspiring a better you. Read this book and you'll truly Make Your Mark!'

—**Bill Treasurer**, Author of *Courage Goes to Work* and
Leaders Open Doors

'*Make Your Mark* will show you how to develop the habits and mindset to take control of your destiny and create a life of impact and purpose.'

—**Richard Reirson**, Leadership Consultant

'If you've ever asked yourself "What if?" or "What more?" this is the book for you. *Make Your Mark* is the ultimate guide to fearlessly creating the life of your dreams.'

— **Janine Garner**, Author of *From Me To We*

'Never doubt the mark you can make when you commit to a purpose bigger than yourself. This book will show you how.'

— **Jacinta McDonell**, Co-founder, Anytime Fitness Australia & Founder, Human Kind Project and Urban Yoga

'Margie Warrell has done it again... this book shows what's holding you back while igniting the spark of courage to light your path forward. Part wisdom guide, part workbook, *Make Your Mark* is the best gift you can give yourself or someone you love.'

— **Suzi Pomerantz**, CEO, Innovative Leadership International

'*Make Your Mark* is a must read for anyone who isn't ready to settle for less than the biggest life they are capable of living. Buy it. Read it. Live it.'

— **Michelle McQuaid**, Author of *Lead Like A Woman*

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ABOUT THE AUTHOR



Find Your Courage, Stop Playing Safe, Brave.

The titles of Margie's three previous bestselling books reflect her passion for helping people make braver decisions and lead bigger lives.

Margie's had to find her courage many times since growing up as the big sister of seven on a dairy farm

in rural Australia. Personal struggles, family tragedies, an armed robbery, having four children in five years: all have taught her valuable lessons about embracing change, building resilience and the power of purpose.

Today Margie draws on her background in Fortune 500 business, coaching and psychology to equip people with the mindset and strategies needed to achieve stronger outcomes for themselves and others. Her clients include NASA, Accenture, Johnson & Johnson, Facebook, Mars, Australian Federal Police, Microsoft, Oracle, and the United Nations Foundation.

Host of RawCourage.TV, Margie's insights have also been shaped by her work and interviews with leaders and luminaries such as Sir Richard Branson, Bill Marriott and Marianne Williamson. Margie has also co-authored two other books with world leadership experts Stephen Covey, Jack Canfield, Ken Blanchard and John Gray.

An acclaimed keynote speaker and guest lecturer at Columbia and Georgetown universities, Margie is a sought-after commentator with leading media including *The Wall Street Journal*, Fox News, the *Today* show, Al Jazeera, *Women's Health* and *Inc. Magazine*. Her Forbes 'Courage Works' column has been read by millions.

A passionate advocate for gender equality, in 2010 Margie founded Global Courage to help women be stronger leaders across all sectors of society. She has since been appointed Australia's first Ambassador for Women in Global Business and has been made a Women's Economic Forum honouree. Margie is also an ambassador for Beyond Blue, and is committed to helping remove the stigma around mental illness and reducing the suffering of all those affected by it.

An adventurer at heart, Margie has travelled off the beaten track in 70-plus countries. She's crossed the Sahara desert, stayed in Palestinian refugee camps, swum with piranhas in the Amazon, cycled the streets of Beijing, hiked the Inca trail, coached women in Africa's infamous Kibera slum and spent three years living in Papua New Guinea.

When she's not juggling (and occasionally dropping) the many balls of making her own mark upon the world while raising her four teenage children (her proudest achievement), she enjoys planning adventures with them and her husband Andrew—most recently, summiting Mt Kilimanjaro.

For inspiration and information please visit www.margiewarrell.com.

ACKNOWLEDGEMENTS

An agent recently asked me if I had a five-year strategic plan for writing books. I told her it sounded like a great idea but, no, I didn't. This book, like all my others, evolved very organically from a casual conversation with my publisher, Lucy Raymond, about how I might self-publish a journal-style guidebook to share with clients and people at my workshops and Live Brave events. The original vision was largely just questions, a few quotes, empty pages and little else. As you can see, it has turned into something far bigger. So thank you, Lucy, for believing in me—a third time around—and allowing the scope and structure of this book to evolve as I dived into writing it. Thanks also to the team at Wiley who helped shepherd it into your hands right now.

Given this is my fourth book, it would be reasonable to assume I'd have this whole 'book-birthing' process down to a fine art by now. Aaagh... if only that were true! From starting my first book *Find Your Courage*—when I had four kids under the age of seven (probably more crazy than courageous)—to this one, bringing a book to life while keeping up with my own has always been a juggling act. Disappearing for three months to a quiet cabin in the woods has simply not been an option. So, of all the people deserving of acknowledgement, my husband Andrew tops the list. Sharing my life with someone who is also my biggest cheerleader is a blessing I count daily. Or most days... some I forget.

I also want to acknowledge the many big-hearted people who make up my 'tribe'. My friends, whom I can always count on to make me laugh, let me cry and to have the occasional vent with when my best-laid plans fall apart (which happened while writing this book... but I'll save that for another day). In particular, to Anna Quin, Christine Louden, Emma Hogan, Sarah Garrow... thank you for your listening ear and loving support at crucial moments throughout the last year as this book came into being. Also to my treasured family—Mum, Dad, Cath, Anne, Steve, Pauline and Frank—and co.! I'm so blessed to be part of the Kleinitz clan.

A shout-out also to my team—Val, Kim, James and Angela—for having my back and supporting me as I work to make my own mark. Also to Sal Bonney, Margie Edmonds and my generous in-laws, Chris and Di Warrell, for helping on the home front. It takes a village and I'm so glad you're in mine!

Finally, I want to acknowledge my four genuinely remarkable teenage children—Lachlan, Maddy, Ben and Matthew—who make me look like a good mum despite my shortfalls. Your advice on how to be a better parent, use hashtags, upgrade my 80s dance moves, sneeze more quietly and 'get my act together' is both highly grounding and indispensable. While I know you feel you have enough books to read at school without one more added to the list, I hope that when you do finally pick this one up you'll find some small piece of advice you haven't heard already. You each have a uniquely important mark to make on this world, and encouraging you to make it is my greatest privilege.

—Margie

INTRODUCTION

I'm truly grateful this book has found its way into your hands.

I wrote it for you because I know you have a heartfelt desire to live a deeply meaningful life, one that inspires you even as it challenges you. A life rich in purpose and fused with passion. A life you can one day look back upon without regret but with a deep sense of satisfaction, gratitude and wonder.

Yet I am guessing that there are times you find yourself feeling stuck, wondering whether there is more to life than the one you are living. Whether there is more you could be doing. Whether you are playing too small, living too safe or settling for too little.

I've felt that way myself. Many times. Sometimes I still do. Times when my desire to stamp my biggest mark upon the world is wrestled to the ground by my fear that I simply don't have what it takes; that I'm deluding myself and I'm destined to fall short of the mark. Far short.

Which is what has brought us together, here, right now. Because I know that I'm not alone: that there are millions like me who also sometimes wonder, 'What else?' or 'What if?' People with wonderful talents and burning dreams who want to do more and be more, but who so often doubt whether they can. People like you and me who aren't content to settle for less than the life we are capable of living, but who so easily get swept along by the shallow currents of our culture. A culture that celebrates the superficial which feeds our ego, at the expense of the meaningful which feeds our soul.

Of course, there is no shortage of social-media posts and t-shirts emblazoned with catchphrases imploring us to *Think Big*, *Shoot for the Stars* and *#JustDoIt*.

Few people would argue with their sentiments.

After all, to quote one of the most well-worn maxims, 'life is not a dress rehearsal', right?

Yet, for all the messages we get encouraging us to ‘lean in’ and ‘aim high’, most people struggle to live them out. This is despite the thousands of books written to help them do just that. (I’ve written three myself.) While most of these books offer useful insights to help move people into action, they often fall short in transforming the lives of their readers or of their families, teams, organisations and communities.

The reason is simple.

FORGING A DEEPLY MEANINGFUL LIFE IS FRAUGHT WITH RISK.

The risk of failure, the risk of rejection, falling flat on your face and feeling like a fool.

Given we’re wired to avoid all these risks, it’s little wonder so many people veer away from them. Taking the road less travelled just seems so hard.

Too hard.

It’s hard because, at the core of our being and woven through every thread of our psychological DNA, we are terrified of falling short—far short—of achieving our goals, much less ‘reaching the stars’ or leaving a legacy that will far outlast our years on earth.

Hardwired into our boards at birth is a potent and primal force against change: against exposing ourselves to anything that might threaten our sense of identity, security and belonging.

AND SO, FOR ALL OUR GOOD INTENTIONS TO BE STRONG AND BRAVE, WE SO OFTEN HOLD BACK FROM DOING THE VERY THINGS WE KNOW DEEP IN OUR HEARTS WILL HELP US CREATE MORE OF WHAT WE WANT AND TO CHANGE WHAT WE DON’T.

More fulfilment, more connection, more growth.

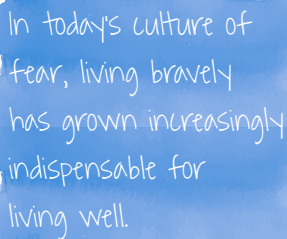
Less melancholy, less conflict, less spinning our wheels in a frenzy of busyness without feeling like we’re moving any closer towards the very things we yearn for most.

Hence this book.

Since embarking upon my ‘second career’ nearly 20 years ago, I’ve had the privilege of working with thousands of people from different walks of life and cultures around the world. Entrepreneurs. Small-business owners. Leaders in business, government, education, healthcare and social enterprise. Time and time again, what I have found is that while they often come to me looking for answers, the most powerful answers they ever get are those they arrive at themselves when they sit quietly, unguardedly, with the big questions.

What is your ultimate outcome? What do you yearn for most, when all that sparkles is stripped away? Where is fear holding the balance of power in your life? Is the security it’s giving you worth what you’re giving up? What would be possible if you stepped outside your story?

These are just a few of the questions I’ve asked people over the years to help them on their ‘quest’ to live a deeply authentic and meaningful life. I share them here only because I know that if you sit quietly with these questions you’ll find yourself having to think a little harder and dig a little deeper about your own.



In today's culture of fear, living bravely has grown increasingly indispensable for living well.

With both my clients and the people who have attended my programs, I have witnessed the power that flows when we give ourselves the emotional space to connect to our deepest desires and uncover the fears holding them hostage. The possibilities that can open up when we remove our armour and get clear about the highest purpose for our lives—the most meaningful mark we hope to make on the world—are as boundless as they are beautiful.

It’s why this book is different from others I’ve written or the many wonderful books that may already line your shelves. While it’s far more than a journal, my intention for writing it is to help you access the wisdom already inside you, uncovering your own answers to life’s most pressing questions.

As such, I have deliberately excluded anything I felt could distract from or dilute the impact of the questions. While all of the concepts in the book are backed by empirical research, it doesn't detail studies about the psychology of risk-taking, the neuroscience of peak performance or the importance of cultivating grit and a 'growth mindset'. Nor does it contain the case studies I've included in my previous books. All these have their place, and it's an important one. It just isn't here.

My primary goal for this book is to guide you on a journey to chart your bravest course to your biggest life. To do that, you'll need to be really honest about what you most want and what's kept you from having it already—or having *more* of it!

That in itself will take courage. To pause from the busyness of your doing and to spend more time simply being. To step beyond the shallows and dive deep into the still waters so seldom entered. To embrace your vulnerability and interrogate your reality. To park your cynicism, confront your fears and see yourself as a leader with an invaluable mark to make—both on the people you care about most and those you may never get to meet.

BUT LET'S FACE IT, WE HUMANS ARE WIZARDS WHEN IT COMES TO DISTRACTING OURSELVES FROM THE REAL WORK OF THINKING HARD ABOUT LIVING WELL.

We hurry through our days, from one activity to the next, juggling balls, spinning plates and bending ourselves inside out to measure up or avoid missing out. All the while we never quite get around to getting real about our inner lives or, to quote industrialist John W Gardner, 'to probe the fearful and wonderful world within'.

It's my hope that this book will help you to probe the 'fearful and wonderful world within' so that you can avoid the barrenness of a busy life and relish the richness of a brave one.

I must warn you, though. The journey ahead won't always be comfortable. Then again, having spent so much of my adult life feeling decidedly uncomfortable, I know that no worthwhile endeavour ever is.

WHAT I'VE LEARNED SINCE GROWING UP ON A FARM WITH A VISION THAT EXTENDED LITTLE BEYOND THE BACK Paddock, IS THAT OUR LIVES ARE AS BIG AS WE DARE TO MAKE THEM.

It's why you cannot afford to wait until 'one day' before you make time to create the highest vision for your life. *One day*, when your kids are older. *One day*, when the economy's better. *One day*, when the mortgage is paid. *One day*, when you've lost your doubt or 'found yourself' and finally feel like you've grown up.

There is no 'one day'. There is only 'this day'. Today.

While you may be tempted to skirt over the questions that follow each chapter and the exercises at the end of each of the seven steps—which tie the whole book together—I can't overstate the value you'll get from actually writing down your answers. Research has proven that the very process of putting a pen to paper will help you to process your emotions and refine your thinking in ways that simply reading never will.

Truly.

That said, there is no right or wrong way to complete this book. While it comprises seven distinct steps that guide you through a journey from self-reflection to purposeful action, if you open any page, you will find an invitation to rethink how you're 'doing life'.

As I wrote in *Brave* (a book that provides a valuable companion to this one), if it were easy to lay our vulnerability on the line for something more important—to risk what we have now for what we want most—we would all be doing it. It's why, in our increasingly uptight, cautious and uncertain world, living your best life requires living a brave life.

I hope this book will serve as a roadmap—your own personal 'life GPS'—to help you navigate from where you are now to where you most want to go (and, if you're unsure where that is,

to help you figure it out!). So as you write down your thoughts, reframe your fears and reimagine your future in the pages to come, I invite you to do so with a brave heart and open mind.

YOUR FUTURE IS STILL AN OPEN BOOK, WAITING TO BE WRITTEN. YOU ARE ITS AUTHOR.

Every step of your journey so far has held a gift for you to use to start a new chapter. But not just any chapter. One that casts you as the hero in this grand adventure of life and leaves an indelible mark on others for how you lived it.

No-one on earth has the same combination of know-how, talent, passion, personality, opportunity or hard-won wisdom as you. No-one ever will. If this book helps you channel the best of who you are into making the biggest mark you can, I will be deeply honoured and immeasurably grateful.

Thank you for trusting me to accompany you on this leg of your journey.

In return I ask just one thing: to trust in yourself that you have everything—and I mean *everything*—you need within you to fulfil the highest vision you are inspired to pursue.

You were born with
wings, why prefer to
crawl through life?

RUMI

STEP

1

DECIDE WHAT YOU STAND FOR

YOU ARE HERE TO MAKE A MARK
THAT NO-ONE ELSE CAN. OWN
YOUR DIFFERENCE. RE-IMAGINE
YOUR FUTURE. STAND FOR A CAUSE
FAR GREATER THAN YOURSELF.

We all have different ideas of how to be happy. Some work—sort of, or at least part of the time. Others don't. In fact, sometimes people can make themselves royally miserable in their misguided quest for happiness. (They can make life tough going for others too!)

We humans are complex creatures with a vast host of needs and desires, biases and beliefs, often wrestling with each other behind the mask we wear for the world. Some of them we can articulate; others we can't. But they are there nevertheless, in the background, out of sight—often even out of our conscious awareness—guiding our choices, directing our actions and steering us away from anything that might be perceived as remotely threatening to our safety or sense of identity. It's why, despite the pickle some people can get themselves into they continue to do more of what's already not working in the naïve, if not deluded, hope that eventually it will.

The reason is simple: whatever we're doing, it is always meeting a need on some level. A need for belonging, approval or admiration. A need for security, safety or certainty. A need for prestige and power. A need for pity, to prove our unworthiness or to validate our powerlessness.

ON SOME LEVEL, EVERY DECISION WE MAKE PROVIDES A PSYCHOLOGICAL PAY-OFF, EVEN IF THAT PAY-OFF IS CAUSING US ALL SORTS OF GRIEF AND ONLY PERPETUATING THE PROBLEMS WE COMPLAIN ABOUT.

Of course, that's not to say we don't have other higher level needs and desires—for growth, for giving, for exploring, for expressing ourselves fully in the world and leaving a legacy for those we leave behind. Or, at the very top of Maslow's pyramid, for enlightenment. It's just that if we aren't clear about what inspires us most deeply, what we want our lives to stand for in the highest order, our most primal fears, lower level needs and superficial desires will override our deepest ones. As the saying goes, if we don't stand for something, we can fall for anything.

The ever-growing levels of depression and workplace disengagement are testament to this. Millions of people get out of bed this morning and went to work to do a job they feel little or no passion for beyond the money it provides and with no real plan to change their situation. They'll do the same tomorrow. And the day after that. For many, it will continue this way through the best years of their lives as they count down the days until their retirement. Ignoring the siren call of their souls, they sacrifice their deepest longings on the altar of status and security.

It's why living a deeply fulfilling life begins by getting real about what we want it to stand for. Too often the biggest life decisions people make (from the career they pursue to the person they marry) are guided more by what is expected or expedient than by what lights them up. It's why so many people live their lives by default rather than by design, semi-sleepwalking through each day with a general sense of malaise. The noise of their busy industriousness drowns out the quiet voice emanating from the depths. Unsure of what they want their life to stand for beyond the outward success our culture exalts, their desire to look good and feel safe overrides any aspiration for contribution and soul-level satisfaction.

It's why the universe has somehow conspired to land this book into your hands. To expand and fortify your highest aspirations lest your life inadvertently be shaped by your smallest fears.

In *The Road to Character*, David Brooks wrote that 'the central fallacy of modern life is the belief that outward success, with all its grand accomplishments, can produce deep satisfaction'. It's why we have ever more the means to live, but ever less the meaning to live for. With no clear sense of purpose, our smallest fears and desires lead us down the path of least resistance, maximum comfort and lowest risk. A path that never ends anywhere inspiring.

By virtue of the fact that you are reading this now, in your heart you know that you want to live a life that lights you up: a life that is more than getting by, more than looking good, more than feeling comfortable or fitting in.