

# Business As A Game



**Remove  
the Pressure**

**Drop the  
Expectation**

**Have Fun**

BY MIKE GARDE

[WWW.MGPERFORMANCECOACHING.COM](http://WWW.MGPERFORMANCECOACHING.COM)



# A NOTE FROM ME TO YOU.

WELCOME,

There was a time in my life when everything felt like I was lurching from one disaster to another. It happened over about a decade and I felt lost, confused and had a total lack of direction. My fledgling business was on its knees before I even got started.

I was divorced, in debt, feeling fearful and anxious and even depressed. I felt lost within, what felt like a dark maze, struggling to find my way out. Both my life and business were suffering, but I couldn't see the one thing that was common to everything. Me!

I now come at my life & business from a very different viewpoint after coming across an understanding called the 3 Principles and this is what I share with my clients today. Because the one consistent thing that gets in our way is ourselves.

I'm not exaggerating when I say if you get insights around the 3 Principles, it can seriously change your life and business for the better. and quickly.

This is an introduction to those same principles in a business, I hope you find it as useful as I still do today.

I'd love to hear how you get on, so please, let me know. You can contact me directly at [\*\*mike@mgperformancecoaching.com\*\*](mailto:mike@mgperformancecoaching.com)

I look forward to hearing the difference this has made to you & your business.

Best Wishes.

*Mike Garde*

Mike Garde  
Founder of MG Performance Coaching

# ARE YOU SERIOUS?

## Are You Serious About Your Business?

All our lives we're told **you** need to **get serious**  
about your **studies**,  
about your **career**,  
about your **relationship**,  
about being a **parent**,  
about **saving** for your **retirement**  
and about running your **Business!**

I don't know about you, but I **associate** being **serious** with **pressure** and one of the dictionary definitions of serious is '**DEMANDING**'.

'**Serious**' always felt like **removing** the **joy** from something.

I'm still committed to giving my business my **full care** and **attention** but not being too 'Serious' about it. I'm removing the feeling of **heaviness** from it.

I noticed in my coaching business that when I **put expectations on myself** (like earning a certain amount this month or enrolling x number of clients), sometimes I'd meet those expectations & sometimes I wouldn't.

I **felt great** when I **met** my **expectations** &  
**crap** when I **didn't**.

Yet most of these **expectations** were things I'd  
literally **made up**, based on what I **thought** I  
**should be** achieving.

Then I'd beat myself up about it if I didn't meet  
these **imaginary** expectations.

I started to notice my **expectations** creeping  
into my thoughts around how to **attract** clients.

It was like a noisy unhelpful background track  
playing in my **mind** and instead of helping me,  
it just **created pressure** on me and **distracted**  
me from what I **wanted** to **focus** on.

If I was on a call with a **potential** client, they'd notice I **wasn't fully present** for them.

In my **mind**, I'd be **creating** the **thoughts** of **scarcity** which led to an **anxious** feeling in my body.

I'd be **telling** myself the **story** of why I really need this next client or it **means** x y z about me.

When you're having a conversation with a **potential** client and they **sense** that **desperation** from you (and believe me they will!), that you **need** them more than they **need** you.

You may as well be **spraying** client **repellent** all over yourself.

I **learnt** this the **hard way** because I didn't know there was **another way** and I see so many of my clients & colleagues having a similar **experience**.

What I **want to share**.

It's **not** a **toolset**, it's **not** a **framework**, and it **doesn't require** you to **study** anything or take up hours of your **precious time**.

It's simply an **understanding**, an **awareness** which you can bring to your business.

**Thinking** of **business as a game** has made a **massive difference** to the way **I show up** in my **business** & I know this can **work for you** and your clients too.

# PLAY THE GAME OF BUSINESS

## Playing the Game of Business?

Instead of having a **strict goal** with everything I can **imagine** mapped out ahead of time, instead, I have a **vision** of where I **want** to get to.

Just like a **game** business & life don't tend to follow a **linear path**.

Unexpected **twists & turns** show up, most of which you **hadn't planned** for in your original goal or **vision**.

The **pandemic** would be a **great example** of this, which most businesses & governments hadn't factored into their overall **strategies**.

Looking at **business** as a **game** doesn't mean you're better **prepared** for the **unexpected**. But it does mean that when the **unexpected** happens I'm **better** placed to **cope** with it.

I'm **not burdened** down by **stress & pressure** that come with **expectations**.

Which leads me to be able to come up with more **creative** solutions when they're most needed. I don't know about you, but when I get **too 'Serious'** I tend to **lose** my **creativity**.

I now look at my business much like a **game of snakes & ladders**.

I know in my **business** I'll **throw** the **dice** and sometimes I'll move **forward** just a space, maybe several spaces.

At times I'll get **unlucky** and land on a snake, an **unforeseen setback** to my **business**.

But as long I **keep turning up** & throwing the dice and **sooner or later** if I **stay in the game** I'll attain my **vision**.

I may be **lucky** and land on a ladder, where an **unexpected** business **opportunity presents itself** and I'll advance further & quicker than I could have **imagined**.

I'm **not perfect** and sometimes I **forget** I'm in the **game** of business & start **taking things seriously** again. But once I become **aware** I've gone into **serious mode** and I **remember** to approach my **business as a game** all the **stress & pressure** that come along with taking things **seriously** naturally drop away on their own without me having to do anything.

**Now** when it comes to a call with a **potential** client, the only **expectation** I put on myself is to **give** them **massive value** during the call.

There's **no expectation** from me of making them a client and no expectation or **pressure** on them to become a client.

I share these same **ideas** with my clients.

It's **remarkable** how looking at something as a **game** instead of it being so **serious**, totally **transforms** their **view** of their business. It's beautiful to watch the **pressure** drop away from my clients and see them start to **enjoy playing** in their business instead of **working** in it.

One client has even bought some **big dice** for her office desk as a **reminder** that her **business is a game**.

Things to do with business, like a **big negotiation**, a **big deal**, **success**, **failure**. These are generated by you via **thought**.

A way to **illustrate** this is, if you can't put it in a **wheelbarrow**, it's **thought**.

You **can't** put any of those things in a **wheelbarrow**, which means, they're **made up** or made up of **thought**.

This means they're part of your personal experience, they're **not** things **outside** of you to be reckoned with.

They're something **you're generating** on the **inside (thought)** and having an **experience** of.

In fact, the game of **business** is **all made up** and **if you see** that then there's a lot of **freedom** in it.

Because it can get **made up differently** as you go.

You're **not stuck** with the way you've got it **in your head** right now.

In the game of business one of the **critical factors** is how you **define success** and how you **define failure**.

Understanding **success** and **failure** frees you up to just play. Play your **best game** rather than play out a script.

We **make up success** and **failure**. How we define these elements from the game of business will have a **direct effect** on the **experience** that **we have** in business.

Depending on how you **make** those **things up**, you'll have an **easier** or **harder** time. You'll tend to **enjoy** your business **more** or **less**.

When we **understand** that the **real issue** is **how** we are **thinking** about it, and **not** the situation itself, it **opens up space** for us to **think differently**.

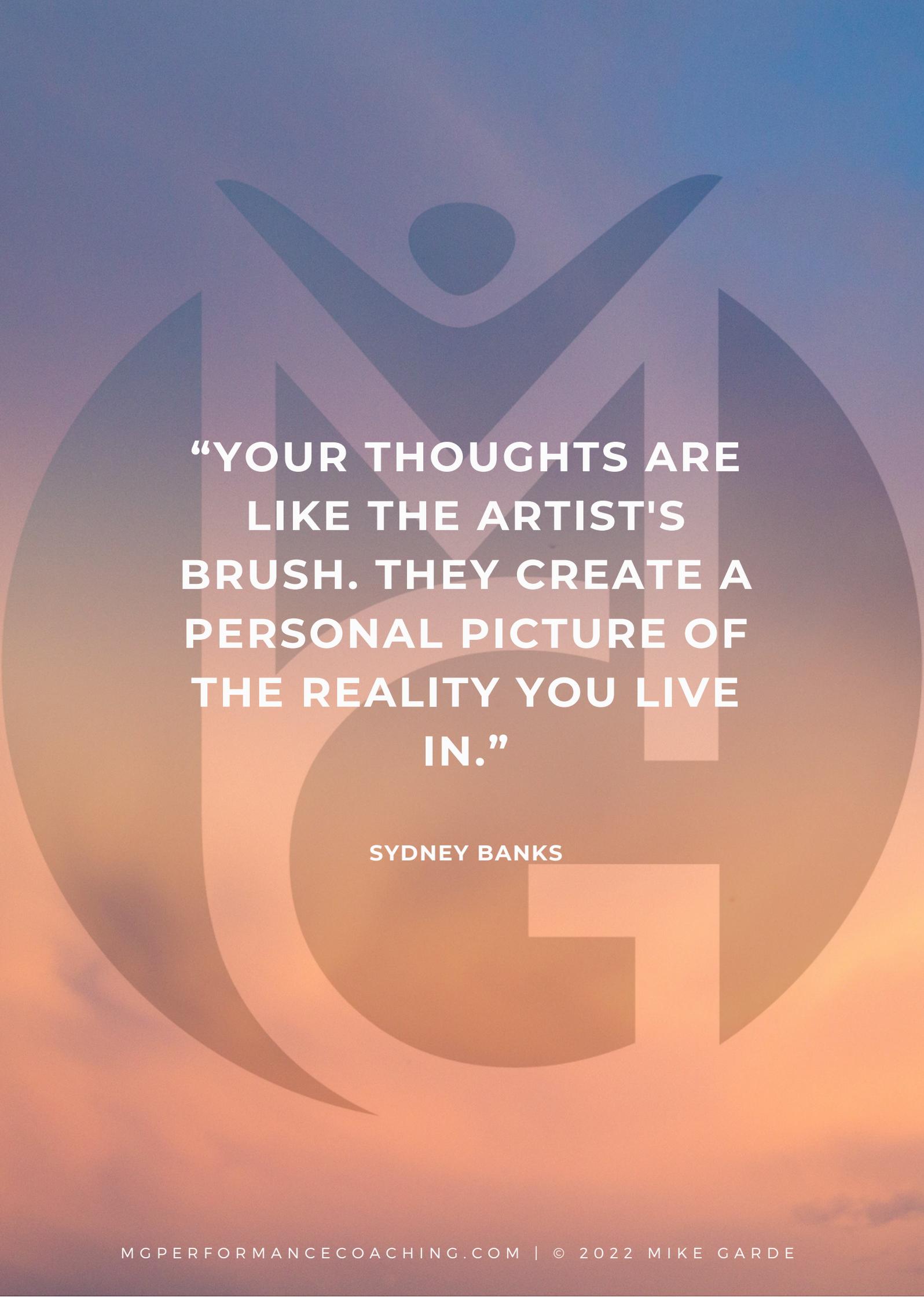
# WHAT NOW?

## Going Forwards.

### Some questions to ponder:

- What pressure could you remove from your business?
- Is your business fun for you?
- Do you enjoy turning up every day?
- Do you worry or have fears for your business?
- Do you rake over mistakes you've made in the past?

If you'd like to find out more about how turning up to your business like a game could help you, then email me at: [mike@mgperformancecoaching.com](mailto:mike@mgperformancecoaching.com) and we'll discuss your circumstances in a complimentary chat.



**“YOUR THOUGHTS ARE  
LIKE THE ARTIST'S  
BRUSH. THEY CREATE A  
PERSONAL PICTURE OF  
THE REALITY YOU LIVE  
IN.”**

**SYDNEY BANKS**