

ADAM BIGHILL BE THE HERO IN YOUR OWN STORY

If you are looking for some extra motivation, this podcast is for you! Adam Bighill, award-winning player and Grey Cup Champion in the Canadian Football League, has an inspiring story.

As an undersized athlete, he was told he'd never make it to the highest levels. Listen to this motivational conversation where Adam shares his incredible story about focusing on what he could control and being determined to outwork every other player until he became the best.

He also provides great insight on feedback: how to give it, how to receive it, and how to use it to your advantage! If there is something you are striving to achieve... after listening to Adam, you will be left with no excuses.

WHAT IS FEEDBACK?

"I already know I'm undersized, I don't need them telling me that."

Have you ever received this kind of de-motivating information? This is not feedback. Giving "feedback" to people that is based on things that they can't change isn't helpful at all. When have you given "information" to others that is simply a comment on something that is outside of their control, and therefore useless information? The point of feedback is to focus on areas that a person can change, improve, or use to advance their situation in some way.

USING FEEDBACK AS FUEL

"My mindset was to have no weaknesses."

When you get legitimate feedback on something you are in control of, what do you do with that information? Do you let it get you down, or do you use the feedback as fuel? What actions do you take? Adam chose to use every piece real feedback he received as a new goal. He strived to reach a point where there would be no constructive feedback left to give; a point where there would be nothing left to say other than "He doesn't get beat, he makes plays."

REFLECT

If you are striving for big things:

What will you do with the feedback you get from others?

How will you take control of the feedback you give yourself?

How will you create and maintain a culture for yourself that will sustain you through the difficult journey?

INTERNAL FEEDBACK

Adam wanted to EARN the win. He didn't look for shortcuts. He wanted to outwork everyone else until he could make the play no matter what he was up against, and no one could beat him. Throughout the podcast, Adam demonstrates the intense power of self-talk.

"I always thought that if I outwork you, then I should win. I don't care how good you think you are. If I outwork you, day in, day out, and consistently, I expect to win."

What you tell yourself and what you focus on when things get difficult has a critical impact on what happens next. If every time you receive real feedback, you find a way to turn it into a goal and use it as motivation, you free yourself to put your energy into the right stuff. The productive stuff.

And as Adam points out; every choice you make along the way is going to either help you or hurt you along the journey of what you are striving for.

"I didn't want to have any regrets."

This is a phrase we hear often. It sounds great, but truly living this way requires a lot of courage. When you truly live this way, you make yourself very vulnerable because you really put yourself on the table.

"I believe there is so much potential inside of people if they choose to unlock it."

EXPLORE

Hear about how Coach Mike O'Shea creates a culture of excellence with his Winnipeg Blue Bomber Team [on our website](#) or on [Spotify](#)

[Learn more](#) from Adam Bighill