

Why Playing Your A-Game is the Key to Unlocking Your Greatest Potential

Let me guess. You've been crushing tasks, ticking off to-do lists, meeting every deadline. You're the reliable one. The one who gets things done. But late at night, when the noise dies down, there's this voice in your head.

It whispers: "**Is this it?**"

You feel it deep down. You know it—you're capable of **greater things**. You've told yourself that *someday* you'll level up. When the time is right. When you have more experience. When the stars align.

But here's the thing. **Someday is a lie**. It doesn't exist.

The only thing between you and the extraordinary results you crave? The decision to stop playing it safe. To stop waiting for *someday* and start playing your **A-Game**. Now.

The C-Game: The Trap Most People Fall Into

Most people are stuck in their **C-Game**. It's the place where you do just enough. The "check-the-box" world. You're working hard, but you're not moving the needle. You're on the hamster wheel, running fast, but you're going nowhere.

Years ago, I was stuck in the **C-Game**. People told me, "*You've got to build your name. Speak for free. Get your name out there.*" So, I did what everyone else was doing. I sent letters to 50 organizations, offering to speak at no cost. I spoke at Rotary clubs, Toastmasters, schools—anywhere that would have me.

I wrote blogs nobody read. Sent mass emails through Yahoo Groups. Spent my own money to speak for free. Occasionally, I'd get an honorarium, but more often, I was left with nothing but **exhaustion**. Sound familiar?

Here's what I didn't realize: I was **doing all the right things**, but I was playing the **wrong game**. I was stuck in the same cycle I see so many speakers stuck in today. They do what everyone else is doing, hoping for different results. They call themselves "influencers" but have nothing to show for it.

It's the **C-Game**—and it's a trap. It's comfortable, it's safe, but it's **stagnation** dressed as progress.

The B-Game: When Things Start to Get Exciting

Then, there's the **B-Game**. This is where things get **fun**.

You're no longer chasing crumbs. You've figured out how to 10x your results. You've stopped sweating the small stuff. You delegate, automate, or flat-out ditch tasks that waste your time. You focus on **high-value work**.

As Dan Sullivan says, "**10x is easier than 2x.**"

Want an example? Meet **Mario**. He was charging 1,000 pesos per gig. Hustling hard. But then he met a mentor who showed him how to raise his fee from 1,000 to 15,000 pesos. Same effort. More value. He wasn't just grinding anymore. He was working smarter, not harder.

Mario learned that working harder isn't the answer. **Delivering value is**.

The **B-Game** is **exciting**. You're breaking free from the grind. You're seeing **real results**. You're getting **paid** what you're worth. People start taking you seriously. You're making 10x the progress, with 10x the impact.

But here's the danger: most people stop here. They hit 10x and think they've made it. But they're wrong. They're still **play bigger**.

The A-Game: Where the Real Magic Happens

Let me introduce you to the **A-Game**. This is where **100x** happens. This is where everything **changes**.

In the **A-Game**, you're not just working harder. You're not even working smarter. You're **working strategically**. You're making moves that **exponentially multiply** your results.

Look at **JC**. He was tired of chasing gigs, so he decided to flip the script. He wrote a book—not to make money, but to **position himself as an authority**. He didn't sell the book. He **gave it away** to key decision-makers. Then, he turned some of the content into a **free 90-minute training**. That training landed him **high-paying clients**. **That's A-Game thinking**.

It's not about **more work**. It's about **smart work**—leveraged work. JC positioned himself as the expert, much like **Joe Polish** did when he went from cleaning carpets to running a global network of entrepreneurs. Today, Joe rubs shoulders with **Richard Branson**. And it all started with **A-Game strategy**.

The **A-Game**? It's **game-changing**. It's not just about working harder or smarter. It's about playing the game that **changes the entire landscape**.

Why You're Not Playing Your A-Game—Yet

Here's why you're not playing your **A-Game**—yet:

Comfort

The **C-Game** feels **safe**. You're meeting expectations. Getting by. There's no urgency to change. It's the comfy couch of life, and you're curled up with a blanket.

Satisfaction with 10x

The **B-Game** is **satisfying**. You're making more money. Getting more recognition. But deep down, you know you're not playing at your highest level.

Fear

The **A-Game** requires **risk**. You have to step into the **unknown**. It's scary. But here's the kicker: the real risk isn't stepping up—it's **staying where you are**.

How to Start Playing Your A-Game Today

You've got the potential. It's time to stop settling. Here's how you start playing your **A-Game** today:

1. Define Your A-Game

What does **100x impact** look like for you? Write it down. Get clear. What's the kind of work that will radically transform your results?

2. Eliminate Your C-Game

Identify the tasks keeping you in your **C-Game**. The busy work. The wheel-spinning. Cut it. Delegate it. Automate it. Your **A-Game** doesn't have room for trivial stuff.

3. Delegate Your B-Game

Even your **10x tasks**—the things that feel productive—might not need your personal attention. Delegate them. Free up your time for the **100x activities**.

4. Say No to Good, Say Yes to Great

It's hard, I get it. But **saying no** to good opportunities is the only way to make room for the **great ones**. Focus on the 100x opportunities—the ones that will **transform everything**.

5. Surround Yourself with A-Game Players

Find people who will **push you** to your highest level. Build a network of **mentors, advisers, and peers** who won't let you settle. If you're the smartest person in the room, you're in the wrong room.

The Responsibility of Playing Your A-Game

Let's get real: **Playing your A-Game isn't a choice. It's a responsibility.**

You owe it to yourself. You owe it to the people you serve. When you play at your highest level, the rewards don't just flow to you—they **ripple out**, impacting everyone around you.

The world needs your **A-Game**. Not just more people playing the same game. It needs more people **changing** it.

Are you ready to make the shift?

The world's waiting. **It's time to play your A-Game.**

Jef Menguin