
Book Review

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Winning Plays – Tackling Adversity and Achieving Success in Business and in Life

by: Matt Mayberry

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As individuals journey through this game called life, only a few can turn adversity into triumph. Even fewer can turn adversity into life lessons that can help others transcend failure into success. At times, it takes a leader, a motivator, and sometimes even a personal cheerleader to help someone overcome obstacles that appear impossible. Some individuals require a push or an awakening to realise their potential while others simply draw from their strengths to see past their goals. In his book, *Winning Plays – Tackling Adversity and Achieving Success in Business and in Life*, the author Matt Mayberry offers up advice, motivation, and guidance to help others challenge themselves when road blocks occur.

There are far too many critics in the world assessing someone else's achievements and failures. What the author challenges and encourages everyone to do is look at your own failures and find success within. The one true critic is yourself. In the book, Mayberry instils in us that, "Money, fame, a great job – none of that will transform you permanently if you don't do the work on yourself". It is inspiring quotes and insights like this that are meant to motivate one to be a better person from within. The author does a great job of making impact statements throughout the book to keep the reader engaged and stimulated.

Of particular interest, Mayberry provides three and at times, four aspects in each of the chapters throughout his book. Each chapter is filled with:

- 1 inspirational quotes from world leaders, business strategists, celebrities, and athletes
- 2 challenges provided as insets in each chapter called 'Tackle this today'
- 3 guidance in a section called 'Things you can tackle now'
- 4 motivation in a section called 'Your own personal game plan to put into action'.

What the author does with each area is rather remarkable. He creates a foundation and a sense of direction for each person to grow on. This guidance and roadmap is relatable to

everyone and Mayberry does a tremendous job attributing characteristics of personal success to the world of business. As the author notes, “one of the most powerful characteristics is authenticity and the power of authenticity in business is a game changer... it lets your customers, prospects, and everyone else know that you’re real”.

Mayberry also provides a plethora of examples and real life circumstances from childhood, college, and the NFL that has helped him achieve the level of success that he has experienced. More importantly, Mayberry focuses on a number of major failures in his life that has actually made him a stronger, more inspired, and more motivated individual. These failures are what he attributes to some of his more landmark and pivotal successes to date. It is these inspirational moments that he vividly shares with the readers that define and lament what this book is really about. Mayberry offers up details from his experiences to help others learn from his failures, relate them to their own situations, and catapult these circumstances into success for each of us.

One of the many attractive highlights of this book, *Winning Plays*, is the prodigious ability Mayberry undertakes in connecting his views on achieving success from personal goals to business objectives. He finds ways to relate everyday choices, unscrupulous decisions, and common failures to those one may find in various business ventures. This book does not stop there. The author provides life lessons in the form of experiences and helps apply them to current and future actions individuals can implement for varying levels of success. The athletic overtone that carries throughout the chapters is applied meticulously to challenges any person in sports, business, or everyday life can relate to.

For example, in chapter 4, Mayberry describes three traits that effective leaders share. These characteristics are at times overlooked by both athletes and business executive alike, based on the pure simplicity of their descriptions. However, the author personifies these traits to common experiences that anyone might encounter and it allows the reader to relate and make the connections that they themselves can understand. According to Mayberry, the three traits leaders share are:

- 1 they possess a deep sense of humility
- 2 they radiate positive energy
- 3 they lead by example.

As the author stipulates, “leaders are self-starters, they live what they preach, and they demand excellence from themselves first before they ever demand excellence from anyone else”. Although applied to his coach at the time when Mayberry was discussing these traits, it is clear to see the connection one may apply to business situations. Many of these simple but significant traits and leadership tenets are undeniably applied widely.

Moreover, it is the failures that people encounter that leaders need to uplift. The author uses a number of quotes from notable scholars and associates business acumen with leaders who know how to bring the best out of people when they are at their lowest. One quote that exemplifies such a depiction is from Paulo Coelho who noted that, “Life always waits for some crisis to occur before revealing itself at its most brilliant”. Just as important, however, Mayberry outlines a ‘game plan’ for how individuals can empower themselves as leaders to be positive during a time of failure.

Overall, this book is great for students, athletes, academicians, and business leaders alike. Everybody experiences a level of failure at one point or another in his or her life. It is how a person overcomes these failures that makes him or her stronger and more

decisive moving forward. This book provides a game plan, an outline, and a strategy for achieving success even during a time when success seemed a distant reality. Mayberry does an incredible job showing readers how to become stronger when you are feeling your weakest and how to learn when life is presenting teachable moments. Mayberry provides motivation and inspiration that brings out the best in each of us and has us reaching higher even when feeling our lowest.