

# THE WORLD MESSENGER



---

FROM FEAR TO GREATNESS:  
BUSINESS, SPORTS & LIFE LESSONS

---

IZABELA  
LUNDBERG

FROM FEAR TO GREATNESS:  
BUSINESS, SPORTS, & LIFE LESSONS  
IZABELA LUNDBERG



# COPYRIGHT

BY IZABELA LUNDBERG

WWW.THEWORLDMESSENGER.COM

All rights reserved.

Book Layout ©2020 Patrick Montelongo

No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without written permission from the authors, except for the inclusion of brief quotations in a review.

**LIMIT OF LIABILITY DISCLAIMER:** The information contained in this book is for information purposes only, and may not apply to your situation. The author, publisher, distributor and provider provide no warranty about the content or accuracy of content enclosed.

Information provided is subjective. Keep this in mind when reviewing this guide. Neither the Publisher nor Authors shall be liable for any loss of profit or any other commercial damages resulting from use of this guide. All links are for information purposes only and are not warranted for content, accuracy, or any other implied or explicit purpose.

**EARNINGS DISCLAIMER:** All income examples in this book are just that – examples. They are not intended to represent or guarantee that everyone will achieve the same results. You understand that each individual's success will be determined by his or her desire, dedication, background, effort and motivation to work. There is no guarantee you will duplicate any of the results stated here. You recognize any business endeavors has inherent risk or loss of capital.

THE WORLD MESSENGER. 3RD EDITION. 2020

ISBN-13: 978-1511871006

ISBN-10: 1511871008

Amazon Kindle: B00X94YOD8

Ingram Spark: 978-1943845149

# DEDICATION

*This book is inspired by all the people who have given me  
So much unconditional love and support,  
This is especially for those who believed in me early on in my life...*

*When I was young and searching for my identity  
During times of loneliness and my struggle to find beauty,  
When beauty was often lost in maze of conflict, horror, and war.*

*As I traveled the world and met every one of you on my journey Love would find me  
and envelop me,  
But only when the door of my heart was open to it.*

*Years ago, I tore down that door  
And in its place, I built an archway  
That is always open to **LOVE**.*

*May this book find its way to the doorway of your heart  
And inspire you to achieve the greatness that lives inside of **YOU!***

*I dedicate this book in loving memory of my exceptional parents, my mentor –  
grandma Angela, to the people of the former Yugoslavia, and to those around the world  
who lost their lives in their efforts for love and freedom.*

# BOOK TESTIMONIES

*"I absolutely LOVED "The World Messenger"! What an incredible personal story woven into a series of life lessons with stories of professional athletes and coaches as well as business leaders. Izabela is a Leader by an example of the highest magnitude. Her message is so inspirational and transformational! She impacts not only Fortune 500 business leaders and their companies but also professional sports and academia by coaching them to reach their highest level of achievement."*

~ DICK GOULD

MEN'S #1 TENNIS COACH, DIRECTOR OF TENNIS, STANFORD UNIVERSITY

*The path to set you to your destiny is in your hands! Izabela shows you how to go from where you are where you are destined to go. Read it, apply it and arrive at your destiny!"*

~ DOUGLAS WEISS P.H. D.

PSYCHIATRIST, AUTHOR & SPEAKER

*"Izabela Lundberg shares a message of hope and healing that people all over our planet need to hear. And heed. Listen closely."*

~ GREG S. REID

BEST SELLING AUTHOR OF THINK AND GROW RICH "STICKABILITY": THE POWER OF PERSEVERANCE, THREE FEET FROM GOLD, CLOSE TO THE FINISH LINE, THE RISE, ETC.

*"When you read Izabela Lundberg's, The World Messenger, you will come away inspired to take positive action immediately. Izabela's ability to integrate stories and messages provide you with the concepts of how to create the mindset which will move you forward in business, sports and life."*

~ COACH SHERRY WINN

TWO-TIME OLYMPIAN

NATIONAL CHAMPIONSHIP BASKETBALL COACH

THE ORIGINATOR OF THE WIN PHILOSOPHY

*“If you’re ready to positively transform your life, then read and absorb the strategies in this brilliant book by Izabela Lundberg. Izabela truly cares about helping others and her ideas will make a positive difference in your life!”*

~ JAMES MALINCHAK

FEATURED ON ABCS HIT TV SHOW, “SECRET MILLIONAIRE”

AUTHOR OF THE TOP-SELLING BOOK, MILLIONAIRE SUCCESS SECRETS

FOUNDER, [WWW.BIGMONEYSPEAKER.COM](http://WWW.BIGMONEYSPEAKER.COM)

*“As Publisher and Executive Editor for BIZCATALYST 360.com (a global business resource portal), I’ve had the opportunity to preside over the curation, editings, reviewing and publishing of over 11,000 essays in recent years, the vast majority of which focused on Leadership - from virtually every conceivable aspect. Upon reading Izabela’s new Book, it was a refreshing surprise and indeed a pleasure to discover a “treasure trove” of unparalleled leadership perspectives. What separates Izabela’s thought leadership from the rest is her approach - effective drawing “real-world,” experienced insights, which provides the reader with actionable intelligence. Bottom line - Izabela has now set the standard for what many refer to but few deliver, that is; authentic LEGACY leadership principles... “*

~ DENNIS J. PITOCCO

Publisher & Executive Editor

[BIZCATALYST360.com](http://BIZCATALYST360.com)

# THE WORLD MESSENGER BOOK FOREWORD

Listen closely. In this book, Izabela Lundberg shares a message not only of hope and healing, but of help for a hurting world.

A message not only of struggle at the lowest levels, but of success at the highest pinnacle.

A message that people all over our planet need to hear. And heed.

I love this book, and I'm grateful that Izabela has so openly, humbly and honestly shared the insights, paths, and practical principles that anyone can adopt to overcome their obstacles and achieve peace of mind and prosperity.

She and I have been privileged to meet many of the most successful, most accomplished, most admired men and women in the world. One thing they all have in common is that they've battled—and ultimately overcome—challenges, difficulties and even threats.

Yet they persevered. And prospered.

Izabela Lundberg uncovers the mindsets and actions that have made them victorious in business, sports and life. And she elucidates those thought patterns and action habits so you, too, can mine your own gold.

But Izabela hasn't only studied other successful people. She, herself walked a harrowing and dangerous path to accomplishment. In her book, you'll see how she embodies the single success trait that is so important, I devoted an entire book to it: Stickability.

In fact, the winning formula is "Stickability-plus-flexibility." Add to that "creativity" plus deep compassion for and commitment to helping others—from trauma and genocide survivors to international C-suite executives and brilliant Olympic level athletes—and you have the global force that is The World Messenger.

This book will inspire you to realize your own inner Olympian. Listen closely. And live your Message.

**GREG S. REID**

Author of Think and Grow Rich "Stickability": The Power of Perseverance, Three Feet From Gold, Close to the Finish Line, The Way Out, The Rise & others.

# ACKNOWLEDGMENTS

They say it takes a village to raise a child. Similarly, I could not have finished this book without help. The content of this book has been living in my head for a while, and now was the perfect time to share it with the world.

I am deeply grateful and very touched by a number of people who have supported me on the journey while writing this book. This process was rewarding, liberating, and empowering despite moments of sadness.

Without advice and editing from particular people, this book would not exist. They challenged my material and enabled me to weave a coherent story.

I would like to thank all the members of my team:

Rebecca Popara, my executive assistant and editor for her incredible service and willingness to go the extra mile.

Yael Cohen for tremendous dedication, strategic feedback, editing services, and support. Her professional consulting experience combined with her love of writing and editing, passion for travel and sports, and dedication to helping others achieve their goals, helped focus me and my writing.

Erik Kulp my dear friend, for exceptional support, insightful editing, and knowledge and passion for sports.

Robert Davis for protecting my Voice while fine-tuning my “music.” All thought leaders should seek your magical branding and positioning creativity to help them impact the world with their messages.

Scott Palat for the great advice, outstanding motivation, and inspiring greatness in me. This journey would not be as successful without his unwavering support.

Zoran Kazovic, John North Pierre-Emmanuel Czaja and Ken Perreault for leadership, friendship, and tremendous support.

And finally, my siblings, Igor, Inga and Iva for your unconditional love!

I greatly appreciate all the professional athletes, coaches, and leadership executives who I interviewed for this book. I gained such a diverse and global perspective by speaking to people from six continents. Unfortunately, not all of you who I interviewed could be included in this book, but by sharing your words of wisdom, inspiration, and motivation with me, has opened the door for future collaboration, and the creation of books to come.

None of us are perfect, so I would like to acknowledge that any errors you may read are not intentional. However, my message is intentional.

Thank you to my many wonderful family, friends, and mentors who taught me and supported me so much through my best and worst life experiences. My journey would have been impossible to accomplish without you!

# INTRODUCTION

For many of us, photos or a few moments of a video are the only glimpses of the horrors and atrocities of war, the pain of victims, the guilt of survivors, and the violent aftermath of desolation that we will ever witness. Some of us may even feel moved – but seldom moved to action beyond “liking” or “sharing” the content on social media, or perhaps writing a comment.

But when you’ve seen and lived through war, the images you see on your smartphone remind you of when you felt the steel of a gun barrel against your forehead, smelled the threatening breath of a drunk soldier, and hid yourself to escape violence. Little did I imagine that as a wide-eyed five year old girl fascinated by the Olympic Games, I would later experience pain and terror that defied the Olympic spirit that I was so enamored with.

In 1991, civil war broke out in my childhood home of Yugoslavia, and my life was turned upside down. It was a conflict that had economic, ethnic, political, and cultural roots. And years later, such conflicts continue to exist around the globe – compelling me to share my story, as a way to connect and not to clash; to build a bridge where we can reconcile and find peace, with the hope of ultimately putting an end to these conflicts and relegating them to the pages of history.

I believe that it is possible to build a bridge with everyone, a bridge of shared understanding and reconciliation, because it is within our power to build that bridge. I envision a future in which we all will be sitting around a table, sharing our stories of love, support, and unity.

Parts of my story are extremely painful for me to relive, but it is my goal to inspire you and millions of other people across the globe to overcome your worst fears and live out your greatness. If I have been able to overcome the things I am about to share with you, you can too. There are solutions to every problem we face, and by focusing your attention on the solutions and not letting fear hold you back, the sky is the limit.

I believe this book, in addition to my short documentary video ([IzabelaLundberg.com/author](http://IzabelaLundberg.com/author)) of how I got to the US, can act and serve as a motivator for you to grow beyond your wildest imagination. You and only you hold the keys to overcoming all of the fears within yourself, your surroundings, and the people around you.

The World Messenger was born within me when I was a child and this book is my effort to share messages of personal and professional development - from my experience as well as from those of some business executives and professional athletes. The World Messenger is on a life journey with defined vision, clarity, and persistence to create over one million legacy leaders in decades to come.

I encourage you to live your life to your fullest potential. Indeed, you can get back up even when no one is there to cheer you on or support you. You can continue to demonstrate leadership and to inspire harmony, service and love among us all, regardless of gender, age, color, nationality, or religion. Life is a continuous journey - make every moment count.

Leave a Legacy - A Legacy That Matters!

~ IZABELA LUNDBERG



# CHAPTER 1

*Game On, Champions!  
You Got This!*

 IZABELA,

THE  WORLD MESSENGER

# CHAPTER ONE

## DISCOVERING YOUR DREAM

As I lay down in the tall grass on my grandpa's ranch high up in the mountains outside of Sarajevo, engulfed by the breathtaking view of the blue sky and fresh mountain air and fluffy airplane traces, I escaped into daydreams. "Where are these airplanes going?" I wondered. "Who is flying right now? Who are the people? What do they look like? What languages do they speak?"

Was this an unusual daily summer ritual for a soon-to-be five year old? I could not help it. Deep in me I knew that a bigger, greater world existed beyond the little bubble that I was exposed to, making me yearn for more information at all times. I drove my parents and family crazy with millions of questions.

My big dark eyes full of wonder and curiosity would just get bigger as more and more knowledge was poured into my head, leading me day after day with an undying hunger to explore more. To explore the world!

When I was asked in the middle of the summer what I would like for my fifth birthday, I was so excited to tell everyone, "I want a money kit and a football!" My parents, especially my dad, were not surprised at all with my selection. After all I was a cute little tomboy, and they were ready to honor my wish.

A football was an extra gift that I wanted to share with the kids on my street, since balls were often lost in the river, taken by older kids, or slashed by a grumpy old man after we broke his windows for the third or fourth time.

I was ecstatic to get the money kit that consisted of a big cardboard world map, little flags of the countries, and fake currency in the form of paper and coins. I had my favorite treasure, the whole world in front of me with names of countries, currencies, and flags to play with. This was my version of a chess game that I could play with for hours alone. At that moment, deep down without knowing it at the time the World Messenger was born!

I vividly remember lying on the floor, playing with those flags and coins in our living room. My dad asked me what currencies I was using and what my favorite flags and countries were.

## Discovering Your Dream

---

I continued to play without looking at him, quickly saying with excitement, "I love the USA and playing the most with US dollars," even though it was obvious to my parents that the USA was my favorite, since the paper money was already worn-out, wrinkled, and a little dirty from my chocolate fingers, and God knows what else. My dad asked me, "How many dollars do you have then?" I stopped, and looked at him with a serious look, and asked, "Dad, how much is infinity?"

My dad smiled and exchanged a deep gaze with my mom, which I could not fully understand until many years later. His answer was, "Bela, infinity is infinity, it can't be counted, there is always another number after the last number."

A few moments passed, and I broke the silence with, "One day I will count an endless amount of dollars" and continued playing.

I vividly remember other special times with my dad, lying down on the couch with my head on his lap while he was stroking my wild black curly hair during our movie marathons. These were black and white movies that we would watch over time together. Mahatma: Life of Gandhi, 1869-1948, one of our favorites, was five and a half hours long. I was so mesmerized by Gandhi, his life, and his people.

My brother and sister opted for other fun activities while giving me an opportunity to feel like a princess by having my dad all to myself so that I could ask him millions of questions. It was fascinating to learn about other peoples' culture, music, language, and food while watching the movies. While watching the Gandhi movie, I continually wondered why people wore different clothing, ate food with their hands, followed Gandhi, and came to his funeral.

I remember crying and feeling so sad, it was my first memory of someone dying, other than the big fish my mom got once from the market that was still breathing so we put it in water and kept feeding it until it mysteriously disappeared and "some other fish" ended up on our dinner table.

My dad's profound explanations laid the foundation of the true meaning of leadership and the types of leadership, which I have taken to heart ever since.

There was not much difference in how my loving grandma Angela also taught me about leadership and how she helped me each year to send my small donations to Mother Theresa's charity that at that time operated in Africa. I was ecstatic to get postcards or letters about the kids that my donation assisted in small villages. What fascinated me the most were the photos of kids with big smiles who looked.

## Discovering Your Dream

---

so different than me or anyone I knew at that time. I wondered why and how their skin was so dark; it must be because of the sun I thought.

My undying hunger for knowledge and curiosity continued as I consumed every page of the World Encyclopedias and history books that I could get my hands on. I was very lucky to have an older brother and sister who shared their knowledge and a nice sized home library where I could access many books. I quickly advanced with my reading and writing on a wide range of topics in our home through books. I did not know how lucky I was until later in life. My parents were relieved to be able to allow me to find my answers instead of bugging them with millions of questions on a daily basis. I was Curious George on steroids growing up.

I started my first day of “real” school as a six year old, refusing to stay a day longer in preschool and fully ready to take on the new, endless opportunities presented to my limitless creative mind. I already knew by then how to read and write the Latin alphabet and I was eager to start learning the Cyrillic one. Thanks to Olga, my wonderfully patient first-grade teacher, new friends, and books, my world instantly grew bigger.

It was 1980. Watching the opening ceremonies of the Winter Olympic Games had me yearning to explore this world. I had followed the travel of the Olympic torch from Ancient Olympia all the way to Lake Placid, New York. The torch was in the country that I daydreamed about often, with the promise of one day fully exploring – the United States of America!

I could not wait to ask in class about the true meaning behind the torch, the flame, and its travel. I loved the story about the land of Greek gods and goddesses. But this time history was unfolding in front of my eyes with many unexpected twists and turns.

My eyes got bigger and my smile wider as I was securing my spot, “my first position” as I called it, in the front of the TV. I was glued to the Olympics programming, hanging on to every word that was shared, intuitively picking and choosing the countries and Olympians I wanted to win. I could feel something bigger than anything else I had experienced before – The Olympic spirit! It was all about participation in the world’s competition, the best of the best.

In the moments of my complete obsession with the Olympic Games, athletes, flags, languages, and people, I proclaimed yet another shocking thing to my family. “Dad, I want to be Olympian!” My brother looked at me as if had ten heads

## Discovering Your Dream

---

and laughed. Dad just smiled and asked, "What sport, Bela?"

"Skier. No, ski jumper or skater... anything dad!" My voice was full of excitement as it echoed in our living room. Seconds later my brother ruined my joy by saying, "Don't you see that boys are Olympians? You have to be as strong as a boy, and fast, and really good to be an Olympian."

As I stared at the TV, paying close attention, I noticed that mostly men were competing, and very few women were represented and only in select sports like figure skating.

"Why is that?" I wondered "Is it truly because the boys are stronger or better? What was wrong with the girls?" In my world, I was able to do everything perfectly fine amongst my friends who were the same age and even older.

I just could not understand why more boys were Olympians than girls and why girls were not allowed to do the same things, such as ski jumping or playing ice hockey. I felt like I could be a perfect jumper since I was small and light, and I thought it would be super cool to fly. Ski jumping looked to me like something I could do easily on grandpa's ranch, with all the downhill slopes waiting for me.

My dad explained swiftly, "It is a man's sport sweetheart, it is too dangerous for girls." I instantly asked him, "Like football too?" in reference to soccer. Soccer was my dad's and my favorite game. Mine mostly because I could watch long games with my dad and use it as an excellent opportunity to ask him questions while he would comment on the players' performances. I discovered later that my dad once was a very good player with a lot of potential to be a pro, but he was asked by his parents to finish college to be a mining engineer and forced to leave his big dream behind. In his era, there was not much money to be spent on investing in player development or scholarships. During my youth, it was not much different either. If you were a boy and were really good, maybe you got a chance to play on decent teams and one day hopefully even on a professional team.

It was amazing to me to hear the TV anchor comment about someone's readiness, preparedness, poor pass, time out, or red or yellow card. I loved imitating this crazy football language that I knew inside out, but of course under my breath so my dad would not get upset.

I learned to predict who would win the game, totally depending on my instincts, and surprisingly to my dad's amusement, I was so often right. When his favorite

## Discovering Your Dream

---

“Hajduk” aka “the blue boys” would play, I had to be very careful when telling him my prognosis of the game. I learned early on that no matter how much you love specific players and an overall team, they just can’t win all the time. Losing was part of the game too; the only difference was the true reason behind it. Was it poor teamwork, or coaching, or an individual player underperforming?

Determined that I still wanted to be an Olympian, even after the end of the 1980 Winter Olympic Games, I came up with yet another brilliant idea that was inspired by the book, “Under the Rainbow.” It was about a boy who wanted to be a girl. I could not understand why he would want to do that. To change his gender, he needed to run under a rainbow. So my plan was to wait until spring and to chase rainbows until that happened. I wanted to be a boy so badly. I was playing all the time with boys, so I thought I might as well be one.

My playtime with boys was very adventurous, collaborative, and drama free. Plus we were very physically active. I did not care if I got hurt, bruised, cut, or dirty. I felt most free and fearless while playing with the boys, enjoying my life to fullest.

I loved playing football, playing chess, playing with my currency kit, and more than anything just playing with the boys. So in my little six year old head, it made perfect sense to be a boy. I even wanted to dress as a boy as much as possible, unless I was forced to wear a skirt and shiny girly shoes to church. I felt so funny doing that. I was a tall, twiggy, skinny kid, so my dad affectionately called me Olivia as in “Olive Oyl,” the wife of the popular Popeye cartoon character.

As you can imagine, running under a rainbow never worked for me, so I had to learn to cope in other ways to be an athlete or Olympian stuck in a girl’s body. Somehow, deep down I knew that it would be “mission impossible,” and that I was ready to explore further this new path for me.

That following winter I took on another challenge. I learned how to ski downhill on my own without knowing how to stop, never thinking for a second about it. My first crash resulted in a big bump on my head and black and blue bruises on my legs, but I was ready to do it again. The crash did not stop me; I just learned that there is more to skiing than going fast down a hill.

I was getting ready for the next big winter Olympic Games. I felt like the whole world was also getting ready with me since they were happening literally in my world – Sarajevo, Bosnia and Herzegovina, the heart of Yugoslavia.

The joy that I felt for the whole world to come to us was priceless. I could not stop

## Discovering Your Dream

---

talking about it for months. My questions about the sports and events got more complex and longer, as my brother and sister started to tease me, clearly annoyed by my demands to watch sports instead of movies. I was excited to watch downhill races, bobsledding, ice-skating, hockey, and so much more.

As I was glued to the television every free moment I had, I was fascinated by the new languages I kept hearing, yet another dimension that was added to my fascination with the world map, currencies, and flags. Some of the languages I heard sounded funny, some harsh or simply different, and some of them so melodic and appealing. Deep down, I wished that I could understand them all, or better yet speak them all.

After attending the 1984 Olympic Games, I felt an undying hunger to travel the world. I could not wait any longer for summer break and our family trip to the Adriatic coast. Although I still had to wait to travel internationally, I was able to indulge in weekend trips in different parts of what was then still one country called Yugoslavia on the weekends with my grandparents. I was lucky that I had my guardian angel by my side, my grandma Angela, and my grandpa to go on road trips to visit family members.

On the road trips, I would be quiet in the back seat, always ready for a new adventure. I would gaze at the scenery and get excited that I would soon be at a new destination that I could explore. I was so happy that my world started getting bigger, excited to find new places on the road map with symbols of tunnels, a legend of many types of roads, lists of cities, and more. I was fascinated by how everything was so precisely measured, and loved answering questions like “If we are going 55 kilometers per hour, and our trip is 255 km, when will we arrive at such and such place?”

I continued to yearn for the world in which I could be an Olympian, learn a new language, travel, and see other people from remote parts of the world, like during the Olympics in Sarajevo.

As we know, our childhood dreams do not go exactly the way we want, regardless of how much spinach we eat in our attempts to be as strong as Popeye. Some of us always stayed like Olive Oyl. No matter what we would do or how hard we would play with the boys, we would not be good enough to play soccer on a professional team or be an Olympian.

While my childhood dream of being an Olympian was not to be realized, nor were the associated dreams of being a football player or a tennis player, my journey

## Discovering Your Dream

---

would frame a new dream: my desire to be an educator, teaching history or geography, or both, rooted in my love of sports and travel.

Many years later, I would understand what I was looking for – to understand what the Olympic spirit is and to help others discover their “Olympic” dream.

Today, by looking at the scars on my knees and elbows, I can’t help but smile at the most memorable moments of my childhood. My scars were my trophies! The other happiest moments in my life, of my childhood, that I deeply cherish were when I was blazing through elementary school, fully immersed in history and geography. A deep desire to be an educator emerged since I could not be an Olympian or even a professional football player despite my love for the game.

I lived in an era where not much was invested in women’s sports. Monica Seles was very lucky I thought, her dad was her coach, and he was okay that she was a girl. I fell in love with tennis, following Monica’s playing as much as I could, hoping that one day I may be a professional tennis player. Soon I learned that in specialized sports, like tennis, you had to start playing very early and that it required special training, equipment, coaches, money, time, and so much practice. I felt like I was out of luck again.

I learned through my numerous conversations with professional athletes and coaches that one key factor to success is family and their support. For instance, Monica had a very supportive dad who got her going to play tennis when she was only five years old. Interestingly, her mom and grandma thought that a girl should not spend so much time playing tennis.

Luckily, she sided with her dad and continued to practice until she reached the number one junior tennis player status in the world by the age of thirteen. Later, I could not be prouder of her when she reached the world’s number one ranking at only seventeen years of age! I felt in a way that this was my victory too as well as all girls around the world who were told that they are not good enough or that professional sports are only for boys.

The presence of the family or lack of it can go both ways, and it can cut deep wounds if you grow up in broken families and were challenged by many difficult situations. This can hinder a young athlete’s success, due to a lack of confidence, support, and overall family support and understanding.

The replacement for that support for many athletes are coaches, teachers, and substitute families. In some cases, social service workers, churches, or parents of other kids in school fill this role.

## Discovering Your Dream

---

So many of us are taught that we should not make mistakes growing up, as a result we would not even want to do something new. In fact, there is nothing wrong with making a mistake. It is all about what you say and do after you mess up that truly matters. How you “self-talk” and behave can be a big game changer in your overall performance or lack of it. I keep hearing due to fears and self-doubt that many of us will never give ourselves permission to try even.

How sad, lonely, and dark that place can be – especially if you grow up in a culture that can be so harsh, open, and direct, with people who have lots of opinions, prejudice, and judgment. It can make you weaker or even break you or make you stronger and better. In my case, it broke me a couple of times but made me stronger for a marathon – a life long journey I never dreamed would happen.

The best part is each one of us has a choice for action or non-action, for staying in fear or stepping out of fear. There is nothing wrong with failing in life after trying hard. But it is wrong in my opinion if you failed without giving it your best shot, or best shots for a given opportunities, regardless of what they may be. Why?

I learned to abandon my fears after a while and face problems head on. Especially while growing up with an older brother and sister. Quickly I learned that for me, being shy and reserved would not get me far. As I started to make more friends in school, I discovered that to be the case in “the real world” too. For me, this was a new skill that enabled a new me to be ready to conquer the world.

It made me not only survive but also thrive while living in five different countries on my own. It saved my life more than ten times. On this astonishing life path, many years later, I understood what I was looking for – to discover the true spirit of an Olympian.

TAKE ACTION:

# DISCOVERING OR RECONNECTING WITH YOUR DREAM

I invite you to consider discovering and reconnecting with your dream(s) by thinking about and answering these questions as a guide to achieving them.

1. What are your dream(s)?

2. What are you doing to achieve your dream(s)? Who is supporting you in your pursuit?

## Discovering Your Dream

---

3. What is stopping you from reaching your dream(s)?  
Do you need to re-frame your dream(s)?

# THE WORLD MESSENGER

## FROM FEAR TO GREATNESS: BUSINESS, SPORTS & LIFE LESSONS

*"The path to set you to your destiny is in your hands! Izabela shows you how to go from where you are where you are destined to go. Read it, apply it and arrive at your destiny!"*

**-DOUGLAS WEISS PH.D.**

*Psychiatrist, Author & Speaker*

*"Izabela Lundberg shares a message of hope and healing that people all over our planet need to hear. And heed. Listen closely."*

**-GREG S. REID**

*Best Selling Author of Think and Grow Rich "Stickability":*

*The Power of Perseverance, Three Feet From Gold, Close to the Finish Line, The Rise, etc.*

*"When you read Izabela Lundberg's, The World Messenger, you will come away inspired to take positive action immediately. Izabela's ability to integrate stories and messages provide you with the concepts of how to create the mindset which will move you forward in business, sports and life."*

**-COACH SHERRY WINN**

*Two-time Olympian*

*National Championship Basketball Coach*

*The Originator of the WIN Philosophy*

*"If you're ready to positively transform your life, then read and absorb the strategies in this brilliant book by Izabela Lundberg. Izabela truly cares about helping others and her ideas will make a positive difference in your life!"*

**-JAMES MALINCHAK**

*Featured on ABC's Hit TV Show, "Secret Millionaire"*

*Author of the Top-Selling Book, Millionaire Success Secrets*

*Founder, [www.BigMoneySpeaker.com](http://www.BigMoneySpeaker.com)*



Izabela Lundberg is the Founder of Legacy Leaders Institute, a premier advisory, coaching, consulting, and training leadership and organizational development firm. She has been called "Worlds Authority on Leadership, Transformation, and High-Performance Impact" for her individual and team business acumen while creating a tremendous impact on her clients and their business around the world.

Izabela Lundberg's mission as "The World Messenger" is to create one million legacy leaders in her lifetime. To learn more about her global movement and ways to participate, visit [IzabelaLundberg.com](http://IzabelaLundberg.com) today!



**THEWORLDMESSENGER.COM**

ISBN 978-194384514-9



9 781943 845149