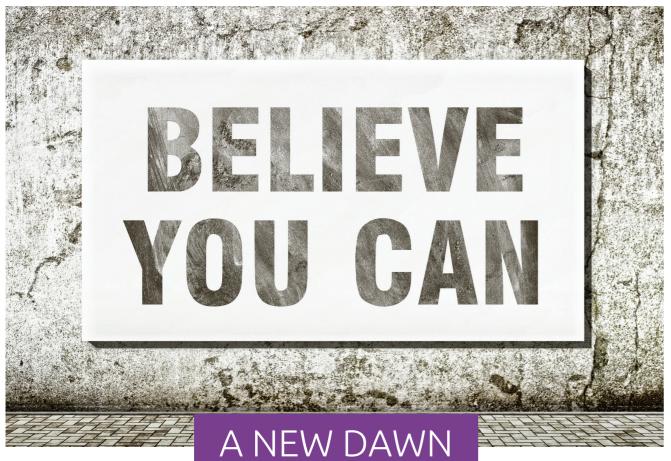




Siri Lindley

A world champion athlete herself and now one of the most revered triathlon coaches in the world, Siri enables athletes to become the champions and the people they were born to be. With an ability to see things in people they cannot see in themselves, Siri is driven by a unrivalled passion for triathlon and the people within. http://siri-lindley.com

Siri Lindley



elbourne recently hosted the UFC World Championship the most talked about, anticipated UFC fight in the history of that sport, a showdown between Ronda Rousey and Holly Holm. Rousey, the outspoken, highly confident (understatement) and undefeated superstar in the sport. From what Rousey was saying, she was going to destroy Holm within seconds, and maintain her world championship title while crushing another aspiring fighter's dreams at stardom.

Ronda Rousey had been the UFC's

unstoppable force until Holm used the former champion's aggression against her to produce one of the sport's biggest upsets in history. Holm upset Rousey in two short rounds. Shocking the world, Rousey herself, and delivering a dream come true performance for herself.

Holm having been undefeated herself at (10-0) was predicted to have no chance against the gnarly Rousey. But Holm had worked month after month in the gym with her team, to prepare herself to be the very best that she could be to give herself the very best chances on the big fight night.

When asked in the post-fight press conference if she ever believed she could beat Rousey, the levelheaded Holm said that all she had focused on was perfecting her techniques and building her fitness to the best it could possibly be.

Building her strength and preparing herself to be ready for any hit, any opportunity and any situation. She didn't focus on what she needed to do to beat Rousey. She just focused on doing everything in her power, to become the very best fighter she was capable of becoming.

Long hours in the gym complete with blood, sweat and tears. She never doubted herself. She would have bad days in the gym that would end in tears. She would go out to her car, think about all that she could have done better, take a deep breath, plan her attack and then go back to the gym later on and try to do better!

She had committed to fighting her best fight, along with knowing her competitor and how she fights, or the moves she may pull, and preparing herself for Rousey's signature aggression. Holm knew whom she was up against, and prepared for every possible takedown attempt Rousey would use. But mostly she prepared herself to be the fittest, strongest, most agile and technically prepared athlete she could be.

move in her repertoire to get the result she dreamed of

When she jumped into the ring that night, Holm wanted to fight her best fight. She didn't go in expecting to win, or expecting to lose. She just went in knowing that she was going to give it all she had. In two short rounds. Holm jumped on Rousey, delivering several blows to her head before the referee intervened, ending Rousey's 12-fight unbeaten run and handing Holm the bantamweight title.

Holm had been a professional boxer, and a highly successful one that that. But Rousey "owned this sport". She held all the clout, the intimidation, and the star power. Holm took everyone by surprise

Your journey is yours. So in 2016, own it. Own your everyday and make it uniquely yours.

Rousey had won a ton of fights, and had imposed her will on a lot of fighters. That is how she wins. Holm was ready for that, but she was not getting to let Rousey impose her will on her

She was ready to step into the ring and not think, "Okay, I am going to fight Ronda Rousey, the world champion and undefeated beast". Instead she said "I am going to fight Ronda" without thinking about her accomplishments, or the things she has said to intimidate pre-fight, but instead viewed her as just another person she was going to fight.

Her focus was on executing her best fight - being focused, agile, strong, quick, and smart! Being able to deliver every

and dominated the fight from the beginning and it was absolutely incredible to watch!

What I love about Holm's approach was her focus on herself, not her vs. Rousey or her vs. anyone else for that matter. It was just herself. When I was a professional triathlete and racing at the highest level on the ITU circuit, managing my perspective was the most important ingredient in my continued success.

Once I started winning a lot of races, interviewers began asking the same question before every single race -"Whom will you need to beat to win? Who is your biggest competitor?" and I would always say, "I have no control over anyone but myself". I consider myself my toughest



opponent where, in order for me to have my best race, I have to focus on executing to the very best of my ability in every moment. That means physically, mentally and emotionally. If I controlled my effort, mindset and emotions, and was able to execute to the best of my ability as often as possible, I knew I would have a great shot at the win. Anytime I focused on beating anyone, my distracted focus took away from my ability to tap into all the potential I had, and all the hard work I had done.

Going up against the best in the sport can be severely debilitating if you let it.

Thinking about what a great swimmer this person is, and what an incredible biker that person is, and what a fast runner this other person is, means you start thinking about how good everyone else is, and totally forget about yourself and your own strengths! In doing that, you already are giving so much power to those you are about to race.

You can't control what anyone does on race day. Keep that in mind as you train, day after day, after day. Take your athletic

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it Doesn't matter what others are Doing. It matters what YOU are doing.

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arsenal and make it as strong and versatile as possible. Make your weaknesses your strengths, make your strengths even stronger and focus on every little thing you can do to not only become a better athlete, but to optimise every single moment you have to work on yourself. Fine-tune your game plan to be the best that you can be. Not in relation to everyone around you, but to be better than you were the day before.

This way, no matter what the results are: good or bad, you can take the experience and grow from it. Learning is

fun, exhilarating as it fuels your fire, and gives you direction for your everyday goals. It feeds the brain, which then inspires the body to do what it needs to do to help you achieve excellence within yourself.

This sport is full of ups and downs; I have been through them all. The incredible victories and periods of pure bliss and exhilaration, and the absolutely devastating losses, or times that pushed me to my absolute limits of maintaining strength, and courage and hope. I wouldn't changed a thing. All these experiences have made me who I am today and they are mine.



Photo: © instagram.com/sirilindle

Not my experiences compared to someone else's, but my unique experiences that have led to every great thing, and every not so great thing that has happened in my life.

I love how Holly Holm didn't enter that UFC fight just wanting to see how she measured up against the great Ronda Rousey. Instead she stepped up to see how good a fighter she was. She worked her butt off every single day to become the very best that she could be, so that on fight night, she would be able to discover her greatest strength. Discover all that she is made of, and to be able to celebrate the extraordinary effort that she has put into this quest, by fighting to her full potential.

On this day, she was handed the title and a dream come true. On another day, she may be handed a defeat - but the journey is hers.

Your journey is **yours**. So in 2016, **OWN IT.** Own your everyday and make it uniquely yours. Prepare yourself not to measure up against those around you, but to be better than you have ever been before - stronger, fitter, faster or maybe braver, more resilient and more self-aware.

Let's make 2016 the best year yet. Our greatest challenges and deepest pains can be the stepping-stone to your greatest achievements, and most powerful memories. So embrace them all and celebrate **YOU** and all those that enrich your life, every single day.



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