



# JIM HARSHAW JR

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## *Revealing Failure as the Path to Success*

### **Success Through Failure Podcast**

Action Plan Episode #107

Ruari Fairbairns

Today I bring you, Ruari Fairbairns. Ruari is an entrepreneur & co-founder of the One Year No Beer movement. He gave up drinking in the face of incredible peer pressure. Thinking he would lose his edge as one of the top brokers in the world in his industry, he soon realized it was quite the opposite. Spurred by this life changing experience he and Andy Ramage have created the One Year No Beer movement.

Ruari speaks about improving all aspects of your life by changing your relationship with alcohol. After 2 years alcohol-free, Ruari now drinks in total control. He is passionate about helping people change their relationship with alcohol using their 30, 90 & 365-day challenges.

### **Quotes**

"Alcohol begets alcohol."

"Inside all of us is a very, very deep need to be part of a tribe. That tribalism is what keeps people drinking."

"A very large percentage of your drinking is just habit."

"Exercise is literally the antidote to drinking alcohol."

### **About Why We Take up Challenges**

"Imagine I'm doing a Spartan race with my wife, I'm five hours into it and I look at her and go, 'Jen, why do we do this to ourselves?' and she smiles back at me and she says, 'Baby, it's because of the feeling afterwards, not during.' That's why we do these challenges, that's why we go out and we want to conquer something or do something. And that's exactly the same with this. When you do something which in society's eyes would be really difficult-- alcohol-free-- like Christmas or New Year,

when you do that alcohol-free, you literally rewire your brain to realize that you didn't need it. And all the feeling of accomplishment you get from doing a challenge like that will last you a lifetime."

### **About Businesses Improving Even Without Alcohol**

"Now, I know there are many people out there who are thinking, 'Don't be stupid. I have to drink. My boss expects me to have a drink with him when we're talking about blah, blah, blah.' All these excuses and I believed that too. I totally believed that. I actually thought my business was going to go down. I thought I'd lose my edge and I made that commitment. I was like, 'You know what? I'm going to try this but I think I'm going to lose my edge as a broker.' I didn't. I grew my business by 50% and I reduced my cost by 30% in the first year. That's a massive change. And what I did was I changed the way I entertained. Instead of doing a boozy, three-hour lunch with individual guys, we did a 25-man, five team relay race around the Olympic stadium. It was months of training, we bought branded t-shirts and it cost a tenth of one of these crazy events, and it brought so much more comradery and so much more team spirit and released all those endorphins, dopamine etc. that you get in one lunch."

### **About How to Break the Habit**

"A lot of people, they come and they do 30 days off booze and what they do is they put their whole life on hold. They avoid social circles, they don't go to the places where they feel they're going to get cravings. They learn precisely nothing. So don't do that. With our plan, what we do is we get you going to those same places and work out what you're really craving and you switch it up a little bit."

### **About Failure**

So if I think about what I feel about failure, I believe that life is a bit like a robotic Hoover (vacuum cleaner). The first time you ever place it down in a room, it has to bump off absolutely everything before it works out what the true path is. And that's kind of how I've gone through my life. Bumping and bashing off everything. I've had a lot of failure but inside, deep down, I have never doubted and I've always, always said that I know that this is the path."

### **Action Plan**

"If you've had any inkling or tingling, like, 'I'm wondering if there's any upside, maybe this is going to clear up some of my issues, make me more productive, make me a better father, make me a better husband or wife, or mother,' then absolutely, come and have a look at the website. You have a four-day video series free to try and

change your mindset. I think that's the key, what we provide is a complete mindset shift."

### **Websites and Social**

Twitter: <https://twitter.com/oynbuk>

Facebook: <https://www.facebook.com/Oneyearnobeeer>

Website: <https://www.oneyearnobeeer.com/>

Linkedin: <https://uk.linkedin.com/in/ruari-fairbairns-00675120>