



JIM HARSHAW JR

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #114

Jordan Harbinger

Jordan Harbinger is a Wall Street lawyer turned talk show host, social dynamics expert, and entrepreneur.

He's the owner and co-founder of The Art of Charm, a consulting & coaching company – as well as a top 50 podcast on iTunes – which he's been hosting for over a decade. The Art of Charm receives over 2,500,000 downloads per month and growing.

Jordan has traveled around the world and has worked for various governments and NGOs overseas. He's traveled through war-zones and even been kidnapped -twice. He'll tell you; the only reason he's still alive and kicking is because of his ability to talk his way into (and out of), just about any type of situation.

Jordan's company trains individuals and companies that want to learn the elements of emotional intelligence to become more persuasive, confident and charismatic.

His unique talents and experiences make him one of the best and most sought-after coaches in the world.

Quotes

"I realized you don't have to grow up going to some private school in England wearing a blazer to have a good network."

"You have to get people to know, like and trust you if they're going to do business with you."

"80% of jobs are found through the network (networking)."

About Making Relationships, Not Keeping Your Head Down

For some reason, especially in the United States, we like to think that we're this merit-based society, where you just keep your head down and work hard. To an extent, that's true, you should keep your head down and work hard. But if you're not making and creating relationships and maintaining them, you're just being willfully ignorant of the secret game being played around you. And the problem is when you're willfully ignorant of those consequences, you're not immune to the consequences, you're fully subjected to them. You're a victim to them."

About the Importance of Soft Skills

If you're in the very beginning of your career, you show up and the only real differentiator are your soft skills; do people like you, are you charismatic, do you develop relationships easily. You're equally useless as anybody else with an undergrad degree and basically work on a team and use Excel, or whatever those skillsets really are. And you have some sort of theoretical, academic knowledge, or technical analysis or some financial stuff. So really, your soft skills set you apart."

About Having Friends as Business Partners in the Beginning

Unless you raise capital – which is why a lot of companies do this – to hire professionals and keep it business-like, you have to find somebody that believes in your vision and believes in you enough to work for less than their worth. Who are those people? Your family and your friends. It's really easy to be like, "Never hire your friends," and then everybody pats themselves on the back because they followed that advice. But that's because they're solopreneur or they raised their own money. But if you're anywhere in between, you're hiring your friends."

Action Plan

"This is called the Doorway Drill. If you want to create good, open, positive body language, stand up straight, shoulders back, chin up, chest out. Don't exaggerate, you'll look like a weirdo. Just reset your body to this position every time you walk through a doorway. The way to do that is to put a Post-It note up eye-level every doorway you walk through multiple times a day, like your office, home etc. What this then does is create open, positive, confident body language every time you walk through a door/room. That becomes the first, non-verbal impression that you have on everybody."

Websites and Social

Website: <https://theartofcharm.com/jordan-harbinger/>

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

Instagram: <https://www.instagram.com/theartofcharm/>