



# **JIM HARSHAW JR**

*Revealing Failure as the Path to Success*

## **Success Through Failure Podcast**

Action Plan Episode #115

Sam Shames

Today I bring you Sam Shames. Sam is an entrepreneur, engineer, and a member of the Forbes 30 Under 30 List. He is a co-founder of EMBR (pronounced ember) Labs where he is working on helping people use the power of personalized temperature to feel more comfortable in their own skin. He is a graduate of MIT with a degree in materials science and engineering and a minor in energy studies. While at MIT, Sam was a member of the wrestling team and he was a 4x NCWA All-American and 2013 National Champion. He's also run marathons and ultramarathons.

### **Quotes**

"We literally have the world's information in our pockets. If you want to go make a change, you can do it."

"Everyone was a beginner at some point."

"I love practicing the 'diving response' at work because it reminds me that we humans have power to change our emotional and physical states."

### **About Finding What is Your Thing**

I think starting with what do you do for fun is a good place, whether that's watching football, playing video games or exercising. Then I think you need to go find role models. Whatever that field is, there are people making money off that, whether it's sports, broadcasting, e-sports, personal trainers etc. Through the magic of the internet, you have an incredible network of people who can be your role models from afar. In the same way, I was able to do that in the field of science and engineering, entrepreneurship and in wrestling."

## **About How the Only Failure is Not Trying**

I think it's just realizing that no matter what you're doing, if you're doing it for the first time and it's challenging, you're going to feel like you don't belong. It's like that universal voice in your head that says, 'No, no, no, you can't do this,' that place of self-doubt. And I think calling it out by name is the first step to changing that conversation and saying, 'Yes, I'm afraid. Yes, I don't know what I'm doing. Yes, I don't know if I'm going to succeed. But the bigger failure is not trying, it's not showing up. It's staying silent. It's not raising your hand.'"

## **About Listening to People With More Experience**

"When people have more experience than you and they're trying to tell you something, just because it's inconvenient and maybe is a short-term pain, that doesn't mean that you should ignore them."

## **Action Plan**

The Diving Response Hack: "In a non-scientific term, it's basically when your body slows down your heart rate when you're submerged in cold water as a way to conserve oxygen. In addition to slowing your heart rate, your body actually resets emotions. So you go from an aroused state like angry, sad or stressed to a neutral state. That's basically because when you're underwater without oxygen, your brain is saying, 'The only thing I should be thinking about is this present moment; being under water.' But you don't have to submerge yourself in water or jump in a pool to get this. What you can do and what I do every morning and regularly throughout the day at work is I take a cold ice pack and I put it right between my eyes, specifically at the top of the cheekbones. You hold it there for 10, 20, 30 seconds while you're holding your breath. What you'll experience is a really strong sensation under your eyes. You may notice your heart rate slowing and you kind of feel like your mind goes blank. Whatever that was stressing you out before seems like in the past. Feel free to let me know how it goes. You can tag me on Twitter with pictures or a video or just a comment."

## **Tools for Success**

"The old fashioned journal, I try to journal every morning and every evening. Some things I do is a gratitude practice. Another one is a timeline where at the beginning of every day I literally draw a line and put the hours of the day, and things I'm going to do for each hour and try to divide it up into events, and then duration. What that really does is it forces me to be honest with myself about how much are we going to get done. I also do it for each week. So on Sunday, I do one for the week. What I'm trying to do there is just realize that if you're only looking in a small interval, it's very

unlikely that you're going to be making the best use of your time overall and also balancing many different things."

Sample: [http://jimharshawjr.com/wp-content/uploads/2017/10/IMG\\_0755.jpg](http://jimharshawjr.com/wp-content/uploads/2017/10/IMG_0755.jpg)

### **Recommended Books**

*The Time Paradox: The New Psychology of Time That Will Change Your Life* by Philip Zimbardo

<https://www.amazon.com/Time-Paradox-Psychology-That-Change/dp/1416541993>

*Linchpin: Are you Indispensable* by Seth Godin

<https://www.amazon.com/Linchpin-Are-Indispensable-Seth-Godin/dp/1591844096>

### **Website and Social**

**Website for Embrlab:** <https://embrlabs.com/>

**Twitter:** [https://twitter.com/sam\\_shames](https://twitter.com/sam_shames)

**LinkedIn:** <https://www.linkedin.com/in/samshames>

**Article:** <https://www.indiehackers.com/@samshames/cfc79392d3>

**Kickstarter:**

<https://www.kickstarter.com/projects/embrwave/embr-wave-a-thermostat-for-our-body>