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*You Can't Get Pinned When You're on Top*

## **Wrestling with Greatness Podcast**

Action Plan Episode #15

with Seth Goldman, CEO Honest Tea

In this 15th episode of *Wrestling with Greatness* host Jim Harshaw interviews Seth Goldman, CEO of Honest Tea.

Honest Tea is a \$100+ million company that rattled the cages of beverage industry giants by introducing a great tasting, low-calorie, organic and healthier option. While that sounds like something that makes sense in today's market, when Seth launched the company in the 1990's it was revolutionary. And trying to introduce something revolutionary into an industry as challenging as the beverage market required perseverance and resilience... the kind found in a wrestler.

Honest Tea has since become the nation's best selling organic bottled tea, being sold in over 100,000 outlets. Seth co-wrote, along with his business partner, a NYT Best Selling book titled *Mission in a Bottle*.

I first learned that Seth was a wrestler when he wrote an article for Inc Magazine titled "The Secret to Becoming a Resilient Entrepreneur" during the Save Olympic Wrestling Movement. When I reached out to him for this interview, I didn't know what to expect. What I found was an inspiring person willing to share his amazing story and offer valuable insights into success that change your life.

### **Regarding Balance.**

If you have other areas of your life that pull you and distract you from your main focus, look at those as a benefit... as a positive. As an opportunity to clear your mind so that when you come back you can be more focused. Seth talked about the struggles of balancing launching a business with having a family and regardless of whether he had a bad day or a massive setback his kids just wanted to go out in the yard and throw the ball. That, for him, was a valuable way to have another outlet on which to focus and get his mind away from work.

### **Regarding exercise.**

"I often joke with my staff that sleep is overrated. I tell them 'if you have the choice between an extra hour of sleep and an hour of exercise, go with the hour of exercise."

Seth, a busy CEO, sees the time away from his desk as an investment. He returns to work with a clearer mind and more focused.

**What action can listeners take today to help them reach their goals?**

Identify multiple sources of motivation beyond winning or money. For Honest Tea, he wants to be an agent for change by providing a healthy, low-calorie drink. It wasn't just about money but rather changing people's diet and helping support organic agriculture.

**What's one piece of advice you'd offer your 20 year old self?**

The punishment that you took in wrestling will be valuable. You'll need to be resilient and bounce back from failure. You'll need to change your approach and come at problems from a slightly different angle, whether relationships, sale, marketing or otherwise.

**Book recommendations:**

*Mission in a Bottle* by Seth Goldman and Barry Nalebuff

*Delivering Happiness* by Tony Hsieh

*Let my People Surf* by Yvon Chouinard

...as "challenger brands" these books, Seth says, help him make sure he's not falling into the traps of traditional businesses.