



# JIM HARSHAW JR.

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## *Revealing Failure as the Path to Success*

### **Success Through Failure Podcast**

Action Plan Episode #215

Brian Dixon

Brian Dixon is a podcaster, speaker, and business coach. He believes that each of us was made for a purpose and that you will discover that purpose by clarifying your calling.

While Brian works primarily with entrepreneurs, we're going to leverage his experience in helping individuals create their own personal mission statement so that you can lead a life of passion and purpose whether you're an entrepreneur, stay-at-home parent, teacher, coach or just about anything else.

### **Quotes**

"I challenge you to make it your goal to help your boss win the day. That's how you get promoted, get more consulting gigs and so on."

"You show up as a different kind of dad when you make a difference in your day."

"I would've written a shorter letter if I had more time." - Mark Twain

"We judge ourselves based on our intentions and others based on their actions."

### **About The Mirror Manifesto 07:02 - 08:00**

"For you guys listening right now, imagine this morning, as you looked in the mirror as you're shaving or brushing your teeth, sometime before you left the house, you looked in the mirror. As you looked in the mirror, imagine you had a little index card right in the corner of the mirror, a little paper that gave you a three-sentence statement that was a reminder of what I call your profitable purpose; the exact reason that you're about to leave the house, and it gave you clarity for the rest of the day. What would that mean to you? How would it help you push through some of the inevitable setbacks and roadblocks that you're going to experience today? That's what I help people to, to get that clarity so they can move forward, so they

can do the hard things necessary so they can serve their people, to really show up for people at work and ultimately, for people at home."

### **About The 10 Steps To Creating Your Mirror Manifesto 09:55 - 30:00**

Let me give you an overview of what this is going to sound like. This is somebody that I worked with in a coaching setting. This is what his mirror manifesto sounds like. His name is Tim:

'You know how **[teachers and administrators 1]** want to help **[their students be successful 2]**?

Well, I help **[all teachers and administrators 1 and 3]** **[implement evidence-based strategies that support learning 4]** so they can **[feel confident in the impact of their work 5]**.

I do this by **[teaching workshops, facilitating meetings 6]**, and **[providing coaching 7]**. This gives me **[a sense of purpose, consistent income, and a chance to impact the future generation of students and teachers 8]**.

My clients say I **[help them learn and grow 9]** so they can **[become leaders in the field and have a positive impact 10]**.

1. The actual group of people that you want to serve. Maybe it's mompreneurs, or you're helping organizations raise money.
2. The goal of the people you want to serve.
3. Getting more specific. If you're helping teachers, which teachers? Are they pre-school teachers? Are they retired teachers? Are they private-based teachers in Virginia?
4. What is it specifically that you help them do? This is the tangible action.
5. What do they want? Feel confident in the impact of their work, maybe?
6. Free ways of serving people.
7. Paid ways of serving people. What is the problem you're solving that you're getting paid for?

8. What do you receive on a daily basis from all that you're giving? Feeling of accomplishment? Encouragement? Income?

9. What is it your client says you really help them with? Help them save time, give confidence, clean up their finances?

10. What's your client's long-term goal? They want to grow their business, hire great team members, wanting to enjoy location freedom?

### **About Brian's Habits: 3 Versions of His "Productive Pause"**

**1. Having a clear plan for the day.** There's nothing like writing it down. If it's not written down, it never gets done. We have these visions in our head but when they're ambiguous, it doesn't lead to action. I use a daily agenda or daily journal. I use my planner and I write out my big three goals for the day. When I'm checking my email or looking at my calendar, I just ask myself, 'What are my big three goals for the day?' and I make sure I get those done for the day.

**2. If it's not on the schedule, it's not real.** I schedule everything. I make sure I am fully booked every, single day. One hundred percent booked. That might be rest, it might be reflection. I schedule my lunch, a walk around the block, my workout time etc.

**3. I believe in that hour of power,** that one hour in the morning before the kids wake up. As a work-from-home dad, my day gets wrecked when a kid wakes up before me. I'll miss the chance to connect to God in the morning, I miss the chance to review my agenda, I miss the chance to read something inspiration, I miss the chance to do some basic stretching etc.

### **About Brian's Failure 39:41 - 41:23**

"I had a friend and a client who came out with a book a couple of weeks ago. I meant to send her a note, a personal handwritten note that I would put in the mail a few days before the book came out, 'Congratulations on the new book. Really excited for you.' I didn't write it down, so I forgot. Her book came out on a Tuesday, and I meant to send her a message and say congratulations, or a video on Facebook or Instagram, but I didn't write it down so I didn't do. A couple of days passed and I thought, 'Let me send a message.' I was about to send a message and I got a phone call or an alert, and I forgot about it. Now, it's been a few weeks and I'm like 'It's kind of late.' I feel really bad. The thing is we judge ourselves based on our intention and others based on their actions. In the same way, this friend, there's distance now

because I should've just said 'Way to go,' and instead, I meant to and I didn't. I think that usually for me is the gap. The gap is the thing I meant to do and the thing I actually did. What I've just learned and continue to learn is I have to take my intentions and plan them so they become actions. When they're not planned out, then I don't follow through and I get negative results. They're what I wish I did, instead of what I actually did."

### **About the 360 Assessment 49:30 - 51:30**

"The 360 assessment, imagine people who are 360 degrees around you, in all areas of your life, giving you anonymous feedback. Then they can be true. They can tell you the unfiltered truth about what are you good at, where are you stuck, and what might be some blind spots. After great projects and failed projects, I worked with this business coach and did this 360 assessment. I invited 50 something people to take this assessment anonymously and give their feedback and to basically say, 'This is what we see. This is what you're good at and this is what you're stuck.' Honestly I thought it was going to be mostly positive, and I skipped over all the good stuff because I really wanted to see where was I stuck and what do I need to improve. There were three comments out of the 53 that said, 'Brian often puts projects over people.' It just hit me right in the gut. That's not the kind of person, the kind of father, the kind of man, the kind of leader, or coach that I want to be. That set me on a journey of discovering what does it mean to start with your people. Don't start with your profit or your purpose, or even your daily practice. 'These are my daily routines, don't get in my way.' What if we really look at the person across the table from us in the eye, what if we actually ask our client, 'What can we do better and and how would it change our life?'"

### **Website and Social**

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

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

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Book:

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