



JIM HARSHAW.net

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

Wrestling with Greatness Podcast

Action Plan Episode #27

with Joe DeSena

Joe DeSena is the founder of Spartan adventure races which have become wildly popular in recent years. He's not a wrestler but he has tremendous respect for the mindset of a wrestler, which is why he got his kids into the sport. Joe has the wrestling mindset. Not only can he operate when he's uncomfortable but he actively seeks out discomfort.

On his own podcast, SpartanUp, he interviews successful people from all walks of life and has even had wrestlers Kyle Dake and Nate Carr on his show in addition to Richard Branson, Gary Vaynerchuk and others.

His story is an interesting one to say the least. One that you would never think would lead him to start an adventure race company. He shares that story as well as some of his key beliefs about success in this 27th episode of Wrestling with Greatness.

On Resilience:

"I don't think you can prepare for life if you're not challenged everyday and you're not uncomfortable. You're going to face resistance at varying levels every day, every month, every year. You're going to get sick, you might run out of money, someone's going to get cancer. The more uncomfortable you are each day, the more training you do to make yourself resilient, the more resilient you're going to become and the more resilient you're going to be when those things show up. And they will show up."

On Happiness:

I always knew that happiness was not an absolute, it was relevant. It's really easy to make yourself happy by making yourself uncomfortable, and going back to comfortable. It's hard to make yourself happy if you're constantly raising the bar. First you get a new car, then you get a new expensive gold watch, and then you

need a new house. The ability to make yourself happier diminishes. But if you take everything away and you're fighting for milk everyday, then you could just be happy eating a cracker in the rain!"

On toughness:

"If you want to toughen up your fists you going to punch a bag everyday, you're not going to rub Vaseline and cream on them. [..] I mostly opt for the uncomfortable road everyday. As soon as I hear myself saying that I don't want to do something, that's it, I do it."

Delayed gratification:

"If you could walk instead of driving, if you could stand instead of sitting, if you could take the stairs instead of the elevator, drink water instead of wine, beer or coffee - you get confronted with these choices every single day and the difficult choice is usually the right choice."

Knowing your true north:

When you know your true north, you know what to say yes to and what to say know to. How do you figure it out?

"It's how you want to be remembered, you write your own eulogy. What's most important to you? And that can change throughout your life. Before I met my wife I had to make money and that was my thing. I was going to get ahead and make money. [] If I died today how would I want to be remembered? I don't know if I'd want to be remembered as the guy that made a lot of money."

On networking:

"I take every meeting. I try to meet and talk to everybody. By doing that I get an enormous amount of information coming in. I'm very open minded. I'm very optimistic. So if you're open minded and you meet a lot of people and you're very optimistic then you start to explore a lot of opportunities. I'm constantly juggling several of these opportunities and then something sticks. And I start heading down that road."

"When you meet somebody you need to quickly figure out how you can help them. What could you do for them? It's like putting money in the bank. Think about it. If you had a network of 200 people, and every one of them felt like they owed you because you helped them, you can't help but win in life."

Top habits of success:

1. You have to eat well. You have to train. The brain and the body are connected.
2. Build a network. Anyone can do that.