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

## **Wrestling with Greatness Podcast**

Action Plan Episode #28

with Tom Koulopoulos

**Tom Koulopoulos is the founder and CEO of the Delphi Group, visionary, futurist, keynote speaker and author of many books including The Gen Z Effect, Cloudsurfing and The Innovation Zone. His clients include Microsoft, IBM, Pepsi, Kelloggs and more. I first learned about Tom through an article on Inc.com where he talks about the value of those who shape our lives and, in his case, he wrote about his high school wrestling coach. Tom shares his views on the value of discomfort and struggle in addition to technology, writing and the future.**

### **On having written his eleventh book:**

*"In school, academically I didn't write well. My grammar was very poor. My spelling was absolutely horrid. But like so many things in life when I found my passion and applied myself to it I found my craft and it has become a great joy for me. it's something I do on a daily basis."*

- What is it that you're obviously not very good at, like Tom once was at writing, that, if you were would impact your career or improve your life in some way. How can you ignite a passion for it like Tom did? What is the "why" that might spark you to try?

### **On the future and "technological chaos going on around us":**

*"If you want to understand the future then you have to accept discomfort. You cannot comfortably Get to the future. It doesn't work that way. When people ask me about Twitter or Facebook or Instagram or SnapChat, my answer is always, "Have you done it? If you haven't, why?" It's kind of like complaining about the politicians in office when you didn't vote. If you didn't get involved in it then you don't get to complain."*

**On discomfort:**

*"Few authors like to write but they like to have written."*

*"If you architect a little bit of discomfort into your life some of that discomfort will pay off in ways you could never have imagined. It's like investing. Some of those assets will be hedge bets and you'll lose money but you're ok with that because you know over time some of them will pay off. "*

**On failure:**

*"I'm a believer in training yourself for failure not because you want to fail but because you want to succeed. Someone asked me recently, 'so what do you attribute your success to?' My response was that it's because I failed so many times."*

**One daily habit- Gratitude:**

Tom makes a phone call or writes at least one letter of gratitude each week.

In fact, I found Tom for this interview because I read his article in Inc Magazine which, it turns out, is a letter of gratitude to his high school wrestling coach.

<http://www.inc.com/thomas-koulopoulos/do-this-for-30-days-and-you-will-never-be-the-same-again.html>

**Book recommendation:**

Anything on the topic of mindfulness (lately)