



JIM HARSHAW JR

Revealing Failure as the Path to Success

Wrestling with Success Podcast

Action Plan Episode #38

Martin Floreani

Martin Floreani is the CEO and co-founder of FloSports along with his brother Mark as well as Madhu Venkatesan. Starting off in 2006 by interviewing wrestling coaches and filming matches, Martin was determined to produce original content for wrestling and other sports. The company is now transforming the sports of wrestling, track and field, cross country, gymnastics, elite fitness, softball, Brazilian jiu-jitsu and bodybuilding with their disruptive media model. Martin grew up in Chicago and wrestled at Cal Poly University.

On wrestling:

"I loved wrestling because it really exposed my weaknesses. Not only from a physical point of view but mentally."

"It's such a great sport. It's such an awesome and exciting sport and there's no reason it shouldn't be what football is."

"I took that same exact mentality (from wrestling) and put it into building the business."

On conflicts with USA Wrestling and the National Wrestling Coaches Association:

"There's a lot to be said about an open, critical media. I think it's really helpful. I thought it was the right thing to do for the sport. We weren't just going to sit idly by and say only great things about every because that's not being real with the community. "

On FloSports and his vision for sports media:

"I want to be creating content that (OK State head coach, Olympic gold medalist) John Smith or (Iowa head coach, Olympic gold medalist) Tom Brands or (Minnesota head coach) J Robinson want to watch."

On having the role of expectations in success:

"(Expectations) are such a core fundamental part of achieving success. [...] You have to have the expectations that you are capable. You have to really be able to envision yourself as being what you want to be. If you can envision it and see it and feel it then it's a whole lot easier to get there."

"Everyone should hold themselves to the standard of trying to be great at something and not accept mediocrity."

"Once you realize that life is hard and you accept that, life is easier."

--paraphrased from J Robinson

On the role of environment in success:

"I'm a huge believer in environment, in putting yourself around the right elements to make yourself have that opportunity to become great. And that takes action. That takes real desire to do that."

What advice would you give your 20 year old self?

"I probably gave too many people too much credit. [...] Make sure not to give people too much credit. They've got to earn the credit with yourself. I never had a problem underestimating people. If anything, I overestimated people."

Websites:

www.FloSports.tv

www.FloWrestling.com

www.FloTrack.com

www.MileSplit.com

www.FloGymnastics.com