



JIM HARSHAW JR

Revealing Failure as the Path to Success

Wrestling with Success Podcast

Action Plan Episode #41

John Brubaker

John is a nationally renowned performance consultant, speaker and award-winning author. John is the author of two award-winning books: *The Coach Approach: Success Strategies From The Locker Room To The Board Room*, and *Seeds of Success: A Leader, His Legacy, and The Lessons Learned*. He also co-authored *Leadership: Helping Others To Succeed*. Brubaker was recently named to Forbes Magazine's "Top 10 Consultants Who Avoid The B.S". John and his books have been featured in Forbes, CBS Radio, ESPN Radio, Talent Magazine, Sold Magazine, Fox Sports, Bloomberg News, NBC Sports Radio, Huffington Post and The Street.com.

John grew up on Pennsylvania and went on to play and coach college lacrosse.

On peak performance and balance:

"Your greatest strengths-- being driven, competitive, obsessed-- can also be your greatest weakness. [...] When working with some of my clients, to get them working at an optimal level, we have to dial back what they're doing. We have to help them find more balance because that impacts how you show up. [...] If you can't lead yourself first, you're not going to be able to lead other people effectively.

How to achieve balance?

"The biggest thing they [overworked executives] need is perspective. [...] Which one is it? Are we working to live or living to work? Because one is healthy and the other isn't."

On how to gain perspective:

"I think everyone should reflect on their experiences and put it in writing because it aids you in perspective."

On morning routines:

"I think the first hour of your day really sets the rudder for your performance. I dedicate sometime in the first hour of my day to quiet contemplative thought and journaling. I think a lot of people have an aversion to writing so journaling could be going for a walk with your dog in the neighborhood and taking your iphone and just journaling out loud to that voice recorder on your phone. I think you need to say it out loud or write it down. Whatever you're comfortable with. It gets you out of your own head and gets your thoughts onto paper."

Regarding the value of athletics:

"That's what athletics prepares you for. The unknown. You're comfortable being uncomfortable."

Productivity hack:

Great ideas often come in the shower. John keeps a dry erase marker in his shower so that he can capture those thoughts on the walls. Before wiping it clean, he takes a picture with his phone and voila! Your next million-dollar idea is captured!

Habits:

"It's one thing to have goals. It's another thing to write them down."

John goes on to explain that most people who write down their goals tuck them away. Out of sight, out of mind. We need to advertise them to ourselves. Coca Cola spends \$2.75 billion/year advertising to you so that their brand is top of mind. Do the same with your goals. John keeps a laminated copy on his nightstand, in his briefcase and in his shower. You can run but you can't hide!

Book recommendations:

Purple Cow by Seth Godin

John's books:

The Coach Approach: Success Strategies From The Locker Room To The Board Room

Seeds of Success: A Leader, His Legacy, and The Lessons Learned

Leadership: Helping Others To Succeed

Websites:

<https://coachbru.com/>

<https://twitter.com/coachbru>

