



# JIM HARSHAW JR

*Revealing Failure as the Path to Success*

## **Wrestling with Success Podcast**

Action Plan Episode #42

Ken Lubin

Ken Lubin is a high level executive search professional, athlete and entrepreneur. He's also the founder of Executive Athletes, an online community of professionals and athletes that has been developed for those who are still competing in sport. Ken's athletics background is in ski racing and endurance racing. He believes that the quest for optimal health and high performance are highly synergistic. He believe that if you pursue both, you can become your best in life, as well as in business. We're going to talk today about his philosophy as well as practical strategies for networking your way to success.

### **On networking:**

*"The best way to connect with people is to connect with people through your passion. Most people have a day job but they have a passion on the side. That's the ultimate goal-- if you can combine your passion with your day job-- that's the best of the best."*

### **On his experience when his salary was cut in half during the recession (with a wife and child on the way):**

*"I was failing miserably but then it allowed me to say I'm going to do something different. I've got to learn to look at the world differently. I've got to learn to use technology and tools better and more efficient than everyone else. I went on to full-on learning mode. How to Look better. How to use LinkedIn that are. How to use different social media tools better."*

### **On moving taking responsibility, looking at the future and moving forward:**

*"I'm already sitting down and thinking, 'how can I differentiate myself?' [...] It's all taking responsibility and taking action."*

*"You don't have to be the leader but even if you the number to of the number 3 person, you have to the best that you can be at that level."*

**On having focus and having goals:**

*"Really watch much TV or professional sports Because I feel like I'm wasting time. I could go out for a 4 hour bike ride in the equivalent of watching a football game. I feel much better after a bike ride then I do after sitting around drinking beers."*

**Habits:**

- 1) Write your goals down.
- 2) Always be learning.

**Books referenced:**

Anything by Gary Vaynerchuk ("*Crush It*"), Malcolm Gladwell or Seth Godin.  
Tim Ferriss Podcast

**Websites:**

Website: <http://www.executiveathletes.com/>

LinkedIn: <https://www.linkedin.com/groups/2791940>

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