



# JIM HARSHAW JR

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## *Revealing Failure as the Path to Success*

### **Wrestling with Success Podcast**

Action Plan Episode #47

Wayne Kurtz

Today I bring you Wayne Kurtz. Wayne is a speaker, author, coach and athlete and he's a man of tremendous passion who has spent a lifetime devoted to pursuing and achieving every goal he has to set out to accomplish. Growing up, he learned from his parents to set big goals and work hard to achieve them! He's followed that advice. He's completed some of the most difficult races ever endured by a human and will share with us some of the mental game that it takes to achieve not just big goals but the biggest of goals that you can possibly set for yourself.

#### **Goal setting system that Wayne shared: Starts at 22:50...**

- "I still write down my goals, physically. And I write them down with deadline dates. It's not rocket science. And I do a few things that make me not forget them.
- Timelines: "I break down timelines that are aggressive but realistic."
- "I visualize the who, what, when, where, why."
- Tips:
  - Wayne breaks his goals down into 12 categories: "Take your top 5 goals, laminate them and carry them around with you wherever you are."
  - "I write my goals down everyday at 4:15. People think I'm insane. [...] If you write and think about something all day long, you become what that is."
  - Accountability system: Wayne uses Basecamp but also recommended Trello.com. He also uses Evernote. He'll, for example, take a picture of his handwritten journal when there's something important and upload it to Evernote.
  - "Keep it simple and concise. Ten minutes a day. [...] Making it really short and easy to do."
- Goals will change. Things will go awry and you refocus. I always try to do a self-analysis every quarter.

- "Your retention rate goes up 25-28% by physically writing vs typing."

**On Relationships:**

Achieving goals is important but "It always comes down to the people that you meet along the way."

**Book/Resource Recommendations:**

**Websites:**

<https://twitter.com/WayneKurtz>

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