



JIM HARSHAW JR

Revealing Failure as the Path to Success

Wrestling with Success Podcast

Action Plan Episode #48

Keith Wilford

Today I bring you Keith Wilford. Keith works with athletes to prepare them to be physically and mentally strong for the next challenge of their journey. Built into this effort is a clear focus on the concept of the importance of discovering the meaning of hard work as they attempt to exceed their own expectations. Keith has risen to national prominence by delivering high energy, relevant messages to groups across the country that encourage and inspire people of all ages and backgrounds to break those barriers that tend to preclude them from reaching their potential.

On loving yourself:

"I always masked it for years with sports but, whether it's metaphoric or not, my heart stopped and the love for myself stopped. And I know that when the love wasn't there for myself, there wasn't any there that I could give to my family or to my son."

On introspection and quiet thinking:

"My best moments of clarity are when things aren't going so well and I need to really think quietly about what I'm doing."

"Sometimes you have to say 'I have to turn off the noise so therefore I can take a big step forward.'"

On getting uncomfortable:

"What separates us from being good and from being gritty and great is getting beyond feeling comfortable."

"It's ok. It'll hurt but it's ok. I'm talking about allowing your mind go to a place where it doesn't feel good and beyond that... there's a level of blossoming and beauty that I can't even explain."

"A lot of us hold us hold back because we're afraid of what happens if it hurts too much and I don't make it. At the end of the day if you don't go there you're never going to get there."

"There's nothing you won't accomplish if you just allow yourself to go there."

Three Action Items:

1. **Make a choice:** Just be honest with yourself and decide what you really want. A lot of times we think we want something but we don't really want it that bad.
2. **Accountability:** Surround yourself with people who will hold you accountable.
3. **Expect great things:** Expect that great things are going to happen.

On success:

"Take a risk. I take a risk every single day. I try to fail at least 10 times a day. And by taking that risk and failing and looking at it a different way, it becomes a tremendously fulfilling game that you end up playing."

Book/Resource Recommendations:

The Pact: Three Young Men Make a Promise and Fulfill a Dream

<http://www.amazon.com/Pact-Three-Young-Promise-Fulfill/dp/157322989X>

Websites:

<https://twitter.com/TheWilfordMovem>

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