



# JIM HARSHAW JR

*Revealing Failure as the Path to Success*

## **Wrestling with Success Podcast**

Action Plan Episode #49

Douglas Muir of Muir and Associates

Doug is an authority in business strategy, customer development and the Business Model Canvas, having successfully built several multimillion-dollar enterprises from the ground up. He is considered the start-up guru and speaks internationally on topics of entrepreneurship, innovation, and business growth.

Muir teaches Entrepreneurship at the prestigious University of Virginia. What you won't read about him in his bio, though, is the incredible adversity that he had to overcome to get there. Doug shares both his story and tactics you can use to overcome your own adversity.

### **On turning points:**

"There's a point in time where you're going to look in the mirror and say 'who am I? Is this what I really want to do?' Mine was flying by the World Trade Center on September 15th, 2001 looking at the smoldering buildings. I looked at my first officer and said, 'I'm out. Life is too short. I'm not doing this anymore.'"

### **On entrepreneurship:**

"Entrepreneurship is an art. I was a pitbull that pushed through things and worked harder than everyone else. But just like watching talented people wrestle, it's an art. I think I have that in entrepreneurship."

### **On tenacity:**

"If I would have quit at the 71st investor, what would Main Street Charlottesville look like today" because the 72nd one invested in me. Never give up. Always see your dream and move toward it."

### **The power of asking why:**

"If you ask somebody what they desire they're going to tell you. If you ask

somebody why they're turning you down, they're going to tell you. I collected so much information from people turning me down by asking 'why?'"

"By just asking people what the painpoint was, I was able to develop a corporation around it and sell it to AT&T."

**On mentorship:**

"I had no idea what to fear. By grabbing onto and learning from mentors, that was huge. By hiring them on, your chances of success are much greater."

**On entrepreneurship and customer discovery:**

"Interview, interview, interview and then execute. That's it. It's really that simple."

"Going out and talking to people. Not even telling them what you're thinking about selling. Just asking what your pain points are."

**Three steps to creating a successful entrepreneurial venture:**

1. Success is Information: Finding out as much as possible about what you're doing. If you see there's a problem, find out more about it by interviewing people.
2. Accounting: Learn the numbers.
3. Excitement: Your excitement will be there because you've done your homework through the "customer discovery" phase.

**Book/Resource Recommendations:**

Good to Great by Jim Collins

How to Win Friends and Influence People: Dale Carnegie

**Websites:**

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