



JIM HARSHAW JR

Revealing Failure as the Path to Success

Wrestling with Success Podcast

Action Plan Episode #68

Greg McKeown

Greg McKeown is an international speaker, leadership and business consultant and an author. He is the founder and CEO of THIS, Inc., a leadership and strategy design agency based in Silicon Valley. His clients include Apple, Google, Facebook, Pixar, Salesforce and Twitter. His most recent project, a book titled *Essentialism: The Disciplined Pursuit of Less*, (which became an instant New York Times bestseller) is a business and self-help book that challenges core assumptions about achievement to get to the essence of what really drives success. He speaks on how to live and lead as an “Essentialist.”

Greg earned an MBA from Stanford Graduate School of Business after studying communications and journalism at Brigham Young University.

Quotes About Essentialism:

“If the undisciplined pursuit of more is working for you, then keep doing it.”

“If you say yes to everything, you simply won’t be used at your highest level of contribution.”

“Less can be better.”

“Remember that you always have a choice. No one can take away your ability to choose. You can only forget that you have it.”

“There are two types of people in this world. There are people who are lost and there are people who know they are lost.”

Why is it that otherwise successful people don't break through to the next level?

"Success can become a catalyst for failure. With success comes an increase in options and opportunities and most companies try to say 'yes' to them all."

Scheduling Time to Figure Out What's Essential

"People need to schedule a personal quarterly offsite. Put it on their calendar to take one day to focus on the things that matter most. And make sure that in the big picture, we're aligned in the right things. And then every week, a weekly essential design session to make sure you're getting the most important things done this week. And third, daily, doing the same thing. Saying 'here are the things that are essential.' I say six, three personal and three professional."

Greg's Habits

- Journaling everyday (for the past 5 years and nearly everyday for the last decade)
- He begins each journal entry with "I am thankful for..."

The Three Pillars of Essentialism

- 1) Explore what's essential.
- 2) Eliminate what's not by making strategic trade-offs.
- 3) Building a system or a routine that supports what's important or essential.

Quote referenced:

"Success is a poor teacher." -Bill Gates

"The difference between successful people and really successful people is that really successful people say no to almost everything." Warren Buffett

Websites and Social:

<http://gregmckeown.com/essentialism-the-disciplined-pursuit-of-less/>

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