



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #161

Bruce Babashan

Bruce Babashan is a former senior executive at one of the largest C-suite executive search firms in the United States. During that time, Bruce interviewed, consulted for and worked with hundreds of the nation's top business minds and leaders. He then ran a successful business consulting firm called LeaderBridge, which provided a range of business consulting services including executive and leadership coaching.

Bruce is now most well-known as an internationally renowned professional boxing coach and trainer. His athletes have competed at the highest level including the Olympics, at the professional level, and have even won world championships.

Bruce is the author of the upcoming book, *The Boys In Backpacks and The 5 Levels of Commitment* which will be available in 2019.

Quotes

"No one's coming to save you."

"Success is a process of exclusion, not inclusion."

"You define yourself by how you respond to failure."

"It's important that you as a coach know your place too. It may be our nature to coach, but maybe not their nature at that moment to be receptive."

"One guy goes to war in a suit and tie. Another guy goes to war with boxing gloves. It's the same thing."

About Coaching 15:17 - 16:03

I've had both formal and informal coaching. It's kind of an interesting thing about coaching. Oftentimes, the people that you coach in sports or in executive coaching, are actually more talented than you, or better at that specific thing. But they need guidance. They need a third party objective view of their performance. Or they need a way to sort of get outside themselves to make decisions. I think there's very few people I know that can't benefit from having somebody like that in their life. So I think it's real important. I think the moment you close yourself off to that, you become smaller."

About How Your Handle Loss 49: 40 -51:15

"We go to tournaments all the time and I'll have a kid who pours himself or herself into the endeavour. And all of a sudden, we lose, we get smoked. It's hard. And I'm always looking the next day, who shows up and what do they have in their heart the day they show up. That's when you get to really sort of define kids and yourself. How hard am I coaching today? How much do I believe in the things that I say to these kids. We just went out there and poured out my heart. Anyone who's been a coach knows that these moments happen far more frequently than the other way. If you're going to play around in competitive sport, then you're going to have to take your lumps. For me, having so many times lost when I wanted to win, I always think of this as the most important thing. We have this saying in my gym, and we say it on the football field constantly, 'No one's coming to save you.' It's really a comment about how this is life. You worked your butt off and you got beat. Don't look around for somebody to hand you something or feel sorry for you. Save yourself. Get back to work."

About Knowing Your Priorities in Life 37:40 - 38:03

I hear this all the time, business organizers, sports guys, 'I want to be a champion.' Do you? You want to be a champion? Then you've got to live a different life. Being extraordinary is a process of exclusion, not inclusion. You're going to have to exclude many things from your life, many people from your life, and you're going to have to focus your life on two very simple things, your home and your dream."

About the Five Levels of Commitment -34:33- 37:33

"I want you to draw a circle, a square and a triangle with the base at the bottom, and then a straight, vertical line. So we have four shapes. This became the way that I described how people will go about the process of achievement. I call it 'The Season of Achievement.' In these spaces, these shapes, the axis are the people you

put in your life and spend your time with. Each one of the angles is where you spend your time.

1. With a circle, that's basically an unfocused athlete or kid. This is the kid that loves the idea of being successful, has all the swag, the new gear, but is never truly focused or committed. They fill their lives with people who aren't really assets to them achieving their goal.

2. For the square, it's four angles. People here usually spend their life at home in one angle. They go to school/work in the next angle. They go spend their life working on their dream in one corner. But then the other corner they have a social life and a life of recreation. "This sounds very reasonable. This is what you're told all your life, that you have balance in your life if you're willing to achieve great things.

3. The triangle only has three angles in it. The top angle is home. The bottom angle is work or school and the other angle is your dream. This is my ideal shape.

4. The vertical line goes up and down. These people only spend their life in two places. They go home or they go to their dream. This is the Bill Gates. This is Alex (Marin). These are people who accomplish extraordinary things in the season of achievement.

Website and Social

Website: <https://www.yourcornerman.com/>

Facebook: <https://www.facebook.com/Your-Corner-Man-170573467015694/>

Twitter: <https://twitter.com/brucebabashan>

Instagram: <https://www.instagram.com/yourcornerman/>

