



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #188

Sam Coniff Allende

SAM CONNIFF ALLENDE is a multi-award-winning social entrepreneur and co-founder and former CEO of Livity, Don't Panic, and Live magazine. Since starting his entrepreneurial career at age 19, Sam has mentored thousands of talented young entrepreneurs and hustlers around the world.

Sam is an acclaimed public speaker and advocate of "business as unusual," and a purpose-driven strategy consultant to brands such as Red Bull, Unilever, and PlayStation.

Sam has refined the concepts explored in his bestselling book, Be More Pirate by delivering workshops to senior executives in the headquarters of Google and Facebook, and also to hundreds of socially conscious entrepreneurs and innovators in South Africa, the US, Greece, and the UK.

Quotes

"You've got to watch out for the soul of the things you do as they begin to scale."

"The main cause of failure in nearly 90% of startups is cash flow."

"What success doesn't come through failure?"

"If you want to know what's the next thing to do, you should take a look at what scares you most." - Elenor Roosevelt

About Measuring Success 13:59 - 14:37

"The typical measures of success of business are one-dimensional and they don't do justice to the opportunity of business in most of our lives. How do we measure success? Numbers, usually. How many people are in your company, what's your turnover. These number have got nothing to do with success. You can have 100

people in your firm today and still be desperately out of profit. The turnover has got nothing to do with your viability or innovation. The success of business is internal. It's something about who we are. So the new measures of success for business should be our ability to collaborate, our ability communicate, to convey ideas or bring others with us."

About The Reason Behind The Book "Be More Pirate" 23:59 - 26:40

"I started researching about pirates. I'm not talking about Somali pirates or Chinese pirates or Internet pirates. I'm talking about the Golden Age of Pirates. And I discovered something. I discovered part of history that's been lost to us all. The golden age of the pirates were the millennials of the 18th century. Average age, 28, they looked out on their future and they felt they'd been sold short. The institutes and establishments at the time were particularly self-interested and didn't have a plan for the disruption that was coming and they faced mass redundancy. Rather than make the greatest mistake this generation could make - which is to believe that the way things are is the way things have to be - they rewrote the rules of the society in which they existed. In order to do that, they had to break some rules. They stepped outside the normal social contract, bought their ships and created a new society. They established new principles that turns around, and suddenly there was democracy. Everybody had equal say on these ships. Every single pirate on board had a vote in the matters at hand. They were more representative even than Athenian democracy. They had an understanding of diversity which we still struggle with now. They were regularly releasing slaves and invited people of color to be part of their team with equal say and equal pay. They had female leaders at a time in the world where women weren't even regarded as equal intelligence."

About Being the Change 29:54 -31:20

I'm advocating a pirate-inspired rule form called professional rule-breaking. I think it's the next 21st-century skill. Professional rule-breaking pushes you to the edges. If you're in a professional organization, getting nearly fired once a year is probably the right benchmark of success. It's taking the idea that you want, and taking the road where asking for forgiveness is better than asking for permission, and putting it into play. In professional rule-breaking, there's no KPI. The new measure of success is others beginning to follow your idea. What we're seeing with this notion is suddenly you have a methodology that enables not just fast-paced change, but actually, new rules to be written. You realize that most of the rules that we follow - not regulations or laws that are there to protect us - are really just habits or behaviors or parts of the status quo that was formed over time [inaudible 31:04], perspective and power.

Equally, a small group of people who start doing budgeting in a new way, start running meetings in a new way, start organizing in a new way, push that idea out and something will begin."

Free E-Book

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