



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #222

Jim Harshaw Jr Solo - Perfectionism

There's something you want to do but you're not ready. The timing isn't right. You don't have the skills. The "thing" isn't yet perfect.

Here's the problem. Deep down, you know it never will be. You've been caught in the loop of procrastination by perfectionism. You don't do it because it's not perfect and because it's not perfect you don't do it. The cycle leaves you in a perpetual state of feeling that one day you will make it happen but right now isn't the right timing. Your fear of being embarrassed, losing, failing and hearing that little voice inside you say, "I told you that you should have waited."

In this episode I address procrastination by perfectionism and give you concrete frameworks for breaking the procrastination by perfectionism cycle so that you can unleash your true potential.

Quotes

"I see so many people dealing with this idea that the end result is the only value in doing anything."

"If you find yourself working on something and realizing your good enough is not good enough, then you know you're being crippled, being held back by perfectionism."

"If you launch, you can still quit. It's not a forever thing."

"It's not that you don't have the time to do something. You've just not made it a priority." -Jay Robinson

"Motion creates emotion." -Dr. Rob Gilbert

About Naturally Evolving Into Your Purpose 06:05 - 10:27

"I was having coffee with a guy yesterday and he asked me about my business. 'Who did you model your business after?' And this is a guy who reads a lot of books and listens to a lot of podcasts etc. It was a question I'd never been asked and never really thought of. I thought, there are people out there who are speakers, coaches - executive coaches, life coaches, performance coaches - and there's people out there who are podcasters. Some of them are a mix, some of them just do one thing. How did I create my business? It was just this natural evolution. I didn't set out to create what my business is right now. I didn't know what I was creating. But I definitely had a bit of perfectionism holding me back from getting started. I remember recording my first episode. I was kind of watching the kids and I said, 'Hey guys, I need to just go up to the bedroom and record my first podcast episode. So you guys just hunker down here and I'll just close the door and record this thing.' Life is busy, but I had been putting it off for so long and so I just started. I didn't model after anyone. I just started. It was this natural evolution. And then I was driving home and I was thinking, 'How would I teach somebody to build a business like mine?' Well, it wasn't a straight path. If you ask 100 successful people, people like me who maybe are coaches or speakers, have a podcast or wrote a book, you'll get 100 different answers. For example, Larry Hagner of The Good Dad Project, his avenue is a Facebook group. Other people do podcasts, or live videos, or offline networking, or SEO, or free talks. There's a million paths. Mine was mine. Was it perfect? No. Neither is yours."

About Doing The Things You're Embarrassed To Do 18:14 - 19:52

"If you want to grow and step to that next level, it's going to take getting over the fact that you are not perfect and you don't have to be perfect. Great and perfect is the enemy of good enough. You're good enough. Get started now. Reid Hoffman, the founder of LinkedIn says, 'If you are not embarrassed by the first version of your product, you've launched too late.' This guy is a venture capitalist now, investing in new companies. He's seeing these new companies constantly. This is a guy who built something great. So where are you going to be embarrassed if you launched right now? Whether it's starting to get fit or getting back to the gym or starting that side hustle, that side business that you want? Are you embarrassed to get started? Are you embarrassed to show up at the gym because you don't know how to use the equipment? Are you embarrassed to seek out that chance to speak or present in

your industry and be viewed as an expert? Do you know how you get those skills? By doing it."

The Four Frameworks 23:45

I'm going to give you four frameworks for overcoming your perfectionism. I didn't invent any of these four but I love these. These are concepts that I embrace in my life, in my business and when I'm coaching folks to get them through any limited beliefs they have, any imperfectionism that they have. These are concepts from other businesses and other industries that you can use.

1. In the software development industry, they call it **agile software development**. It's basically this; its solutions evolve through this collaborative effort of teams and customers or prospective customers over time. **You don't build the whole software and launch it. You just build what people tell you they want.** I did it the wrong way. Whenever I built my software years ago, I was adding features that I thought everybody wanted instead of starting with just the bare minimum. You can do the same thing. Whatever it is that you are trying to launch, think about trying to do it in a collaborative effort with teams, customers or prospective customers, especially if it's a business. Start by talking to a few people who may be target clients. Maybe get them in a room, get them on a conference call.

2. Lean startup. There's a book called *The Lean Startup* by Eric Ries. I pulled most of this definition from Wikipedia and made it shorter and easier to understand; **lean startup is a method for developing businesses and products that aims to shorten the product development cycles and quickly discover if a business model is viable. This is achieved by experimentation, iterative product releases and validated learning.** Basically, what we're talking about here is shortening the product development cycle, which means creating a product more quickly. Talking about figuring out if a business model is viable, is figuring if this is actually going to work before going all-in on it. Say you want to run a marathon, 'I'm not sure if my shins can handle it. I get shin splints when I walk.' What's the way to go about this? Experimentation is going out and run a lot. Go out, learn, test, experiment, take the information you learn and use that to make the next decision.

3. Minimum Viable Product (MVP). This is creating or doing something that's just enough to satisfy early adopters, which in this case is you. Later on you add the bells and whistles and features after you do some learning and get some feedback. I didn't do this with Rio Sports Marketing. I created something that is kind of good and some people liked, but it was not enough to keep it going. So what's the minimum

you can do in order to figure out if you can take the next step? You don't need to get from step 1 to step 10 today. You need to get from step 0 to step 1. Once you get to step 1, then, 'Step 2 will be this.'

4. Minimum Effective Dose (MED). I pulled this definition from [Bulletproof Labs](#). He said, 'The minimum effective dose is the principle of finding the smallest dose it takes to produce an ideal outcome. I don't like the word 'ideal' on this. It's just the smallest dose to produce outcome. Anything less than your MED won't work and anything more is a waste of time, resources, and energy.' So what is the MED for you to try something, to do something and get the results you're looking for? For me, building a business while I have a full-time job and kids, I had to do the MED for exercise. I knew it was important to me so I did a lot of short, high-intensity, interval training like burpees, push-ups, sit-ups, curls, and things like that in the morning.

Productive Pause Questions

1. What is the one thing that I can do today?
2. What is the one thing I can do this week?
3. What do I fear that is stopping me from doing what I need to do?
4. Who do I know who's doing this or who has done what I want to do?

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