



# JIM HARSHAW JR.

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## *Revealing Failure as the Path to Success*

### **Success Through Failure Podcast**

Action Plan Episode #248

Jim Harshaw Jr Solo - Get What You Want

We all want something from someone- maybe it's a promotion, their support, their buy-in, a sale, their agreement, or simply a chance to be heard. I'm assuming your intentions are good because what I'm about to share with you is a superpower. Like any superpower, it can be used for good or evil. I'm going to give you a handful of tactics but you only need to choose one or two to see results. Pick and choose which feels most comfortable for you and you'll start seeing results instantly.

### **Quotes**

"The three core habits that come up most with my coaching clients are sleep, exercise, and nutrition. If you can nail two of those three, you are going to make everything else easier in your life."

"Don't try to take all of these tactics and implement them right away. Pick and choose one, two, maybe three. Implement them, and come back and try some more."

### **Tactics to Getting What you Want From Other People 04:42**

**1. Visualize:** Imagine that you have that thing from that person. Visualize. Whether it's that raise from your boss, acceptance from your social group, the approval of some application, whatever it is that you want. I want you to visualize it. I want you to see it. I want you to imagine it already happened. When you do that, some people talk about God or the Universe starting to move things in your favor. I believe that. I believe in God and I believe in the verse Matthew 11:24 where Jesus says, 'Therefore I tell you, whatever you ask for in prayer, believe that you have received it, and it will be yours.' There's that factor, but there's also the factor of whenever you actually believe you have something and you visualize it and you start operating like that, then you start doing the things you have to do in order to get it. It changes the words

that come out of your mouth, your voice, your body language, your confidence, the phone calls you might make, etc. It's the difference between do, be, and have. People will try to do the thing, and then they will have the thing, and then they will be the person. It's the other way around. You will be that person first by visualizing. And then you will do the things you need to do. And then you'll have the thing in the end.

**2. Listen and get them talking:** A good friend of mine called me recently and said, 'Jim, I'm trying to get somebody to do something.' His goal was to have a meeting with this individual and tell them all the reasons why they should do what he thinks he's right. He's got 10 bullet points. I told him, 'Let me give you a different way to think about this. Get him talking. Ask him questions. Don't go in with a hammer and tell him the 5 or 10 reasons why they should do what you think they should do.' When you get them talking, you can frame your side of the conversation around what's most important to them. When you are listening and asking questions, you are doing your research.

**3. Serve:** A friend of mine's son always grew up wanting to play basketball for the University of Virginia. He got to high school, became a really good high school basketball player but he wasn't recruited by UVA. He applied to UVA, got accepted but he didn't get recruited. He tried out for the team but didn't make the team. He said, 'You know what? Maybe I'll try for the next best thing. I'll try out for team manager.' It's competitive but he got it. He dedicated himself to that role. He did everything he could to be the best team manager he could. He just embodied everything that program was about. After 2 years of giving everything he had, it was the night before the home opening game at John Paul Jones Arena. The coach comes up to him and says, 'You've been dedicating yourself to this role and I know you have this dream for playing UVA basketball. I'm going to give you a shot. Tomorrow night, you're going to dress for the game.' He couldn't believe it, he gets to be on the bench of a game. Before the game the next day, 'If it's a blowout, we may even put you in at the end.' His name is Grant Kersey. He had an oversized jersey, it didn't have his name on the back. But he didn't care. End of the game, he gets to play a couple of minutes. After the game, Tony Bennett, the coach, is in the press conference, and media is asking, 'Who's this guy you put in?' He says, 'That's Grant Kersey. He's our team manager and he's done everything possible for this program. He deserves a shot so I gave him a shot.' At the third game, he gets to play again. It's a blowout. In the end, he's at the three-point line and he's ready to pull the trigger. Everybody just held their breath. He pulls up and nails a three-pointer. Why was everybody so stoked that the team manager made a shot? Was he a superstar

player? No. Was he highly recruited? No. They were so stoked for this kid to take a shot because he served. He gave to this program. He played a role and it was a behind-the-scenes role but he served with his heart. That's how he got what he wanted. He wanted a shot to play for the UVA, he got it. That's how you get what you want from other people. You serve. You find a way to give. You find a way to care from your heart, not because you expect anything in return. If you do it trying to get that thing, you're not going to get it.

**4. Build Relationships & Develop Trust:** There's a man by the name of Donald Dell. Donald Dell was an international tennis player and Hall of Fame. After a successful career as an athlete, he became a sports agent. He signed names like Arthur Ash and Michael Jordan. He's one of the best ever at that. And then he started getting into negotiating deals like the FedEx field where the Washington Reds plays. He's negotiated over \$1 billion in deals. So three things he's done, and he was one of the best at all three. He became a law school professor at UVA. He always ends his classes by saying 'Listen, some of you are going to graduate, some of you won't. Some of you came to class, some of you didn't. Some you learned, some of you didn't. But I can guarantee your success if you just follow these five words; build relationships and develop trust.' If you're in COVID-19 right now and you're in sales, you can't really sell very well right now. But what you can do is you can build relationships. You can check in on people, see how they're doing. Don't always reach out for sales, or because you want something. How do you develop trust? You follow through and do what you say you were going to do. If you make a bad decision, you apologize.

**5. Be vulnerable and authentic:** A good friend of mine, Steve Garland from UVA, he was my teammate, he was NCAA runner up wrestler. He's this guy who everybody instantly loves. One of my buddies puts it this way, 'When Steve walks into the room, everybody heart rate goes up 10 beats per minute.' He's high energy. He's one of the best in the country at what he does as a college wrestling coach and when he was competing. I interviewed Steve back in episode 67. So why does everybody love Steve? Steve says what others are thinking. Steve has no filter and he just lets it out. Sometimes you kind of cringe but you love the guy. He shares. He's vulnerable. I challenge you this, if you listen to his episode, I want you to pay attention to how you feel about this guy when you first start listening, and at the end of the episode. What he does is he is authentic and vulnerable. What you find is when other people share, when they are authentic and vulnerable, your respect goes up, not down. You'll gain, not lose credibility by being vulnerable.

**6. Reflect:** There are a few things that people want more than feeling understood. I talked earlier about listening. This is the next step. I want you to reflect back to them. Let them know that you're hearing them. Say to somebody, 'So you told me you're struggling with \_\_\_\_\_.' Often times, that's all you have to say, and they'll continue the conversation. When you reflect somebody's feelings back to them, they feel heard. So it's not just about listening. It's also about reflecting back to people. If you can read between the lines, ask them, 'Are you saying this or are you saying that?' This gives them a chance to think, 'Ah, this person is tuning into me because they're reflecting back to me and they're thinking about what I'm saying. They're giving me the chance to clarify.' It's a powerful tactic that you can use.

**7. Consistent/Congruence:** People want to be consistent with what they say. I want you to be honest with yourself here. Have you said something, and then realized you were wrong but you wanted to be consistent so you kind of defended your stupid position anyway? We've all done it. Sometimes, we're not conscious of it. I want you to be aware and be mindful when you have conversations and catch yourself doing that. Sometimes, you catch yourself afterward. But people want to be consistent. As you're listening to people and as you're reflecting back to them, you can use words that they use. 'You said that you feel \_\_\_\_\_ and you said that you want \_\_\_\_\_.' Now, you can say, 'If that's the case, then you could \_\_\_\_\_.' Use their words. You said \_\_\_\_\_, and you said \_\_\_\_\_, Therefore, this is probably this is the right course of action.' Use their words against them, but for good. This is a superpower, use this for good.

**8. Identify False Beliefs and Lead People to an Epiphany:** 'You said there's not enough money in the budget. I felt that way too but I was mistaken. I had a false belief. Then I saw the ROI of our competitors.' This is called identifying false beliefs and helping them have an epiphany. This is straight out of Russell Brunson's book. He was a guest on the podcast. He was one of the top entrepreneurs and top marketers on Earth right now. In his book, he talks about identifying false beliefs. You're trying to get something from somebody. Somebody says, 'There's not enough money in the budget. I felt that way too. And then, I saw our competitor. I saw another department. I saw this is an opportunity.' 'I can relate to you because I felt that way too.' So they feel like, oh, this person felt the same way too. 'I had an epiphany. I saw our competitor or another department invest in this and they got X results that we're trying to get' Your job is to help that person have that same epiphany and sit on the same side of the table. 'I felt that way too,' puts you on the same side of the time, not on the opposite side, trying to sell to them.

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Jim Harshaw - Core Values: <https://jimharshawjr.com/167>

Steve Garland: <https://jimharshawjr.com/67/>

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