



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #272

Charlie "The Spaniard" Brenneman

One of my favorite people in the world is Charlie "The Spaniard" Brenneman. He's tough. He's disciplined. He's smart. And he happens to be kinda funny. We have a lot of fun in our conversations and I always learn so much so I welcomed him back on the show to talk about how he handles a pandemic, how he finds time to read a book a week, and his new Spaniard School.

Having fought the scariest men on Earth, taught junior and senior high Spanish, won a reality TV show on national television, and read incessantly for many years, UFC veteran, speaker, and author Charlie "The Spaniard" Brenneman calls upon his myriad personal and professional experiences and knowledge to inspire you, challenge you, and make you believe.

He's been knocked out cold on live television and lived out his own Rocky story in front of a million people. Now, through traditional keynotes and workshops, you can get an inside look at what it takes to compete, and win, at the highest levels.

If you don't have time to listen to the entire episode or if you hear something that you like but don't have time to write it down, be sure to grab your free copy of the Action Plan from this episode—as well as get access to action plans from EVERY episode—at <http://www.JimHarshawJr.com/Action>.

Top Quotes From This Episode

"I think your values are dictated by your actions. I think if you do a certain thing, that shows you value it. It's difficult not to get lost in this slippery slope of telling yourself stories like, 'I'm gonna [do it]!"

"I make the time to read books. I read a book per week and a lot of people think it's crazy, but it's not really crazy, because one of my most prized values is reading."

"[Reading] is such a long term game. It has taken me years and 1,100+ episodes... And anything that I've riffed and referenced [in my show] is a gradual burn. But I just believe in that gradual burn so much that I want everyone to feel it and that's why I produced [The Spaniard Show.]"

"Committing yourself to learning—in a disciplined way—will give you a better life."

"I could not read these books and probably still keep going, but it's almost like they're a life vest to me. I'd be doing myself a disservice by not reading these books [because] I am a guy who has big dreams. I wanna impact people positively and create a big difference in the world and these books are such a wealth of knowledge and experience. [And] I would feel it's a disservice to you if I didn't talk about these books."

Show Notes

This episode touches on the following key topics and ideas:

- **Coping amidst the pandemic:** Charlie shares how he's been coping with the new normal brought about by the pandemic **(4:55)**
- **Effects of Social Media:** How social media actually worsens Charlie's situation and the insights he acquired from Cal Newport's "Digital Minimalism," which changed his mentality in utilizing social media **(7:39)**
- **Technology vs Values:** The correlation between technology and your life values **(11:02)**
- **What are values?** Charlie discusses how "your values are dictated by your actions" **(16:16)**
- **Reading List:** Charlie shares the books he's currently reading **(21:38)**
- **"The Spaniard Show":** Charlie talks about his podcast, "The Spaniard Show," where he shares book recommendations on a daily **(22:47)**
- **Importance of reading:** Reading as Charlie's "most prized value" **(23:59)**
- **The value of discipline:** *"Disciplined learning gives you a better life."* **(26:39)**

Book recommendations for...

Parenting (28:52):

- Gary Chapman's ["The 5 Love Languages: The Secret to Love that Lasts"](#)
- Adele Faber and Elaine Mazlish's ["How to Talk So Kids Will Listen & Listen So Kids Will Talk"](#)
- Jocko Willink's ["Way of the Warrior Kid" book series](#)

Entrepreneurs (30:00):

- Phil Knight's ["Shoe Dog: A Memoir by the Creator of Nike"](#)
- Timothy Egan's ["Short Nights of the Shadow Catcher: The Epic Life and Immortal Photographs of Edward Curtis"](#)

Coaches (31:31):

- [Books by Tiger Woods](#)

Every human being! (32:53)

- Viktor Frankl's [Man's Search for Meaning](#)
- Books and its role in creating success through failure **(34:03)**
- Charlie's newly founded school, the Spaniard School **(35:50)**

List of Resources Mentioned in the Episode

Cal Newport:

["Digital Minimalism: Choosing a Focused Life in a Noisy World"](#)

["Deep Work: Rules for Focused Success in a Distracted World"](#)

Chris Hadfield: ["An Astronaut's Guide to Life on Earth: What Going to Space Taught Me About Ingenuity, Determination, and Being Prepared for Anything"](#)

Netflix Series: ["Challenger"](#)

Alfred Lansing: ["Endurance: Shackleton's Incredible Voyage"](#)

Dan Crenshaw: ["Fortitude: American Resilience in the Era of Outrage"](#)

Ross Edgley:

["The Art of Resilience"](#)

["The World's Fittest Book: How to train for anything and everything, anywhere and everywhere"](#)

Ryan Holiday: ["The Obstacle Is the Way: The Timeless Art of Turning Trials into Triumph"](#)

Scott Adams: ["Loserthink: How Untrained Brains Are Ruining America"](#)

Jack Canfield: ["The Success Principles: How to Get from Where You Are to Where You Want to Be"](#)

Timothy Egan: ["The Worst Hard Time: The Untold Story of Those Who Survived the Great American Dust Bowl"](#)

Daniel James Brown: ["The Boys in the Boat: Nine Americans and Their Epic Quest for Gold at the 1936 Berlin Olympics"](#)

Want to talk to a personal performance coach?

Want to consider executive life coaching? Claim a spot on Jim's calendar for your free one-time clarity call: JimHarshawJr.com/APPLY

Enjoyed the podcast and want to hear more? Head on over [here](#) for more!

Other Episodes Referenced

[#27 Joe DeSena and How to Be a Spartan](#)

[#45 Navy Seal Mark Divine on Becoming Navy Seal Fit with an Unbeatable Mind](#)

[#85 Fitness Guru Tony Horton of P90X on the Psychology of Becoming Great](#)

[#268 Deep Work, Digital Minimalism, and Doing Your Highest Value Work with Cal Newport](#)

Guest Website and Social

Charlie Brenneman

[Website](#) | [Facebook](#) | [Twitter](#) | [Instagram](#) | [YouTube](#) | [LinkedIn](#)

["The Spaniard Show" podcast](#)

[Spaniard School](#)

Charlie's recommended [reading list](#)