



# JIM HARSHAW JR.

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## *Revealing Failure as the Path to Success*

Success Through Failure Podcast  
Action Plan Episode #274  
with **Steve Sims**

Do you know anyone that's worked with Sir Elton John or Elon Musk, sent people down to see the wreck of the Titanic on the sea bed or closed museums in Florence for a private dinner party and then had Andrea Bocelli serenade them while they eat their pasta? You do now.

Quoted as "The Real Life Wizard of Oz" by Forbes and Entrepreneur Magazine, Steve Sims is a best-selling author with "BLUEFISHING - the art of making things happen," sought-after coach, and a speaker at a variety of networks, groups, and associations; as well as the Pentagon and Harvard—twice!

### **Top Quotes From This Episode**

*"Humanity likes to laugh at the failures. As soon as it's [about] success [people will say], 'We're bored with you now because you've achieved it. You're no longer one of us. You've now achieved something that we cannot fathom [and] we can't relate to.'"*

*"I get my education from my mistakes and failures and I rejoice in them. Because every time something goes wrong, I've just gotten a little smarter."*

*"If you get a no, you've asked the wrong question or the wrong person."*

### **Show Notes**

**This episode touches on the following key topics and ideas:**

- **Experiential Concierge Firm (4:15):** Steve talks about how he started Bluefish, the world's first luxury concierge.
- **Nothing is impossible! (5:43):** Steve shares how he traversed what some people deem "impossible" and how hard work and ethics make him wealthy.

- **It's not about the money, money, money (7:41):** How wealth is not all about the money, but being equipped with skills you need in order to flourish in life and career.
- **No more excuses! (9:00):** How being challenge-driven and never missing ANY opportunity helped Steve make the impossible happen and make him stand out from the crowd.
- **Personality or mindset? (14:20):** Having the right mindset and vision to get the "yes!" you've been aiming for.
- **Lessen the noes (17:35):** Steve on leveraging his many failures to focus, learn, and succeed to "lessen the noes."

#### **Tell me about a time when you failed:**

- **"Best Party" gone wrong (20:43):** Steve details how the "best party" he organized got ruined because he splurged on luxurious items just to impress other people.
- **Accounting 101 (25:03):** How one bricklaying gig taught Steve how to do accounting.
- **Productive Pause (28:19):** Why taking a pause and contemplating what went right or wrong about your experience will propel you towards success.
- **Back to basics (33:30):** Steve divulges the reason why he sends handwritten notes to communicate; on creating "triggers" and being different.

#### **What's an action item the listener can take in the next 24-48 hours?**

- **"Change your radio station!" (38:41):** Steve explains "Low-Risk Habit Forms"; on experiencing change and trying out something different to gain new perspectives.

#### **List of Resources Mentioned in the Episode**

Steve Sims' book: ["Bluefishing: The Art of Making Things Happen"](#)

#### **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](http://JimHarshawJr.com/APPLY)

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Steve Sims

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[An Entrepreneur's Advantage with Steve Sims \(Facebook Group\)](#)

[There's a course – The Distillery](#)

[The Art of Making Things Happen \(podcast\)](#)