



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #284

Bob Burg

Bob is the co-author of The Go-Giver book series. The Go-Giver, a Wall Street Journal and BusinessWeek Bestseller, has sold over 975,000 copies. The book has been translated into 29 languages. It was rated #10 on Inc. Magazine's list of the Most Motivational Books Ever Written and was on HubSpot's 20 Most Highly-Rated Sales Books of All Time.

The American Management Association named Bob one of the 30 Most Influential Leaders and he was named one of the Top 200 Most Influential Authors in the World by Richtopia.

Top Quotes From This Episode

"It's incumbent upon the communicator to communicate. We communicate by asking questions and listening and that's the truest form, the highest form of communication."

"We will not trust a person who's not consistent and a big part of consistency is authenticity. It's being yourself [and] showing up the same way every time."

"I think it's hard to get to a certain level of success without having a whole bunch of failures to build from—so long as you learn from those failures."

"There's a big difference between not wanting to change—which is fine—and not being willing to change."

Show Notes

This episode touches on the following key topics and ideas:

- **Greatest People Skill (2:20):** Bob shares that the greatest people skill to have is to “make other people feel genuinely good about themselves” and to “bring out the best in others.”
- **Suspending self-interest (3:59):** Why suspending your self-interest to focus on other people is beneficial to you.
- **“The Go-Giver” (10:11):** Bob talks about his book series (co-authored with John David Mann) billed, “The Go-giver.”
 - **Law of Receptivity (13:14):** Understanding that when “we breathe out (provide value to others), we also have to breathe in.”
 - **Law of Value (14:47):** In the business sense, “Your true worth is determined by how much more you give in value than you take in payment.”
 - **Law of Compensation (20:38):** Law of Compensation states that “your income is determined by how many people you serve and how well you serve them.”
 - **Law of Influence (22:35):** The Law of Influence says, “Your influence is determined by how abundantly you place other people's interests first.”
 - **Law of Authenticity (25:31):** “The most valuable gift you have to offer is yourself.”
- **Tell me about a time when you failed (30:50):** How refusing to learn and welcome technological changes—in the early days of the internet—caused Bob's business to fail.
- **Habits of a world-class performer (37:12):**
 - Mitigate weaknesses through systems: Set up an environment where it is easier to do the right thing than the wrong thing.
 - Make it a habit to read: Read, listen, and learn.
 - Bias for Action: When there's an idea, once you believe it's the right idea to apply, apply it immediately.
- **What's an action item the listener can take in the next 24-48 hours? (40:37):** Look for ways to provide value to others. Ask yourself, “How can I add value to this person's life?” and then do it.

List of Resources Mentioned in the Episode

Dale Carnegie's ["How to Win Friends & Influence People"](#)

Bob Burg's ["The Go-Giver" book series](#)

[Success Through Failure Full Episodes on YouTube](#)

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Other Episodes Referenced

[#67 Finding Purpose, Peace and Hope Through Instability: Division I Head Coach Steve Garland](#)

[#149 Run on Rocketfuel: The Truth About the Ketogenic Diet with Drew Manning](#)

[#231 A Performance Psychology Hack 40 Years in the Making: Dr. Steven Hayes Shares the Secret to High Performance and a Meaningful Life](#)

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Bob Burg

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