



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #312

Michael Easter

Michael Easter is the author of *The Comfort Crisis: Embrace Discomfort To Reclaim Your Wild, Happy, Healthy Self* as well as a writer and editor for *Men's Health* and *Outside* magazines, and a professor at the University of Nevada, Las Vegas.

He is a leading voice on how humans can integrate modern science and evolutionary wisdom for improved health, meaning, and performance in life and at work. He travels the globe to embed himself with brilliant but often overlooked scientists, thinkers, and people living at the extremes and shares the best of his findings and experiences in books, articles, and other media.

Michael's work has appeared in over 60 countries and has been endorsed by some of the world's largest magazines, past directors of the CIA and Navy SEALs, gold medal-winning Olympians, leading physicians, Pulitzer Prize-winning authors, Buddhist and environmental leaders, and more.

In this episode of Success Through Failure, Michael will shed light on why we need "fundamental discomforts" in our lives in order to unleash our full potential.

Like what [F3 Founder Dave Redding said](#), maybe deep in the hearts of men, we don't want everything to be so easy.

Listen now and let's go deep into the science of comforts and discomforts with Michael Easter.

Top Quotes From This Episode

"There are fundamental discomforts that we need to weave back into our lives in order to find ourselves and be healthier and be happier."

"Because of this Problem Creep phenomenon, we can totally lose sight of how freaking good we have it in life. Life today is amazing in every single way, but we're not good at seeing that."

"Each time we would accomplish something really challenging in our outdoor environments, we would learn something about ourselves and our potential."

"If you want to benefit in life in a variety of ways, you have to go through some form of discomfort."

"Sometimes, when we fail at things, we don't realize that it's actually a good thing."

Show Notes

This episode touches on the following key topics and ideas:

- **Michael Easter's new book (5:19):** Michael explains what [The Comfort Crisis](#) is all about.
- **Comfort is a problem? (5:59):** Michael on why our drive to be comfortable, to do the easiest thing doesn't serve us as much anymore.
- **Fear of failure (10:44):** It's now high time to take risks because the repercussions of failure are not as grave as they used to be.
- **Problem Creep (12:15):** Michael discusses "Prevalence-induced Concept Change" or the constant search for more problems. On being less and less satisfied with things that used to be totally satisfactory.
- **Overcoming Problem Creep (15:30):** Michael says experiencing discomfort first-hand could help shed a little light on the Problem Creep phenomenon in your own life.
- **Misogi (21:40):** Do something REALLY hard once a year. There are 2 rules: (1) It must be so hard that you should have a 50/50 shot of accomplishing it and (2) You can't die.
- **Productive Pause (28:28):** The benefits of doing things outside and being in nature.

The 20-5-3 Rule:

- For 20 minutes, 3 times a week, go out and walk around the nearest outdoor area (can be a city park or a treeline street).
- For 5 hours a month, go to a country nature like a state park—somewhere easy to access but somewhat off the grid.
- For 3 days, go to a backcountry nature.

**You'll only reap the benefits of this if you detach yourself from your cellphone while you're outside.*

- **Longest-living people (33:49):** Michael talks about the history of the Harder to Kill gene of Icelanders, which you can also read via his website: eastermichael.com

Tell me about a time when you failed. (38:00)

- Michael shares the time when he decided to leave his job as a writer for Men's Health, which resulted in him attaining a seemingly unattainable career in Las Vegas.

What's an action item the listener can take in the next 24-48 hours? (44:04)

- Reintroduce yourself to boredom. Once a day, every day, detach yourself from electronics and spend some time with your thoughts and see where they take you.

List of Resources Mentioned in the Episode

JimHarshawJr.com/FOCUS

Michael Easter's [The Comfort Crisis: Embrace Discomfort To Reclaim Your Wild, Happy, Healthy Self](#)

[The Joe Rogan Experience #1649 - Michael Easter](#)

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Other Episodes Referenced

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

[#275 The Underground Movement That's Transforming Men Across America: E3 Founder Dave "Dredd" Redding](#)

Guest Website and Social

Michael Easter

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