



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #315

How Google's Rules for Innovation Can Be Used to Hack Personal Performance and Breakthrough

We are creatures of habit.

Morning routines...

Exercise routines...

Bedtime routines...

We love to incorporate routines in our lives because they keep us sharp.

But do you sometimes get the feeling that routines turn into a loop that hinders you from taking a different path just because experts and other successful people said to stick to your habits?

Don't get me wrong, routines are great! Encouraged even! But it's not enough to simply have routines. You also have to learn how to adapt according to YOUR needs and innovate so you don't get stuck.

Consider Apple and Amazon— they operate on routines BUT they never stopped growing because they continue to innovate and think outside of the box.

In this episode, let's dive deep into Google's "Rules for Innovation" and philanthropist and 10X thinker Peter Diamandis' rules. I reveal the framework they use to blow up repetitive routines to create new habits and new lines of thinking for exponential performance.

Prepare your notes because this episode will provide you with easy-to-follow tactics that you can start applying today. Listen now!

Top Quotes From This Episode

"Allow yourself to share bad ideas as well because those bad ideas are based on some nugget of truth. There's always a possibility, even in those bad or extreme ideas."

"Innovation happens through failure."

"You will find success despite failure and, often, because of failure."

"We succeed through failing, but when we fail, it hurts and it creates self doubt. But when we stop and ask ourselves these hard questions, it helps us break through that doubt."

Show Notes

This episode touches on the following key topics and ideas:

GOOGLE'S 8 RULES FOR INNOVATION

1. Think 10x (4:47)

10x your goals. Start by asking yourself, "How do I 10x this?"

Let's say you wanna run a marathon, change your line of thinking from "COULD I run a marathon?" to "HOW could I run a marathon?"

HOW is the keyword here. That little shift generates ideas. It makes you assume that anything you wanna do is actually possible.

2. Launch and then keep listening (15:21)

Whatever it is that you're planning on launching— something new with your family or work or a new workout routine— start, press go, but keep listening.

Listen to your body or your significant other or your kids.

Keep your ear to the ground and keep paying attention.

3. Share everything that you can (15:52)

Collaboration is essential to innovation.

4. Hire the right people (16:07)

Bring the right people into your life.

Who are there mentors that you have? The coaches? The Financial Advisors? Dentist? Among others...

Create your life's [dream team](#) or your [Environment of Excellence](#).

5. Use the 70/20/10 model (16:47)

At Google, 70% of their projects are dedicated to their core business, 20% are related to their core business, and 10% are unrelated to their core business.

Can you adopt this model as well? Can you start looking at things that you can innovate in your life and other things that you can do that are not the norm for you?

6. Look for ideas everywhere (9:00)

Who are you listening to? Are you listening to the same people and seeing the same message all the time? Or can you expand your horizons?

Stephen Covey says, "Have a beginner's mind."

Approach everything with a beginner's mindset. Look around you. There are ideas everywhere.

7. Use data, not opinions (10:17)

It's all about metrics.

Test things. Try things out. Measure things. Set benchmarks.

You can also apply this to your relationship, health, business, and finances: What are the specific things that you can measure in whatever aspect of your life you wanna improve on?

8. Focus on users, not the competition (11:43)

Focus on what works for you, your life, health, and family.

Even if experts say that waking up at 5 AM will help you succeed, if it doesn't work for you, you don't have to do it. There are A LOT of successful people who don't have to wake up that early.

It's different for everybody, so always determine what's effective for you.

PETER DIAMANDIS' LAWS

4. The best way to become a billionaire is to help a billionaire. (17:45)

Zig Ziglar said, "You can have everything in life you want if you will just help other people get what they want."

Who are you helping? Who are you serving? How can you bring value to others?

7. Without a target, you'll miss every time. (18:43)

Do you have written goals? Do you actually have targets? Stephen Covey said, "Start with the end in mind."

You have to have targets and they have to be the right targets— and that takes work.

8. If you can't measure it, you can't improve it. (20:34)

Similar to Google, measure things through metrics.

Have the right goals, targets, and micro goals— whether it's for your weight, income, return on investment (ROI), or the health of your relationships.

9. Fail early, fail often, fail forward. (21:18)

Try something new. Pull the trigger.

Failing is part of innovation in every area of your life, not just in business or making money.

20. If you think it is impossible then it is... for you. (22:19)

Peter Diamandis' 6th rule states that "the day before something is a breakthrough, it's impossible."

What is impossible for you? Do you have a belief that you can accomplish that? If not, you've got to create that belief. You can do this by writing and manifesting your goals as if they've actually happened, have mantras, [vitalize](#).

If you wanna go in-depth about this, I talk about limiting beliefs and finding opportunities in uncertainty in [episode 245](#), so go check that out.

22. If it were easy, it would have been done already. (23:58)

Try something new. What's that thing that you can try or test that can push you to innovate?

It's probably not going to be easy, but if it's worthwhile, set that goal, execute, have setbacks along the way, fail forward, and learn.

JIM'S RULES!

1. Productive Pause (25:38)

Hit the pause button, take a productive pause, and ask yourself the absurd and hard questions like...

- a. "How could I 10x this?" (Peter Diamandis & Google)
- b. "Am I chasing field mice or antelope?" (Newt Gingrich)
- c. "What if I could only work 2 hours/week?" ([Tim Ferriss](#))

2. Fail (27:13)

Try something that you might fail at and be OK with it!

Then, reflect: "What went well?" "What didn't?" "What can I do differently next time?"

List of Resources Mentioned in the Episode

Greg McKeown's ["Essentialism: The Disciplined Pursuit of Less"](#)

Peter Diamandis' [Bold: How to Go Big, Create Wealth and Impact the World \(Exponential Technology Series\)](#)

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!

How to Leave a Rating and Review for STF on iTunes

Ratings and reviews help a lot! Please consider leaving one. It's really simple. Here's how: <https://youtu.be/T1JsGrkiYko>

Other Episodes Referenced

[#313 How to Leverage Two Laws of Persuasion Psychology To Trick Yourself Into Doing What You Don't Want To Do](#)

[#314 Accelerating Your Success: A Framework for Decoding Greatness with Dr. Ron Friedman](#)

[#68 The Disciplined Pursuit of Less with NYT Bestselling Author Greg McKeown \(Essentialism\)](#)

[#246 & #247 Interview with Tim Ferriss: Secret \(or Not-So-Secret\) Routines, Experiments, and Absurd Questions from a World-Class Performer](#)

[#52 Travis Macy, Author of The Ultra Mindset, Talks Success in Business, Sports and Life](#)

[#152 How to Create Your Personal Environment of Excellence](#)

[#283 How to Build a Personal Dream Team That Will Streamline, Simplify, and Optimize Your Life](#)

[#245 Breaking Limiting Beliefs and Finding Opportunity Among Uncertainty](#)

[#307 Jack Canfield on How Exactly to Use Visualization and the Law of Attraction to Create Breakthrough Success](#)

[#96 Summiting Everest, Kayaking the Grand Canyon... Blind: Erik Weihenmayer](#)