



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #316

Jay Abraham

As Founder and CEO of The Abraham Group, Inc., Jay Abraham has spent his entire career solving complex problems and fixing underperforming businesses. He has significantly increased the bottom lines of over 10,000 clients in more than 1,000 industries, and over 7,200 sub industries, worldwide.

Jay has an uncanny ability to increase business income, wealth, and success by looking at the situations from totally different paradigms. He uncovers hidden assets, overlooked opportunities, underperforming activities, and undervalued possibilities unseen by his clients.

Jay shows his clients how to take different success concepts from different industries and adopt them to their specific business. This gives Jay's clients a powerful advantage over their competition.

In this episode, Jay reveals the strategies and ways of thinking that world-class performers like him implement in order to get outsized results.

Don't miss this opportunity to go from linear thinking to exponential thinking and start witnessing exponential results in your life. Tune in now!

Top Quotes From This Episode

"Nobody should ever operate in the incremental zone if the same time, effort, opportunity, capital could produce exponential current and residual yield."

"The key to exponential thinking is optimization."

"What motivates you is not really the key to achieving outcomes. It's getting other people to really buy in. That'd be on your mission in crusade."

"Everything in your life is about the decisions you make."

Show Notes

This episode touches on the following key topics and ideas:

- **Outsized results (4:19):** Compared to Linear Thinking, Exponential Thinking is doing something a certain way that will give you X result.

It is getting multiple times more current and residual, strategic yield out of everything you do, everyone you do it with, every way you do it.

- **From linear to exponential (8:01):** Jay shares moments in his career where he utilized exponential thinking to help his clients achieve 10x results.
 - **Operating exponentially (14:07):** The key to exponential thinking is optimization— getting the highest and best use of time, effort, money, access, interaction.
 - **Forward-thinking (15:59):** Some of our soft skills, like trust-building and listening, have been measured and proven to increase performance and outcomes.
 - **Relevancy Rules (18:07):** Jay talks about the rules for being relevant and the Strategy of Preeminence.
 - **Value Creation (20:32):** On exploring, appreciating, acknowledging, and understanding how other people see life.
 - **"You" attitude (22:44):** Jay on the value of serving other people first and acknowledging what other people need or want.
 - **Performance beyond exponential (25:22):** Mathematically, you can take performance way beyond exponential.
 - **Greatness (27:42):** Jay believes that it is inherently programmed in our DNA to want to be great.
- Tell me about a time when you failed. (31:33)**
- Jay shares the struggles and heartbreak he faced when he was a newlywed 18-year-old man with no money.

List of Resources Mentioned in the Episode

JimHarshawJr.com/FOCUS

Stephen Covey's ["The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change"](#)

[Sally Hogshead | How to Fascinate](#)

[Access Denied! - Jay Abraham](#)

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

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Other Episodes Referenced

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

Guest Website and Social

Jay Abraham

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