



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #330

Jim Packard and George Campbell

George Campbell is an award-winning standup comedian who is at his absolute best on stage. Ten years of standup comedy led to more than 20 years of professional speaking. But he had a ton of natural ability offset by an absence of consistency.

George speaks to and for the “80-percenters.”

Meanwhile, Jim Packard represents the “20-percenters.”

He is the poster child for a life of consistent action. Whether it was being the top producing paperboy or turning a \$500 investment into a \$17 million business, Jim excelled all day, every day.

With their common goal to uncover how consistency works for different people, the Consistency Chain was born.

The Consistency Chain is an entertaining, enlightening book for people who want to start moving the needle in any area of their life. It helps people reach a level of consistency that they have never experienced before.

Witness George and Jim's combined expertise in this episode as they provide a proven path to overcoming inconsistency and inertia— that elite performers like best-selling authors and Navy SEALs leverage for success. Don't miss it!

Top Quotes From This Episode

Jim:

“I get into action immediately because I know that action is going to get me closer to the goal.”

“It is more important to show up every day than do some type of activity that you can't sustain.”

“The idea to accomplish any goal is to make whatever activity you're doing so simple that you can't say no to it.”

George:

"You're not broken. There's nothing wrong with you. You have a path to exactly where you want to go— your path is just going to look a little different."

"All we ever have to do is just today. Today is the only day we have to do anything."

Show Notes

This episode touches on the following key topics and ideas:

- **"80-percenter" and the "20-percenter" (5:22):** Based on the Pareto's Principle (80/20 Rules), 80-percenters know what needs to be done, but don't do it, while 20-percenters embrace consistency and has no trouble following through
- **Take it from Jerry Seinfeld (8:50):** What Jerry Seinfeld did to challenge his need for instant gratification as an 80-percenter
- **Take it from the Navy SEALs (11:32):** How the 80/20 Rule helps aspiring Navy SEALs survive their training
- **Micro Slicing (13:44):** Establishing small victories as opposed to the big long-term goals
- **[The Consistency Chain \(14:52\):](#)** The simple process of accomplishing something one day at a time for instant gratification resulting to better chances at consistency
- **The Marshmallow Monster (20:14):** Why some people are 80-percenters and others are 20-percenter
- **ESP Filter (22:32):** How George rewired his brain to be consistent and how to make an action easy, safe, and/or pleasurable
- **Building the muscle of consistency (25:51):** Figure out what you want to do and practice micro slicing
- **"Today, I am." (31:17):** The mental trick to stop putting pressure on yourself
- **5-step process to build a consistency chain (38:22):**
 1. Decide what area in your life you want to focus on: Health, finances, career, or relationship
 2. Set a direction using -ER goals: "I want to be fitter/stronger/healthier..."
 3. Find a high leverage activity
 4. Do this as early in the day as you can
 5. Track your progress

List of Resources Mentioned in the Episode

Join the [Goal Setting Work Session 2022](#) on Dec. 30, 10 AM (ET). For more information visit: JimHarshawJr.com/2022

George Campbell and Jim Packard's book *The Consistency Chain for Network Marketing*: [Kindle](#), [audiobook](#)

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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Guests' Website

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