



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #360

Frank Schwartz

Frank Schwartz is the President of F3 Nation, an international leadership organization for men with about 55,000 members across 46 states and 4 continents, that uses vigorous outdoor workouts to teach leadership principles.

He is also the Founder/President of G3L Leadership, a leadership development company that guides and equips leaders to connect to their Personal Purpose in order to fulfill their potential and their organization's mission.

Frank has been a successful entrepreneur prior to his starting of G3L, founding LEC Media in 2007, a corporate communications and video production firm in Charlotte, NC, which serves clients like Bank of America, Electrolux, Verbatim, Honeywell, just to name a few.

F3 Dark Helmet (Frank's F3 nickname) joins us in this episode to share his leadership expertise to aid you in unearthing and enhancing your innate leadership capabilities.

Tune in as Frank provides the most practical, most approachable answers and information about leadership you'll find. Don't miss this interview. Hit play now!

Top Quotes From This Episode

"The trick is not to try and avoid bad decision-making. It's not possible. The trick is trying to have appropriate guardrails in place so that we do it less often."

"The misclassification of the problem is usually what leads us to some of the biggest problems we make."

"The only bad choice is if you're making a choice solely to serve yourself. If you're doing something and you are either abusing your power or exploiting another person so that you can serve yourself, that's a bad choice. Usually, we don't make bad choices, we just make non-missional choices."

"Culture is the ultimate transformational problem because culture is people... Culture is defined by the human beings."

Show Notes

This episode touches on the following key topics and ideas:

- **Leadership... again? (2:37):** Leadership is an "endlessly dynamic practice."
- **Decision-making process (4:38):** Frank on having "appropriate guardrails" to lessen making bad decisions.
- **The leadership shift (8:46):** The rise of more "human" leaders.
- **A relentless focus on mission (11:06):** *"The purpose creates the machine."* (Arthur Young)
- **Is it really a bad choice? (15:01):** Bad choices vs non-missional choices.
- **Tactical or strategic? (16:16):** Frank bares his decision-making process.
- **The ping pong table (24:32):** Frank on how to create and define culture in the workplace.
- **Down to your DNA level (30:54):** Your unique leadership experiences will determine your kind of leadership.
- **On working from home (33:05):** Frank's advice for leaders who are managing remotely.
- **Book and other recommendations (40:15):**
 - Listen to the more than 300 episodes of the [Success Through Failure podcast](#)
 - Read F3 Founder Dave Redding's book, "[QSource](#)."
 - Be a lifelong learner.

List of Resources Mentioned in the Episode

Watch "[Spaceballs](#)"

Ashlee Vance's "[Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future](#)"

Dave Redding's [QSource: The F3 Manual of Virtuous Leadership](#)

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

[#275 The Underground Movement That's Transforming Men Across America: F3 Founder Dave "Dredd" Redding](#)

[#278 The Dos and Don'ts of World-Class Leadership from the Expert Himself: Ken Blanchard](#)

Guest Website and Social

Frank Schwartz

[Website](#) | [F3 Email](#) | [Business Email](#) | [Twitter](#)