



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #378

Rocky Bleier

Growing up north of Pittsburgh, Rocky Bleier was a household name in my home.

I had always known about his story as a great running back and as a wounded combat veteran but I never knew the story behind the story until this interview.

Rocky's story is a gripping tale of courage on both the gridiron and the battlefields of Vietnam. His life story details how ordinary people can become extraordinary achievers, which defines success in the new American century.

The hard lessons Rocky learned early in his life that helped him overcome adversity and reach his goals have paid off after football. Truly, he's an epitome of a success through failure story.

Get to know the real Rocky Bleier behind his legendary NFL fame— through success, failure, and everything in between. Tune in now!

Top Quotes From This Episode

"Reality is only what you create in your mind."

"You don't have to have all the statistics in the world to be the best. It's just being at the right place at the right time."

"We all fail. We fail at different things. And as I look back on those failures in my life, they've been teaching lessons, learning lessons about yourself and redefining of what you want or how you see yourself or where you want to go, and what becomes important in your life."

"You learn so much from your failure— and learn about yourself and learn about, maybe, what you like to do and don't like to do."

Show Notes

This episode touches on the following key topics and ideas:

- **Drafted #16 by the Pittsburgh Steelers (2:08):** Rocky talks about going through the NFL draft in 1968.
 - **From one draft to another (8:33):** Rocky recalls the time he got drafted into the military just after his rookie season in the NFL.
 - **August 20, 1969 (13:31):** Rocky's near-death experiences as a US soldier during the Vietnam war.
 - **Salute to the heroes (20:29):** Rocky on winning the Purple Heart and the Bronze Star for his service and sacrifice.
 - **A fighter's mindset (21:06):** Despite coming home as a wounded soldier, Rocky went back to report to the Steelers camp to continue his football career.
 - **His life's work (27:22):** Rocky's roller-coaster NFL comeback.
 - **The money shot (35:55):** The power of simply showing up.
 - **On failures (36:40):** *"Failures are teaching lessons about yourself and what becomes important in your life."*
- What's an action item the listener can take in the next 24-48 hours? (39:17)**
- Define what makes you happy and what you're good at.

List of Resources Mentioned in the Episode

[Pittsburgh Steelers Rocky Bleier, Super Bowl XIII Sports Illustrated Cover](#)

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](https://jimharshawjr.com/APPLY)

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Rocky Bleier

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