



JIM HARSHAW, JR.

Clarity of Action. Peace of Mind.

Success Through Failure Podcast

Action Plan Episode #411

Dave Sanderson

On January 15, 2009, US Airways Flight 1549 took off from LaGuardia airport in New York City. Just six minutes after takeoff, the plane hit a flock of geese, causing both engines to fail. The captain made a miraculous emergency landing on the Hudson River. All 155 passengers survived, and it quickly became known as the "Miracle on the Hudson."

One of those passengers was Dave Sanderson. He is not only known for being a survivor of the Miracle on the Hudson but also an inspirational TEDx speaker, author, and philanthropist.

He has shared the lessons from that experience— where the Tom Hanks-starring film "Sully" drew inspiration— to over 1,700 audiences around the world. His mission is to pass on the strategies he learned and implemented to show how you, too, can grow from a traumatic life event and achieve your most sought-after goals and outcomes.

Now, Dave shares his incredible story of survival in this episode of the [Success Through Failure podcast](#) and how he channeled that experience into a mission to provide insights on the essential facets of faith, conviction, and leadership.

Hear Dave's unbelievable story of survival and learn how you can use the same resilience and determination to achieve your own goals! Tune in now!

Top Quotes From This Episode

"If you're not resourceful right now, you're going to get left behind because it's not about the resources that you don't have. It's about how resourceful [you are] with the resources that you do have."

"Conviction is about giving them the inspiration and being able to direct them in that moment."

"All these moments in your life, they're there for a reason— for your defining moment."

"Whatever's going to happen is going to happen. Either I'm going to end up in a better place or I'm going to be here. So I had faith that if everything did work out, that I'd have a shot."

"There's always a greater being out there looking over you. I think this happened for a reason and a purpose."

Show Notes

This episode touches on the following key topics and ideas:

- **Surviving the Miracle on the Hudson (0:37):** Dave recounts the moments leading up to and during the plane crash.
- **Shifting game plan (6:27):** Dave had a game plan of "aisle, up, out" but felt compelled to help others due to his upbringing and the influence of his late mother.
- **The role of faith, conviction, and leadership (16:40):**
 - **Faith:** Surrendering to whatever outcome would come, believing that if things worked out, he would have a chance.
 - **Leadership:** Inspiring and directing people, even if they lack specific skills or experience
 - **Conviction:** The shared conviction on the plane was an unstated mission of "no one dies today."
- **What are the key skillsets in a rapidly changing world? (18:01):**
 - Using the resources you have available and being adaptable are important for survival and progress.
 - Anticipating challenges and consequences aids in personal growth and better decision-making.
- **Importance of decision-making for youth (19:09):** When kids discover the value of learning from their mistakes at a young age, they'll be able to make better decisions as they grow up.
- **Living up to values (21:11):** It's important to stick to your values and principles; people around you will see that and follow suit.
- **Alternative vision for the future (27:31):** One of the key lessons from Dave's [book](#) is having an alternative vision for the future means having a plan even if it seems impossible to achieve.
- **What is the value of failure? (31:35):** It is through failures that we often learn the most and find new paths to success.

What's an action item the listener can take in the next 24-48 hours? (33:38):

- Equation for Success: ***P + T * MA * RA***
 - P is for Purpose (Mission): Your passion and what you are most passionate about
 - T is for Talent: Your unique skills and abilities
 - MA is for Massive Action: Taking consistent and determined action towards your goals
 - RA is for Right Associations: Surrounding yourself with the right people who can support, inspire, and provide valuable guidance on your journey

List of Resources Mentioned in the Episode

Dave Sanderson's books:

["Moments Matter- How One Defining Moment Can Create a Lifetime of Purpose"](#)

["From Turmoil To Triumph"](#)

Dave's blog post, ["Anticipation Matters"](#)

["M*A*S*H" \(TV Series\)](#)

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

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Other Episodes Referenced

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

Guest Website and Social

Dave Sanderson

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