



JIM HARSHAW, JR.

Clarity of Action. Peace of Mind.

Success Through Failure Podcast

Action Plan Episode #415

Niyi Sobo

Sometimes I jump on a podcast recording and feel like I've connected with a long lost friend. A kindred soul. Niyi Sobo is one of those people.

He gets the mindset work that's required to succeed in sports and life. He's an avid reader. And he's genuinely passionate about his work. You can't help but to become absorbed into what he's saying. You know it's coming from his soul and is based in both real-life application *and* years of learning.

Niyi is a former NFL running back and Portland State alum who helps high-performance athletes build supreme confidence and dominate the field under pressure. He built the "I'm Not You" philosophy system to answer the question of how people could build the habits, mindset, and systems athletes need to consistently lead to success, no matter what the odds are.

"I'm Not You" is comprised of the methods he has created over several years, through thousands of athletes and executives he's coached, hundreds and hundreds of podcast episodes recorded, and his own years of experience in the field.

Niyi joins me in this episode of the [Success Through Failure podcast](#) to share the thinking behind "I'm Not You", his own challenging life journey, and how he built his career from humble roots into the multi-channel creative that he is today. Don't miss it!

Top Quotes From This Episode

"Everything is uncertain. There's nothing that's guaranteed. All we really have is the present moment."

"Life is really just a compilation of moments strung together one after another. So the more of these moments we can win, [good] things tend to happen."

"It is important to have a plan, but it all starts with: Okay, what is it that I'm trying to accomplish? What are the reasons why I'm trying to accomplish this? Whatever the

reasons are, [it] doesn't matter because that motivation or that purpose creates that motivation."

"Failure is part of the game. You're not going to win every time. You're not going to reach every goal."

Show Notes

This episode touches on the following key topics and ideas:

- **Share this episode! (2:29):** Share the podcast on social media by tagging me and using the hashtag #STFpod:
 - a. **Facebook:** [@jimharshawjr](#)
 - b. **Twitter:** [@jimharshaw](#)
 - c. **Instagram:** [@jimharshawjr](#)
 - d. **LinkedIn:** [Jim Harshaw, Jr.](#)

- **Simple aspects (2:55):** Niyi talks about the aspects that the "I'm Not You" philosophy revolves around: God-like purpose, war room strategy, and bulletproof discipline.

- **Expect unpredictability (8:07):** Niyi explains why assuming that the path to a goal is already set is an exercise in futility.

- **Measure twice, cut once (13:36):** The link between strategy and intention that blends them together into motivation.

- **The advantage today (18:13):** The wealth of resources available online and offline at one's fingertips is huge— if used correctly.

- **Building your confidence (20:17):** Niyi touches on a nugget of wisdom from Sun Tzu: *"The victorious warrior wins where it's easy to win."*
 - **Gamifying your routine (29:35):** How reframing your habits can make you more confident every day.

- **Making failure matter (32:23):** Sometimes, success can be elusive— but a future win can be built on today's misstep.

- **What's an action item the listener can take in the next 24-48 hours? (39:01):** Build your target practice plan today by identifying all of the things in your life that you control which contribute to your goals— then keep doing them while keeping track.

- **Niyi's three-book bundle for the ultra competitor (40:49):**
 1. Yamamoto Tsunetomo's, ["Hagakure: The Book of the Samurai"](#)
 2. Robert Greene's, ["33 Strategies of War"](#)

3. Michael Johnson's, "[Slaying the Dragon: How to Turn Your Small Steps to Great Feats](#)"

List of Resources Mentioned in the Episode

["I'm Not You"](#) by Clipse

Michael Matthews's book, "[Bigger Leaner Stronger: The Simple Science of Building the Ultimate Male Body](#)"

Sun Tzu's book, "[The Art of War](#)"

Ray Dalio's book, "[Principles: Your Guided Journal \(Create Your Own Principles to Get the Work and Life You Want\)](#)"

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

[#59 Ruthless Self Evaluation to Find Your Purpose with NFL Veteran Niyi Sobo](#)

Guest Website and Social

Niyi Sobo

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