



JIM HARSHAW, JR.

Clarity of Action. Peace of Mind.

Success for the Athletic-Minded Man Podcast

Action Plan Episode #485

Jeff Spencer

What does it take to win— *really win*— not just in sports but in life and business?

I had the chance to sit down with Dr. Jeff Spencer aka The Ultimate Champion Builder. He's the guy behind over 40 Olympic gold medals, the coach for athletes like Tiger Woods, and even icons like Bono from U2.

But here's the thing— Jeff didn't exactly have a smooth start in life.

In this ["Success for the Athletic-Minded Man" episode](#), he gets real about his journey from a tough childhood to becoming an Olympic cyclist and one of the most sought-after high-performance coaches in the world.

We talk about his Champion's Blueprint, a framework that's helped not just elite athletes but business leaders and everyday achievers tap into their full potential. He also breaks down why mental toughness isn't enough, how your biology might actually be working against you, and what you can do to flip the script.

Listen until the end as he shares game-changing tips like his "do the homework and the test is easy" rule and why trusting your preparation is what separates success from burnout.

Whether you're chasing a personal goal or leading a team, Jeff's insights will have you thinking differently— and ready to take action. This is one you don't want to miss!

Top Quotes From This Episode

"The champion's golden rule is: do the homework and the test is easy. All the preparation that we do behind the scenes sets us up. And then all we need to do is execute it. We need to trust it."

"We do have a human biology that is survival based that will help us survive, but you cannot create a life with distinction if your life is unsurvivable."

"If you can't control your day, you can't control your life."

Show Notes

This episode touches on the following key topics and ideas:

- **The Power of Mentorship in Success (1:58):** Jeff reflects on the three “angels” who guided him in life: a cycling coach who taught him the skill of winning, a Renaissance artist who enriched his creativity, and a dignified Frenchman who taught him resilience.
- **The Biology Behind Winning (6:12):** Jeff delves into the human survival instinct, the hardwired “seeker” instinct, and how understanding these can help individuals overcome fears and unlock their potential by focusing on their inner champion.
- **Overcoming the Boogeyman in Your Head (14:22):** Using real-life examples, Jeff explains how elite performers like Lance Armstrong and U2’s Bono conquer their internal fears and doubts. He shares techniques to silence the catastrophizing mind and focus on the “one thing” that must go right.
- **Adapting to Unexpected Challenges (17:38):** Jeff shares strategies for navigating high-pressure situations and emphasizes the importance of preparation, adaptability, and responding thoughtfully to reality rather than reacting impulsively.
- **Common Traits of Elite Performers (21:10):** Jeff identifies traits shared by high achievers, such as relentless focus, strategic preparation, and the ability to face pain and discomfort.
- **Building Mental Toughness (24:23):** Jeff discusses how toughness is cultivated through doing hard things. He encourages listeners to face challenges progressively to expand their limits and build confidence in their abilities.
- **The Champion’s Ladder Framework (27:59):**
 1. Have a champion’s mind.
 2. You have to control your day.
 3. Learning to produce and manifest possibilities
 4. Seeing what’s coming and avoiding preventable mistakes
 5. Building and sustaining momentum
- **The Power of Clarity and Preparation (34:41):** Jeff stresses the importance of clarity in goal setting. He outlines five steps to ensure readiness:
 1. Identifying the *right* goal

2. Understanding the motive behind it
 3. Evaluating its impact
 4. Cultivating the champion's mind
 5. Assessing resources and readiness
- **What's an action item the listener can take in the next 24-48 hours?**
(42:58): Jeff encourages listeners to give themselves permission to explore their true callings. He advises making a list of things they feel drawn to and being open to their inner potential without fear or practicality.

Guest Website and Social

Dr. Jeff Spencer

[Website](#) | [YouTube](#) | [LinkedIn](#)

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