



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #179

James Fell

James Fell is a motivation, health, and fitness writer for the Los Angeles Times and the Chicago Tribune. He has authored pieces in TIME Magazine, the Guardian, Men's Health, Women's Health, and many other publications. His blog, Body For Wife, has millions of visitors a year. He is the author of two books: *The Holy Sh!t Moment: How Lasting Change Can Happen in an Instant* (St. Martin's Press, 2019), and *Lose it Right: A Brutally Honest 3-Stage Program to Help You Get Fit and Lose Weight Without Losing Your Mind* (Random House Canada, 2014).

Quotes

"It gets easier with each time that you get turned down."

"Insights are like cats, they don't always come when called but they can be coaxed."

"There's a lot of research that shows that being outside, being away from technological distraction, dramatically enhances creative thought."

"Action is the antidote to despair."

About Being Bold (05:56 - 06:39)

"The big turning point for me was having an MBA and working in some marketing and sales, I've become pretty shameless about self-promotion. I felt it was really necessary. You didn't need to just be good at what you did. You needed to get out and sell yourself to people. So I cold-called the health editor of the Los Angeles Times and told her how great I was. At the beginning it was a little bit of an awkward conversation but I said, 'I can prove it. I can send you some examples that I think you'll be really impressed with.' She didn't hang up on me. They read my stuff and they gave me a column."

About Triggering A Committed Action (16:00 - 17:03)

There's something called crystallization of discontent. That's actually very common for people, that they have little nagging issues in their lives. Things may even feel kind of good but life isn't where they want it. Maybe they're not as healthy as they want. Maybe their relationship is not as great. Maybe they're not happy with the career path they're on. It can be a lot of different things. It's like the Gestalt theory where the whole is greater than the sum of the parts, where all of these things come together and you just say, 'Enough.' You can nudge yourself towards these epiphanies by analyzing these different bits of dissatisfaction in your life and thinking about them, turning them over in your mind and trying to strategize methods for how to overcome them."

About Encouraging Change (21:06 - 22:47)

"One of the things you can do is you need to make room for change. It's a fancy way to talk about prioritization. If there is something that you do that feels like a waste of time or is not leading you towards a more fulfilling life and you feel like you can do without it, then do without it. Create that amount of spare time where suddenly there is a yearning to fill that hole where you feel like, 'Okay, now that I've got this room in my life from reducing T.V. or surfing the net, now I have this hole to fill with something more important and meaningful.'

It's a two-stage system of analysis and distraction. The way to get our brain to work is you spend time on steady, rational analysis on who you are, what you may want to be, what you may want to do, what the problems are, what the potential solutions are. This is gathering data for percolation in your brain. You don't necessarily write these things down. You think about them. You let these bits of information meander and collide in your brain so that the unconscious is going to deliver the solution to you at some random point when you're in a distracted state. The answer doesn't come when you're doing the analysis, it comes later when you're distracted."

About Being Open to Different Change Models (29:30 - 30:48)

"Traditional behavioral change models are largely about being a tortoise, not a hare. Slowly and steady, baby steps towards change. This approach is completely different where it's rapid transformation of motivation from either non-existent or barely existent to incredibly motivated to do this new thing and having sustained motivation for as long as it takes. It just pops in immediately. But that doesn't mean that it's either/or. They can work in concert with one another. One of the things you can do is engage in this slow and steady approach but being attuned to the possibility of a life-changing epiphany that comes in and suddenly, dramatically transforms your motivation to a much higher state. Once you've had this

transformative motivation, it's a wave of these chemicals like dopamine and opioids that makes you realize this was something really important. It makes you recognize this is something you've had to do."

Action Item

You need to start engaging your emotional drivers. A lot of us have a tendency to overthink things. But rational thought isn't what makes this happen. It is more about the way you feel about something rather than the way you think about it. That's what's going to give you the power to go forward. Your rational drivers are the ones giving you confirmation that yes, it is a good idea. But it's got to come with a feeling of rightness and desire.

Recommended Books

From Good to Great by Jim Collins:

<https://www.amazon.com/Good-Great-Some-Companies-Others-ebook/dp/B0058DRUV6>

The Eureka Factor by John Kounios & Mark Beeman:

<https://www.amazon.com/Eureka-Factor-Moments-Creative-Insight/dp/1400068541>

Website and Social

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