



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast
Action Plan Episode #275
With **David Redding**

How do you get your business or organization to catch on? How do you get people to step up, show up early, stay late, volunteer, and give beyond what's expected? You'll learn exactly that in this interview with David Redding.

In 2011, David and his friend Tim Whitmire co-founded F3, which stands for Fitness, Fellowship, and Faith. The mission of F3 is to plant, grow, and serve small men's workout groups for the invigoration of male community leadership. F3 is always free, always outside, open to all men, peer-led, and always ends in a "circle of trust." The organization has spread across the country and is an underground movement that is changing lives and impacting communities everywhere.

Here's how F3 is best described... Every morning before the sun comes up, on school and church campuses, in public parks and parking lots, thousands of men gather to work out under the banner of F3 Nation. The workouts are simple—no gimmicks, trends, or fancy gear—and participants take turns leading. No one pays a dollar, yet every man involved will tell you that F3 keeps him in the best shape of his adult life. In *Freed To Lead*, F3 co-founders Dredd and OBT tell the story of how F3 began on New Year's Day 2011 at a Charlotte, N.C., middle school, and how its dramatic growth showed they had launched something more than just a workout group. Through anecdote and metaphor, they show how F3's Three Fs—Fitness, Fellowship, and Faith—cure the "Sad Clown Syndrome" that plagues too many men and offer a solution to our society's leadership vacuum.

Dave Redding (F3 Dredd) grew up in Connecticut and attended Boston University where he was a part of the ROTC program. After that, he served 9 years in the army, about half of that in special forces. He then attended Wake Forest Law School.

Top Quotes From This Episode

"Maybe the hearts of men beat this thing where we don't want things to be easy, and don't want things to be spoonfed to us, and don't want this 6 to 8-week easy training plan in getting back in shape, we actually want to earn it."

"In our hearts, as men, we're built to be warriors, really, we're built to defend and to fight together."

"Every man is a leader."

"Marriage is the transformational relationship in a man's life. It's what teaches him to set aside what he's learned as a boy and stop thinking of himself in terms of me and starts thinking of himself in terms of us. It transforms him."

"It's truly through failure, which we define as an 'unwanted outcome,' that builds a leadership foundation."

Show Notes

This episode touches on the following key topics and ideas:

- **What is F3? (5:42):** Dredd discusses what F3 (Fitness, Fellowship, Faith) is and why the workout program is effective for so many of its clients.
- **"Sad Clown Syndrome" (9:44):** How F3 serves as a remedy to combat the "Sad Clown Syndrome," or that nagging feeling of unfulfillment despite the positive facade you display in public.
- **Take it easy (12:51):** How making your life easy should be paired with producing results that will lead you to a meaningful life.
- **The birth of F3 (15:46):** How one incident in a community pool triggered Dredd to create the workout program and fellowship; F3's sustained growth for the last 10 years.
- **Ripple effect (25:19):** Dredd reflects on the great responsibility as one of the leaders in F3 and how the group has come a long way in impacting other people's lives.
- **Starfish and the Spider (29:41):** F3 on building a "starfish" organization where "every man is expected to lead." Be an organization OF leaders as opposed to an organization WITH leaders.
- **F3 models (33:42):** Dredd explains F3's mission and shares how YOU can bring F3 to your town through the expansion models they use to grow the

organization, namely: Leap, Concentric Growth, and Mustard Seed. Check out [F3 Nation's website](#) for more information.

Tell me about a time when you failed.

- **Parables of Failure (36:07):** Dredd considers the failure of his first marriage as "the most significant failure in my life." How redefining his view on marriage helped him become a better husband.

- **Leadership Development Process (42:31):** Apprenticeship, having an opportunity to lead, and failing are the keys to become a better leader.

List of Resources Mentioned in the Episode

["The Sopranos" \(series\)](#)

["Freed To Lead: F3 and the Unshackling of the Modern-day Warrior"](#)

["The Starfish and the Spider: The Unstoppable Power of Leaderless Organizations"](#)

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

Enjoyed the podcast and want to hear more? Head on over [here](#) for more!

How to Leave a Rating and Review for STF on iTunes

Ratings and reviews help a lot! Please consider leaving one. It's really simple. Here's how: <https://youtu.be/T1JsGrkiYko>

Guest Website and Social

David Redding

[Email](#) | [Twitter](#) | [Facebook](#)

[F3 Nation's website](#)