



# JIM HARSHAW JR.

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## *Revealing Failure as the Path to Success*

Success Through Failure Podcast

Action Plan Episode #281

**Brant Cooper**

Brant Cooper is the New York Times bestselling author of *The Lean Entrepreneur* and CEO of *Moves the Needle*. With over two decades of expertise helping companies bring innovative products to market, he blends agile, design thinking, and lean methodologies to ignite entrepreneurial action within large organizations.

In this episode of *Success Through Failure*, he shares how to leverage entrepreneurial thinking used by Steve Job, Jeff Bezos, and Richard Branson to solve challenges and create success in your personal and professional life.

### **Top Quotes From This Episode**

*"A visionary would be the guy or gal who's able to listen to the market and change their own perception; change what they believe based upon this tremendous amount of market evidence. So it's actually not sticking to the original vision that makes the visionary."*

*"Society has progressed through massive amounts of failure that then lead us to whatever works."*

*"We have to be self-aware. We have to admit when we don't know. And it's okay. And it may be that, as a leader, you still often have to make decisions without fully knowing, but just even the admission of, 'Okay, I don't know. How can I gather more information so I can know better?' It is this admission that may be what I know knew yesterday is not the same thing that will work today."*

## Show Notes

This episode touches on the following key topics and ideas:

- **The Myth of the Visionary (3:23):** Brant on how visionaries are not made overnight, but of bad experiences, hard work, and determination to succeed.
- **Success Through Failure (9:31):** How failure led many of the successful entrepreneurs to success.

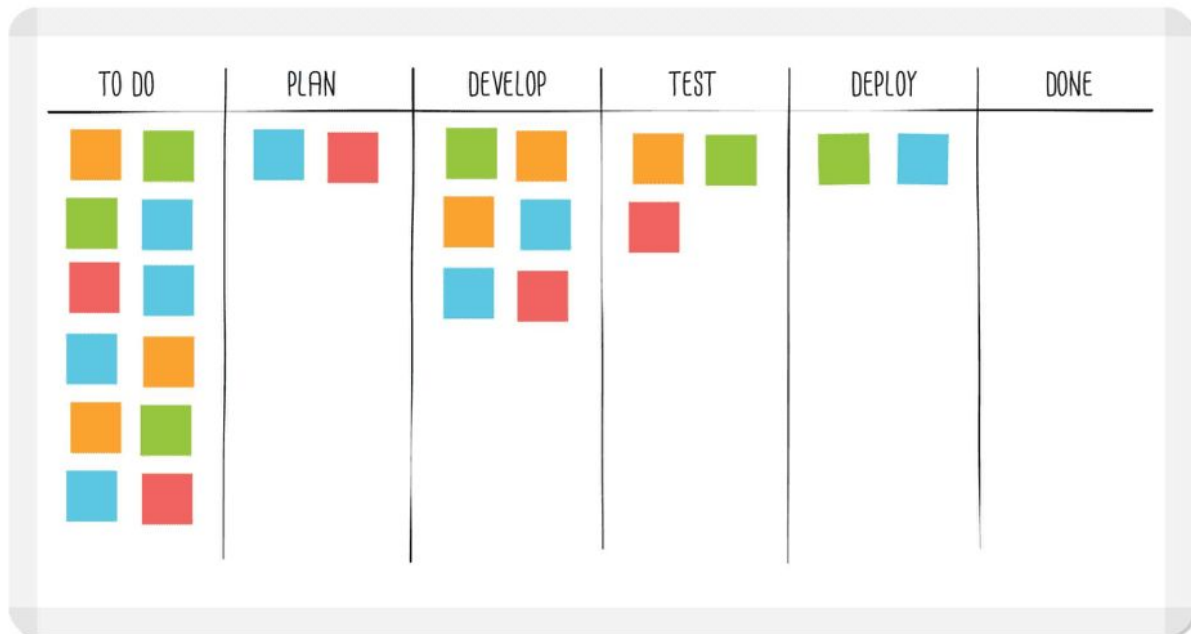
### Types of Entrepreneurial Thinking:

- **Agile Manifesto (11:27):** The idea of creating a self-organized team—an autonomous team who has the liberty to make decisions and solve problems on their own.
- **Lean (17:44):** Best described by how Toyota builds cars in Japan, the Lean methodology is used to “reduce the amount of waste in the creation of value for a customer.”
- **Design Thinking (22:51):** “Developing a deep understanding of customers or stakeholders” by understanding their needs and aspirations and how addressing their particular needs would impact their lives.
- **The disruption (25:27):** Brant discusses how transitioning from the industrial to digital age causes the disruption in the various industries and markets.
- **Adapting to change during the pandemic (28:07):** Brant on the value of self-awareness and “admitting when we don't know”; Applying the Agile, Lean, and Design Thinking when faced with uncertainty.

**What's an action item the listener can take in the next 24-48 hours?**

- **WIP (31:17):** Reflecting and determining the things that you have some amount of control over and forming your “Work in Progress (WIP).”

WIP are small and discrete tasks “that you need to do to advance whatever project you're working on.” Use a “Kanban Board” to visualize what you need to get done and what you're working on.



*An example of a Kanban Board*

**Tell me about a time when you failed.**

- **(35:18):** Brant shares the domino effect on his life when the first startup he was part of went out of business in just 6 months—just when he left a stable job.
- **New book! (39:17):** Brant talks about his upcoming book, which will “redefine capitalism for the 21st century.”

## **List of Resources Mentioned in the Episode**

[JimHarshawJr.com/SHARE](http://JimHarshawJr.com/SHARE)

Brant Coopert's "[The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures, and Disrupt Markets](#)"

[AgileManifesto.org](http://AgileManifesto.org)

[StartupBluebook.com](http://StartupBluebook.com)

[PersonalKanban.com](http://PersonalKanban.com)

## **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](http://JimHarshawJr.com/APPLY)

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