



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #340

Joe De Sena

After building a multimillion-dollar pool and construction business in college, and creating a Wall Street trading firm, Joe De Sena set his sights on ripping 100 million people off their couches by creating the Spartan lifestyle.

Joe moved his family to Pittsfield, Vermont to operate an organic farm, a bed and breakfast, and a general store for hikers. It was there where his passion grew for ultramarathons, adventure races, and endurance events— and thus Spartan was born.

With more than one million annual global participants across more than 40 countries, Spartan offers heats for all fitness levels and ages. The brand has transformed more than seven million lives since it was founded in 2010.

Joe is also the New York Times Bestselling Author of "Spartan Up," "The Spartan Way," and his latest book, "10 Rules for Resiliency," which outlines his 10 principles for leading your family to True Resilience.

It has been 6 years since Joe first shared his wisdom through the Success Through Failure podcast, but his values and message still ring true: discomfort results in growth.

This time though, Joe reveals how to start your road to mental toughness along with your partner and kids and how to deal with the discomforts as a family.

There's no better way to listen to this episode than by tuning in with your family, so hit play now.

Top Quotes From This Episode

"If you have everything, you appreciate nothing. If you have nothing, you appreciate everything."

"The number one motivator for us humans is the avoidance of discomfort—consciously and subconsciously."

"It doesn't matter [if we] win or lose. But it matters that we work hard, because if we teach children that, then they can do anything."

"The quicker you could accept the fact that life is going to be hard, you're going to face resistance every single day, you're going to fail a lot, the faster you'll be successful in life."

"Who's been really successful without tons of failure? No one."

"The failure really is not understanding that the person that starts out with less and has it harder actually has the advantage."

Show Notes

This episode touches on the following key topics and ideas:

- **Surviving the pandemic (2:38):** The struggles of Spartan— that thrives on in-person events— to stay afloat during the pandemic
- **Why are people so attracted to hard? (4:43):** Our biological need to challenge ourselves
- **On parenting (12:29):** Why raising adults requires you to be “extremely uncomfortable”
- **Daily routine at home (14:25):** Joe shares his family's daily routine
- **Setting a standard (16:39):** The value of communication between you and your family
- **Success stories (18:57):** Joe talks about his ability to get people to do really challenging things
- **The kids are watching us (22:13):** On being a role model to the youth
- **Nature's role (23:19):** *"You can't build true resilience without nature"*
- **Failing is succeeding (24:22):** Our ability to face obstacles and fail forward and learn from mistakes is success in disguise
- **It's all about your choice (26:52):** If somebody else can do it, then you can do it
- **Doing the hard things (31:05):** Joe believes that we have to *"constantly make ourselves uncomfortable"* in order to grow

List of Resources Mentioned in the Episode

Michael Easter's ["The Comfort Crisis: Embrace Discomfort To Reclaim Your Wild, Happy, Healthy Self"](#)

[F3 Nation](#)

Joe De Sena's [10 Rules for Resilience: Mental Toughness for Families](#)

Watch ["300"](#)

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Other Episodes Referenced

[#312 The Comfort Crisis and What To Do About It With Michael Easter](#)

[#275 The Underground Movement That's Transforming Men Across America: F3 Founder Dave "Dredd" Redding](#)

[#27 Joe De Sena and How to Be a Spartan](#)

Guest Website and Social

Joe De Sena

joa@spartan.com | [Website](#) | [Spartan](#)

[Twitter](#) | [Instagram](#) | [LinkedIn](#) | [Facebook](#)

[Spartan Up](#) podcast