



# JIM HARSHAW JR.

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## *Revealing Failure as the Path to Success*

Success Through Failure Podcast

Action Plan Episode #348

### **How to Confidently Identify Your BHAG Even If You're Not Sure Where to Start**

Ever heard of the term BHAG?

If you're a regular listener, you've probably heard me talk about this in previous episodes. (See episode [JimHarshawJr.com/302](https://JimHarshawJr.com/302))

BHAG or Big Hairy Audacious Goals is a concept developed by authors Jim Collins and Jerry Porras in their book, "Built to Last." It is one of the key characteristics and traits of visionary companies— a "powerful mechanism to stimulate progress."

Setting goals is a familiar territory, but if you want to take it to the next level, a BHAG is the way to go— but where do you start? How do you identify a BHAG?

In this episode, we're going on a deep dive into how to confidently identify that BHAG, especially for people who are unclear or who feel stuck. Here are the 3 things that you need to do to confidently identify BHAG... Hit play now.

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

Productive Pause: *A short period of focused reflection around specific questions that leads to clarity of action and peace of mind.*

*"Your BHAG has to inspire you. If it doesn't, then it's not going to wake you up early in the morning."*

*"Allow yourself to dream— take the guard rails off. Allow yourself to envision the next level."*

*"Having the vision doesn't just mean I'm going to be successful and it's going to be easy to get there. No, you're going to fail along the way. That's part of it."*

*"You can achieve big things if you have faith."*

## Show Notes

This episode touches on the following key topics and ideas:

- **What is a BHAG? (0:34):** Big Hairy Audacious Goals was developed by authors Jim Collins and Jerry Porras from their book, "Built to Last."

*(Listen to this after: [#302 Overcoming Your Fear of Setting Scary BIG Goals: How to Set Your BHAG](#))*

- **Share this episode (2:24):** If you enjoy the Success Through Failure podcast, take a screenshot, share it on social media, and don't forget to tag me:
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- **One of my failures (3:46):** My realizations and the lessons I learned when I was starting my business.
- **Just get started (4:50):** Utilizing the concept of [prototyping](#) to make career changes.

### **3 things that you need to do to confidently identify BHAG**

1. **In a flow state (5:58):** Visualize and get inspired by thinking back on the times in your life when you were in a flow state, when you were in a zone. Do a [productive pause](#).
2. **Core Values (11:38):** Identify and live by your core values, because they will help you shape your BHAG.

How do you identify your core values? Listen to this episode: [#324 Why and How to Create Personal Core Values](#).

3. **Allow yourself to dream— take the guard rails off (15:24):** Dream. Allow yourself to envision the next level

- **Faith goes along with BHAG (21:27):**
  - *"If you remain in me and my words remain in you, ask whatever you wish, and it will be done for you."* (John 15:7)
  - *"As he thinks in his heart, so is he."* (Proverbs 23:7)
  - *"Have faith in God," Jesus answered. "Truly, I tell you, if anyone says to this mountain, 'Go, throw yourself into the sea,' and does not doubt in their heart but believes that what they say will happen, it will be done for them. Therefore I tell you, whatever you ask for in prayer, believe that you have received it, and it will be yours."* (Mark 11:22)
- **Recap (22:59):** The 3 clear ways to confidently identify your BHAG.
- **Footnotes (23:25):**
  - Don't think this is done in a day. Do the work. Let it set.
  - BHAG Test Questions *(from Jim Collins Vision Framework, JimCollins.com)*:
    - 1. Do you find this BHAG exciting?
    - 2. Is the BHAG clear, compelling, and easy to grasp?
    - 3. Does this BHAG somehow connect to the core purpose?
    - 4. Will this BHAG be exciting to a broad base of people in the organization, not just those with executive responsibility?
    - 5. It is undeniably a Big Hairy Audacious Goal, not a verbose, hard to understand, convoluted, impossible to remember mission or vision "Statement"? In other words, does it pass the "Mount Everest Standard"?
    - 6. Do you believe the organization has less than 100% chance of achieving the BHAG (50% to 70% chance is ideal) yet at the same time believe the organization can achieve the BHAG if fully committed?
    - 7. Will achieving the BHAG require a quantum step in the capabilities and characteristics of the organization?
    - 8. In 25 years, would you be able to tell if you have achieved the BHAG?
- **Now what? (26:02):** Take action. Identify your 3-, 10-year vision, identify your goals and [micro goals](#)

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

Jim Collins and Jerry Porras' ["Built to Last: Successful Habits of Visionary Companies"](#)

[JimHarshawJr.com/PRODUCTIVE-PAUSE](http://JimHarshawJr.com/PRODUCTIVE-PAUSE)

Ashlee Vance's ["Elon Musk, Tesla, SpaceX, and the Quest for a Fantastic Future"](#)

### **Want to talk to a personal performance coach?**

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### **Other Episodes Referenced**

[#302 Overcoming Your Fear of Setting Scary BIG Goals: How to Set Your BHAG](#)

[#124 Dysfunctional Thinking and How to Be Happy: Using Design Thinking To Get Out Of Your Rut with Stanford Professor and Author Bill Burnett](#)

[#324 Why and How to Create Personal Core Values](#)

[#156 Balancing Family, Work, And Following Your Passions: The Power of Surrounding Yourself With Positivity](#)

[#294 A Surprisingly Simple Trick To Staying On Track With Your Goals: A Power Tactic To Use Every Month](#)