



# JIM HARSHAW, JR.

*Clarity of Action. Peace of Mind.*

Success for the Athletic-Minded Man Podcast  
Action Plan Episode #504  
**The 9-Step Framework for Rapid, Lasting Change**

Reading more books or listening to more podcasts won't change your life. But this 9-step framework will... and fast.

In this episode of the "Success for the Athletic-Minded Man" podcast, I reveal the real reason why some people stay stuck— despite discipline, drive, and doing "all the right things."

We're going to talk about the 9-step rapid change framework I've used to help hundreds of men go from frustrated to fulfilled in a matter of weeks.

This isn't theory. It's the same system my clients (they're called Pathfinders) are using to drop weight, reconnect with their families, and finally get momentum in their careers.

I'll walk you step-by-step through the exact process: from getting clear on your "why" to building real accountability, feedback loops, and daily habits that actually stick.

If you're done feeling like you're "almost" there, this is the episode that closes that gap.

You don't need more podcasts to listen to or more books to read to create real, rapid change in your life. You need a system. And it starts here. Tune in 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.*

*"What are the other ways where you can increase friction to stopping a bad habit or reduce friction to doing the thing that is going to help you change."*

*"Do you actually want results? Go get some hardcore accountability."*

*"Do you have skin in the game? If there's skin in the game, you're more likely to follow through."*

## Show Notes

This episode touches on the following key topics and ideas:

- **[Share this episode!](#) (1:17):** Share the podcast on social media by tagging me and using the hashtag #SAMpod:
  - **YouTube:** [@jimharshaw1](#)
  - **Facebook:** [@jimharshawjr](#)
  - **Twitter:** [@jimharshaw](#)
  - **Instagram:** [@jimharshawjr](#)
  - **LinkedIn:** [Jim Harshaw, Jr.](#)
- **The Power of a Proven Playbook (2:49):** Change in sports is structured—coaches, systems, teammates. Life isn't. I lay out how this 9-step framework mimics that same clarity, support, and feedback so you stop guessing and start growing.
  - **Step 1: Know Your Why (3:47):** Before anything changes, you have to go deeper than the goal, you have to uncover the reason. Not just the surface-level "I want to lose weight," but the identity, legacy, and values behind it.
  - **Step 2: Define Clear Action Steps (6:01):** You wouldn't go to practice without a plan. Same goes for life. So ask yourself these questions: (1) why do you wanna make this change, and (2) what are the steps that are going to get you there?
  - **Step 3: Follow a Framework (7:32):** Random effort won't get you results. Whether it's 75 Hard or my coaching system, structure is the shortcut. You don't need to invent a plan— just follow one that works for you.
  - **Step 4: Increase or Reduce Friction (8:57):** Want to drink less? Put one beer in the fridge. Want to make sales calls? Prep your list the night before. Small tweaks to your environment make hard habits easier.
  - **Step 5: Build Hardcore Accountability (10:57):** You say you want change, but who's holding you to it? Invest in accountability across every area of my life by hiring a coach or a mentor.
  - **Step 6: Feedback Loops (12:57):** Athletes have scoreboards. You need one too. I encourage you to consider this really simple habit of setting 15 or 20 minutes on your calendar once a month, where you go back through and review your goals.
  - **Step 7: [Environment of Excellence](#) (15:23):** You can't level up in isolation. You need to be around other high-performers who are committed to growth.

- **Step 8: Put Skin in the Game (17:09):** If you have skin in the game, you're more likely to follow through and push through and do it. Free advice is everywhere, but real results come when you invest your time, money, or reputation.
- **Step 9: Get Help From the Right Person (19:44):** Find coaches or people who have helped others execute the rapid change you're trying to experience.
- **Your Next Move (21:16):** You've got the full framework. Now take the first step: get free access to the entire framework at [JimHarshawJr.com/free](https://JimHarshawJr.com/free) and get virtual coaching support at [CoachJimAI.com](https://CoachJimAI.com). The path is built. It's time to walk it.

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