



# JIM HARSHAW, JR.

*Clarity of Action. Peace of Mind.*

Success for the Athletic-Minded Man Podcast

Action Plan Episode #513

## **Why Men Fail at Simple Habits— but Win Big With Challenges**

You already know what you should be doing— working out, making the sales calls, being more present at home.

The problem isn't knowledge. The problem is execution.

In this episode of "Success for the Athletic-Minded Man" podcast, I break down the framework that turns "I'll start tomorrow" into "I did it today!"

From my years as a Division I wrestler to building a coaching community of high-achieving men, I've seen one truth over and over: clarity, commitment, and accountability beat motivation every single time. That's why men crush challenges like 75 Hard, Whole30, or Exodus 90— and why my clients start getting results before the program even begins.

I'll show you why making a public commitment instantly upgrades your discipline, how the Hawthorne Effect can change your habits overnight, and why "holding yourself accountable" is one of the biggest lies in personal development.

This isn't theory. It's a system you can start doing today to finally do the things you know you're capable of.

👉 And if you're ready for real accountability, join the **October Challenge**— a 30-day reset built for men who want clarity, consistency, and discipline before the year ends.

Go to [RevealYourPath.com/challenge](https://RevealYourPath.com/challenge) for more details.

## Top Quotes From This Episode

*"If you could just get yourself to do the thing— and to do the thing consistently— that's the real key."*

*"When you make a commitment, there's clarity. There's a start, there's an end, there's a timeline. You know what's required."*

*"Don't tell me you can hold yourself accountable. It doesn't happen. Not possible. There's gotta be external accountability."*

## Show Notes

**This episode touches on the following key topics and ideas:**

- **The Real Problem: Execution, Not Knowledge (0:44):** Most men know exactly what they should be doing— working out, making sales calls, showing up at home. The issue isn't knowledge, it's getting yourself to do the work consistently.
- **The Power of Community and Accountability (1:53):** Surround yourself with people who expect you to follow through. Accountability is contagious.

### Why Challenges Work

1. **Commitment (5:06):** When you commit— whether to a Spartan Race, a triathlon, or even a vacation— you instantly start training and preparing. Don't wait until you're ready. Commit, then get ready.
2. **Clarity (9:20):** A challenge sets a clear start and end point. No vague intentions, no drifting timelines. Put dates and rules on your goals. Clarity turns "someday" into today.
3. **Accountability (10:32):** Skin in the game changes everything. Whether it's money, reputation, or teammates depending on you, accountability raises the stakes. From personal trainers to Olympic athletes, the principle is the same: external accountability beats self-accountability every time.
4. **Motivation Through Resistance (13:29):** Steven Pressfield calls it "resistance," the invisible force that keeps you from doing the work. But when you have commitment, clarity, and accountability, motivation shows up. Add public tracking (the Hawthorne Effect), and suddenly you execute at a higher level.

- **The October Challenge (18:02):** The October Challenge is a 30-day reset designed to help you apply commitment, clarity, accountability, and motivation to your own life. You'll choose the habits that matter most, track them daily, and join a community that won't let you drift.

**Register here:** <http://RevealYourPath.com/challenge> and step into the discipline and consistency you've been missing.

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

Success Hotline: 973-743-4690

Steven Pressfield books:

["Put Your Ass Where Your Heart Wants to Be"](#)

["Nobody Wants to Read Your Sh\\*t: Why That Is And What You Can Do About It"](#)

["The War of Art: Break Through the Blocks and Win Your Inner Creative Battles"](#)

### **Other Episodes Referenced**

[#33 Dr. Gilbert of the Success Hotline on Wrestling, Achievement and Finding Inspiration](#)

[#438 Behind the Scenes Look into a 4X Olympian's Attempt to Return to the Top of the World](#)

[#442 The Daily Pressfield: A Hero's Journey through Life's Grind with Steven Pressfield](#)

[#372 Steven Pressfield on Commitment, Self-Reinforcement, and Getting Yourself to Do What's Necessary to Achieve Your Goals](#)

[#290 Steven Pressfield on the Warrior Ethos and Winning Your Inner War So That You Can Finally Achieve Your Potential](#)

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