

Hustle-Joshua Medcalf

Our greatest fear in life should not be of failure, our greatest fear should be succeeding at things in life that don't really matter. (Francis Chan)

The people at the top of the mountain didn't fall there. Greatness always looks easy to those who aren't around when all the training happens.

Greatness is built by doing small things that seem like they make no difference at all while you are doing them, and then doing them over and over.

Under pressure you don't rise to the occasion. You sink to the level of your training. Navy Seals

Google and watch the video, "Trapped On an Escalator."

Whenever someone says something is impossible, ask the question, "Who says?"

People who quit on their dreams and are miserable, have the most to say about the people who don't.

Ignore the haters, instead find stories of people who have overcome the odds.

In everything you do, you are building your own house. Build wisely.

I think we have become infatuated with the idea of the silver-bullet-fix, the "one thing" that will change everything.

From what our clients tell me, the two things that have made the biggest difference for them, is simply to care about them as human beings, rather than dollar signs or production units, and to expediently respond to them.

Focus on doing the little things in your hand really well, and less on the one thing that is suppose to change everything.

Greatness is a lot of small thing done well day after day. Ray Lewis

The way you show up for class every day, the way you treat people, the way you show up for practice every day, are all reflections of your personal brand.

How consistently you show up when you think no one is watching is a reflection of your personal brand.

“And so rock bottom became the solid foundation on which I rebuilt my life.” J.K. Rowling

If you sign up for greatness, a lot of garbage comes with it.

Everyone loves stories of starting from the bottom, but not many people are actually willing to start there.

Ben Hogan said greatness is dirty, hard, work.

Your choice creates your challenge. You never know, they might start following you when they see things in your life starting to change for the better. Maybe they will call you names and treat you poorly, but either way, how they treat you is outside of your control.

Everyone wants to be great until it's time to do what greatness requires.

You need to do the boring work with excellence.

Greatness never goes on sale, and excellence sells itself.

Show is much greater than tell.

What is the smallest version of your dream that you can be faithful with today, doing the best you can with what you have, right where you are at?

The number one regret of the dying, “I wish I'd have the courage to live a life true to myself, and not the life others expected of me.”

Better for most people, rarely means better for the people in power.

What if having less initial resources, success, and opportunity was actually the foundational building block of personal greatness.

Our fear of failure for the next generation is creating an entire generation primed for mediocrity at best, and crippled by normal setbacks at worst (in comparison to living out their greatest potential).

Experiencing repeated failure and lack of resources is part of the formula for bringing out the deepest creativity, resourcefulness, and persistence needed to reach personal greatness.

Don't worry about lack of resources. Instead, focus on using whatever you do have to hustle after what really matters: falling in love with the process of becoming great.

Hardships often prepare ordinary people for an extraordinary destiny. C.S. Lewis

The quickest way to become ignored in the world is to continually ask people to give you stuff.

What if our dominant question became, "What can I give, create, or share with the world today?"

How can I add value to this person's life? How can I add value to this group?

You can have whatever you want in life if you are willing to help enough people get what they want. Zig Ziglar

According to Harvard the number one predictor of success is the ability to delay gratification.

Too many times I think people focus on selling and recruiting instead of serving and equipping.

Constantly try to find more ways to serve and provide value to our existing base, rather than just expanding to more people.

Everyone wants to be famous, no one wants to put in the work.

The real key to unlocking your personal greatness is a willingness to say “Yes” to what most people say “No way” to, and a willingness to say “No,” to what most people say “Yes” to.

What do people consistently get when they encounter you? Do they get love, joy, hope, peace, and patience? Do they get anger, frustration, manipulation, “it’s never good enough,” complaining, bitterness, and jealousy?

The importance of reading. I wonder what would happen if all the (good) reasons we make for not having enough time to read, became our justification for why we MUST make ample time to read:

Because I have 3 kids, I must seek wisdom.

Because I am the CEO of this company, I must seek wisdom.

Because I am responsible for managing 35 people, I must seek wisdom.

Reading is your secret weapon to change both who you become, and the overall trajectory of your life.

Shift from what you can get, to what you can give.

It is east to write off our decisions and play small, but what if we acted like we could be more, even for just one day?

Some people say, “I can’t afford to eat healthy and shop at places like Whole Foods.” My response is that, in my opinion you can’t afford not to. Cancer, medical and doctor bills are much more expensive that eating healthy.

It’s really a matter of value, not money. You pay for what you value and you are basically saying, “I value Starbucks, shoes, Netflix, and going out to eat more than I value my own health.” Be honest. Stop lying to yourself and saying you can’t afford it. You simply choose not to afford it.

Your choice creates your challenge.

A study showed that a college basketball teams field goal % increased by around 12% after getting 10 hours of sleep instead of 8 hours.

Who cares what the scenario is! You have control over the meaning, so why wouldn't you give it the best meaning possible? No one controls the rules but you.

Here are 5 principles I've always tried to operate by in my businesses.

1. Provide value to as many strangers as possible. Eventually they will become your clients and friends.
2. Become so good they can't ignore you.
3. Become an opportunist. There is an opportunity in every challenge and problem, so become the person who creates potential solutions.
4. Be bold and courageous enough to fail. So many times I have told really high level coaches to do something I had no clue would work. Some worked really well, others did not. From those experiments, I was able to figure out a large repertoire of really helpful tools.
5. Your first few hundred iterations will probably suck. Do it anyway.

Watch the Gary Vaynerchuk video "6 mins for the next 60 years of your life."

You have to be willing to work when others party. You have to be willing to suffer when others play. You have to be willing to do what others won't, so you can do what others can't. It doesn't happen by accident. Kevin Johnson, NBA All-Star

Sometimes we build a safety net, and only give half the effort to protect our ego. That way, we always have an excuse. "Will I didn't really try!" That might make us feel better in the moment, but down the road it's a very hollow feeling.

So if the very worst thing that could happen is your own embarrassment, why not be bold and courageous and go for it with absolutely everything you got?

Why would you play out of fear and try to play it safe?

Playing it safe in life is often the greatest risk of all.

Love attracts energy, fear consumes it.

Dream big, think small. What is the smallest version of your dream that you can start today, right where you are, using what you have?

“You don’t lose the right to tell someone off tomorrow, so you should probably just sleep on it today.” Warren Buffett

Where do you want to be uncomfortable: in training or in competition? I can guarantee you are going to feel uncomfortable, so the choice is yours as to where you want to feel it.

Here is the problem: happiness and fulfillment are oftentimes in direct opposition to one another. Happiness is about instant gratification. It is a feeling that seemingly comes and goes. Someone or something can make you happy for a little while, but that feeling can fade and you’ll need something new to make you “happy” once again.

Inherent in happiness talk is a strong degree of selfishness. Happiness is all about me. How I feel. What I want.

Another predominant characteristic of happiness is that it is easy. If I have to work really hard for something and put in a lot of blood, sweat, and tears, then I will be sacrificing a lot of short-term happiness, so that is unacceptable. Happiness is suppose to be easy.

The two predominant characteristics of happiness are that it must come easy and it is me focused.

Fulfillment is others-focused rather than me-focused and it only comes by going through the tough stuff.

I’m afraid the pursuit of happiness is killing us. Fulfillment is a much deeper and more abiding feeling than short-lived happiness. If fear many people are missing out on fulfillment in pursuit of happiness.

My suggestion to you is to make sure you know what routines are greatly life enhancing and are helping you become more of the person you want to become, and also to ensure you define success for yourself rather than letting society do that for you.

You choose what you will ignore every day.

You choose what you will give your time to everyday.

The only resource that is the exact same for everyone in the world is time and how you use what you have today will impact how much or how little you have of it in the future.

Who and what gets your best energy everyday?

You can always make more money, you can never get more time?

What I realized is that it is easier to focus on mundane tasks like cleaning and organizing, than it is to do the tough creative work that greatness requires.

Here are some examples of things you can control: attitude, effort, self-talk, gratitude, how we treat people, focus, routine, what we do or do not do with our 86,400 seconds each day, communication and body language.

Just care and it will set you apart from the rest.

Problems are the biggest addiction in our society. We meet our needs through problems. In which direction does every conversation go? "My boss is such a jerk." "Can you believe she would say that about you?" "Can you believe we have to meet at that time?" Problems are our society's biggest addiction.

If you want to become successful, stop focusing on problems and become known as a consummate experimenter with solutions. Focusing on problems only makes us unable to see and create potential solutions. In a study, they found that engineers who were shown a design with problems were up to 17 times more likely to fail to create a design that would solve the problems than those who just created a design without ever seeing the problem.

Focusing on, talking about and becoming addicted to our problems might make us feel strangely good in the moment, but it almost completely inhibits our ability to create solutions. If you fight the need to focus on the problems in your life, you might realize just like Steven Spielberg did after blowing his entire budget on a mechanical shark that didn't work, that it's not about the shark.

Rarely and better yet never, do I hear people ask, "Who are you? What do you want to become?"

People with poor track records love to tell you all the reasons you should not look at their track record and instead, judge their heart. You will often hear them refer to themselves and others as "good," "bad," or some other type of judgment. It feels good to listen to stories, and sometimes they should be amazing. But you will avoid incredible pain if you stop listening and start observing.

People can change. People do change. Don't take their word. Observe their track record.

You were born to be great, but some of you look in the mirror and all you can see are your flaws.

You were born to be great, but some of you think all you have to do is just show up and bless the world with your presence.

You matter. Your value comes from who you are, not from what you do.

But most of you will never become everything you were created to be because you either can't believe you have truly greatness inside of you. Or you think it's suppose to fall on top of you!

If you truly understood the greatness inside of you, if you truly saw in yourself what God sees in you, you would stop messing around with parties, drugs, TV, mindless activities, video games, foolishness, and anyone in your life who is intent on keeping you from becoming everything you were created to be.

If you actually took yourself seriously, you would do radically different things with your time.



The only thing that matters about what you are doing today is the impact you have on other people.

Stop being average.

Stop just getting by on “good enough.”

Stop blaming other people.

You were born to be great.

Start acting like it.

When are you going to realize they aren't obstacles, they are a training ground for greatness?

Stop running from the tough stuff. Instead, start seeking out and embracing the toughest challenges and you will be shocked at who you become.

We live in a society of crabs. If you put one in a bucket it will crawl out. If you put multiple crabs in a bucket they will pull each other down every time one starts to crawl out. If a crab continues to try and crawl out, the other crabs will break it's leg.

Be careful who you get advice from. Many people have a vested interest in seeing you fail. If you succeed and show that it's possible, then they no longer can say it's “impossible.”

It's so much more comfortable to believe talent is reserved for the chosen few, than it is to work your ever-loving ass off and hustle to become the best you are capable of being.