

# 1 INSIGHT

with RICH LITVIN



## Episode 1: Where's your high pressure community?

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Rich: Welcome to 1 Insight. My name is Rich Litvin. I grew up in London and I now live in LA. And this is a podcast for extraordinary top performers. You see, I've coached some of the most successful and talented people on the planet. I see what most people cannot see and I dare to say what most people wouldn't dare to say. What I know about success is that on the other side of it, it can actually be lonely. You can feel like more of an impostor the more successful you become. And when you're the most interesting person in the room, you're actually in the wrong room. I coach around insight. Life looks one way, something happens, the world looks different and your entire world changes. It can happen in an instant. And this podcast is called 1 insight because a single insight can change everything.

It's 2020. It's been an interesting year to put it mildly. And it's been a year that has stirred my creativity. I've been writing every day for 10 years, but this year, I've been on a roll. I think I've written my most powerful stuff in the last six or seven months while we've basically been on lockdown. And this season, I want to share some of my writing with you. This piece is called Thor's Hammer. Leadership is lonely, often very lonely. It's why I created my community 4PC, a community of high-level leaders and coaches. I did it selfishly for me, so I didn't have to feel quite so alone, so I could be surrounded by fascinated people, so I could have people in my world who inspire me. In the words of Maya Angelou, "Nobody but nobody can make it out here alone."

Now, if you listen closely, I'll tell you what I know. Storm clouds are gathering, the wind is going to blow. The race of man is suffering and I can hear the moan, because nobody but nobody can make it out here alone. Alone, all alone. Nobody but nobody can make it out here alone. I recently ran a five day intensive, private intensive, for the members of 4PC. This is a group of leaders who are making a tangible difference in the world. And we gathered together for obvious reasons on Zoom. And we got vulnerable with one another and we challenged one another's thinking, and we loved each other up just enough so that we can go back into the world knowing there's a group of people who have our back.

What I want to share with you are some of the things that get discussed when you put a group of top performers in a room together. Number one, courage is the quality you need most in life and business. Benjamin Mee wrote a book called *We Bought a Zoo*. There was a movie based on it a few years ago. Here's a quote from him. "Sometimes all you need is 20 seconds of insane courage, just 20 seconds of embarrassing bravery and I promise you, something great will come of it." Well those are Benjamin's words and you know what? Sometimes you don't even need 20 seconds of bravery. Monique and I ask our little boys a question about courage every single night over dinner. We want them to know that courage is a daily habit, not something you call on only when you're scared.

If you answer this question every night for the next 30 days, your world would transform. What was one small act of courage you took today? What was one small act of courage you took today? Number two, the power of purpose. During the intensive, I was challenged by one of our members who said that she couldn't feel my heart as I was discussing what I do. And I started to cry because I shared a story I've never shared before. We went back to when I was just nine-years-old and I was sitting in the backseat of our car on a cold morning in London. And my mum was driving me to primary school. We were stopped at an intersection when I saw a lorry reversing towards us.

We must have been in his blind spot because it was clear even to me as a little kid that this guy was not stopping. And I was scared. I wanted my mum to hit the horn or to reverse away from him, but she did nothing. This powerful woman was frozen in fear. And I watched in terror, but I said nothing. And I did nothing because I was frozen in fear too. And after a paralyzing few seconds, the truck hit us. Now, we were shaken but unhurt, he'd been moving slowly. But the story points at the real reason why I do what I do. Tears were running down my face that day as I shared with 4PC that I have felt powerless for much of my life. I've been driven by the shame of that powerlessness.

Living a life where I've secretly lacked confidence has been painful, but it's also turned out to be a gift. For a coach who works with talented, successful, driven leaders, you see, I'm really good at noticing when powerful people are holding themselves back and I'm gifted at drawing out people's power. President John F. Kennedy once said, "The only reason to give a speech is to change the world." In 1962, he gave a speech to persuade the American people to support a national effort to land a man on the moon. Within seven years, the Apollo 11 mission had made that happen. When he visited NASA

for the first time, Kennedy complimented the janitor for the spotless hallway. "Mr. President," replied the janitor, "I'm not cleaning the halls, I'm helping put a man on the moon."

I learned the power of purpose from JFK and my entire team knows we are not a coaching company. We do something far more important. We help powerful people remember how powerful they are. We're not a coaching company, we're changing the world. That's why I'm writing to you right now, that's why I'm talking to you right now. It's why I do what I do, it's why I coach, it's why I create. Your purpose is the reason you do what you do that makes you cry. You've probably been doing it in some way your entire life as like a guiding star on the horizon, you'll pursue it forever, but you'll never reach it. What's your purpose?

Number three, Thor's Hammer. Jordan Hall is an entrepreneur in the field of exponential technology. He was talking on an interview recently I heard with Jamie Wheal about the pandemic and he said, "The task ahead of us is impossibly large and therefore, impossible to solve with additional even heroic efforts." It's like Thor's hammer. It's infinitely heavy. It can only be lifted by Thor himself. No amount of effort by the wrong person can budget. So the only solution is to find your hammer, find what's yours to do and go and do that. Everything else is wasted effort. So my question for you right now is what's your hammer? What's the thing that only you can do?

Number four, one big idea. We live in a world where consuming as many books as possible, as fast as possible, is something people seem proud of. We listened to podcasts on 1.5 times speed, we use apps with 15-minute book summaries. Charlie Munger, Warren Buffett's longtime business partner, once said, "Take a simple idea and take it seriously." David Perell wrote, "Many of the most successful people have found their edge by putting their faith in one big idea. They've committed to the idea and studied it so much that its implications have become second nature." For me, for the past seven years, I've built a business around a single idea, fascinating people. It points to the fascinating people in my community, that's you if you're listening to this, and the creative work that I need to do to fascinate the people in my world.

Imagine that in five years time, you've become known for taking one simple idea seriously. What would it be? Number five, who do you want to be a hero to? Joseph Campbell was a Professor of Literature who studied comparative mythology. He's known for his idea that all myths and stories follow a common pattern. He named this the Hero's Journey. Years later, Maureen Murdock created an alternative called the Heroine's Journey, to describe the journey that a female protagonist goes on through a story. It's important to know the elements of every journey to becoming a hero for two reasons.

First, by definition, you are the hero of your own story. Second, your secret mission is always to help your clients become superheroes. Here's the five part breakdown of any hero's journey. Number one, fitting in. You know this one, it's probably how you spent the first two, three, or even four decades of your life and career trying to fit in. Number

two, the illusion of success. This one's more painful to admit, but eventually almost all the things you thought you'd treasure turned out not to make you as happy as you thought they would. Know that one?

Number three, a moment of doubt. If you're listening to this, it's almost certain you've experienced a moment of wondering if you're on the right path. Sometimes, others feel your doubt and push you even before you're ready. It's why my boss fired me 15 years ago. Number four, defeating demons. Now, you're on your way. You're on the journey. You've got demons to conquer. Some are external, some are internal. You've got battles to fight and a quest to complete. And then number five, rejoining the world. That's when your journey is complete, the battles are won, but if you don't use your wisdom to help others, you are destined to start the quest again. Your mission once you've transformed yourself is to transform the world.

Dan Sullivan coaches entrepreneurs. He asks a powerful question of his clients. Who do you want to be a hero to? As Dan says, "Not all heroes wear capes. Your mission as a coach and a leader is to identify the people you can create the most value for, help them to grow their skillset and their mindset, and grow your own in the process." Me, I want to be a hero to talented driven leaders and coaches, fascinating people who are making a big impact. How about you? Who do you want to be a hero to? Number six, you see when we get together as a community, we dive deep.

Number six, forcing function. The term, "Siren song," refers to an appeal that's hard to resist, but if heeded will lead to a bad conclusion. In Greek mythology, the sirens were monsters who pretended to be beautiful women with amazing voices. They lured sailors with their enchanting music and singing voices to their death on the rocky coast of their island. Odysseus was a legendary Greek king and the hero of Homer's epic poem, the *Odyssey*. As no sailor had ever heard the sirens and survived, he wanted to hear their famous song and survive. So he had his sailors plug their ears with beeswax and tie him to the mast while they sailed past. He ordered his men to leave him tied until they were in the distance no matter how much he might beg.

When he heard their beautiful song, he ordered the sailors to untie him, but they bound him tighter. When they passed out of earshot, Odysseus demonstrated with his frowns to be released. Being tied to the mast was a forcing function, a self-imposed situation or factor that forces you to act in your best interest. I created a forcing function when I left England in 2005 with a commitment to be a professional coach, because I sold my dream home and my car. Everyone said, "Don't sell this house, there's nothing safer than houses." A few years later, there was a housing crash. It wasn't like I knew, I just knew I wasn't going back and I wanted a forcing function.

Slightly less radical, when I stay in a hotel room, I request that they remove all the snacks and the minibar so I'm not tempted to eat them. When there are snacks around, I can't stop. When I remove them, I can't start. I have a personal trainer as a forcing function for working out and I made a commitment to you. I write twice a week. I create a podcast every week. That's my forcing function and it's why I'm speaking to you right

now. In 4PC, we get together for an intensive about every 90 days. There are coaching sessions in between, but we're human and we know in advance that mighty goals can be failed by tiny habits. So we prepare for failure by creating forcing functions for ourselves and each other, like making commitments in front of our community.

What's one forcing function that will keep you committed to your goals over the next 90 days? And finally, where's your high pressure community? 4PC's a high pressure environment for the members and for me. We surround ourselves with people who are where we want to be in at least one area of our life. We are each forced to compete higher than in our skill level. As Steven Kotler wrote in *The Rise of Superman*, "To really achieve anything, top performance has to be able to tolerate and enjoy risk. It has to become a challenge to look forward to. To perform at their best, they need to take on challenges 4% greater than their skills." It's called the 4% rule and it's the secret meaning behind the name of my community, 4PC, The Four Percent Club.

The 4% rule, I'll say it again, to perform at your best, you need to take on challenges just 4% greater than your skills. I'll leave you with these couple of questions. Do you have your own high pressure community? Do you surround yourself with people who inspire you? And do you take on challenges greater than your skills again and again and again? For most of human history, it wasn't called coaching, it was called leadership. And it's what I love to do, to coach people, to lead people and to mess with people's thinking. If you'd like more of this, or if you'd like to learn more about our community of extraordinary top performers, go to [richlitvin.com/1insight](http://richlitvin.com/1insight).