



# The Every Day Olympian

As I've mentioned in past newsletters, the single most important concept I've developed throughout my career is the all-important trigger phrase that "triggers" a specific mindset or action. Today's phrase; "Do what you say you're going to do", is a pretty easy concept in theory. But in practice, it is difficult to execute.

At the University of MN, I had a teammate by the name of Jake. Jake was one of those people who seemed to be ordinary in every way, yet always achieved extraordinary results. His career has given him multiple All-American honors in wrestling, a high GPA, a successful chiropractic service, televised MMA fights and a guest appearance on Fox News. Whatever he did...he seemed to over achieve in it. I often wondered what made him different from all the other individuals with far more "natural" talent that fell by the way side. I eventually got my answer.

We were in California running a youth wrestling clinic. It was Jake's day off so he decided to do something different for training. He pointed to a mountain behind the facility and declared he was going to climb it. I always say that a person needs to be a little "off" to enjoy the sport of wrestling, and Jake was by my definition...a little "off". So none of us thought twice when he grabbed a bottle of water and some power bars and went on his way. I went about my business that day and retired into bed early that night. It wasn't until late the next morning when I realized that no one had





seen Jake since he had left the day prior. As we were preparing to send out a makeshift search party, we saw a slow moving outline off in the distance. His skin was sun burnt, his cheeks were sunken in from dehydration and he was hunched over from exhaustion.

Now as we all know, large objects appear closer than they really are. And we all know that a mountain is a very large object. Apparently it took Jake most of the day just to reach the base of it. He was left with a choice of whether to keep going or turn around. He decided to keep going which forced him to spend the night at the peak. At first light, he got up and made his way back down to the facility. No one would have judged Jake for turning around. No one would have even known if he hadn't climbed it. But yet Jake pushed on. It was clear that this characteristic was a primary difference of what separated Jake from others. He always lived up to his commitments. He always did what he said he would do.

Now I'm not suggesting that you take it to this extreme, but I can find no better example or analogy that describes this concept. In the pursuit of being an Every Day Olympian, "Do what you say you'll do" no matter how big or small. The accumulation of those efforts will bring you up to the level of extraordinary regardless of your genetic disposition.

So I challenge you with this question...When you're at the base of a mountain with no one else around to know whether you succeed or not...whether you put in the extra effort or not...what will you do? Will you turn around and go home or will you push on?

Only you can choose!