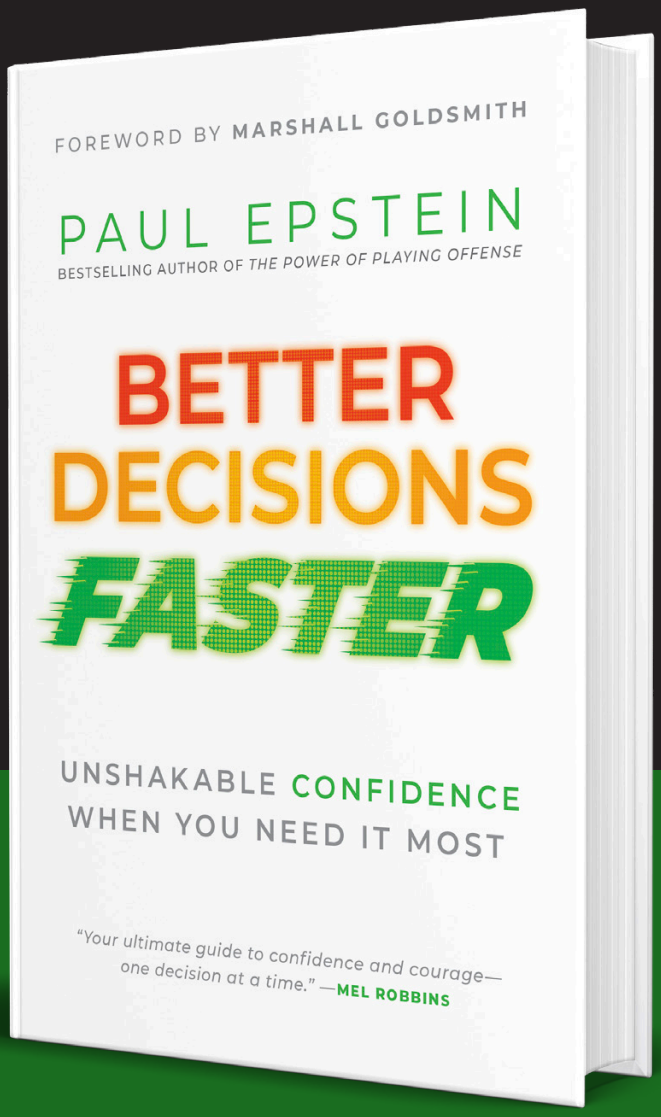
BONUS CONTENT



Do the Hard S***

Featuring Sam Caucci

As I write this, I'm wearing a 1Huddle shirt that says: DO THE HARD S***. It's pretty awesome.

I received it as part of a swag bag from Sam Caucci, a friend and founder of 1Huddle, a training gamification company on a mission to power the people that power teams—with a client roster that includes Audible and ESPN along with a ringing endorsement from Shark Tank's Mr. Wonderful himself. None of this would be possible had Sam not taken the hard road and done the hard s***. After spending years developing elite athletes at high-performance sports facilities (think the guy that trains NFL players pre-draft to jump an inch higher or run 1/10th of a second faster; that's Sam), he found himself at a fork in the road.

He could make a decision to stay the course—where nothing was broken. Or he could disrupt the convenience of comfort...in his head.

In Sam's words, leaders aren't made in success; they're crafted by crisis. Sometimes the crisis is within your mind. Leaders mentally (head), physically (hands), and emotionally (heart) go the extra inch even when that discretionary inch is a battle.

"You've got be real with yourself when you get to a point that it's time to be challenged again," Sam shared on my podcast. "As a competitor, I wanted to be challenged again."

We've all been there. You've likely faced this exact same thought and decision in your mind, perhaps many times over. It's often looks like a lingering yellow...where we repeatedly stay the course.

So how do you respond when facing down the barrel...to change or not to change?

For Sam, he was living in a comfortable job in sunny Miami and saw an opportunity in cold, cutthroat New York City that he knew would challenge and teach him.

What did he do?

He got on a plane.

That decision to take the hard road (or flight) turned out to transform the trajectory of his life.

This is how we perform beyond our capabilities.

How are you performing beyond yours?

As we speak, there are thousands of leaders and hundreds of thousands of team members that have leveled up as producers, performers, culture champions, and impact-drivers because of the 1Huddle platform—a platform that never takes shape if Sam stays with the palm trees down south. The best part is that he's far from done—because every day he and his team are on a mission to serve their values. One value statement is to "do the hard s***." That's entrenched in their DNA.

Having been around their locker room for years thanks to Sam, I believe there is another layer to their team's DNA—and one we can all benefit from. Beyond the fiery message, they do an incredible job of focusing on the moment. Many have expressed that it's a short show we're all in, so they focus and obsess on the role they're playing in it...today. Especially in the high growth startup space they're in, without the capital raise or fortuitous luck of timing, tomorrow is never guaranteed.

A great reminder for us all. Wake up every day and decide to focus on living in the present and facing the situation you're in now. Whatever you're doing now (in your chapter of life as you read this), perform as if nothing else matters. Your growth, progress, and grit will naturally emerge from that mindset. The same intentional mindset that initiates the Head-Heart-Hands Equation.

Decision Drill

It's time to do the hard s***.

What's one decision you're contemplating whether to stay on the easy road or turn onto the hard road? You've leaned toward "going for it" but have yet to pull the trigger?

Notes:_____

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The fact that you've thought about going for it means your heart (authentic tug in your gut) wants to do it. But your head has a block.

What's the mindset shift needed to unblock your head?

Notes:_____
_____
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This is an example of how choosing the hard thing can be one of the tools in your toolbelt to take a yellow to a green. But the heart HAS to be on board for this tactic to work.