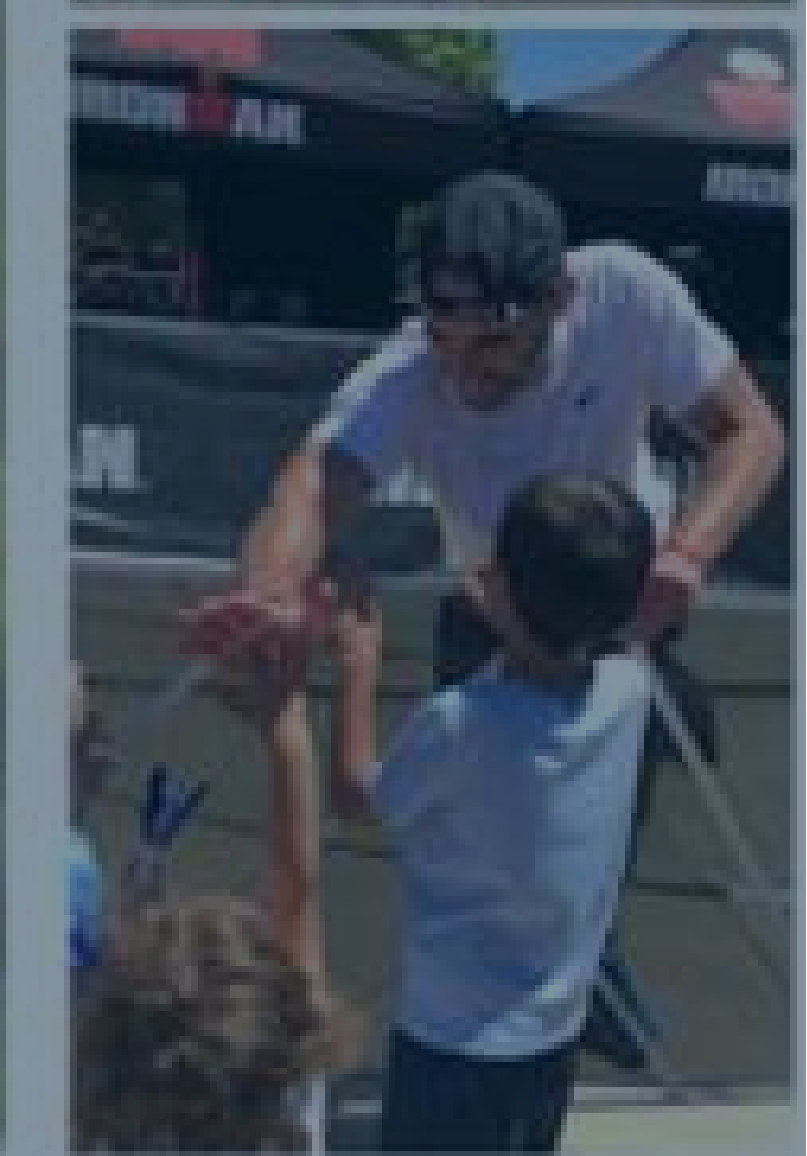
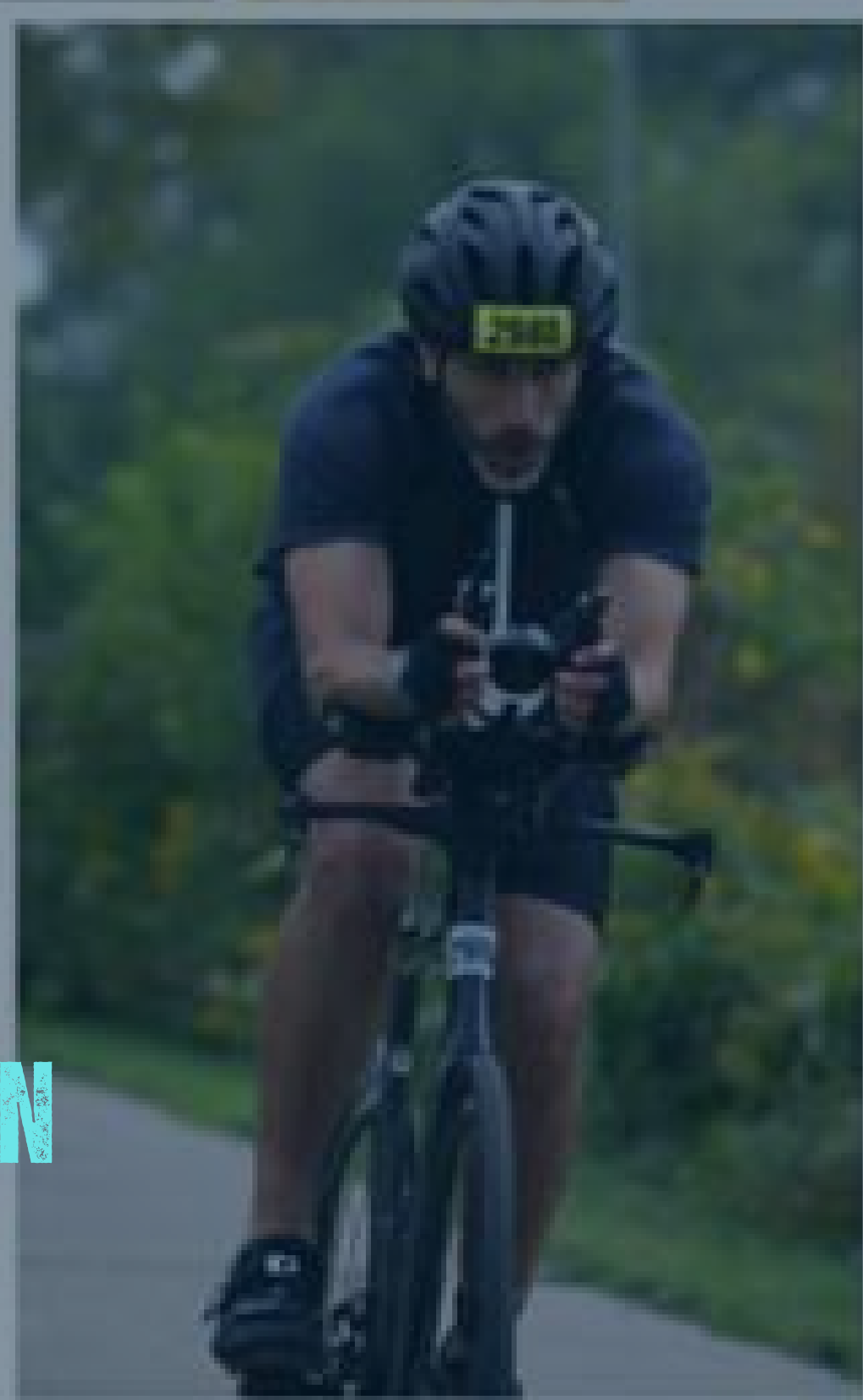




CHAPTER 15

LESSONS I'VE LEARNED AS AN IRONMAN

5 Business & Life Lessons I've learned as an Ironman

1. Take One Step at a Time:

An Ironman journey takes (a lot of) time, requires a lot of effort and sacrifices. When you start this Journey, it's critical to remain motivated by the small victories along the way. Rather than being obsessed with the finish line, focus on the NEXT step. Same in Business: Rather than being obsessed with hitting the end of the year numbers, focus on your next renewal, your upcoming deliverable, your next release, prospect... This is what will bring you to the finish line.

2. Race With a Purpose:

The journey is so much more enjoyable and easier when there's a meaningful outcome you expect yourself to reach. Why are you racing that race? Figuring out what your internal driver is critical when you hit a wall.

Because after 125 miles, when physical exhaustion hits you, your “why” combined with mental toughness are the ingredients that make the difference. Now think about your business journey: what’s the inner reason you’ll remind yourself of when you hit a wall?

3. Measure What Matters:

To complete an Ironman, a business friend started to train while monitoring his heart rate, then, his speed, then, Is there a third kpi here?,but never the distance. He never completed his race. Because he hadn’t used the most important KPI to complete the 140-mile race (Distance). Same in business: if you want to achieve a big outcome, choose the one single KPI that defines your success, and improve everyday. So, what is the one KPI you use to measure your business or life progress today?

4. Stay Consistent:

As we say amongst Ironmen, “the bike IS the race.” Why? Because everyone can start the race (swimming, first part of the race) and almost no one will quit at the run (3rd part of the race). The real challenge is in the middle (the bike) when the finish line seems very, very, VERY far.

Well, if the business goal you have to reach (=the finish line) seems very far as well, remember to push now, in the middle of the race. Because Q2/Q3 is the race.

5. Execute, and the Results Will Follow:

What you see is the race day. But the real thing about an Ironman is the hundreds of hours of preparation to get there. Some training goes smoothly, most do NOT. What matters is to complete each training whatever it takes. Always remember that it's the addition of all those efforts that will bring you to the finish line.

Execute, and the results will follow.