

# #ENDURANCE

TWEET

A Little **Nudge**  
to Keep You Going

**JARIE BOLANDER**

FOREWORD BY MARK MCGUINNESS

BOOK 01

A THiNKaha® BOOK

# #ENDURANCE **tweet** Book01

A Little Nudge to Keep You Going

Book Excerpt

**By Jarie Bolander**

**Foreword by Mark McGuinness**



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A Little Nudge to Keep You Going

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**BOOK EXCERPT Table of Contents**

Foreword by Mark McGuinness

Section I: Getting Started

Section II: Breaking Down Barriers

Section III: Pushing Our Limits

Section IV: Encouraging Others

About the Author

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# Contents

*This is the Table of Contents (TOC) from the book for your reference. The eBook TOC (below) differs in page count from the tradebook TOC.*

Foreword by Mark McGuinness	15
Section I	
Getting Started	19
Section II	
Breaking Down Barriers	33
Section III	
Pushing Our Limits	47

Section IV	
Encouraging Others	61
Section V	
Picking Ourselves Up	75
Section VI	
Hitting Our Stride	89
Section VII	
Sprinting to the Finish	103
About the Author	119



A Little Nudge to Keep You Going



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## Foreword by Mark McGuinness

When we think of leadership, one of the first images that come to mind is a heroic figure in front of a crowd—the president addressing the nation, the CEO inspiring the workforce, or the general rallying the troops.

Such moments are memorable and significant, but much of the real work of leadership takes place away from the spotlight and cameras. It involves, pain, loneliness, uncertainty, tiredness—and it demands endurance.

On first meeting Jarie and hearing him talk about his twin passions of leadership and endurance athletics, I had one of those “that’s-obvious-but-I’d-never-thought-of-it-before” insights; the similarities between the two seemed so clear and so rich in meaning, but I’d never have connected them myself.

Success at both leadership and endurance athletics is measured over the long haul, not the sprint.

In both worlds, there are plenty of people to cheer you on at the finish line, but not so many when the going is toughest.

Both demand that you show up—with your whole being—on days when you’d rather stay in bed.

Sometimes you have to compete without the proper kit.

It’s always easier to run with the pack than lead it.

The weather is never an excuse for failure.

And so on... like all the best analogies, you can probably think of plenty of other meanings and learnings that connect the two activities.

## A Little Nudge to Keep You Going

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When I asked Jarie what distinguishes endurance athletics from the other kind, he said, “An endurance event is any event where you have to eat while doing it in order to complete the course.”

On one level this is fascinating—I’d never thought about exercise in those terms. And Jarie makes it very funny when he describes the contortions you go through to feed yourself while running or cycling (I don’t recall swimming being on the list!).

And I don’t think it’s stretching it to say there’s something quite profound in the idea that when you begin the journey, by definition you don’t have what it takes to complete it.

As Jarie says:

“Endurance is the ability to finish even when finishing seems impossible.”

How do you make the impossible possible? You take energy on board as you go.

One of the richest sources of energy for any leader or athlete is encouragement—and Jarie’s “ahas” are perfect for this. When you’re in the middle of a grueling campaign, you don’t want to stop and read a thesis. You want short, sharp, bursts of encouragement, like shouted words from your coach on the sidelines:

“All obstacles are small if you focus on the challenge in front of you.”

“Hope is a deep spring that will sustain you through adversity and struggle.”

“Everyone falls down, but not everyone gets back up.”

“Your endurance is fueled by your support of others.”

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In writing this book, I've no doubt Jarie is fueling his own endurance as well as ours. One of the wonderful things about encouragement is that the more you give, the more we all receive.

So don't just read this book; refuel yourself and those you lead by inspiring them to endure when they are tested to the limit.

**Mark McGuinness**

Creative Business Coach

LateralAction.com

Section I: Getting Started

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“A journey of a thousand miles begins with a single step.”

—Lao-tzu, philosopher

## Section I

### Getting Started

One of the hardest things to do is start, whether it's starting a project, exercise routine, novel, blog post, or big life goal. Starting is difficult because telling the world that we want to accomplish something makes us vulnerable to criticism. To start something new we must first overcome the inner critic inside us that holds us back.

A lot of us don't accomplish our goals because our inner critic makes us afraid to start. Every one of us has an inner critic that shows up right before we begin working on a small goal or planning for our next great journey.

Our inner critics are the status quo monger who want us to sit idle, play it safe, fear change, and stay within our comfort zone. This is why our inner critics are a powerful tool for positive change if we use their criticism as motivation. They tell us where our growth opportunities are if we listen. When we embrace what our inner critics are trying to tell us, we can eliminate a lot of the excuses to start.

Trying to push away our inner critics just strengthens our self-doubt. Instead, we should thank our inner critics for showing up. They are there to remind us that starting a new idea or venture takes a tremendous amount of courage, especially because starting also puts ourselves out there for the whole world to see.

Fear of both internal and external criticism is our biggest obstacle to starting. To fear criticism is exactly what our inner critics tell us to do before we start. To know that somewhere in the world a critic is ready to pounce on our creation is a scary feeling. Once we get over that feeling, starting becomes easier.

Those who endure will start down the path to success by overcoming fears, anxieties, and limitations while thanking their inner critics for giving them the courage to take risks.

1

Starting is the scariest part.

2

The anxiety we feel is not the fear of failing or the ability to endure—it's the courage to start.

3

We are never fully ready, fully prepared, or fully funded...so just start!

4

Everyone gets butterflies before starting. Make yours fly in formation.

## Section II: Breaking Down Barriers



“The greatest barrier to someone achieving their potential is their denial of it.”

—Simon Travaglia, author

## Section II

### Breaking Down Barriers

Once we start, barriers will soon pop up. How we deal with these barriers is entirely within our control. Most of these barriers will be self-imposed manifestations of fears and anxieties about ourselves or how we are perceived. When we hit our first set of barriers, our inner critics will appear again and things will get messy.

Our inner critics will always try to persuade us to stop when we hit a barrier because they want us to return to the safe and comfortable status quo. Many of us will be tempted to do just that if we don't actively break down our barriers.

There is not a person on earth who doesn't have barriers to overcome. Even the most successful among us constantly hit new obstacles. They are able to continue their success by treating barriers as temporary obstacles and they immediately start chiseling away at them.

Our biggest impediment to success is dwelling on our weaknesses instead of using our strengths. Thus, we can overcome our barriers by focusing on what we can do instead of on what we can't.

If we stop dwelling on our weaknesses, we can break down any barrier we face. We will also be in the right frame of mind to deal with the many setbacks and struggles that come our way. When we overcome our barriers, we give ourselves hope. This can sustain us through all kinds of challenges.

Those who endure tear down barriers by adjusting their approach, enlisting others to help them, and remaining focused on the goals they can achieve instead of the barriers holding them back. By acknowledging their inner critics, they use that criticism as motivation to smash through the barriers standing between them and their goals.

21

A barrier is an  
opportunity to create a  
path for others to follow.

22

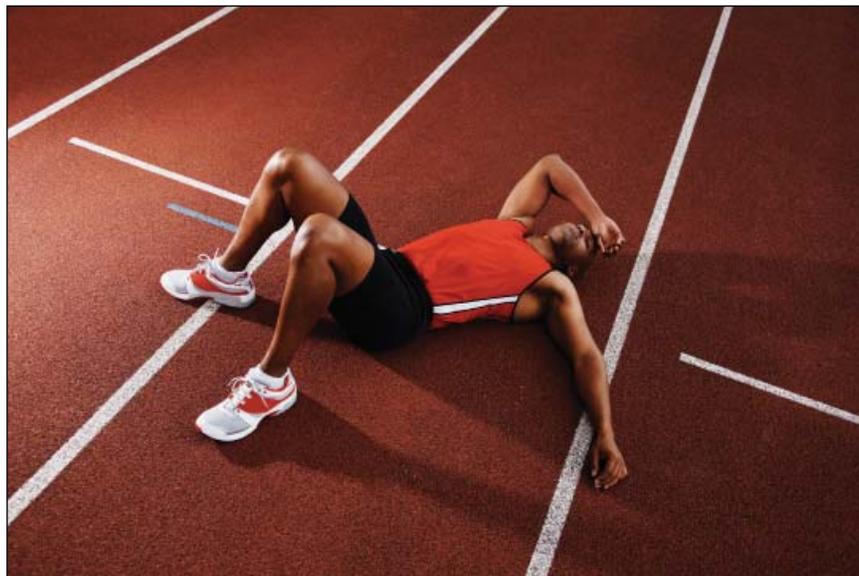
We create and destroy  
our own barriers.

23

Every second we make progress,  
another barrier gets knocked down.

### Section III: Pushing Our Limits

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“If you always put limit [sic] on everything you do, physical or anything else, it will spread into your work and into your life. There are no limits. There are only plateaus, and you must not stay there, you must go beyond them.”

—Bruce Lee, martial arts instructor and actor

## Section III

### Pushing Our Limits

As with barriers, we create most of our limits. A limit is something we can't seem to push beyond even though we have the ability to do so. In a sense, a limit is a special type of barrier—one that we should acknowledge and want to overcome. Limits can be helpful because they give us a framework for setting new goals.

All limits are growth opportunities if we treat them as temporary rest stops on the way to achieving our goals. If we don't regard them as such, our limits will become a permanent source of frustration and anxiety.

Our inner critics know our limits and will use them to frustrate and distract us. They will place the doubt in our minds that we can't move beyond our limits. We need to embrace our inner critics' criticism and use it as endurance fuel to push past our limits.

Of course, we have real limits (i.e., seemingly "impossible" limits—limits that we can't seem to move past, no matter what we do). These limits are usually set by others—not us. When we understand the limits we put on ourselves, our abilities to achieve our goals are much stronger. By acknowledging the limits we set, we can set specific and achievable goals to push past them.

We have infinite potential for achievement. Where we stand right now is just our starting point. If, however, we don't push beyond our limits, we will artificially reduce our impact and potential.

All limits are springboards for growth. Every one of us has many opportunities to grow if we acknowledge that our present limits are just plateaus along our journey.

By pushing our limits, we can get to that next plateau. By always reaching for that next plateau, we can endure—that is, we can push past any situation. By leaving the plateau, we're telling our inner critics that we can succeed.

40

We can embrace any challenge by knowing that while our bodies may hurt and our egos may bruise, our spirits will endure.

41

Fatigue may drain us and pain may consume us, but our determination will allow us to endure on.

42

Pain and fatigue are just limits leaving the body.

## Section IV: Encouraging Others

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“I feel that if you are blessed, or lucky enough, to be doing well, you should help others.”

—Laurell K. Hamilton, author

## Section IV

### Encouraging Others

Humans are social creatures. We need each other to survive and thrive. Without social interactions, most of us feel depressed and isolated. Those feelings make it hard to endure life's challenges.

Overcoming hardship and struggle is a lot easier when we have a group of people around us who have our best interests at heart. It's comforting to know that if we should stumble or fall, we have people who will help us regain our balance or get us back on our feet.

Our inner critics hate others. They want us to be isolated and alone so that we stay firmly in the status quo. The status quo is our inner critics' safe haven and where they have the most power over us. In a sense, our support group is our inner critics' Kryptonite.

This support group can be a critical factor in our abilities to accomplish our goals. Without such a group, even the smallest setback may seem daunting. A vibrant and engaged support group can help get us past any setback.

When we, in turn, support others, we reduce our inner critics' power over us. By helping others achieve their goals, we take our inner critics down a notch, since we have proven our skills are valuable and needed.

When we endure, we realize that every person we help is an ally on our journey to completing our goals. These interactions reinforce our commitment to our own goals and aspirations. They quiet our inner critics and give us the strength to endure. When we see others overcome their struggles, we become more hopeful that we can triumph as well.

61

Set an example by  
succeeding with grace and  
failing with dignity.

62

The most selfless act is being kind to someone who can't endure anymore.

63

Appreciate those who help others endure by helping them endure.



# About the Author



Jarie Bolander is an engineer by training, entrepreneur by nature, and leader by endurance. His site, Endurance Leader (<http://enduranceleader.com>), combines two of his passions—leadership and endurance athletics. The main premise behind Endurance Leader is that by enduring through hardships, struggles, and setbacks, you can conquer anything.

Jarie knows the struggles of athletics and leadership firsthand through finishing over twelve triathlons (including one Ironman distance) and countless other endurance events. He has also been involved with several startups and community groups, where his ability to synthesize complex problems into actionable tasks has enabled him to endure and thrive. He holds a BS in Electrical Engineering and an MBA in Technology Management. Follow him on Twitter via @EnduranceLeader or visit his site at <http://enduranceleader.com>.

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# #ENDURANCE TWEET BOOK 01

Gives You That Little Extra **Nudge**  
When You **Need It Most**

"I am Endorphin Dude, and in 2011, I completed 52 marathons in 52 weeks. In the end, it was heart that got me to that finish line. That and a whole lot of endurance! I didn't think of it at the time, but all the concepts in this book applied to me. Follow them and you will reach your goals. I did. I guess that makes me an endurance leader. Woo hoo!"

**Tony "Endorphin Dude" Nguyen, Endurance Athlete, Founder, EndorphinDude.com**

"Learning to endure is one of the most essential things you can learn to do if you want to do something meaningful. In most journeys, there is a moment where you decide whether to stay comfortable or keep going. Jarie's #ENDURANCE tweet will give you that extra push to keep going, when you just might need it most."

**Joel Runyon, Founder, ImpossibleHQ.com**

"All the inspiration you need to do something meaningful in as few words as possible."

**Tyler Tervooren, Founder, AdvancedRiskology.com**



**Jarie Bolander** is an engineer by training, entrepreneur by nature, and leader by endurance. His site, Endurance Leader (<http://enduranceleader.com>), combines two of his passions—leadership and endurance athletics. The main premise behind Endurance Leader is that by enduring through hardships, struggles, and setbacks, you can conquer anything.

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