

Be Relentless Podcast

Monday Quick Hit 28 – Move the Chains

Isaac Wilkins 0:05

And we're live. What's up guys, Isaac Wilkins here on a relentless strength training in Bangor, Maine, and welcome to the be relentless podcast, it's nice for us hip here in Maine it's the 25th of February, when I'm recording this.

Isaac Wilkins 0:19

And, you know, it's like 33 degrees, we just had a snowstorm yesterday. So it's kind of like a little bit of heat wave after the snowstorm.

Isaac Wilkins 0:27

So that, that's always a nice thing I could see some see some water melting off the roof stuff like that that's, that's cool.

Isaac Wilkins 0:35

This is our Monday quick hit. So I'm going to try to keep this one under 10 minutes today and just kind of give you some kind of a quick actionable but kind of a kind of a thinking thing today something to focus on have in the back of your head. And then on Thursdays, we kind of do a bigger longer, more drawn out detailed plan like last week we did a whole goal setting seminar so if you haven't seen or heard the goal setting one on one seminar that I did last week.

Isaac Wilkins 1:07

Check that out.

Isaac Wilkins 1:09

So, today I want to talk about a concept, and this concept is something that has really helped me a lot like it's, it goes by a lot of different names, I'm sure you've come up, or go out heard something similar, but I really picked it up from my mentor Paul Reddick. And it's kind of become like a little bit of a mantra for the group that we're in. And that is to move the chains. And basically what that is. That's a reference to the sport of football. So even if you don't understand football give you a really quick, quick breakdown on it. So every offensive drive and football when you're trying to score. You basically you have four chances to get 10 yards worth a distance from the original starting point. Right. And these are marked by a chain, the two. Two guys holding a post, it's 10 yards long. And every time you move the ball ahead, or you lose yardage the chains, one of the changes moves the end point remains that kind of end spot. And that tells you guys you know they're playing when you've made it through, when you hit that 10 yards and then you get another four sets or four downs whether to move down the field. And this repeats over and over again until eventually you score, or you don't get to move the chains far enough and then you, you know, have to turn the ball over to the team but then have their offensive take out. So the concept of moving the chains is that people, when people want to achieve something and I'm kind of on this, trying to like role these achievement style podcasts, all together around this goal setting one. And I mentioned before, they, they always want to look for like the end target they want to look for the end score the big thing. And that's great, like the touchdown, so to speak, winning the game, all those are good things. But in order to achieve success. It's going to be very unlikely that you go from the start point to scoring a touchdown in one play. It happens once in a great while and that's awesome. But it's definitely not going to happen consistently it's not going to

happen on a regular basis, and it's not going to happen over and over and over again, like that's a terrible strategy, you can't base your entire strategy on being able to score in one shot in the entire history of football. There's been a lot of games played a lot of different levels. I don't think there's ever been a team that's really been able to base it on that. So, and especially not any team that's any good because they're playing as good opponents don't allow that.

Isaac Wilkins 3:39

So instead, the priority becomes moving the chains, which basically means getting your 10 yards, then those four downs, so you can get another set of yards, you can move the chains down the field.

Isaac Wilkins 3:52

And as a metaphor for life as a metaphor for achievement. That's, that's so powerful because moving the chains, is going to always be moving you in a direction you're going to be moving forward. Most of the time, hopefully, sometimes backwards. But you're always creating action, and the more often you can move the chains, the more often you can create new opportunities for action. If you, the more often you could get a new set of downs.

Isaac Wilkins 4:23

That's going to give you four more chances to create more success. And then the next time for more chances create more success. So every time you move the chains, you get more chances of success. So even if it's a small, small little move, even if you only move ahead by inches or a couple of yards or some little bit of progress.

Isaac Wilkins 4:44

That's getting you closer to getting more chances of success. And in the game of football it's just like in life. You know you can keep banging away at progress and only make like little little improvements little steps, you know, three yards and a cloud of dust for all you football guys out there but you can only make little bits of progress. A couple yards at a time until suddenly a play breaks free and then it's 30 yards, then it's 50 yards it's all the way to the house. There's a touchdown. And that's what life is like that's what you know I tell my clients this I tell my, you know, my friends I tell you know I told myself as much as I can because I always on the same guy just like everybody else I want to have the big win right away.

Isaac Wilkins 5:32

You know, the big wins happen the big ones are awesome, the little wins happened the little ones are awesome, but you're not going to get many chances of big wins. If you don't get a lot of little wins.

Isaac Wilkins 5:44

So focus on getting your little wins focus on moving the chains focus on getting ahead, focus on improving a little bit today focus on being 1% better focus on delivering one result, focus on getting one helping one person focus on building one thing towards your success.

Isaac Wilkins 6:07

And then eventually, one of those little things is going to break the dam, and you're going to have a big win, you're gonna have a hail mary touchdown you're going to have a. I'll run that goes to the house, that wouldn't have happened if you hadn't given yourselves, or giving yourself a lot of success along the way.

Isaac Wilkins 6:25

You're just not going to get enough opportunities to make big plays.

Isaac Wilkins 6:30

If you don't give yourself, lots of opportunities with the little place that you can do.

Isaac Wilkins 6:36

That's all I got for you guys today. Think about this.

Isaac Wilkins 6:40

Focus on where in your life. You keep trying to hit this, you know, big play hit this touchdown. When. If You would just hung out or could just hang out and grind away some little wins. You might actually be able to open up that opportunity by continue to move the chains and getting a new set of downs.

Isaac Wilkins 6:59

Guys, I appreciate you listening. Thank you very much.

Isaac Wilkins 7:03

Please, please, please, if you have anybody that you think needs to hear this could be helped could be benefited by this, then please share this with them share this podcast with them. That's how we grow. That's how I can help more people. It's awesome.

Isaac Wilkins 7:18

Also, always love the reviews on iTunes, you know of the five stars. You think I'm worth it.

Isaac Wilkins 7:25

That always helps to, but above all. Appreciate you appreciate you listening. I appreciate you. Moving the chains I appreciate your thinking about making that progress, and then delivering on that promise that success that moving the chains again.

Isaac Wilkins 7:42

Thank you.

Isaac Wilkins 7:44

Above all, thanks for choosing to be relentless.

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