

THE JORDAN HARBINGER SHOW

Worksheet for Tony Hawk | How Did I Get Here? (Episode 324)

San Diego native **Tony Hawk** has been blowing minds with unparalleled feats and firsts in the world of vertical skateboarding since the '80s. Now a household name with various franchises under his belt, Tony joins us to talk about brand protection, the part he's played in the recognition of skateboarding as a legitimate sport, what kept him going even through the tough times of Taco Bell and Top Ramen sustenance, how the Tony Hawk Foundation benefits low-income communities, and more.

On this episode, you might be surprised at how someone so famous for flying can be this down to Earth as we discuss the adventures from his book *How Did I Get Here?: The Ascent of an Unlikely CEO*.

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Meeting Like Minds

Tony grew up as a misfit in an era in which there were no such things as Meetup.com, because there wasn't even an Internet. Skating provided a way for him to meet people similar to himself.

Did you have trouble connecting with like-minded people when you were younger? How about now? What are you doing to challenge yourself socially? Have you tried our free **Six-Minute Networking course? Why or why not?**

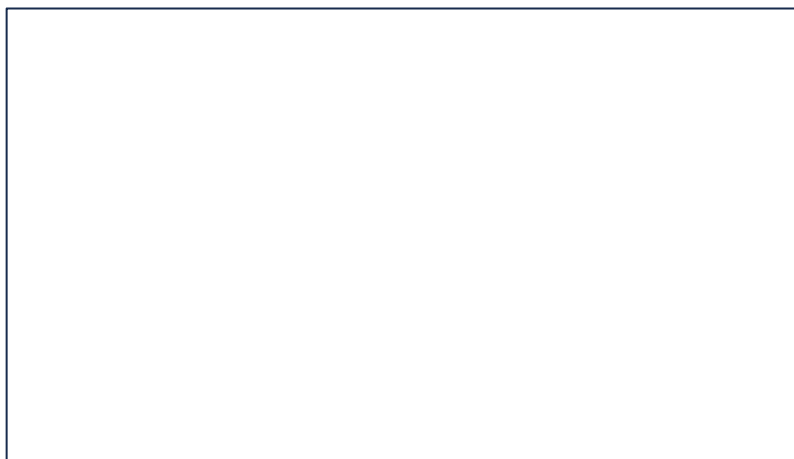


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Brand Control

One day when dealing with a vendor, Tony noticed that there was toilet paper with his image on it. Asking about it, he found out someone had remarked that he (Tony) was so popular that one could print his image on toilet paper and it would sell. Tony notes that this was a moment in which he realized he had really drifted away from awareness of his personal brand and how it was perceived.

What do you consider to be the trademarks of your personal brand?
Which aspects of your personal brand are you satisfied with, and what could you improve upon?



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Take the Time

Tony notes that part of his success was his willingness to be obsessive about his craft — not just in details but in the entire industry. Two quotes that led this mindset were “Good luck turns bad fast” and “Take the time to get great.”

Are you taking the time to get great in your industry/passion/line of work? Why or why not?

A large, empty rectangular box with a thin black border, intended for a user to write their response to the question above.

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Affordable Failures

Tony also says that he's had enough successes that he can afford the failures.

Contextualize this within your own life. Examine some major successes and failures and analyze Tony's statement in relation to your own life. Is he right? Do you need more successes? Or do you need to be braver and risk more failures? Why or why not?



Full show notes and resources for this episode [can be found here](#).

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About



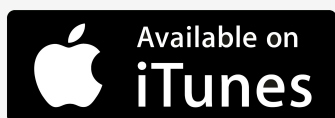
Join us as we get deep into the untapped wisdom of the world's top performers — from legendary creators to intelligence operatives, iconoclastic writers to visionary change-makers.

We deconstruct the playbooks of the most successful people on earth — and learn new strategies, perspectives, and insights you can't find anywhere else. Then, take these valuable insights into your own life and live what you listen.

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