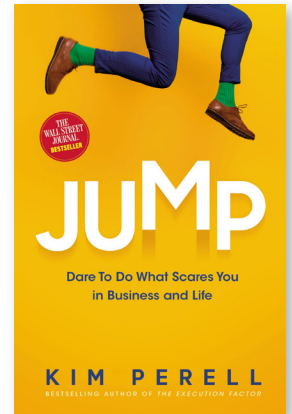


Jump

Dare to Do What Scares You in Business and in Life

by **Kim Perell**



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THE SUMMARY IN BRIEF

There comes a moment in our lives when we know we need to make a move. Whether we are unsatisfied or feel hungry to pursue a radically different professional path, we know that this isn't going to be a mere step into something else. It's going to be a jump! A big leap into the unknown.

Feeling fearful is extremely common and natural in this circumstance, but author Kim Perell knows that something bigger and better is waiting for you. If your instinct is telling you that it's time to make a change in your life, ***Jump: Dare to Do What Scares You in Business and Life*** was written for you. In it, Perell guides readers through life-changing decisions with actionable advice to make that change, overcome your doubts, and find the courage to take calculated risks that pay off.

She combines her personal experience jumping into the great unknown with over twenty years as an entrepreneur, executive, and investor, to share lessons and insights that will help you find the courage and confidence to jump while avoiding mistakes she made while making her own big leaps.

IN THIS SUMMARY, YOU WILL LEARN:

- Three main reasons to take big leaps.
- Four excuses that prevent you from jumping.
- Why mindset and decision making matter.
- How to create your One-Year Success Plan.

Take the Leap

You know those decisions that make your heart race and your palms sweat? The ones that are so overwhelming you start asking yourself, how in the world did I even get into this position in the first place? Jumpers do. They have felt that way many times before.

Successful entrepreneurs haven't always been successful. They have to take a lot of risks and leap off a lot of cliffs to get there...and even after jumping to huge wins, may still get that heart-racing, palm-sweating sensation before leaping into the unknown.

Before you dive in, it's important to know why you are going to jump. There are three main reasons people take big leaps.

Reason #1: You Have No Other Choice

The Survival Jump happens when you are forced to change. You've been fired, bankrupt, or had a life-changing event. This is less of a choice and more of an emergency exit. It comes when you find yourself at rock bottom.

That lonely, hopeless place is where so many find themselves at some point in their lives. Many people around you have felt this way—during the recessions of the dot-com bust in the early 2000's, the 2008 financial crisis, and, most recently, the COVID-19 pandemic that caused an unprecedented global shutdown.

And if there is one piece of wisdom you should take away from this book, it's this: if you've got to jump, rock bottom is a great place to start. After all, there is nowhere to go but up.

Reason #2: You See an Opportunity

The Opportunity to Jump is when you want to change because you have a vision. You see a way to improve your life through bold action. You're stable and happy now, but you have big dreams, a business idea, or a vision of how you want your life to be. You feel certain you are meant to do something bigger. Like most entrepreneurs that make this kind of jump, you have the power of seeing something not as it is, but as the potential of what it could be.

Reason #3: You're Stuck

The Stagnant Jump is when you're considering a change because you're stagnated, are bored, or feel unfulfilled. You've reached a certain point in your career where you aren't sure what to do next. You feel comfortable but not challenged. You stay put because that feels easier than jumping into the unknown.

Chances are that if you are stagnant, you already know. If you dread Mondays, live for the weekend, or have to force yourself out of bed; if you are bored out of your mind; if you are miserable in your job or see no upward trajectory in your career, you're probably a Stagnant Jumper.

There is danger in stagnation. It is the exact opposite of what you've set out to achieve. Monotony is the death of creativity. In my experience, there is no growth in the comfort zone, and if you want to overcome stagnation, you need to change. You must stop stagnating and start planning the next stage of your career, your life, and your future. Like me, you must choose to pull yourself out of the quicksand.

Look Before You Leap

Before you take a life-changing leap, make sure you're prepared to jump. The last thing you want to do is hesitate. You need to do, to start, and to act! You don't want to fall on your face or hit a wall just as you're building momentum. Changing your life is about overcoming fear and shifting your mindset, but it's also important to look before you leap. Let's talk about how to jump into your change with your eyes wide open. Here are a few questions to ask yourself before jumping.

1. What's the worst that could happen? Try not to drive yourself into a panic, but do your best to articulate the worst, ugliest, most dire scenario that could result from your jump. Then imagine the best that could happen. Is the positive more powerful than the negative?
2. Who else will my actions affect? It's much easier to jump into huge, life-altering changes if you don't have any dependents but your choices might still impact coworkers, colleagues, or investors. So ask yourself how your jump will impact the people in your life.
3. Who has done this before? Consider connecting with someone who has done this before and already knows the ropes. Getting their input and advice may help build your confidence, warn you about some pitfalls, or both!
4. What are your strengths and superpowers? Before you drastically alter your life, take stock of all the positives. Do you have expertise, education, a network of smart people, a supportive partner? Before you leap, make a list of things that will bring you comfort and support as you dive into uncertainty.

5. Can you see the first three steps onto this path? You don't need to see the end of the road, and you don't even need a complete map of the journey! All you need is a rough sense of your first few related actions and enough confidence in yourself to choose the next ones when the time comes.
6. Are you prepared to navigate unpredictability? Things will go wrong after you jump. This is not a possibility; it's a certainty! So ask yourself how you feel about setbacks, roadblocks, and errors. Are you good at pivoting? What can you do to prepare yourself for unexpected challenges?

If, after all the preparation, you're still hesitating, consider this: in their last moments of life, people wish they'd had more courage, taken more risks, and chased their dreams with more conviction. Taking a leap may be scary, but regret is scarier. So prepare yourself, take a deep breath, and jump.

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Master Your Mindset

Your mindset is the most important predictor of your success and happiness in life. Change your mindset and change your life. Your mindset is your thoughts and beliefs about your own abilities. Think of it as the lens that you observe the world through.

Your mindset plays a critical role in how you cope with challenges and how you feel about yourself and your accomplishments. It's not usually logistics, money, or anything concrete that's held you back so far; it's your fears, feelings, and thoughts. Mindset may be a huge reason you haven't taken your jump yet.

When you recalibrate your mindset, you're going to get

more confident internalizing risk and embracing change. You will have the tools you need to align your heart and head so you can jump with conviction. The first step is to eliminate excuses that prevent you from jumping.

Excuse #1: I'm Scared I'll Fail

Here's a secret: failure is inevitable. Failure hurts badly, but you can't stop it. Failure will knock you down but when you get knocked down, you have to get back up and keep going.

Excuse #2: I Don't Have Enough Time

If you spend eight hours sleeping and eight hours working, you've still got eight hours of opportunity. What are you doing during your eight hours of freedom? Being a caretaker or parent requires time so if you're in that position you'll need to get creative about maximizing your hours and earnings. But if, like many people, you spend your spare hours watching TV or scrolling social media, you can reprioritize that time to focus on your goal.

Excuse #3: I Don't Have Enough Money

In an era when many businesses can be run entirely online, you can launch something new with a couple hundred dollars in your bank account. Start small, handling as much of the initial work yourself as humanly possible, doing this on the side while working full time. Build slowly, be patient, and when your side hustle is bringing in enough revenue, then you can make your jump!

Excuse #4: I Don't Have Enough Experience

This is not a good excuse. We live in a time when there are unlimited resources to help you get the skills and expertise you need. Everyone has to start somewhere, so don't let a lack of experience stop you. Pretend you're good at it until you actually are good at it.

Excuses are easy. They allow us to stay in our comfort zones. When you choose to delete your excuses, you're giving yourself the gift of more room and strength and resources to act. It is a choice. Consider it your first mindset-mastery assignment to actively choose to eradicate the excuses that have been forcing you to stay still and play small.

Visualize Your Success

There's a reason why visualization has been a part of elite sports for decades: it is the real deal. You can visualize the outcome you want to achieve long before you have achieved

it, and that mindset prep paves the way for success. Visualization activates the subconscious mind. If you incorporate visual images and words related to your goal and place it in your direct line of sight, you will take more action critical to achieving it. You can literally create your own reality. Changing your thoughts can change your life. Envisioning a successful jump will help bring that success into being.

Coding Confidence

Even with all of your excuses obliterated and your mental obstacles cleared away, you may still hit a wall of fear and doubt when you approach change itself. Fortunately, confidence is an active choice. Contrary to what we've been taught, confidence is not a personality trait. No one is born confident. Self-confidence is generated by the thoughts we think (mindsets!) and the actions we take. Interestingly, it's less about our actual ability to succeed at a task than it is about our belief in our ability to succeed.

Confidence is directly tied to past performance so it can be practiced and cultivated like any other habit or skill. In advance of your big jump, set up a series of smaller jumps to prove to yourself that you can do hard things. This will affect your mindset and eventually become a running list of accomplishments you can pull up whenever you're feeling unsure. This will help you focus on what you can do, instead of what you can't.

Before you say that you are not ready, remember: no one is ever truly ready for anything. You cannot let that stop you from taking action. If you wait until you feel ready, chances are it will never happen. Great people, successful people, brave people all dive into action before they're ready. They all take risks and force themselves to jump without knowing for certain where they'll land. Readiness is a myth. It can even become an excuse, if you let it.

The Power of Decision-Making

To make a jump in the right direction, you need to know the difference between a visionary choice and a wild guess. But even if we feel sure of ourselves and make a choice that is unquestionably sound, things can still go sideways.

Our decisions aren't made in a vacuum. They are impacted by luck, other people, and by information we don't have or cannot see. This is not an argument for avoiding decisions at all cost. It is a way to tell you that how you make decisions is as important as the decisions themselves.

Since you can't predict or prepare for all outcomes—and since undesirable results are always a possibility—you've got to learn to make informed choices using incomplete information.

Every decision you make is a calculated risk. Make careful observations and make decisions based on your incomplete view with your best hunch on the situation. This will hone your skill at making the best decisions you possibly can.

“Analysis paralysis” is most likely to attack when you're wrestling with concrete decisions. As you gear up for your transformational jump, you may hesitate while you imagine the million ways your plans could unfold. You need to prevent yourself from researching and fact finding for too long. Here are some reasons to avoid overanalysis:

- You'll stop listening to your gut
- You'll end up with more data than you can vet
- You won't get the clarity you seek
- Escape the “when ____ finally happens, then I will _____” trap
- You only need to be 70 percent ready (because you will never be fully ready)
- The choices you make are almost never permanent

Change is what fuels creativity, passion, learning, innovation...life. And just as you can't let yourself stay comfortable and unchanged for decades at a time, you can't be responsible for making everyone around you comfortable with your decisions. You don't have to manage that. You just have to continue making decisions, continue moving forward, continue preparing for that jump.

If you struggle to make and trust your decisions because you fear other people's criticism, you are not alone. But you can't let them stop you. Decision-making is a skill that can be practiced. Studies have shown that microdecisions make bigger decisions easier, so practice making small choices and lead up to large ones.

Define Success on Your Own Terms

Success is relative, personal, and always changing. And as your life continues, you'll keep defining and redefining success in different ways. Money and prestige are two of the most traditional markers of success, and they both have their advantages, but there's a lot more to defining success than bank accounts and fancy titles.

Many of us mistakenly believe that success is always about work. But this simply isn't true. Success can be defined in infinite ways.

Success for you can be freedom, health, or joy. For someone else, it can be the ability to spend more time with your family. Success can be defined more broadly while encompassing four areas of physical, emotional, spiritual, and financial.

The definition of success is the most personal thing there is. There is no single "right" way to define success. It means that everyone views success differently, so everyone gets to decide for themselves when they've achieved it. Including you.

Since success can be framed any way you want, you should decide what it looks like to you. It's crucial to do this before you begin planning for or taking your jump since it can influence your process, benchmarks, and ultimate results. This is all about your goals and needs, so take some time to formalize how you want to see it play out.

Here are three exercises to help define what success means before a jump.

- **Components of Success:** Imagine yourself after the jump and identify the components of that feeling which may include security, satisfaction, and the classics like money and power.
- **Understanding Goals and Visualizing Dreams:** Goals and concrete with a specific set of results in mind. A larger dream is a long-term vision that can be achieved with years of planning and work. Think about what success would look and feel like at both levels.
- **Output Versus Outcomes:** Output is a single project that gets completed and results in the creation of a product or body of knowledge. Outcome is the consequence of the work you did and it encompasses your transformation as a person. Think about success in terms of the outcomes your successful self will gain from your work, studies, experiences, or endeavors.

Even after defining success for yourself, you may waver. When people in your life learn about your jump, they may try to impose their own ideas about success on you. You will undoubtedly see portrayals of success in the news and other media that focus exclusively on money and fame, and these shared ideas about what a full, rich life "should" be may cause you to question your custom-made definition.

That's fine.

None of us are immune to outside influences. But push back when these forces start to creep in. The list of "you shoulds" is almost endless, and that makes it daunting. But "you shoulds" aren't about you; they're about someone else's definition of success. Once you start listening to the clamor of voices and opinions, you'll be free to pursue the things that matter most to you.

The definition of success is the most personal thing there is.

With that in mind, it's time to decide how you're going to measure your progress. The definition you've written for yourself will give you the parameters you need to envision the finish line, but you'll still need to hone in on some mile markers. In order to enjoy your success as fully as possible, you need to create some metrics for yourself.

In a business context, metrics are things like profitability and growth. In life, metrics may revolve around how content, healthy, or engaged you feel. Since your jump is likely to have overlap between work and life, you should consider drawing metrics from both categories.

Things like:

- Financial freedom or security
- Spending more time doing things you enjoy than things you dread
- Feeling valued and fulfilled by your work and daily activities
- Pride in accomplishments

Finally, you can't completely change your future without finding resolution in your past. In order to make the most of your jump, you need to fully understand and accept what you're moving away from and why. This is an excellent opportunity to make peace with your past.

Create Your One-Year Success Plan

A year is a useful yardstick for most jumps since it provides you with just enough leeway to prepare yourself and take action, but not so much that you'll end up spinning your wheels.

Your one-year success plan will be your secret weapon to navigating this new territory. You need a plan! You wouldn't go into the forest without a map and you shouldn't take a big jump without a plan.

Good planning begins at the end point, with the goal, and builds backward. If you don't know where you're going, you can't expect to get there. Start with a vision that shows what your life will be like at the end of these amazing twelve months before you build a simple, streamlined, and practical plan.

Capture your Vision

This should be like a personal mission statement that is passionate, but concise and includes:

- Where you want to go in one year
- What you want to accomplish in one year
- Who you want to become.

Start Backward

Once you have a clear vision, start working backward, building a framework of milestones you need to hit. This reverse engineering process will help you get a sense of how long each step will take and when it will need to be completed.

Set Deadlines

Attach due dates and deliverables to everything in this plan or it won't get done.

Do the Hardest Thing First

Try to get the most difficult and daunting tasks out of the way as quickly as possible. This will not only give you a sense of relief for finishing it, but it also gives you momentum.

Find an Accountability Partner

Your life is full and busy, your energy is limited, and you're doing something that challenges you! Getting an accountability partner is a great way to keep yourself on track and ensure you follow through with your commitments fully and on time.

Celebrate the Small Wins

Success doesn't happen overnight, and it takes time to achieve a big goal. Celebrating small wins along the journey is an important way to track incremental progress and keep my team motivated and energized.

Set Yourself Up for Success

Goal setting is a powerful process that gives you the motivation and direction you need to achieve success. There is nothing more powerful than achieving a goal, big or small. If it's a small goal, accomplish it quickly and move on to the next. If you set a larger goal, break the path into small, achievable, realistic steps—ones you can make daily progress on.

A Path Leads to a Path

Once you get the courage to take the first step, the path you're on will eventually lead to another path. All successful people take action. They know there is no wrong first step.

Even if the path you're on leads you to something that doesn't work, that doesn't mean it's the end of the journey. It just means you need to pivot in a new direction. Remain open to the paths that may show up along the way.

A year will whiz by, especially if you're working hard and steadily toward a goal that excites you. But it also gives you enough breathing room to test out ideas, try, fail, backtrack, revise, get help, and experiment. A year is not that long. A year is the perfect amount of time to create meaningful change.

Change is scary, and a life-altering jump is nothing to take lightly. But I don't want your fear to stop you, and I don't want you to wait until you're no longer afraid.

Instead, use that fear to transform your life! You've got all the knowledge, the principles, and a kick-ass one-year success plan. Now it's time to apply your energy. Get started and build momentum. Make the jump.



Kim Perell is an award-winning entrepreneur, bestselling author, tech CEO, and angel investor who has made headlines for her transformative story. She went from getting laid off and being broke at 23 to becoming a multi-millionaire by the time she was 30 and selling her last company for \$235 million. Kim has spent the last two decades as a CEO in the digital media and technology sector, most recently as the Chief Executive of Amobee, one of the world's leading independent advertising platforms. Kim is also a prominent angel investor who has invested in over 80 companies, 16 of which have successfully been acquired, and some of those are now worth billions.

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