

The banner features the 'play to potential' logo on the left. To its right are contact details: a WhatsApp icon with the number '+91 85914 52129*', a Twitter icon with '@PlayToPotential', and a globe icon with 'playtopotential.com'. Further right, under the heading 'Also available on:', are icons for Spotify, Apple Podcasts, and Google Podcasts. On the right side of the banner is a portrait of a man in a suit and glasses, identified as 'Podcast Host Deepak Jayaraman'. At the bottom left, a small note reads: '*Just send us a Whatsapp with your name, number and email and we will add you to our distribution list.'

Context to the nugget

Matt speaks about the transition from being a Triathlete to being a Coach and to being a Business Owner. He speaks about how he thought about the choices at each of these transition points and what made him go down this path.

Transcription

Deepak Jayaraman (DJ): Just shifting focus back to your personal journey Matt, you moved from being an athlete to being a coach and from being a coach to being a leader of coaches at Purple Patch so talk to us about both this transitions what's been easy? What's been hard? For you to transition from each of these orbit's to reinvent yourself along the way?

Matt Dixon (MD): It's a funny journey as you look back now but I think that I have gone through a few transitions the first was obviously athlete and then transition to coach and then coach to small business owner to CEO with the same time almost time being the same coach. It has been a challenge it always is and I think the journey to whatever one's performance is never linear and there are gone be mistakes on the way but it's that adaptability and resilience I think it has been a back bone of it. I think with a transition from athlete to coach it's a great question because in many ways the analogy that I would use is how do you become an employee that's really good that will be your role and suddenly become a great manager and that's what really what coaching is and there is a reason that many great athletes ultimately are not very good coaches and in the same way as the best employee at a particular, the best they scientist may not become then a great manager because really what we are asking them to do what I was myself to do is to a wonderful fighter pilot but then suddenly become an instructor or an air traffic control and the emergency services and ultimately not all of us are quite to do that many don't have the perspective and ability to come out of the weeds and as we talked about it before the curiosity to understand the why behind the success and ultimately for my challenge the first thing that was the biggest challenge is elite sport is very self-centred. It's almost day and appropriately selfish quest coaching is not hence for what I had to draw on was taking myself out of becoming the driver and over the course of time becoming the more ironically humble even though I was a leader and the interesting thing is as then I had to make the second transition from coach to business owner and business leader ultimately an managing a team bot just to coaches but of many different skill sets and rose. I found in many ways more iterative and almost felt like some components I do side by MBA through my elite athletics and professional career and all of the characteristic that I had and all I had to do was apply that combined with coaching which is really management and I just had to almost tilt the light towards that draw on those characteristic and I found that pathway ironically easier and there were lots of things that I had to learn around corporate structure and technology and you know things along those lines which the same as it going into any business but the actually characteristic of becoming a manager

and what it takes to be successful as an entrepreneur I could draw on my elite athlete in fact I understand why people love to hire athletes because they have the traits not just of toughness but they have those characteristics of excellence that ultimately is critical for success and most of them are trained to be managed because they are trained to be coached.

DJ: And even going back to the second transition Matt moving from a coach to an entrepreneur and a leader of an organization that has a several coaches working in it how did you think about that choice because scale is a choice and different people derive energy from different things so how did you think about Matt working with 10,20,30 people and really driving them to world class performance versus Matt creating an organization that does this was that choice reasoning straight forward or did you agonize over it?

MD: I think there are two components that may be sound like a paradox the first is that I am a competitive person and I love the journey of development and so as the path opened up where there was almost stay in many ways there was a replacement for the passion of the process of becoming a world class athlete. Suddenly I saw a parallel journey and so it and so it toughed in mind that my heart strings this is wonderful challenge it almost seems impossible and myself being English where I grow up in a culture of go and get a real job and we don't belong and almost the class system where even in the States everyone believes something is possible and so I she needed to grow in confidence to take on that component that she said hang on I'm actually going to do this. But I think the really push behind it is I saw a real need for it. I saw a solution or a problem that may be to be solved and at that time when I started Purple Patch that problem is the I saw so many of the people of the time all athletes they were walking around in the fog of fatigue and I felt like there was a different way I felt like there had to be change and so I think that when you see something that need to be solved and you are feeling like you have the answer there is a greater pull or may be a greater push to step towards and it's very succinct so I didn't actually stop with all I want to be a CEO or I want to be an entrepreneur it was never driven by finances it was never driven by self-glorification or ego even as we go can be a good thing is important in many traits. I was driven by ultimately having a really positive impact on something I think it's quite important how we operate in daily life and how we feel and the results we receive from the efforts that were putting into something and out of that then it has grown and so I think it's really two folds in many ways.

Reflections from Deepak Jayaraman

DJ: The only point I would like to make here is that Scale is a choice and sometimes in the narrative around Start up boom and so on, we forget the fact that scale may not be the right answer to all situations or even all people. I was reading the book Small Giants by Bo Burlingham where he profiles several organizations that decided to stay small and niche as that is what gives them energy. So, like Matt says, it is worth going through the period of reflection to say if pursuing scale would really give you energy rather than hurtle along by default. Matt speaks about fuelling his competitive energy into building the business and solving the big problem out there. I see too many founders getting taken by the idea and excited by the 0 to 1 but their interest starts fading significantly as the organization starts moving from 1 to 10 and more specifically 10 to 100. Just a watch out as you take stock of the different pathways during transitions.

Thank you for listening. Please visit playtopotential.com for more content. You could visit the Curated playlists section for specific bite sized nuggets that are captured by themes some of which might be relevant for you.

You can also find the podcast offline on platforms like Apple Podcasts, Google Podcasts, Spotify and more. If you find this content purposeful, please rate and review wherever you consume this content. It will help others discover it. To receive updates on new content at the podcast, please sign up at www.playtopotential.com

End of nugget transcription

RELATED PLAYLISTS YOU MIGHT LIKE

Reinventing self: “How do I stay relevant” is a question that all of us have to grapple with as we go through our respective journeys. Careers aren’t linear any more. Some of the leaders talk about how they managed to pivot during their journeys and significantly change trajectories. You can access the playlist [here](#).

Inflection points: Inflection points are when the notion of “what got you here won’t get you there” hold. Whether it is a company moving from a start-up to a scale-up or a leader moving from a CXO to a CEO role, these passages of play have to be navigated carefully as there is a high risk of derailment. You can access the playlist [here](#).

SIGN UP TO OUR COMMUNICATION

Podcast Newsletter: Join 1000s of leaders who benefit from the Podcast newsletter. Not more than 1-2 emails a month including keeping you posted on the new content that comes up at the podcast. High on signal, low on noise. Sign up for the podcast newsletter [here](#).

Nuggets on Whatsapp: We also have a **Podcast Whatsapp distribution group (+91 85914 52129)** where we share 2-3 nuggets a week from the Podcast archives to provoke reflection. If that is of interest, please click [here](#) and send a message stating “INTERESTED”. Do also add this number to your Phone Contacts so that we can broadcast our messages to you when we share a nugget.

Matt Dixon - Nuggets

- 46.00 Matt Dixon - The Full Conversation
- 46.01 Matt Dixon - Coaching CEOs and Elite Athletes
- 46.02 Matt Dixon - Coach Coachee relationship
- 46.03 Matt Dixon - Athlete to Coach to Entrepreneur
- 46.04 Matt Dixon - Forced growth - plugging the weaknesses
- 46.05 Matt Dixon - Toughness is not a differentiator
- 46.06 Matt Dixon - Expanding the mental reservoir
- 46.07 Matt Dixon - Visualization as a technique
- 46.08 Matt Dixon - Dealing with the "wall"

- 46.09 Matt Dixon - Rest, Sleep and recharge

About Deepak Jayaraman

Deepak seeks to unlock human potential of senior executive's / leadership teams by working with them as an Executive Coach / Sounding Board / Transition Advisor. You can know more about his work [here](#).

Disclaimer and clarification of intent behind the transcripts

This written transcript of the conversation is being made available to make it easier for some people to digest the content in the podcast. Several listeners felt that the written format would be helpful. This may not make sense as an independent document. Very often spoken word does not necessarily read well. Several of the guests have published books and the language in their books might be quite different from the way they speak. We request the readers to appreciate that this transcript is being offered as a service to derive greater value from the podcast content. We request you not to apply journalistic standards to this document.

This document is a transcription obtained through a third party/voice recognition software. There is no claim to accuracy on the content provided in this document, and occasional divergence from the audio file are to be expected. As a transcription, this is not a legal document in it'self, and should not be considered binding to advice intelligence, but merely a convenience for reference.

The tags that are used to organize the nuggets in the podcast are evolving and work in progress. You might find that there could be a discrepancy between the nuggets as referenced here and in the actual podcast given this is a static document.

All rights reserved. No part of this document may be reproduced or transmitted in any form or by any means, or stored in any retrieval system of any nature without prior written permission.