



Ben Kirk - Win The Day - Podcast Bio





Overview

Bio (for Podcast Intro):

"Ben Kirk is not your standard coach. He cares too much about his clients just to be 'nice' and refuses to be categorised as a business, executive or even a life coach. Instead, he has created a niche as an accountability advisor and coach focusing on high-performance and productivity. Also trained in military tactics and strategy, he gives direct, no-nonsense support and accountability to his clients, who range from CEOs to side-hustle entrepreneurs.

Ben's mission is to demystify the science of success and cut through the 'BS, fluff and waffle' of self-help with clear, actionable advice that will move the success needle for you. His mantra, 'Do Better, Be Better, Win the Day', sums up his philosophy of incremental self-improvement, no excuses and a bias for action."

Business: Win the Day Accountability & High-Performance Coaching

Tagline:  DO BETTER.  BE BETTER.  WIN THE DAY 

Website (including your unique link): www.wintheday.com.au/xxxx

Favourite Quotes:

"If more information were the answer, we'd all be billionaires with perfect abs" - Derek Sivers.

"Luck is when preparation meets opportunity" - Seneca

"Clarity is King"

"Everyone has a plan until they get punched in the face" - Mike Tyson

Philosophy: *"Incremental changes, creating exponential results."*

Today, there is so much information available; we are led by copious "influencers" and "gurus," keeping us on the hamster wheel as self-improvement junkies. My philosophy is to take the time-proven principles (starting with the Stoics), restated by the giants of our time, and pair them with modern behavioural science to create a simple, actionable, and consistent routine of improvement and success.

Fun fact: Captain Kirk is not just a nickname; and Ben's a huge Star Trek Fan!



General Bio

Ben Kirk is a highly sought-after productivity and high-performance expert known for his direct approach to helping individuals and businesses achieve their goals. His mantra, "Do Better. Be Better. Win the Day," encapsulates his philosophy of self-discipline, consistency, and accountability. Ben's innovative use of a custom-built, world-class digital platform allows his clients to easily track their progress and see tangible results. His methods are designed to help you implement incremental changes that will exponentially grow your business.

Known among his clients as their "Productivity PT," Ben works with a diverse range of clients, from CEOs and founders to small business owners and side-hustle entrepreneurs. His accountability niche is tailored to the busy professional, offering efficient weekly 15-minute coaching sessions. These sessions assess your performance over the previous week, identify obstacles, and outline high-value tasks for the week ahead. All of this is tied into your quarterly and yearly goals, which are set up using his proven method and digital platform.

Ben's work is not just about improving productivity; it's about transforming lives. His clients consistently report a remarkable feeling of success and accomplishment, with newfound identity, clarity and momentum.

As a podcast guest, Ben brings expertise in unlocking productivity, establishing powerful routines, and instilling a culture of accountability. He sheds light on the practical strategies individuals and businesses can quickly implement to achieve transformative results. With a focus on incremental changes and leveraging technology, Ben's insights are invaluable for anyone looking to enhance their professional performance and achieve their long-term goals.

Disclaimer: *The views conveyed are my own and do not represent the views of the ADF, Australian Army or Australian Government. I am not communicating any confidential or proprietary information of the ADF; the information I'm sharing is open source and can be found through online searches.*

The added value I'm providing is the correlation of this information, distilling and relating the key elements to a civilian perspective so that you can implement some of the best lessons, strategies and tactics from leaders in a high-pressure environment.



Media Pics,



Video Showreel,



Podcast Episodes: Coming Soon



Key Talking Points

1. **"Using the Military Appreciation Process (MAP) for Clarity in Communication, and How to Make Better & Faster Decisions":** Few people are ever under the pressure of life-and-death decisions that military leaders face. Ben has studied how militaries worldwide apply a decision-making and communication process to analyse the situation quickly, develop a course of action (COA) and give clear directions to their team to win.
2. **"Cracking the Code to Lasting Accountability":** Maintaining consistency and accountability can be challenging in today's fast-paced world. Ben has developed a unique approach that blends discipline, routine, and accountability coaching to help individuals and professionals conquer procrastination, achieve their goals, and experience a profound sense of accomplishment. Let's get clarity and explore this process, which can be a game-changer for your listeners.
3. **"The Power of 'Minimum Viable Dose' Coaching":** Many people struggle to find time for self-improvement and reflection. That's why Ben's crafted a coaching methodology that requires just 15 minutes a week. Individuals can see remarkable progress in their personal and professional lives by focusing on the most critical tasks and leveraging measurable indicators.
4. **"Engineering Habits for Lasting Success":** Habits are the building blocks of our lives, yet many people are unsure how to implement and maintain positive routines. Ben has distilled insights from his success in multiple industries and niches to create a framework that empowers individuals to develop and sustain impactful habits. By understanding the psychology behind habit formation, listeners can transform their behaviour and drive sustainable, long-term success.
5. **"Dreams vs Goals":** There's a clear difference between dreams and goals; while both are rooted in personal aspirations and desires, they significantly diverge in clarity, specificity, and actionability. Goals are concrete, measurable, and intentional targets with clear parameters, pathways, timeframes, and actionable steps towards achievement. Whereas dreams might kindle the initial spark of desire, the transformation of those dreams into goals - complete with defined objectives, plans, and accountability - propels an individual from mere aspiration into tangible achievement. Ben's eBook and 10x10 Goal-Setting Challenge, learned directly from Brian Tracy, de-mystifies and makes habit-setting tangible.
6. **"Waking at 5 am isn't all it's cracked up to be":** Joining the 5 am club has been a goal for many people looking to eek the most out of their day. As a jazz musician, Ben was most certainly a night owl, yet he was able to make the switch to being an early bird. He discusses the pros and cons of waking at 5 am and offers another way to approach the challenge, along with tips and tricks to wake up earlier and get the most out of your day.



Recommended Podcast Audience

1. **CEOs & Senior Managers** would be interested in learning from Ben's strategic approach to delegation and accountability and how it can help them lead and inspire. His 15-minute accountability calls will keep them focused on their strategic goals.
2. **Sales Managers** would be interested to learn how tracking the right KPIs and linking these to a greater purpose using coaching questions will lift sales, engagement and performance.
3. **Small Business Owners** would be interested in Ben's methods of simplifying their work week whilst implementing incremental changes that can exponentially grow their business.
4. **Side-Hustle Entrepreneurs** would be interested in Ben's efficient weekly 15-minute accountability calls, keeping them focused on productively accomplishing their most essential tasks around their day job.
5. **Startup Founders** would be interested in Ben's start-up experience and lessons learned from both success and failure.
6. **Neurodiverse (ADHD) professionals** would be interested in Ben's personal story and strategies learned from the best-trained militaries in the world, incorporating a "left and right of arc" approach that balances both flexibility and structure, "ticking the right boxes" and turning ADHD into a super-power.
7. **Real Estate Agents** would be interested in Ben's approach to high performance and productivity, which is highly effective for real estate agents. The ability to plan and prioritise while taking action on the essentials that move the needle is an essential component of success in the real estate industry.
8. Productivity Coaches would be interested in learning from Ben's innovative methods and possibly incorporating them into their coaching practices.
9. Business Consultants would be interested in Ben's self-discipline, consistency, and accountability philosophy, which could benefit their clients.
10. Corporate Executives would be interested in Ben's proven method of setting up and communicating quarterly and yearly goals.
11. Freelancers would be interested in Ben's approach, tailored to the busy professional with many balls in the air, which could help them manage their workload and competing priorities more effectively.
12. Human Resource Managers want Ben's productivity methods incorporated into their company's employee development programs.
13. Life Coaches would be interested in Ben's success with transforming lives, aligning with their mission of helping individuals improve their lives.



Sample Podcast Questions

1. You've got an extensive and diverse background - were you bouncing around, trying new industries, or was there something specific you were searching for?
2. Accountability is a central theme in your coaching approach. Can you share some success stories or examples of how this has transformed your clients' lives or businesses?
3. You emphasise the importance of clarity and routines. Could you walk us through a practical example of how someone can establish an effective routine for their personal or professional life?
4. Procrastination is a challenge many of us face. What actionable steps can individuals take to overcome this hurdle and regain productivity?
5. You are part of the "5 am club", yet you don't push others to wake up that early - why is that?
6. Your coaching often involves helping clients achieve work-life "balance." What strategies do you recommend for someone struggling to find that equilibrium?
7. You offer 15-minute "Minimum Viable Dose" coaching. That seems very short for a coaching session! Is it long enough, and could you elaborate on how this approach works and its benefits to your clients?
8. Can you share some insights on the power of habit formation and how it contributes to lasting personal and professional success?
9. In your experience, what are some common misconceptions or myths about productivity and accountability that you've encountered in your coaching practice?
10. Many professionals grapple with feeling overwhelmed. How do you guide your clients to break through mental clutter and stay focused on their goals?
11. You've helped a wide range of clients, from small business owners to CEOs. What universal principles or strategies apply to individuals at all levels of leadership and entrepreneurship?
12. Do people like being held accountable?
13. Your website lists the quote "luck is when preparation meets opportunity" as one of your favourites. Isn't that from stoic philosophy? Why do you identify with this particular quote?
14. "If more information were the answer, we'd all be billionaires with perfect abs" is a fantastic quote, yet it speaks to the core of our industry. How do you feel about this, and aren't you just another "guru" adding another methodology to the hamster wheel?
15. You can't talk specifics about your military training yet clearly have a military tactics and training background. What *can* you tell us?