

The famous Harvard goals study was *never conducted*.

Terry says that on air — then names the Nobel Prize-winning science that is real, and gives your listeners three pages to put on the wall tonight. One episode, built for your audience.

CREDENTIALS

#1 Wall Street Journal, Amazon & Barnes & Noble bestselling author

· USA Today bestseller

#2 New TEDx Talk in the World · former U.S. Air Force Captain & Executive Officer

Winner, 2017 network reality competition *Kicking & Screaming* · creator of the Oxcart Technique



READ THIS ON AIR

Terry L. Fossum is a #1 Wall Street Journal, Amazon, and Barnes & Noble bestselling author, a USA Today bestseller, and the creator of the Oxcart Technique. His TEDx talk, “Why You Didn’t Reach That Goal... Again,” debuted as the #2 New TEDx Talk in the World. He’s a former U.S. Air Force Captain and Executive Officer of a Group of nuclear B-52 bombers, and in 2017 he won a prime-time network reality competition, Kicking & Screaming — as the oldest competitor on the show. Please welcome Terry L. Fossum.

THE EPISODE

Why you didn’t reach that goal... again — and the fix that makes quitting harder than continuing.

Most goals don’t die from a lack of discipline. They die because the plan only had a carrot. Terry walks your listeners through the Nobel Prize-winning behavioral economics (Kahneman & Tversky’s Prospect Theory) behind why we quit, then lays out **the Oxcart Technique** — a reward you want and a consequence you refuse to accept, harnessed to the same goal.

Listeners leave with a goal they can’t walk away from — and hear the first sixteen minutes of the full method free, no email, at beunquittable.com.

“The most significant advancement in the science of goal setting in recent history.” — **Forrest M. Mims III**, named one of the 50 best brains in science by *Discover*

SALES & LEADERSHIP

Why sales training stops working — and what a nuclear B-52 Executive Officer learned leading a global all-volunteer force with zero authority.

SECOND ACT & OVER 50

The oldest competitor on a prime-time survival show won — because of the carrot-and-stick he set up before filming.

ENTREPRENEURS & FOUNDERS

You didn’t fail your goals — what you were taught did. The vision board is half a system; here’s the Nobel-winning other half.

FAITH, VETERAN & YOUTH

“Not one of your boys will ever amount to anything.” One became an Air Force officer and bestselling author; his brother, a U.S. Astronaut.

QUESTIONS TO GET YOU STARTED

- 01 You say most goals don’t die from a lack of discipline. What kills them, then?
- 02 Walk us through the Oxcart Technique — what’s the ox, what’s the cart?
- 03 You led a nuclear B-52 Group and a global all-volunteer force. Which was harder?
- 04 If a listener does exactly one thing tonight, what should it be?

LOGISTICS

Terry commits to — listening to two of your episodes first · one clean topic + questions you can steal · sharing every episode with his audience

Location — Spokane Valley, Washington · Pacific Time

Format — Remote video or audio; professional microphone and interface

In studio — Terry travels for in-person recordings

Request Terry for your show

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