

A man in silhouette stands on a rooftop, looking towards the horizon. The scene is framed by large, angular concrete structures that create a geometric pattern. The sky is a clear, pale blue. The man is wearing a jacket and pants, and his shadow is cast on the ground.

EBOOK

HOW TO GET
STARTED ?

XAVIER JOURSON
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ABOUT ME

XAVIER JOURSON



After a career as a professional rugby player for more than 12 years, I built a fairly diverse professional career today combining sport, media and transmission.

Through my project "The Transition", I set myself the goal of going from professional rugby player to high-level triathlete. I then challenged myself to participate in the Norseman Xtreme Triathlon in August 2022.

Following a period of training with Warner Bros, I also co-produced with Canal+ a documentary "A bout de l'effort" recounting the adventures of my two years of preparation!

Beyond my experiences in front of the camera, I developed skills in strategy and scriptwriting which allowed me to create my own show for Radio Canada. I collaborate with brands to create advertising campaigns (Castelli, Strava, etc.) and as an ambassador.

PREFACE

MAUREEN REAT

CHIEF ACADEMIC OFFICER- TONY PARKER ADEQUAT ACADEMY
CERTIFIED PROFESSIONAL COACH



“

When I met Xavier, I was quickly impressed by his unusual confidence and his contagious dynamism. His passion doesn't rhyme with moderation so we either adore him or we don't. Personally, to know his story, his journey, his accomplishments and his dreams, and to have seen him in action put his heart into transmitting all of this, I chose my side.

His desire to make an impact, to be different, to deconstruct the stereotypes that may have weighed on him as a black athlete by putting himself in danger in sectors that are initially unknown to him inspires me and demonstrates real strength of character. Undertaking is a verb of action, and it is today at the dawn of new challenges for him that he has decided to share a little more of his world through this ebook.

Enjoy!

”

WHY AN EBOOK?

Initially, I am passionate about reading and writing, a real knowledge addict.

Having realized, very late in my opinion, that the keys to knowledge are found in these pieces of work full of mysteries that are books, I exiled myself there.

Having had the chance to go through this wonderful path of creating and co-writing a book, I understood the benefit of presenting and promoting my universe, but also giving value to my activities.

So, what's better than an ebook?

As soon as we decide, let's go, we brainstorm, we draw, we scribble, we tear...but a problem arises, I like sport, the media, the expanding world of education, and many other things... 'elsewhere... So how to do it?

Reflection taken, observation made over the last 10 years, the question that comes back to me the most is how did I undertake all this even though I was not predisposed to do it? Whether it's my immigration to different countries, the design and idealization of audiovisual projects, the creation of content with sports brands, learning new sports, developing my teaching skills etc etc...

How to get started?

Through this ebook, you will have the first keys to solving the problems of how to stand out, resolve situations, emancipate yourself in the sectors of activity that you wish to develop and grow.

You must know that undertaking is part of a personal desire to act, to create change but above all to carry out your projects.

Never give up and do your part, your star and the sky will always assist you....



HOW TO GET STARTED IN 10 LESSONS

1

TELLING A STORY, AKA “STORYTELLING”

We are all well aware that every project has a beginning and also an end. That being said, what has always fascinated me are the particularities of the story that led you to create this or that project. Even more, the story of the episodes that made you make this or that decision.

For my part, it was a crazy story of being laid off that led me to immigrate to North America or even reading a book that led me to participate in one of the craziest races in the world.

All this to make you aware that your history, your past, your annals, bring weight to the development of a project.

This is a crucial element which takes strong precedence over the collaborators and partners with whom you will cooperate.

Do not minimize the impact that your past can have, even if it seems trivial or dark, it most often bears the fruits of the success of what you are going to undertake. And told well, with what we call good storytelling, you will be able to convey a message that is even more effective and impactful, and this will enhance your projects.

2

CULTIVATE YOUR ETHICS

Before undertaking or rushing into a project, always weigh your strengths and weaknesses. I know this seems trivial, but on the one hand you will be able to estimate what you are missing, and on the other hand you will be able to see bigger, higher, stronger...

When I decided to make my first documentary project, I had neither the knowledge of the world of audiovisual production, nor even a camera or social networks, but simply the desire to want to do things BIG!

This is where your ethics, rather your philosophy of life, must come into play. I have always a person determined to obtain what I want regardless of the situations or pitfalls that stand before me.

I have kept my ethics in everything I do: what I mean by that is adopting your own style, your own perception of life, your own sense of morality.

Cultivate this to 1000000%.

3

GETTING STARTED

What meaning do you give to your project? What types of constraints are you ready to face? What types of efforts are you prepared to deal with?

Getting started on a project comes to life through the meaning given to the project which justifies your daily efforts and which guides the implementation of what you wish to undertake.

Give meaning to make it more relevant, more attractive, more impactful, more unifying... The goal is to act in harmony with one's deep aspirations. It is at this precise moment in the way you undertake that your mental strength comes into play!

4

MAXIMIZE YOURSELF

When you want to undertake something and that your objective is high, or your project includes areas of action that you do not control, you must increase your value. Maximize yourself.

I experienced this myself when developing my show, or creating my identity. The terms “communication plan”, “moodboard development” were unknown to me. That’s when I decided to move on to plan B, which was to gain autonomy and develop my skills. I can still see myself spending hours in this library devouring books, interviews, online training, tutorials in order to gain as many skills as possible that will serve me to this day...

An important detail on which you should not skimp: you must strengthen the appetites you have, be a hitman in your hallway.

The confidence you must place in yourself to be able to do impossible or surprising things must be infallible. This is how, for example, I came to want to work on getting my drone license.

5

DEFINE YOUR CIRCLE AND ATMOSPHERE

This point must be approached with the greatest attention.

In the desire to collaborate or share common interests, you must have a real knowledge and analysis of the people around you.

Your circle has a huge impact on what you want to do, both for good and for bad.

When I had the chance to collaborate with different sports media, that's when I discovered the true human nature of people, and believe me it's not always pretty from the inside. You have to understand that not everyone around you is ready to see you succeed, especially sometimes your pseudo close friends or even certain members of your family.

You must do everything to have a peaceful and prosperous atmosphere, which pulls you in the right direction, because you will soak up your ecosystem and make it a fertile place or not.

Take care of yourself!

6

CRISIS MANAGEMENT AND LONELINESS

An unforeseen event, or a disruption that is likely to harm the quality of what you are undertaking, do not panic, be reassured, this is an integral part of the life of a project. For your information, the more ambitious the project, the greater the risk of exposure to criticism or disappointment.

I learned to accept and cooperate with the issues that arise from my various projects. Often these difficulties allow you to learn but also to readjust, or even improve your project.

One of the keys that I have experienced during all these journeys is setting aside, withdrawing, staying with myself, you know never back down from a problem, arm yourself with courage to face it. It all starts from the consideration you give to your problem.

There are big and small problems, big and small obstacles. Stay focused on what you can control.



THE DARKSIDE

Lesson 7 should be taken with great caution.

The darkside

When you decide to undertake, there is a part that you cannot see or measure: it is the dark side of the project. Depending on the scope of your project and the sector of activity in which you wish to undertake this can affect all spheres of your life, your children, your finances, your mental health, your partner, your body etc... Do not hide it under the prism of sacrifice because that has nothing to do with it...

If you are not well anchored in what you want to do, well surrounded and aware of all this, the darkside takes over...



WHO I AM EQUALS WHAT I DO

I will start this lesson 8 with one of my favorite mottos: "Motivation sets the goal but it is determination that achieves it". I am one of those people who do not believe in chance, I firmly believe that the fruit of our work, when carried out methodically, is equal to the success of our project. This leaves little room for uncertainty, in other words don't be surprised by the results of what you do.

The investments made in yourself will be effective in what you undertake. I remain convinced that the fruit of my work stored over the years opens certain doors for me today, to the point that the work of rigor and discipline that I have inflicted on myself over the years is to this day an integral part of my character and of my philosophy of life.

The ambition you have to undertake regardless of the sector of activity is equivalent to the dimension of your strength of action, what you do equals who you are...

9

EXCEED WHO I AM BY ACTING

The most important note that I take away from all this is that being enterprising takes you to another dimension in self-knowledge, the development of your experience, and above all places indelible confidence in yourself. On a moral level, on a psychological level, the mountain that was large and impossible to climb becomes small and accessible.

For the record, when I started road cycling, doing 100km was a real nightmare for me, if not impossible, 3 years later what interests me is to reach countries or states by bike.

Entrepreneurship is one of the most educational and rewarding MBAs. Before seeking success, seek above all to make entrepreneurship a real experience with all the benefits that this generates.

10

CREATE EMPOWERMENT

Undertaking something is already strong, but undertaking something that has an impact is twice as strong...

Do not stop at the vision of entrepreneurship as the creation of a service or a product or the world of start-ups, undertaking for a cause is doubly commendable. For my part, I like dense things, things that make an impact, I like things that make noise, I like things that appear small but are large. I like things that change the vision of people, I like things that lead people to rise and become prosperous.

The desire to empower through your projects gives you the power of freedom

CONCLUSION

This ebook is for me a way to share a little of my state of mind with you to learn to discover my world. I shared with you the parameters that guide me in this decision to enter sectors that fascinate me. What I like about this idea is being able to feel like an actor and creator of my life, to take actions that bring me closer to my life mission. I give a lot of importance to nourishing myself and I hope that these few pages will have an impact on you on a few things. I'm on my way, I haven't arrived, it's a daily job. If you liked my philosophy, or if you would like to share about one of my services or a project, do not hesitate to consult my website and contact me to discuss.

The world needs passionate people to take action.





**“TODAY'S CHALLENGES PREPARE YOU
FOR TOMORROW'S BATTLES”**

W W W . X A V I E R J O U R S O N . C O M