

Tony Buzbee Uses Swimming With The Sharks Podcast to Spark Conversation About Reputation and Leadership

Houston trial attorney Tony Buzbee is using his podcast, *Swimming With The Sharks*, to explore the real stories, hard lessons, and practical thinking behind success in law, business, and leadership.

Houston, Texas Jul 16, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Tony Buzbee is bringing conversations about leadership, business, and high-stakes decision-making to a wider audience through his podcast, *Swimming With The Sharks*. The series features candid discussions with accomplished guests who share what it actually takes to build a lasting reputation, overcome setbacks, and succeed in competitive industries.

Rather than focusing on headlines alone, the podcast explores the experiences behind successful careers. Each episode examines the decisions, challenges, and lessons that shape leaders over time.

"The conversations are about what people usually don't get to hear," Buzbee said. "Everyone sees the result. Very few people hear about the work that came before it."

Episode 18 Explores the Business of Building a Reputation

One of the latest episodes features legendary Texas trial lawyer Jim Adler, widely known as "The Texas Hammer." During the conversation, Buzbee and Adler discuss the evolution of legal marketing, courtroom victories and defeats, competition, and the decades-long process of building one of the most recognizable professional brands in the country.

The discussion also explores what separates good lawyers from great ones, the mistakes younger professionals often make, and why long-term consistency matters more than short-term recognition.

"People see the billboard," Buzbee said during the episode. "They don't see the decades behind it."

The conversation illustrates how reputation is earned through preparation, performance, and accountability rather than publicity alone.

Episode 19 Looks Beyond Luxury Watches

Another recent episode takes a different approach while reaching many of the same conclusions.

Joined by a luxury watch expert, Buzbee explores how high-end watches are valued, why scarcity influences demand, and how common misconceptions shape buying decisions. The discussion goes beyond collecting to examine broader ideas about craftsmanship, patience, and recognizing genuine value.

The episode also includes conversations about everyday frustrations, steakhouse reviews, and the small details people often overlook.

According to the Federation of the Swiss Watch Industry, Swiss watch exports exceeded **26 billion Swiss francs** in 2024, highlighting continued global demand for premium timepieces. The episode explores why that demand extends beyond price and into craftsmanship, history, and long-term value.

Conversations That Go Beyond the Courtroom

Although Buzbee is widely known for handling high-stakes litigation, *Swimming With The Sharks* expands the conversation beyond legal work.

The podcast examines leadership, entrepreneurship, branding, decision-making, business strategy, and the experiences that shape successful careers. Guests come from different backgrounds but often arrive at similar conclusions about preparation, discipline, and earning trust over time.

"In big cases, every move matters," Buzbee said. "Preparation is what gives you confidence when the pressure shows up."

Those same themes appear throughout the podcast, connecting discussions about law, business, and leadership through practical experience rather than theory.

Why These Conversations Matter

Research continues to show that trust and credibility influence professional success across industries. According to the Edelman Trust Barometer, trust remains one of the strongest factors affecting business relationships and organizational performance. A PwC survey also found that **93% of business executives** believe building and maintaining trust improves business performance.

Through *Swimming With The Sharks*, Buzbee hopes to contribute to broader conversations about how leaders earn that trust and sustain it over time.

Each episode offers an opportunity to hear directly from people who have built careers in demanding professions and to understand the decisions that shaped their journeys.

Listeners can find *Swimming With The Sharks* at <https://buzbeepod.com/> and on Apple Podcasts at <https://podcasts.apple.com/us/podcast/swimming-with-the-sharks/id1840206784>.

About *Swimming With The Sharks*

Swimming With The Sharks is the podcast hosted by Houston trial attorney Tony Buzbee. The show features in-depth conversations with leaders from law, business, entrepreneurship, and other fields, exploring reputation, leadership, competition, decision-making, and the experiences behind long-term success. New episodes are available through <https://buzbeepod.com/> and Apple Podcasts.

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