

First Clearing Speaker Series: Get Your Mind Right by Todd Durkin

Host: Susan Rosenhoffer

Guest: Todd Durkin, Founder and CEO of Todd Durkin Enterprises, Inc.

SUSAN
ROSENHOFFER:

Good afternoon everyone. And thank you so much for joining us for the first session in First Clearing, 2021 Speaker Series. Over the next few weeks, we've invited three compelled speakers to visit with us virtually and share their thoughts on various aspects of performance. If you haven't already, we invite you to register for the remaining sessions on October 6th and October 20th. We'll show those dates at the end of the presentation. But today we're excited to be kicking things off with accomplished author, trainer and strength coach, Todd Durkin. When Todd's not serving as a personal trainer for a number of professional athletes in the NFL or Major League Baseball, he's writing books, including The IMPACT! Body Plan, & Get Your Mind Right.

Perhaps receiving awards, including the Jack LaLanne Award for Lifetime Achievement in the fitness world for regularly on his podcast. We've asked Todd to join us today and share his message on how to get our minds right. Perhaps the most important part of our body to engage for fitness. So Todd's going to share his thoughts with us and at the end, he's graciously agreed to answer a few questions. So be thinking of what you'd like to pick his brain on, and we'll circle back when he's done enlightening and energizing us. He is ready to go. So welcome Todd, thanks so much for joining us. We're ready to get motivated.

TODD DURKIN:

Susan, thank you so much. What's [happening] at First Clearing, so honored to be here today. I hope you for the next 30 minutes plan to get your mind right because I'm a big believer in coaching and that's exactly what I want to do with you today. So whatever you're doing right now, please focus in, take a deep breath and I'm going to do my best coaching for you to help you on all levels, personally as well as professionally after all, I do believe that you can only go as far as you grow. So let's buckle up, let's get out pen if you have a notebook and let's roll. So Susan, am I good to go or do you want to go through any of this? You good? All right.

SUSAN ROSENHOFFER:

We're good.

TODD DURKIN:

All right. We got to buckled in, we're rocking and rolling. So as you get a pen in a notebook and today we're going to talk about get your mind right. I want you to repeat after me, get your mind right, get your mind right. As you say that to yourself right now, get your mind right. This is a mantra that I've been saying to myself for the last 10 years, literally on repeat. When I tell my athlete all the time, get your mind, right, get your mind right. It doesn't matter if it's an athlete, an executive, a mom, or a dad, a high performer, someone who's striving to be the best they can be. Get your mind right. Because the mental highlight reel or low light reel that you tell yourself is absolutely imperative if you want to be your best self. And I believe that at First Clearing, if you want to be the best that you can possibly be, that we personally have to be in the best space.

And you're like, "Yeah, but Todd, you don't understand, I've got a lot going on and I feel empty. I feel lost. I feel I'm drained." As a matter of fact, if you feel that you can raise your hand right now, or you could just think to yourself, "Yeah, that's me." Maybe you're not feeling your absolute best self physically, mentally, emotionally, spiritually, energetically, wherever you're at. I hope that in these 30 minutes I have with you that we're going to uplift the energy, the vibration right now. So we can snap that and literally say, okay, I'm going to be better in this area of my life. So with that being said, if you would like the handouts, I have prepared some handouts. If you would like them, you could download them now, write this down.

Later on you'll get an email from the team with those handouts. But if you want to follow along with me, check this out. My name, todddurkin.com. todddurkin.com/first C-TD. First C, like First Clearing, First, C dash or hyphen TD my initials. So once again, lastly, write this down or you can get it now, todddurkin.com/first C-TD. Those are my handouts and I'm going to have some and then some in there for you, because I want to give you more than what I can cover in 30 minutes. First thing I'm going to say is this. As you're preparing those handouts and printing them out, if you have the opportunity to do that, if you don't again, get out a journal notebook. I do believe this, that when you write something down, writing creates clarity, clarity perceives genius. Writing creates clarity, clarity perceives genius.

Can you all do me a favor right now? Can you all smile at me? Show me your teeth. Yeah. Show me your teeth, because when you show me your teeth, that means you're happy. As a matter of fact, as you all are smiling at me, I can't even see you. I can't see who's in the room right now. So you all are smiling. Like, "Hey, yeah Todd, I love it. I feel good." But do you know by the mere fact that when you smile, and you show people your teeth, there's a chemical response that happens when you smile and you show me your teeth. All of a sudden it changes the energy and the vibration in the room. Your posture. When you're showing up at work, at home, if you volunteer in the community or as a coach, when you change your posture, all of that starts with a chemical response. And I want to teach you about that today in what's called get your mind right and my IMPACT talk.

Now IMPACT is an acronym. Please write this down. It's an acronym. I-M-P-A-C-T my first book to 2010, IMPACT! Body Plan, 10 week transformation program. IMPACT stands for this. I, stands for live inspired. Write it down, live inspired. Who wants to live inspired? Raise your hand if so. Yeah, I thought so. Every one of your hands went up. Again, I can't see you, but I saw your hands go up. That's right. Because live inspired is in your heart. In your heart. Living inspired is now, how do I get to the next level? Man, I'm feeling drain again, what can I do? Live inspired. When we talk about, I live inspired, what are you going to do in your life, your personal life that's going to allow you to flourish and manifest those dreams that we're going to talk about today?

M stands for this master your craft. See as a coach, as a trainer, not just the pro athletes, but to people of all ages shapes and sizes. People who are facing pain right now, master your craft is professionally and personally, what are you going to do to get 1% better today? What are you going to do to sharpen the sword professionally? So at First Clearing, you can get to the, "Next level." "Hey coach, I want get to the next level. I want to grow up the corporate ladder. I want to grow physically. I want to get better in my own personal health and fitness." So master your craft is the commitment and the conviction. And today, as you commit, what are you going to do to help master your craft? P is, play at world class. Write it down. Play at world class, play at world is a mindset. Hey, how are you going to play at world class today?

You have any moms or dads out there? Yeah, I'm the father of three kids, 18, 16 and 13. I've been married for 20 years. Playing at world class is not just professionally at First Clearing. When I talk about at world class, I'm talking all facets of your life. I have something I call the 10 forms of wealth. Yeah, you all are love this. 10 forms of wealth, but wealth not meaning money. Money is one of the 10 spokes I have in my 10 forms of wealth. And matter of fact, when you download those handouts that I prepared for you, you can rate yourself because if I was coaching you one on one, I would give you this exercise called the 10 forms of wealth and the three and 30 that I would ask you to hand in to me every 30 days to help hold you accountable for what you need to do in all facets of your life.

So if you want to flourish in the professional world, in your career and you want to continue doing a great job, then be held accountable to that. In your relationships, in your marriage in your health and fitness, in your mindset, in your spiritual world and your legacy world. The legacy that you want to leave, how are you going to create the legacy that you want? Yet today, on this day, we're talking legacy. So that's all about playing out world class. Get your mind right, get your mind right. A is action. Take action. In the next 27 minutes, at any time when I'm speaking, if there's something that you need to take action, not want, but need to take action on today. Then let's get it done. There's people who say they want to do things. There's people who get things done. And I want you to be an action seeker. Someone who takes action on things that need to get done in any area of your life.

C is condition for greatness, condition for greatness. And when you hear condition for greatness, many of you thought you were working out, good. That's part of it. But today in this program, get your mind right, and IMPACT condition for greatness is going to be conditioning all areas, including your mind, including your emotions of how do we get to be physically, mentally, emotionally, spiritually so we're our absolute best self? And the last T stands for tenacious, tenacity, the fervor, the energy, the spirit, when you show up and I know it's a hybrid model, you're in your house. You're like, "Man, feel drained. I feel down. I don't have the energy, the vibrant or the positivity or the optimism that I truly want. I don't feel like myself. I keep hearing, I don't feel like myself."

I get it. Today this is going to give you a little energier, energier that's going to help you, but you've got to do it every single day. Like bathing as your old Zig Ziglar would say, you got to do it every single day. Like brushing your teeth or taking a shower. You got to do it every day. So the fervor, the spirit and that energy is going to provide you every single day. We'll have some strategy, techniques and tactics by the end of this program today of how you can continually feed that soul, spirit and energy so that you ultimately can be your best self. And when First Clearing asked me, "Hey Todd, can you come speak to the crew to today?" And yeah, as long as I can talk, not just about professional growth, but also personal growth. Because I truly believe that when it comes to your own personal self, it all starts from the inside out.

So in your handouts, if you print them out, great, if not write this down. It says blank will make or break you. Habits will make or break you. Write it down. Habits will make or break you. So let me ask you this question. What are your best habits right now? Matter of fact, if you can think of them or better yet, write them down because if you write them down, you're more likely to actually follow through. What are your best habits right now? Write them down. And as you're writing your best habits down now, or you're thinking about them because some of you on the treadmill and I see you, nice job. As you're working out or you're thinking or you're at your office space, best habits for me, my morning routine, my morning routine, I'm dialed in. I'll share some of these with you. Maybe they just jog your memory of what's working, what's not. Why? Because the first thing I don't do in the morning is I don't turn my phone on because soon as you turn your phone on text, DMS, Instagram posts, emails are coming through and everyone else's itinerary.

I say this either you dominate the day or the day dominates you. You choose, you set the tone of how you start the day. But that first hour is crucial to your personal and professional productivity. So what are you going to do? The first hour's everything. So you look at your habits. What's the morning routine look like? So no phone, your quiet time. If you get quiet time, journaling time, and a workout. That's my first hour. I call it the holy hour. You call what you want. You do what you want, whether that's a 20 minute routine in the morning, an hour routine, set your morning routine.

The second aspect is the workouts. And I'm going to share some of this today, working out wise to get moving again, motions, lotion, movements, medicine. So if you're down and out right now, I've recently had a client say this, "Todd man, I'm not even motivated, to be motivated." I'm like, whoa, this is got to be something like Jedi wizard stuff that I got to pull out of the Yoda trick here of like, I'm not even motivated to be motivated. Okay. Then go for a walk around the block. Start to feel some endorphins kick in so your mind can get right. Take the dog out for a walk, I don't have a dog. Then get a dog. Ooh, ooh. They're really good. So that you can get moving again. But I'll talk about that. And the workouts.

Third one, I would say habits for me. I want you to write your best habits down, evening routine. Your evening routine, what does your evening routine look like? You write down your best habits, your worst habits, my worst habits. What are your worst habits? You care to confess today on our call First Clearing? My worst habit right now, these things, chocolate covered almonds. Anyone else at 8:00 at night open a cupboard and these things look at you all laughing right now. You're like, "Oh wow. He doesn't just eat like lettuce and tail all the time." No, these things speak to me. 8:00 at night, like, "Yuhoo hey TD, can you just consume me? You've been working hard all day. You deserve a little chocolate, covered almonds." And then I get in a relationship.

I start to converse with the darn food. The chocolate covered almonds is speaking to me. Anyone else? Or am I the only one? Yeah, I thought so. you all like, yeah, that's me. How did he know? Yeah, whatever the worst habits are makes you confront them and either reduce them or eliminate them if they're bad habits, and those bad habits could also be... Do you have any energy vampires in your life? Energy vampires are the people who are toxic and they're robbing you of the mindset. Get your mind right. The mindset of, "Man, when I'm around this person, they drain my energy." Then be careful and guard your time against those energy vampires. Perhaps COVID talk is a drainer. I actually limit my time in the news consumption because too much of that talk, it drains you.

You've got to make sure you dominate your habits and your schedule. So you're maximizing your energy so you can show up in all areas of your life to be that best version of yourself. And lastly, when it comes to habits will make or break you, write down three to five rules. If you could have three to five rules in your life, meaning, "This is how if I follow this rule, I am going to be at my best self." To live your best life, you got to be your best self. So how are you going to show up as your best self every single day? It comes down to your rules. So for me, a couple of mine, but I want you writing your rules. My rules don't matter to you. They matter to me because if I follow my rules, I show up as my best self. I want to know what gifts and talents you have. If you do this as a mom or a dad or as a coach or a philanthropist in the community within your organization, how do you show up as your best myself?

So again, I already shared one of them don't turn on the phone, first thing in the morning. Number two, be the most positive person I know. I despise negativity and pessimism it crush, it kills me. I'm like, no, no, no. I'm going to be the most positive person I know. So how do you get more positive on that? Another, the third one, two beers a month, two beers a month. You are looking at me like, "Wait, what?" Yeah, I was once speaking in Canada and the Canadian said, "Todd, I think you got that wrong. Is that supposed to be two beers a night?" No, no, no, no, for me it's two beers a month, two glasses of wine or beers a month on that. You create your rules. That's for me, whatever you want to do, but create a rule for yourself that if you have to reduce or eliminate something, here if I follow this rule, I'm going to be my best self.

10 pages of reading per day, 10 pages. That's going to come out to usually two to

three books a month, but 10 pages a day is a really great habit. It's a rule of mine. If I get in at least 10 pages, I'm going to be better off professionally. I'm going to be better as a coach, as a trainer. When I do my podcast, my energy's going to be different, my mindset's going to be dialed in as well. My devotional in the morning is a rule. Read that. And lastly, I talked about my evening routine. Now folks, maybe this is the high level of your whole entire talk today.

I follow something which was called a three, two, one. Three, two, one routine at night. During the pandemic, I got sleeping so bad, because my mind was always racing that I adopted a new habit, established a rule, three, two, one. Three hours before you go to sleep, have your last meal, two hours before you go to bed, shut off work. Two hours before you go to bed, no more work. And the last hour you amp up your personal care. So three, two, one, meal, three out of four, two shut down work. And the last hour, it's all about your personal care. For me, it's reading, taking that book and opening up old school style, reading that book. It's stretching, getting on the floor and doing some yoga stretches. It's spending time with my wife, but the secret of your success is found in your daily routine.

If you can own your morning, I believe you own your day. When you own your day, you dominate your life. You own your life. So start with your own day. Let's make sure we are exactly where our feet are at today. We're not spending all of our time and stress and worry about all that we can't control. Point number two, by the way, how we all doing, good? Give me your teeth again. Yeah. Good, good. I like that, little smile. Make sure you smile at someone today. Number two, and I love this one right here. I've got four by the way. It says in the handouts, if you have them amp up your blank, amp up your blank and the guesses amp up your, exactly. Your self-care or amp up your health and fitness.

See, I believe right now, especially right now with where we are in history, we must take extreme care of ourself. What does that mean take extreme care of ourself? Well, to be great at First Clearing or what you do within your career, you've got to be your best personally. So I've shared here this, he or she who has her health has 1,000 dreams. He or she who does not, has one. Let me repeat that. He or she, who has her health has 1,000 dreams. He or she who does not has one. You all know that if you don't have your health, you have nothing. And we all know people in the last year, year and a half who have not had their health, maybe that's us. And it doesn't necessarily mean with COVID. It could be back pain. It could be knee pain. It could be anything that you're going through, any adversity that you're facing, any obstacle or challenge that you're trying to get through right now as we speak today.

So how are we going to take care of ourselves? What needs to change in that? So when I ask you the question, what decisions do you need to make today to improve your own personal self-care? And you write that down and you're being true with yourself. I love to ask you this question. If you were coaching you, what would you tell yourself to do? You, when you go into your intuition, if you were coaching you, what would you tell yourself to do?

Now when you share that with me later on when you say, "Hey Todd, here's what I would tell myself to do. I'm going to need some accountability." I'm no different than you. And you're like, "But yeah, but you're a coach. You own a gym. You do all this transformation work." I've got coaches like most other world class athletes have coaches. That's when they hire me to hold them accountable. So share that with a teammate, a colleague, a family member like, "Hey, this is where I'm struggling. This is where I need help." So with your handouts, I've got fitness, nutrition, and mindset. Top five ways to improve your fitness. I want you to make sure that if you have not yet downloaded your handouts, you download your handouts right now or later on again. I'll give it to you last time. The handout, todddurkin.com/first C-TD, first C,

First Clearing. First C dash TD. Because in that, when it comes to training, improving your fitness, what are you going to do to improve your fitness? If you don't work out right now, it's time to start. Today's a great day to start your fitness routine. That could be starting a walking program, 20 minutes a day. It could mean some calisthenics using your own body weight. So we start moving again, because that'll get your mind right. Why? Because when I call it a DOSE, not a dosage, Durkin. But a DOSE, dopamine, oxytocin, serotonin, and endorphins. These are chemicals and they're more powerful than morphine. And every time you eat something and every time you do something, there's a chemical response. I want the chemical response to elicit positive emotions that change your posturing. The way you show up everywhere you go. Can I get an amen on that, anybody, yeah? Pool. So that's what we want to make sure we do.

Most days of the week, I'm saying do something. It's yoga, it's meditation, it's resistance training, it's cardiovascular training. I always say more cardio, less cardio. More cardio, less cardio. Get out there and move the body. When you move the body, you're going to feel better on that. So take a look at that. And don't forget about the importance of a great stretching routine. Because as we get older, you start to hurt your back, your neck, your shoulder, everything starts hurting. So whether it be yoga or actually adopting something like fascial stretch therapy or having a stretch coach work on you depending on where you live. Make sure you focus on that as well.

The second aspect of amping up your self-care, taking extreme care of yourself is nutrition. Ooh. And I'm not talking about this. Hey want something covered almonds? No, no, no. Let's talk about world class nutrition. So world class nutrition is number one starts with hydration. Can you all take right now your water bottles. I know they're right next to you. And they're still only, almost full from the day and you haven't been drinking enough water. So real quick, take a sip quick. Mh-mm-hmm (affirmative). Why? Because half your body weight include ounces of pure water every single what's recommended half your body weight. Wait a second. But, "Todd, I'm going to be running back and forth to the bathroom all day." Good. That's part of your exercise routine back and forth. Get moving on that.

So hydration is key. Half of your body weight include ounces the water. Nutrition, eat breakfast. If it has a cartoon figure on the box, that ain't breakfast, that's not breakfast. It's got a cartoon figure on the box. That's not good. So I've got all these choices that you can have on your handouts for breakfast, but I'm looking for three to five meals per day where you can have small portion sizes and you're eating good protein, good fat. Yes, essential fats and good fiber, PFF, PFF, protein, fat fiber. Remember repeat after me. PFF, PFF, protein, fat fiber.

That's going to get you a mind, right. Say get you a mind right? Good. I heard all of you. I got your speakers on right now. Good, good. Remember this. The less legs it has the better, the less legs it has the better. What do you mean Todd? The less legs it has the better. Fish is better than chicken. Chicken is better than beef. Fish doesn't have legs, chicken have two legs beef have four legs, the less legs it has the better four. Again, PFF, PMA, positive, [inaudible], latitude baby. That's what it's all about. And lastly, when it comes to that is make sure that when you're eating today and every single day, you stop between your chewing and just be grateful for the fact that you have food going into your system that allows you to slow down. It helps the digestion process.

Lastly, on this portion number 204, I've got mindset, Jedi tricks. Number one, don't watch the news. Oh no. Don't watch the news. The news will rob you of your mindset. This talk is called get your mind right. Be careful of how much news you consume because all of a sudden you start watching the news. There's not much

good on the news unless you're watching the good news network, by the way that doesn't exist. I have that every now and then I lie or you listen to my podcast, but that's going to crush you if you're just watching the news. You want to get your mind right? Work out more often, the more you work out, the better you feel. This is a positive illicit response. When you work out, don't watch the news, surround yourself with energetic people like right now, the fire breath and dragons who are in this room right now at First Clearing, make sure you lift each other up, encourage other more. That's all called leadership

Journal, why? Because gratitude is the antidote to fear. Gratitude is the antidote to fear. And last I check, fear is absolutely crushing most people's mindsets and heart sets. Gratitude is the antidote of fear. So let's live more gratitude. How do you do that? You journaling, write out what you're most grateful for, whatever that is in your life. Whether it be health, family, relationships, work, your career, all these things you're most grateful for. And when you do that and you breathe, this is fantastic. And lastly, don't forget to spend some time in nature, get outside because of the new hybrid model that we're all in is we tend to spend more time inside, get outside. And whether it be the local park, a beach, a mountain, a hike, get outside and breathe in the beautiful, fresh air it will really help you out.

Remember this. If you don't make time for your wellness, you're going to be forced to take and make time for your illness. Let me repeat that. If you don't take time for your wellness, you'll be forced to take time for your illness. Make and take the time for your is to really amp up your personal care. And I promise you that your physical, your nutrition and your mindset will all improve because of that. Number three, give me thumbs up, got thumbs up, everyone good? Good, good, good, fantastic. I see you all you're taking copious notes. Good. Number three is this. Blink at levels, blink at all levels, lead at all levels. Lead, lead, lead. Lead at all levels. Personally, family and others. Personally, with your family and others. At work, online via text with your colleagues and coworkers at First Clearing, what can you do to be a better leader?

It starts with you. Why is it in today's day? Everyone wants to look at someone else. The leader, the last I check, every single one of us is a leader. And if you can't lead yourself personally, then you can't lead within your organization because a leader of one, a leader of many, if you can't lead one, you can't lead any, but I want to grow. Well, you can't grow yourself. You got to personally lead yourself so that we can then help our colleagues, our coworkers, because that helps the culture within your organization. Now in your handouts, I'm not going to read them all today, but if you're looking at the handouts, I got 13 leadership points, 13 of them, a couple of the highlights that I want to note today for you is this, it's all about relationships, not transactions, within your line of work, that it's about relationships. It's a little harder to connect these days. So it takes more an effort by each and every one of us, you and me to connect right now, folks, I'm doing this keynote. It'd be a lot easier if we're an Florida or we're in the Midwest and I'm live on a platform. I seeing you all, you're like, "Yeah, Todd, let's go." And we're giving high fives.

But I'm looking at a Zoom screen right now, connecting with you when you're in your home, now it's a blessing, but it's a curse. Why? Because people need to feel you. And I don't know if you can feel me through a screen like you would if we were live, but let tell you what, right now they level of fire in your tales is this, how can you connect with your customers and your colleagues every single day to lead at the next level? I'm not looking for mediocrity because average and mediocrity, can't coexist with world class, with greatness. So what are we going to choose? Mediocrity and average? Or we going to choose world class? If you want to be a world class leader, you want to lead at all levels personally, with your family and others, then we've got to make sure we do everything we can at First Clearing to lead with ourself, to lead

your family, to lead with others. Because again, the way you do one thing is the way you do everything.

So we've got to amp that up and step that up in all areas of your life. Leaders listen. These days, what I want you to do is focus on this. Listening not just with your ears. I want you to listen with your eyes. What do you mean by that Todd? Because your eyes are the windows to the soul and they tell a lot. Because you hear one thing, but you see another, but your eyes, you can connect. You can see me right now through a Zoom screen. My eyes are communicating right now that I'm locked into you. Now I can't see you technically, but hopefully you can feel me. Listen with your eyes and your ears. Very important.

And then follow the ABCs. Follow the ABCs, in your handouts I said as ABC. What does that mean? A is attitude. A positive attitude is important. B is belief, have the belief that you can do the job. You can overcome adversity, but I want this to be a positive mental highlight reel that you start to be careful of the voice and the message and the story that you're telling yourself, that quiet voice. The one that no one really can hear only you and you're robbing yourself of your best self? The belief of what you're going to do, of who you are and how you're going to show up in your family as a mom or a dad, or a colleague, a coworker at First Clearing, what are you going to do to be your best?

And lastly, C, care more. Care more, the winning, the caring game. It sounds so. I almost hate to say it. It sounds so rhetorical, win the caring game. Now, really how can you win the caring game because you're asking your teammates? "Hey, how you doing? You doing okay? How can I help you? How can I support you?" And when you truly mean that and follow through because of the A, action that you take, all of a sudden now, you'll listen to of your eyes, you're encouraging other people to speak up and you're listening because you're speaking life into them, speak life into them, and then help people show up and give them the way to a better life in all areas. How do you impart that to your kids, your children? I have my oldest kid right now just started his freshman year in college on the other side of the country in North Carolina.

Pepper with text, pepper with messages, speak life into them. And then lastly know this. When it comes to leadership, ambiguity is the enemy of execution. Ambiguity is the enemy of execution. I want you all to have a game plan right now I want you to pay your notebook. Or if you have the handouts printed out, I want you to write down a leadership step that you can take today, personally, or professionally. Personally or professionally. How can you be a better leader? And I don't want to say, well, I don't have a leadership title. Forget the titles, forget the roles.

If you're in the organization, you're a leader and it starts with what you're doing personally, as well as within the organization of, "How can I be a better leader right now at First Clearing that when I show up, I'm going to help the culture. I'm going to help the positivity. I'm going to help the optimism of what we're doing and how we're going to make any difference in people's lives every single day." What can we do to do that? Because people want to be cared for, people want and need life to be spoken into them. People need to be shown a better life and guess who's going to do it? You. So lead, lead, lead at all levels.

And the last point I have before I open up for Q and A today, is point number four, point number four says blink not who you are. Blink not who you are. Any guesses out there? Any guesses? Forget not who you are. Forget not who you are. Let me tell you a quick story. A few years ago, I had the opportunity to be on a TV show, national TV show it was called STRONG on NBC, primetime, Thursday night TV, 8:00, primetime spot. 10 trainers paired with 10 females trying to change their life for a half a million bucks.

I was one of the 10 trainers. And what happened on this show was pretty interesting and pretty crazy. It's now on Netflix. As a matter of fact, if you're not seeing the show STRONG, I'd advise you over the next week to watch it because our five year deal is up at the end of September, 2021 here. And it'll no longer be on Netflix. So check this out. So after getting eliminated week three, with my partner, I was sent home back to San Diego, bum shoulder, hurt back, my knee was hurt. Eventually had knee surgery and a knee replacement on that. But the producer of the show, his name was Sylvester Stallone. Anyone know him? Yeah, that guy, the real life, Rocky Balboa, my hero growing up.

He calls me up two days after being eliminated and coming back to San Diego where I live and says, "Hey, Todd we need you back in Malibu, we've got an opportunity for you to get back in the game." I'm like Sly, "I can't get back in the game. I crushed my shoulder, my back is shot and my knee is jacked up. There's no way I can get back in the game." "Oh, get back up here. We need you nothing else to show your face. I'm like, "I don't really have a face for TV." I go back up. Next thing I know I'm competing to get back in the game. Now, if you watch the show, there's a four story tower and it is challenging, it's heck to get through these now it's traps and these coil ladders, and it's kind of like American Ninja Warrior on steroids. And I have to go through this whole maze to try to win and get back on the game to have the best time. So check this out. Right before I go, this is the look on my face, after the other three trainers went and had mind blowing times. This is the look, take a look. If you're not watching the screen or now this is my face.

I'm like, there's no way that I can get through this in two minutes and 33 seconds, just then one of the trainers he turns to me and says, "Don't forget who you are. You're Todd freaking Durkin." I'm like, "Oh yeah, I forget. I forgot. I'm Todd freaking Durkin. I can do this folks." Folks I went in that tower that night and through the grace of God, I actually got through it in two minutes and 30 seconds got back the game in week five week, six week, week seven week, week eight, week nine, all the way to week 10 into the finals for a half a million bucks. All because of one reason, I forgot for a moment who I was and I needed to be reminded of who I was. The point in me telling that story today is to remind you not who I am, where on that it says Todd freaking Durkin.

But I want to remind you who you are, put the freaking between your name, like literally today. Now I don't want you walking around like, "Hey, I Susan freaking Rosenhoffer. That's who I am." Put your freaking name in there. And that's what you say, because guess what? Some of you are forgotten who you are. Some of you are empty. Some of you are lost. Some of you are broken, the last years broken some of us. So what I want you to do is remind yourself of who you are, where you came from and all the adversity you've already overcome. And if you follow today, what you need to do that your habits will make or break you, that if you amp up your self-care and battling your fitness, your nutrition, you recover your mindset. If you lead at all levels, then you're not going to forget who you are. Because when you put the freaking between your name, all of a sudden you show up and you walk around, you're like, "Hey, we got this. We can do this." And then that's going to allow you to live your best life.

I'll end today with this, I always say, live a life worth telling a story about what's your story. Live a life worth telling a story about what's your story. Can I please remind you today to dream again? If you have kids, kids have big dreams. Why as adults we forget to dream? What is you want to do with your life at First Clearing with your career? How can you really make IMPACT? When I talk about IMPACT, live inspire, master craft, play world class, take action condition for greatest and beat tenacious. Have that tenacity. How can you show up with that energy fervor every day? You're

like, "Oh Todd, he just come to the different clock." No, I'm like you. Why do you think I wrote a book in the middle of the pandemic called Get Your Mind Right, why? Because I had to get my own mind right.

The positive self reel and the mindset every single day. When I work out, I'm like, get your mind right, get your mind right. Beat the sun up. These are mantras that we say every day. So you can show up with your best self. Because I say live a life worth telling a story about, what your story? Each and every one of you just like myself, has a story and whatever your story, the more adversity that you've overcome, the more that you've persevered through is only sharpening your story. So I say, congratulations on your story. Live a life worth telling a story about what's your story. My friends today at First Clearing what I want to remind you of this. Don't forget who you are, put the freaking between your name and when you're walking around and getting back into your workout routine or amping that up, don't forget to say that. And then most importantly, get your mind right. And always, always create IMPACT. Thank you so much for being a great audience today. Peace and God bless. I'm going to open it up to questions now. Susan, back to you.

SUSAN ROSENHOFFER:

I am going to do my best to do that. Absolutely. I'm not sure I don't see any questions, but like I said, this is a new platform for us and so, oh, there's one right there. So just one second, Brian Han. Brian, we're going to unmute your line and then you can ask your question.

BRIAN HAHN:

Hi, Todd, Brian freaking Han here. Might have said a couple-

TODD DURKIN:

I like that, Brian. BFH, baby.

BRIAN HAHN:

BFH, your three to five rules. How often do you just address them nightly? Like, "Okay, let me review, make sure I get hit my scorecard. Make sure I hit my three to five rules." Do you address it weekly? How do you address failure?

TODD DURKIN:

Yeah. Good question. Great question, BFH. I print out, I've got 13 rules for living by the way. And my rules are in my book, Get Your Mind Right. I've 13 rules. I print them out and they're next to my home computer. So I've got out my rules and I do my best to abide by these rules. I don't beat myself up if I don't hit them on a regular basis or if I don't get out and get 400, like one of my rules is to get 400 calories burned every morning on fasted cardio. I do, do some intermittent fastings. If the other nutrition questions guys drop it in the line, but I'll do some fasted cardio meaning I don't eat before I do cardio to burn into the fat. I don't beat myself up anymore if I don't hit something, the rules are simply to guide the choices that I make and I don't live in guilt that if I don't hit it, if I do print them out.

And just as a reminder, when you print out your handouts, I have included the 10 forms of wealth and three and 30. And the exercise is in there to answer your question, Brian, the three in 30 is this added the 10 forms of wealth. First one being spiritual health and then physical conditioning and then mindset, is I've got three goals in each of those 10 areas every 30 days. So for the month, I do it on the first of the month, every month. And I'm very disciplined in that. And I have my goals in those areas. So one of them on the primary relationship side with my wife is date night. If I don't do date night, guess what? Then my relationship with my wife is going to suffer. And it doesn't matter how good the career is going or anything else is going because then my wife is not happy.

So we all know that's not a good thing. So I've got goals every 30 days. And again, I do my best to hit those goals. If I don't, I don't beat myself up, but they're my guide. It'd be like going in for me, it'd be like going into a football game and not having a game plan or whatever your sport is. I happen to love football, but if you have a sport and you don't go with a game plan, then you're not going to succeed.

For me my 10 forms of wealth, three and 30 rules for life. This is all part of my game plan for me to succeed. So that when I show up, like for a talk today with you, is that I can feel and have my energy so poignant and on versus if I didn't work out this morning, if I didn't take the puff for a walk, get in my gym and work out and listen to the podcast, all of these things that will help get your mind right. Then you can excel.

So the 10 forms of wealth in three 30 exercise is in the handouts, along with some of my top recommended reads and podcasts. And I do want to welcome you, Brian and everyone listening in. I've got a podcast too. It's called Todd Durkin IMPACT Show. So if you want to listen to that, just download it wherever you listen to your podcast. And I do my best to deliver content on all areas of inspiration as well. Thank you, Brian.

BRIAN HAHN:

Thank you, sir.

SUSAN ROSENHOFFER:

Yes, sir. Well, and health is a long game. So being able to make those steps every day, that lead up to improved health and wellness and being.

TODD DURKIN:

Suzie, what I'm saying is this, and this is at a trainer coach. It's a long game and we know that, but that doesn't motivate me. Right now if you told me, "Hey, listen, your good health is going to pay off in five years." I'm like, "I don't care about five years. I need to win today. I just want to feel good today." So it is a long game and we all know that, but what I want to make sure is what can I do today to make sure that I feel my best today? Now I like to stack wins, if I can stack a win today, and this week, I win the week.

So if I win the day I win the week, if I win the week I win the month, if I win the month I win the quarter, if I win the quarter I win the year, but it all comes down to now, what can I do today to win? Because we all know it's a long game, but if anything, the last year and a half taught us is there's a lot of curve balls that are often thrown at us. I need to find ways I can win today. And that part of that is winning the battle between in the years and up top in the dome. So for me, the workout today that I did was to simply, I want to feel great today. Now, if I feel great today and I don't do that tomorrow, I'm not going to feel great tomorrow. I can't operate at the level I want to, for my family, for my business, for a talk, whatever it may be.

So I love it. Just remember many times when it comes to motivation, because we all suffer with lack of motivation for exercise. We don't love doing it. I don't always love exercising either, but I love the feeling I get afterwards. And the other 23 hours I'm going to get from that 30 or 60 minute session that I can sleep better, the stress is more off, I'm not carrying around a bunch of knots in my back, my mind is right, my energy is poignant, all of these things. So do what you can to be where your feet are at and win the day. Great point Susan, thank you.

SUSAN ROSENHOFFER:

Love that. And love the perspective of what it can do for you in the moment as well as long-term. And I'm going to shift my thinking to more about that in the moment.

Well, we are up against our time, but I do want to mention, so Todd, throughout his talk has talked about some wonderful handouts that he's prepared for us. We'll be sending out a follow up email to everyone that will include the link where you can access those handouts. If you weren't quick and jotted down the address that he shared earlier. So you'll be able to receive that, get those handouts. We thank you so much for joining us today. We thank you so much for joining us today, Todd. I'm wrapping up my day and I'm going to go take a walk around the block with my family, so hope everybody else has a great evening as well.

TODD DURKIN:

Thank you, Susan. Don't forget to remind yourself who you are. And if you have any questions on anything I talk about today, reach out to me on the handouts there's all my contact information as well. You're on social media, you want to email me or listen to podcasts all that's on the handouts But Susan, thank you so much, First Clearing, thank you. I can't wait to see you guys again. Hopefully live next time, but thank all.

SUSAN ROSENHOFFER:

We'll look forward to it. Take care everybody.

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