



JIM HARSHAW JR

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #95

Todd Durkin

Today I bring you Todd Durkin. Todd is an internationally recognized fitness trainer, coach, author, and speaker who works with some of the highest level athletes in the NFL, MLB, MMA, and Olympics, including athletes like Drew Brees, Aaron Rodgers, Carson Palmer, and Darren Sproles. Todd was a featured trainer on NBC STRONG last year (produced by Sylvester Stallone) and owns Fitness Quest 10 in San Diego, an award-winning gym that has been named a Top 10 Gym in the US 5 years in a row by Men's Health. Todd is the Lead Training Advisor for Under Armour and has been voted a "Top 100 Most Influential People in Health & Fitness" with Tony Robbins, Dr Oz, and Michelle Obama.

His newest book, "The WOW BOOK—52 Ways to Motivate Your Mind, Inspire Your Soul, and Create WOW in your Life" is an Amazon best-seller.

About Cultivating the Right Culture

"I believe it's the culture that's going to allow your team to grow and when your team is happy and growing, and your culture is attractive, then people are going to be attracted. See, at Fitness Quest 10, what I'll do is I'll liken my culture to a lighthouse. And a lighthouse, the brighter the light shines out into your community or into the Universe, then the more "law shifts" that'll be attracted to the culture."

About Cultivating Yourself

"It starts with you. It starts with the person who wants to have a better culture. It's so easy to say 'That's the boss's job or the owner's job or that person's job.' To me, leadership and culture comes down to you. How are you going to influence your organization regardless of your title, your role within the organization? And where does that start? It starts with personal development. It starts with what are you

reading, what are you listening to? Like the fact that you're listening to this podcast right now shows that you're interested in personal growth and learning. What I say at Fitness Quest 10 and to the folks that I coach is that you can only take a client on a journey as far as you're taking yourself. So maybe it's time to deepen your own journey and the more time you spend on you, with training, with eating right, with travel, with surrounding yourself with people that are going to enlighten you or empower you or inspire you, that's going to allow you to then grow. And the more you grow, the more your team can grow."

Todd Durkin's 13 Commandments

Step 1: Go to bed before 11 o'clock every night so you get 7 hours of sleep

Step 2: Stick to your diet, avoid caffeine after 12 noon and no more than two beers a month

Step 3: Working out for at least 45 minutes first thing every morning and establish a morning routine, like meditation time

Step 4: Don't turn on the phone, social media or news until your morning routine is completed

Step 5: The Power of One; setting your intention on who you're going to be dealing with today and put your 100% focus, energy, intention and prayer in that

Step 6: Do not swear and only use vocabulary that'll increase the positive frequency in a room. Your thoughts become your words, your words become your flesh, your flesh becomes your actions, your actions become your character and your character becomes your legacy

Step 7: Win the day. Be in control of how you spend your time, who you spend it with and what you spend your time doing

Step 8: Spend 20 minutes every Sunday looking back over the week and identifying your top wins, top losses and a-ha moments. Use this information to set 5 goals for the coming week to have a winning week

Step 9: Write every day for at least 30 minutes

Step 10: Maintain positive interactions and communications with everybody you interact with

Step 11: Strive to motivate, inspire and create impact to everybody in your life

Step 12: Live your life guided by purpose and passion while not being steered by jealousy, gossip, temptation or energy vampires

Step 13: Understand that you cannot and will not please everyone and you will be judged but that's okay. Your focus is living each and every day with zero guilt knowing that you did your absolute best to be real, genuine, caring and the best human being possible

Websites and Social:

<http://todddurkin.com/>

<http://todddurkinmastermind.com/>

<http://www.fitnessquest10.com/>

<https://twitter.com/todddurkin>

<https://www.instagram.com/todddurkin/>