



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #301

Kevin Rutherford

Do you want to create a winning team culture?

Do you wish you could influence the culture at work but feel you don't have the title or role to make an impact?

When I spoke with Kevin Rutherford, CEO of Nuun, a sports nutrition company that's consistently rated as one of the best places in America to work, he shared powerful but simple secrets that you can use starting today.

In this episode, we'll get into the working environment at Nuun. And together, let's discover how advocating to "move more" brought value to their employees, not just at work, but also in their personal growth outside the office— and powerful lessons to create your own active lifestyle.

Tune in now and while you're at it, don't forget to drink your water! Let's stay hydrated and gain new perspectives from this interview with Kevin Rutherford.

Top Quotes From This Episode

"Culture is the single biggest advantage or sustainable competitive advantage in business, in sports, in school, whatever that might be."

"You are who you surround yourself with. And people are surrounding themselves with you, so you have a role."

"There is something about belief and then creating action for impact— as small as it may be— that gets momentum, that I think people underestimate."

"Publicly celebrate a person or a team. Now, if there's an issue, don't publicly do that. Take that behind the scenes and let's talk and figure out how we can resolve that."

"The reality is we're failing on any given day. It's happening all the time. It's not a zero sum game. As you fail, you just need to recognize that there are so many other options out there. The best thing you can do is take action so that you're already learning and progressing forward."

Show Notes

This episode touches on the following key topics and ideas:

- **Nuun (3:45):** Kevin shares the creative stories behind the name of Nuun.
- **Setting and living out values (5:27):**
 - **Company Philosophy**
 - **Clean Product:** How to give purpose to every ingredient in the product
 - **Clean Planet:** How to make the planet ideally better
 - **Clean Movement:** Nuun's "why": the company believes the number one thing you can do for health and vitality is to move more
 - **Team Behaviors and Values (9:23):**
 - **Servant Leadership:** The business of "people serving people"
 - **Agility:** Agility and flexibility are the key behaviors in a world where failure is ever-present.
 - **Energy-giving:** The "forward momentum" or how you can bring solutions to the table
- **#NuunLife (12:03):** Kevin talks about Nuun as a brand and the culture it has created for its employees— which highlights the value of moving. On tagging their team as "athletes."
- **Cultures and subcultures (14:35):** Every team has its own culture. It is something that constantly changes, so there's a need to nurture it. Within those are subcultures— where you can leave an influence on, which then infuses to the greater culture.
- **Little wins (20:17):** Kevin delves into why the "small wins" are also worth celebrating. On commemorating these victories by publicly recognizing a person or a team.
- **Moving on and moving forward (24:18):** Kevin on having an "I can succeed" mentality in any endeavor he engages in, which he applies in their workplace at Nuun.

- **Inner strength (26:13):** The power of "trying" in conquering your fears. And making sure that your ego and your self-worth don't come from anyone else around you.
- **To be vulnerable (31:57):** Feedback is necessary to create harmony, and in order to face adversities, we have to "keep having the conversation" to get better.
- **On habits (33:36):** *"You are who you surround yourself with."* If you want to be better at something, surround yourself with people who can propel you towards that goal and watch your habits form.

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Other Episodes Referenced

[#15 Interview with Seth Goldman, CEO of Honest Tea](#)

Guest Website and Social

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