



## Interview with and “Rudy” Ruettiger and Howard Partridge

### Full Audio Transcription

Rudy: A dream is a feeling. A dream is a thought. A dream is a fantasy. A dream can become real, but all the important tools in place have to get there, but it may not be the dream you dreamt. May be a different dream.

When you have the experience, it's called wisdom. When you have wisdom, you could respond, and you could now move forward, but you have to earn that.

Howard: What we're going to do in this series is we're going to dive deep into Rudy's insights and Rudy's book, 'Rudy's Insights for Winning in Life: Dream Big, Never Quit, Great Things Will Happen'. We're going to go through all ten of these insights and dig deep because what I've found is that when we start studying inspiration, we start studying motivation, business success, personal success, personal development, all that. I find that we can get confused pretty quickly. Rudy, where would you like to start today?

Rudy: We always start with a thought. Our thought is inspired by either a person, an event, or what we heard, what we watch. Then we get inspired either to do that, or be that person, or have that type of feeling, that situation. That's where the dream comes from, I feel. I call it the dream stage. Dreams come from fantasies, and fantasies are turned into reality through goals that you could reach and goals that you can have, and goals that are real for you. I always wanted to play football for Notre Dame because my dad would listen to Notre Dame football games. I would say, "Wow, if I could play football for Notre Dame, my dad would be really proud of me." Became a situation of a feeling that I wanted my dad to be proud of me.

Notre Dame meant more than football. It gave hope to the family when they won. It gave a feeling of stability when they won, so it meant a lot to the family. I noticed the community too is brought closer together when a team of Notre Dame won. It brought college football to different levels. Notre Dame represented many different levels of success, and maybe that's what I was identifying with. "I want part of that success, how do I get it?" You just can't ask for success, you have to earn it. By earning it, there's a price to pay, there's always a price to pay. What are you willing to give up for that price? That's where it starts, that's where the journey starts.

What keeps me going on a journey are good books, good tapes, good movies,

good music, good people. Sometimes we get lost along the way because we may watch the wrong movie for entertainment value. Or we listen to a conversation for entertainment value. If we keep doing that habit, then we get confused because of the information we're receiving. Our minds work very simple, what comes in, comes out. It's so true, it stores what you put in it, and it comes out when you push that button. That's why you need a refresh button every now and then, just to refresh your thoughts. If you're struggling with a bad thought, you need to relax, step back, flush it out, and get that thought back and go at it again.

That's a reality step, and I always call reality steps because every day is a new challenge. Every day we wake up. We could go to bed excited and wake up excited. If we go to bed with worries, we'll wake up with worries. Or we go to bed with a crazy thought, we wake up with crazy thoughts. It's very important how we take our end of day, and flush out whatever's bothering us, flush it out so you can wake up with a new beginning. Each day is a new beginning, I'd say each day needs a new dream. You get dreams, like I say, through many different levels of life. It is important that we start off the day right, and end the day right. That's kind of like how I see life, it's called facing the real struggles, and you have to persevere through all these thoughts that are given to you, and challenges.

There's many different challenges that we have, come personal, come business, comes financial, comes all different ways, you have to be able to handle all of that. You find out it's not as bad as you thought once you look at it, because there's other situations that are probably worse off than you, and you think you have the worst situation. You see other people suffering, and yet they're getting through it, and they're making it. Why can't you? That's where your attitude changes. Your attitude must change, your behavior must change, but you really got to work for it. Just can't expect it to happen.

Howard: The reality is, we wake up in the morning with a certain thought pattern. Whether that's waking up focusing on my problems or whatever. What I hear you saying is that, because we think about dreams, we think about this fuzzy stuff way off out there. Things that maybe aren't even possible. We kind of shut down. What I hear you saying is more, more practical, just starting with the moment that you get up, a mind shift is where you say that all starts, is that we have, what I've heard you call 'goopy thinking'. What controls your mind, controls your life. How does that work?

Rudy: You got to understand what a dream is. Say a dream is a feeling. A dream is a thought. A dream is a fantasy. A dream could become real if you put all the important tools in place to help you get there, but it may not be the dream you dreamt. May be a different dream, or different process part of the dream. I always go back to Notre Dame football. I saw myself scoring touchdowns for Notre Dame, but reality was I couldn't. I'm not a halfback, I'm not a split-end, I'm not a tight end, not a quarterback. I can't run fast. I could never score a touchdown. But wait a minute, that's not what I really wanted, I just want to be part of Notre Dame, part of that tradition.

What I did I conformed to the reality of what I needed to be, what I really wanted. That's what I flushed out, and that's what happens in business too. You find out

what's really important and you find out this is what's important, and you start focusing that, that's because you're moving towards your goal and your dream. New goals and new opportunities happen, and you embrace them, and that's how great things happen, just like the movie. Never dreamt about making a movie, I was always [factuated 00:07:30] with how they made a movie, but it turned out I had to go out and make a movie. In order to get my movie done, in order to be part of a movie, I had to find the people who knew what they were doing. That took time, effort, and patience to do that. And an understanding of what type of message I wanted to bring to the movie-makers and the storytellers. Very important. If you don't have that, there's no movie, you got to have the story and you got to tell the story, it's got to have purpose, it's got to have layers, it's got to have depth, and it's got to go there fast. And it's got to go there fast where people understand what you're talking about without saying it.

Howard: This dream of going to Notre Dame, playing football for Notre Dame, was kind of impossible dream, but yet, as you talk about it now, you're talking about simple, practical, real steps to get there?

Rudy: Yeah, like going to the Navy, maybe that's what I have to do.

Howard: Sometimes we have to take some different paths that maybe it's not a straight shot. We've got to experience some other things. What happened to you in the Navy that caused you to finally believe?

Rudy: You said an important word, experience, very important. When you have the experience, it's called wisdom. When you have wisdom, you could respond and you can now move forward, but you have to earn that. That's why it's important to know, don't put a time limit on your dream, because there's no time limit on a dream.

Howard: Should you have a time limit on your goals?

Rudy: You put a commitment on your goals. You have to do certain things in order to accomplish certain thing within a certain period of time. Yes, you need commitments, and you have to fulfill those commitments. When you fulfill those, this will happen, then that will happen. But that doesn't guarantee you that will happen, you just get through the day, each day. Sometimes you got to take it minute-by-minute, second-by-second, because I'm telling you that dreams are nothing but heartache and struggle. Because you can get disappointed, people will try to steal your vision. People are going to try to take your attitude and twist it and turn it. They're going to try every different way, when they don't believe in your dream. They're going to check you out. See how bad you want it. That's the truth, and that's called reality.

Now people get inspired by people who are committed, and who are tenacious. And people will come up to you or me and say, "Wow, Rudy, that was awesome what you're doing." You look at them and say, "That wasn't awesome, I was supposed to do that." To them it's extraordinary, but to you it's ordinary because that was your passion and dream. Nothing's impossible when you believe it. Nothing's impossible if that's what you want. A 'want to attitude' comes from "I deserve it too, why not me?" When you have that attitude, things change.

Howard: Where that's attitude come from?

Rudy: Comes from your understand of who you are, what you need, what you want. What haven't you done in order to get to where you need to go, so here's what you need to do in order for you to get there. You got to refine, restructure all the time.

Howard: The whole purpose of this audio series is to inspire business owners and professionals to pursue their goals and dreams and to let them know that whatever it is that they want to do is possible. Your story is very inspirational, you're a very inspirational person. When I spent a whole day with you in Las Vegas, I was just fired up. I was just so inspired because you have a fire in the belly, you have a passion that I rarely see. I know that your purpose is to get the Rudy message out there, to inspire hope into individuals out there. I want to set up the rest of this program. What is the Rudy message? What does the Rudy message really mean?

Rudy: It comes down to hope, number one, but be the person you want to be. That's the key. Be the person you want to be. That is what I became. What does Rudy want to be? What do you want to be?

Howard: Not the person that other people thought you should be.

Rudy: Not the person that other people say you are. That's where you've got to quit listening and quit asking permission to be successful. Guess what? You already have it. You've just got to do the work and do the effort.

Howard: Say that again. You already have what?

Rudy: Permission to be successful.

Howard: Okay.

Rudy: No one's stopping you but you.

Howard: I have permission to be successful. How do you define success?

Rudy: Success comes from many different levels. Your definition of success is what you achieve, your goals, not what someone else said you achieve, but what you achieve. People may recognize you because you achieved high goals. You think, "No, that's part of my goal. I haven't achieved my goal yet." People say, "Wow, you did all that?," but you had another purpose.

Howard: It's like, a lot of people who come into my world, especially in my primary niche, they're like, "Howard, you have a big business and I don't want to have a big business, so therefore what am I going to get out of coaching from you guys?" We're like, "Look, it's not about our goals for you, it's about your goal." That's so important that I want all the listeners to hear, is that your success is not my success. My success is not your success. No one is saying, and I've shared this with my members for years, that look, if you want one truck, if you want a

thousand trucks, if you want to have a part-time business where you can make the amount of money that you want and you can spend half the day at home with your kids, you need to create goals that mean something to you. There's no box of success there that you've got to fit into. Is that what you're saying?

In other words, for example, I've got a guy who works for me and he is an assistant on a truck, which means that ... At one of my companies, which means that he doesn't want to be a lead tech that takes responsibility for the job and communicate with the client. Even though he could probably make a lot more money because he could do the add-on sales and this, that, and the other thing, but the guy is happy. He owns his own home, probably has more money in the bank than any other employee in that company because he uses his money wisely. He's as happy as he can be, he spends time with his family, he owns his own home. He's living the American dream. To him, that's success.

Rudy: Absolutely. That's why I say, even where I work at the power plant, people were very excited about their promotion. They saw themselves being that operator. They saw themselves being the boss, saw themselves doing different levels. That's what I'm saying. Their environment will dictate where they want to go, what they need to do. That's what I'm saying. If you want to be somebody different, change your environment. Change where no one knows you. When you do that, things change.

Howard: That's what happened to you when you went in the Navy.

Rudy: That's what happened when I went in the Navy. Changed my environment, my thought process changed.

Howard: You didn't have a label when you went into the Navy.

Rudy: No label. That's like walking into the grocery store, and I always use this, and you see a can of tomatoes. You assume there's tomatoes in that can because that label says, "Tomatoes." You assume there's tomatoes in that can. That's a label. You want that to be different, change the label. Change what's inside there.

Howard: This is part of our challenge, if you will, is that we all have our own picture of what success looks like, so therefore, let's say the guys that worked at the power plant, success to them was filling up enough lunch buckets with the Chiquita banana sticker and that's my definition of success. Why would you want to go off and go to Notre Dame? That's for somebody like that. You belong here, so we all have this picture of success in our minds. Why wouldn't everybody else want to be like me? Is that what you're saying?

Rudy: There's a little difference, if I can explain. The guys filling up the Chiquita banana stickers on their lunch buckets didn't have a goal. They just knew if they filled X amount of lunch buckets up, they'd retire.

Howard: Isn't that a goal?

Rudy: No. That's survival. If I can survive-

Howard: What's the difference?

Rudy: Big difference because they didn't go to work with a purpose. When you go to work with a purpose and the purpose is, "I want to run the plant. I want to clean the plant better. I want to be a better electrician. I want to be a better technician. I want to be a better operator." That's the difference. Then they don't get stuck on stupid thinking or goofy thinking or goofy habits. That's the difference.

You stay away from that environment, stay away from those thinkers, stay away from those people who want you to surrender to their type of thinking because they're not happy. Happy people do different things. Happy people have real goals. What do you mean by that, Rudy? Well, sometimes you've got to understand, what do you need to do in order to be what you want to be? Get a dream. What do you mean by a dream? Get something that inspires you, that you feel that you could be.

Howard: Thinking about the typical business owner professional that's out there, anybody listening to this, most people have a poor self-image of themselves. They don't see themselves as successful. They're looking at other people that have success, they don't know how to get success. We're here to inspire them, to let them know that it's possible.

Rudy: First of all, people who own businesses and who are successful still can have a poor self-esteem. It's not about having a business that's building your self-esteem. It starts with you first, then the business comes. If you start the business first, you haven't fixed you, you're always going to have problems and issues. You may have the talent to build a business, you may have the talent to do this, but still you have that problem of believing in you. For some reason, we allow our minds to be filled with a lot of thoughts. Some are goofy, some are good. There's a little reservoir that we store these thoughts in. When a situation happens, that goofy thought could come or that good thought will come. It's what you experience will stimulate those thoughts. That's why an experience, a good experience and a good environment always stimulates those good thoughts. We all have good thoughts, we just have to bring them out. There's a good in you. You are there somewhere. You've just got to bring it out.

When you grow up and your mother and your aunt, your uncle says, "Oh, he's so cute. He's so cute," when you're growing up, "Oh, you're so smart, you're so ..."  
All of a sudden someone starts telling you, "Boy, you're ugly," or, "You're not so smart."

Howard: That's one of the things that you bring up in your book, is that when we were kids we knew how to dream and somewhere along [crosstalk 00:08:32].

Rudy: We knew how to dream. I say the fourth graders are great. Fourth grade teacher, great example. I'm glad you brought that up. Fourth grade teacher. Come to school, you're excited about going to school. You know why? Because that fourth grade teacher says you can be whatever you want to be. Whatever you want to be. There's no boundaries, no restrictions. Whatever you guys want to be, you could be. She would put no academic restrictions on you, put no restrictions on you, just allow your mind to dream. Boy, that's fun. Fifth grade changes them. All

of a sudden, if you're not smart, you can't be that person you dreamt about in fourth grade, because now there's academic standards. That's where I got confused. Because I couldn't read like my friends, I couldn't learn like my friends because I had a learning disorder, therefore, I have a label now. I'm stupid. I quit trying to learn because I don't want to be stupid. I quit asking questions because I don't want to be stupid. I don't want to have that label. It worked against me.

I changed those thoughts and changed those bad habits by changing my environment. That's what I said earlier. If you want to be somebody, change your environment, where no one knows you. Change your environment where someone could say to you, "Hey, Rudy, way to go!," instead of, "Hey, Rudy, what are you doing that for? I already know you can't do it because you tried and you failed." Why would I want to hang around that person? Someone asks you, "When's the last time you've been to your high school reunion, Rudy?" I said, "I've never been and I won't ever go because those some people who told me I couldn't will still say that. I don't want to be around them. Therefore, why would I put myself around people who want me to fail?" I want to be around people who want me to succeed. That's why I succeeded at Notre Dame, because people wanted me to win. There was a big difference.

Howard: You know what? That's why we're here today, right there. We want to tell the folks that are listening to this program that you can do it. Dream. Become that fourth grader again. The thing is that everybody's telling you can't, "You can't have a big ... You can't have employees. Employees will steal you blind." You know, I love my employees. I have a turnkey business. I studied under Michael Gerber and found out what having a predictable, profitable turnkey operation was all about. That's what I wanted because my dream, my purpose, my passion was to do what we're doing right now, to share with other people that you can do it.

What I hear you saying is first of all, get away from all the junk, all the negative thinking, and start dreaming again, start being that fourth grader. Let your mind wander. Let those feelings come, that, "Wow, wouldn't this be great to do?" Get around people that will inspire you. That's what I hope to do with you, with this program here, is to let the listener know that whatever it is that you want to do, you can do it.

Rudy: Here's a bigger one, as I listen to you. Not only did you take action to the thing that you desired, you got the knowledge, so you can do what you needed to do. Now, here's the key to that: Now that you have the knowledge, now that you've proved to yourself ... You don't have to prove nothing to no one else, but you proved to yourself that yes, I can build a business, I can have good employees. Now you want to share that with other people to show them that they can do it. Your new desire comes alive now. It's coming alive, your new goals, your new dreams. That's what I'm talking about. It's just not building a business. Maybe I had to build a business in order to do this. That's why I had to do that, in order to do this. I had to find out more about Rudy in order to do what I needed to do.

Maybe I needed to build a business and sell a business. Maybe I needed to go to football practice. Maybe I needed to go to boot camp. I don't know. I went with my intuition. That's called spiritual cleansing. When you spiritually clean yourself, you get connected to what you're supposed to be doing. This is not a religious

statement. This is a spiritual connection to the most powerful being in the world, in the universe. That's God, your creator. When you understand that, that's when great things happen. You take control of your own life instead of letting other people take control. Your mind is so strong with confidence, so strong with courage and commitment and you've got this character that's overwhelming because you believe in you. That's why you're not afraid to fail. That's not why you're afraid to take that step toward failure, because you know from failure you learn and from learning you win. You cannot win in life by not trying. You only win by trying. When you try, you fail. When you fail, you learn. When you win, you don't learn. That's why I get confused when people say, "You've got to win. You've got to win." We're already winning by trying. That's the secret.

Howard: There's a lot of people who have knowledge about how to do things, but they don't have the other part that you talked about. In other words, they haven't seen that as a vision for themselves. "I know how to build a business," but there's a purpose behind building that business. What's the big why? What's the big why? Why do you want to build that business? I was a slave to my business and it was small because I didn't have a big why. I just thought that, hey, I keep adding trucks and I do business, and whatever, but I was a little bit unhappy inside. I knew that I wanted to do something like this.

When I realized that, after reading Michael Gerber's book, and I saw what it was that I wanted to do, I said, "Hey, you know what? I've got to have a vehicle to do this. The only options that I have is to sell this little business that I have," and that's what you did. That would have been one option, but I wasn't ready to go out and do what it was that I really wanted to do. I said, "Or I could build a turnkey business that will give me a lot of knowledge, a lot of experience, and hiring employees, having partners, building systems, learning marketing, learning sales and all that knowledge, but all that knowledge doesn't help me unless there's a purpose behind it. What's the big why? The big why is I want to have a business that allows me to go out and do what I'm really passionate about. Again, the guy that's vacuuming the floors, he's excited about vacuuming the floors because that's his vehicle for his big why, to get that house and to do the things that he wants to do. Does that make sense?

Rudy: Here's what makes sense. You gave the passion back to the people because you were passionate about starting your business and they responded to that. You had anger and you used it in a positive way. You didn't want to be where you wanted to be, so you changed your attitude and your behavior and people recognize that. They saw that you were willing to put the time in and the effort in, and you were passionate about doing it right. In fact, you inspired other people to be the best that they can be in their moment. That's what's great about what you did and who you are. That way, you find new levels of your life. That way, you want more. "Wow, if I did this, I can do that." Now you start dreaming again because you see somebody that you want to be. "I want to do that." How do I do that? Well, I have to be successful here first in order to do that, so I can give the wisdom to people, so I can help people.

You just can't go out and start coaching people because that's what you want. You've got to go out and experience it, feel the pain, and have the purpose, and knowing what it takes to get to that next level-



Howard: Get the experience.

Rudy: Get the experience. It's called wisdom. Without wisdom, you can't help people. That's my belief. That's why I say, we'll always have this side of anger in us. When we channel that in a negative way, we get negative results. It's the same energy, good or bad. If you channel it in a positive way, the same energy, you get good results. "What does that mean, Rudy?" Well, think about it. Look at myself in the mirror and I say, "Boy, I'm getting fat. I need to do something about it. I've got to eat right and exercise, but that takes effort, that takes time. I'm not going to do that. It will take time from this and that."

If you really think about it, it takes no more time to do 100 pushups than it takes time for you from walking from one end of the house to the other. You can get that thing accomplished. The effort is what it means. Do you have the effort? When you start doing it, maybe you didn't like it at first, but then you start seeing results and you start getting excited, and you start accomplishing more and putting more towards it. That's what I'm talking about. I was angry of what I am. I want to change that, so you've got to do something about it. It's no different in business or anything. Sometimes it takes time to figure that out.

Howard: How do you keep a sense of gratitude for what you do have and who you are and at the same time be unhappy with where you are and what you're doing and want to be in a [crosstalk 00:18:14].

Rudy: I don't know if I'm going to use the word "unhappy," but gratitude, you appreciate everything you have or where you're at, because you could be somewhere else. You could be nowhere. The gratitude comes from, "Boy, am I glad I worked hard. Am I glad I did what I was supposed to do in order to get here. Now I can go to another level." You have that gratitude. You appreciate the fact that you took this step to change. Change is a big thing. If you're willing to change, you can change everything. Maybe you can look at life, I always look at it like I see some great people can build huge companies, huge. How do they do that? Man, they put their pants on the same way I do. Then I look at what they're doing. They've got some wonderful people around them they implement because they know those people can do it. Those people can respond and they're willing to share.

It's not about taking all the time, it's about giving. You can grow from that. You can grow big from that. I think you're unhappy, the word unhappy is ... You're not unhappy, you just want more, and that's good. You want to do better. That's good.

Howard: Why is that good?

Rudy: Because you're willing to work harder, you're willing to change, and you're in search to do that. When you're in search, you will find the answer. If you're willing to change, you will find those answers. That, I think, is where you should be. You can do it spiritually, you can do it physically, you can do it emotionally. There's all different ways. You've got to be willing to change all those things and all those thoughts by getting around the right people, right support system, right mentors, right friends, right music, right [inaudible 00:20:00], all comes down to that, going

right back to what I said. Right information creates the right output.

Howard: So we started out talking about changing your mindset. The moment that you get up in the morning, if you've got negative thoughts coming in, you're thinking about your problems. And I think that this is a success habit. One of the things that I teach is that success starts with awareness. Being aware of your thoughts and taking every thought captive. A lot of the things that are coming in to your emotions ... In fact, you start out this book with a title of a book called "I'm Okay You're Okay" that was written back in the 70s I guess on trans actual analysis and all this stuff that's happening withing our physique. These are deposits, these fires that are played automatically with out us even pushing a button. They're triggered. So here these thoughts come and so ... And we started out this program saying "Hey, you gotta put those thoughts into check. You gotta take those thoughts

Rudy: Well, it's interesting you say that because people take "I'm Okay You're Okay" and they can take that thought and that feeling and say that, and excuse for them not to do anything.

Howard: I love it.

Rudy: You know?

Howard: In other words, just because you have thought and the feeling doesn't mean ... That could be a big lie and you have to replace that. This is what I teach people anyway. What is the truth? People have a lot of fears and these thoughts and these feelings come up that are in there. They're just deposit there. They're just there. And so we say: Okay, what's the fear behind the fear? What's the fear behind that fear? And you begin to self-coach it, really. So what's the truth? What is the truth of the matter?

What I hear you saying is that you find the truth in someone that we know said "You shall know the truth and the truth shall set you free." So, what's the truth? Take that thought captive. Change it to positive thoughts, even if you're angry. Even if you're emotional. Turning it to positive thoughts will lead to you taking the right action.

The second thing I hear you saying is get around people that are going to inspire you and help you to see the truth. Are we on the right track so far?

Rudy: Absolutely. Yeah. I like that. Because that's what makes the difference. Makes a difference in your attitude. Makes a difference on how you perceive things. Because perception is reality. It's how you look at yourself. It's the little things in life that you change that makes a big difference. I think that's where you're going with that. If you're willing to change those little things, things can change. You gotta ave patience because it took a long time to get to where you got. So if your willing to unravel be patient to unravel it. It's the same thing. Yeah, you need to change people. Maybe that's it. Change the attitude by how you think and what you do.

People want to work for you because they love coming to your environment. And

they love your environment because it's a happy environment. It's a place for them to feel good at. It's a place for them to feel powerful at. It's a place where they can work and perform at. Boy that's a wonderful place to work. Even though it's hard it's still great because I come home and I know my routine. I know how Howard expects me to have this truck. I know how Howard expects me to put away the tools. I know how Howard expects me to have the warehouse. I already know that because he set that up in the beginning. You can't work here unless you do this, this, this and this. And I accepted all that. Then you pass that down, that's leadership. That developing leadership. And when it grows from the bottom up it grows strong.

Then you learn more about, "Boy, I'd love to work for a company like that." That's exciting. People want to be part of something great. That's why I wanted to be a Notre Dame. I wanted to be part of something that had tradition, that made me feel good and powerful. That's the bottom line.

[00:04:02]

Howard: The story that you told on the video that we did for the Corporation earlier, about when the guy was waxing the floor, that's a great leadership concept because, the thing is, is that like you said, people want to be around people who recognize. That's what happened to you in the Navy, is they recognized your talent. They didn't put a label on you. It wasn't judgemental management or observational management, it was "Hey, you did that really great! That's awesome! Can you teach these other guys how to do that?" And what I found in over a quarter of a century of managing employees is that, you know, you can point out the problems all day long, that doesn't motivate people. But when you say "Do it just like that" every single time, isn't that awesome. So would you mind telling us how you did that

Rudy: Well it's the same thing. I watched other people do other things. Like we'd go to the store and say "Why is this store always clean?" I'd go watch the Manager. How he treats his people. He's always complimenting them. Always saying good things to them. So maybe, instead of me yelling at my guy, maybe I should just show him what he's good at.

Howard: Right.

Rudy: I'd say "Man, that an awesome looking floor!", and I would walk away. He would figure it out.

Howard: So that's what you did?

Rudy: He figures it out. Instead of going "Hey man, look at that. That's terrible looking." It's going to be the same way when you come back. If you don't focus on something positive with this guy he won't do anything positive.

Howard: One of the biggest things that I learned from Zig is that encouragement is the fuel that people run on. When they feel that-and Dale Carnegie says that what people want more than anything else is sincere and honest appreciation. Employees want that more than anything. So encouraging them will just help make them work harder to do the job for you.

Rudy: Well I think you said it. People want to feel accepted. People want to feel a worth. People want to feel good. Encouragement is the key, it does fuel that appetite. And what's interesting about that, you don't have to say anything. Just smile or even say "Thank you." Sometimes less is more. People want to know that you appreciate who they are. Or even a "Good morning." Or even "Man, you look great today." But not saying that just to say it. But saying that and meaning it. And the person will say "What do you mean I look great?" "Oh no, your smile is great. Everything about you is great." Sometimes people don't respond to that. So less is more sometimes. Maybe just a "Thanks." Then you can work your way into that next level. See, some people think I try to over compliment, or over do it will confuse people.

Howard: Becomes flattery.

Rudy: Becomes flattery. That's why people gotta know your genuine.

Howard: Do you think that the genuineness comes from truly valuing human beings and who they are?

Rudy: It generally comes from you believing in yourself. And people feel that. That's an energy you give.

Howard: Say that again.

Rudy: People feel that because you feel about yourself, that the energy you give. When you feel good about yourself people will feel that because you transcend that, and it's true. It's energy that you give through your spirit and your attitude.

Howard: This is a big lesson for me with my teenager. One of the things I learned from him is that, when people are lashing out at others, it's because they feel badly about themselves.

Rudy: Correct. Correct.

Howard: This old saying "A hurt people hurt people." So this is very powerful lesson because we're going right back to the mindset. How you see yourself, your value, the image that you have of yourself. Zig teaches that. And I know that you like to put it in the most positive way possible. Instead of even-In fact, when we were talking in Las Vegas, you told me something that was so powerful. You said, "Don't tell people that they have a poor self-image. Don't even tell them that. Just tell them what they are. Tell them who they are and what they can do." You remember that?

Rudy: Oh, absolutely. And I think somewhere yeah ... I like to have fun with people too. I humble people differently. If I see them going way out there I'm going to humble them. And I'm going to let them know "Hey, you going to have to learn a little more before we do this or do that." I do it all the time, it's because it's a feeling. You can do that with people all day and all the time. You can feel if they're feeling bad. You can feel if they're way out there. You can feel it. There are certain things you could do. But once they know you, and you build that relationship,

they accept that. So you could say certain things to them as you get to know them and they say "Oh yeah, I gotta get better at what I do." Sometimes it's not a positive statement that inspires them.

Howard: Earlier you said something about you excelled because you were challenged and I have an employee like that. What motivates him is giving him a challenge.

Rudy: Yeah. Yeah. Exactly.

Howard: Throwing him a challenge, "I bet you can't do 60%." He just smiles and says "Just watch me." And so really getting to know people.

Rudy: You gotta know the person. That relationship and everybody is different, by the way. You can't treat everybody the same. You gotta treat everybody different and know their personality. It's like when you speak to a crowd. You have to read the energy of the audience. Maybe how you prepared your speech is not how you going to present it now. Maybe you gotta change that presentation the minute you walk up on stage. If you feel the energy you have to respond to certain things. You gotta change. If you don't do that you're gonna lose them. You gotta connect with people fast and quick. And you do it by-there are certain way you can do that. And that's the way you build relationships, the same way. You feel things out and then you go. You just don't go right away. I see great cultures they do that. They watch and they listen. They may inspire and then call your name after. Sometimes you gotta be tough on them in order to inspire.

"Hey! Now, throw the football. Why didn't you throw the football? You should've thrown that when the guy was open. That's what we practiced all week. Why aren't we doing that?" "Well, coach" "Now, look here. You and I know"-This is just an example of a good coach-"You and I know that's why were practicing. When that guy is open you throw the ball." "Okay, coach. Got it." Next time he sees that guy open, without thinking now he knows what the coach is saying. He's not trying to out think him. Things like that I guess. A good coach will read that person and know how to coach that person.

We're no different. We're always coaching. We gotta know what makes that person tick. So you gotta get to know that person. Know your employees. Know the people around you. Know why they come to work mad or happy. Know a little bit about them in order to motivate them. Maybe they're having a tough life. Maybe they're going through a bad situation at home. Know that. Not that you have to get into their personal life but just do a little digging in a good positive way by asking "How are things at home?" People like to hear that. They'll tell you the truth. Or "How are things with the kids?" And they will tell you. And you just listen. You don't respond, just listen. Say "Things will get better." That's all you need to say instead of giving them advise. You're giving them advise when you don't even know the situation. So it could be the wrong advise.

Howard: Right. Correct.

Rudy: All I'm saying ... Everything you need is to listen, and ask good questions, and be positive.

Howard: You said something earlier that-Boy, this is going to be really deep but I personally believe that this is the key to happy employees. This is the key to success in a lot of ways. It's the key even the smartest marketers. And what you said was people have a longing for belonging. They want to be accepted. They want to be a part of something bigger than themselves, I think is the way that you put it.

Rudy: Yeah they want to be part of something great.

Howard: Yes.

Rudy: They really do.

Howard: That's way you wanted to be a part of Notre Dame.

Rudy: Well, yes. I knew reality was I couldn't start from Notre Dame. I knew reality, academically, I had to fight a little harder to get there. But I was willing to pay that price to be part of that, and to be accepted by them. So I did whatever I had to do in order to do that. I worked a little longer, a little harder, a little different. That's okay to do that. But if thought I belonged there, had that entitlement attitude, I would've never done that.

People with an entitlement attitude usually fail and usually are the bad feeling in that company, that team or that family. So you gotta change your attitude. And you can do that by you changing. Maybe you need to change in order for them to change. So that helps too. So understanding that. I heard a lot of people give up because things are just too hard. That coach doesn't listen, or my Dad doesn't listen. Maybe you need to change in order to help your Dad. Maybe your Dad needs help. Maybe that coach needs help. Maybe if you change it can change that. Think about that. Now you're the leader. Instead of blaming them, you become the leader.

Howard: Yeah, I tell you. I have tried to learn that with my son. It's just-I'm very strict. And boy, I had to run-I'm not even sure I even completely learned it but I've learned that instead of saying "No" or making a judgment call, or whatever, instead I can say-ask questions, like you said. Ask good questions. Then I can say, you know "When you do that, this is how it makes me feel."

Rudy: Well, get to know him. Why he's doing what he's doing and the friends he hangs around. And I think communicate with him then you can trust his character. What he's saying is "You don't trust me, Dad." That's what he's saying. And it could be getting to know him more. "Hey yeah, go out but I know you make good judgment." And

Howard: That's so hard to do.

Rudy: That's hard to do because it's hard to let go. That's what my mother says in the letter. You gotta know when to let go. That's what makes a great Mother. You can't hang on to him. You gotta let go. Let him fall down. We're there to help him. Because they learn through what? Experience. But you know, we have to be careful too with the friends they hang around. So always check out their friends.

And you could usually see right away just by their friends. How they respond and how they are. And by the way, that environment you create-you gotta have rules and discipline and structure. They have to know there's boundaries. But at the same time they have to also respect what you put down. And you can do that through a relationship and building that confidence with him. And you can talk to him about anything...anything...anything. And that means anything. And you can't be judgmental. It's like you said, you gotta listen. That's the tough part, being judgmental.

Howard: And with our employees too.

Rudy: And with your employees too. It's the same thing because they can say something like "We don't believe in you." And all of the sudden you become judgmental. You gotta listen and not be judgmental. And figure out, "Okay this is not good but I can make it better. But I'm not going to put a judgmental call or label on this guy, or this person, but I can figure this out." And that's true, maybe more communication, maybe they need more whatever. Sometimes we don't have time to get there. We're too busy being busy .

[00:15:58]

Howard: What we're talking about here is just real success, just, I mean, bare bones, bottom line. What does a person have to do establish that dream, reach that dream, and start moving toward it? I want to talk about your movie a little bit too and what you went through in trying to get that done because I think that's a great example that people can relate to.

Rudy: Don't you think people work hard not to fail? [crosstalk 00:00:26] They're avoiding that-

Howard: I'm thinking of a [crosstalk 00:00:27].

Rudy: I know. That's, in the contents of it-

Howard: Yeah.

Rudy: - people work very hard not to fail.

Howard: Right.

Rudy: They look for excuses, they look for ways so they'll drive around until, "I tried."

Howard: Why do you think that is?

Rudy: They don't want to fail. It's self esteem, it's being rejected. People don't want to be rejected. Now, the real failure is when you knock on the door and they say, "No," and you learn what that, "No," is about, maybe it's not time to approach that person, maybe it's the wrong time, the timing's bad. You have to think about why I can't take it personal. I got to think of a way, make it a game, "How many no's can I get today? I need 50 no's. If that's what it takes to get a yes, I'm going after my 50 no's." Your attitude changes, then becomes your game. Think about this, I thought about, "Why did I make the movie Rudy?" or, "How did you make the move Rudy?" or, "What makes you think your story was a movie?" A feature film,

if that. Why in the world a little guy from Joliet, Illinois, that the only thing he did was make one tackle? A lot of people graduate from Notre Dame, a lot of people play football at Notre Dame-

Howard: And became pros.

Rudy: And became pros-

Howard: Joe Montana.

Rudy: Look where he came from. At the same time, a guy like me can inspire a guy like him because Rudy's not supposed to be here but, yet, he's working hard. "Rudy's not supposed to play but he acts like he ... and he had a great attitude. I got everything going for me. Whoa, that guy. If he can do it, I can do it," that type of thing. We can help each other by being our best in our moment, by not surrendering to the, I call, the weaknesses of why you should not move forward.

Howard: Mm-hmm (affirmative).

Rudy: There's a lot of reasons why I shouldn't move forward. One, I'm not playing. True, you're not playing. Why should I keep practicing? Well, maybe some day you'll get a shot or someone gets hurt. How do I know? What's the odds of that two guys getting hurt? You start playing this numbers game, that's when you get confused instead of just getting to it, doing it, and don't worry about what happens or what if this happens. If your time comes, you better be ready. That's why you prepare. Don't worry about when, just know it's going to happen. When you have that attitude in a business, it's the same like you saying your business, you should do the little things, you do the things that count, you do the things that build pride, and character, and commitment.

You build all these statures. I say ... instead of the word, let's use, we build all these blocks of character of, "I'm going to be at work on time. I'm going to have my truck clean," like you have a cleaning business, your carpet clean, you do other things too. When you pull up to that neighborhood or pull up to that customer and they see your clean truck, they see that guy coming around with a nice uniform so they immediately trust your company. It's how they look. I think that's how we should look at everything. That perception is reality. When I walked on that football field, even though I was small, even though I was not as fast as them, I wore my uniform like they did. I acted like an All-American.

Not that I was an All-American, I acted because an All-American will wear his uniform the best way with pride, with character, with courage and commitment. That's all you do. Does that get you some place? Yes, it sure does. It gets you a lot of places. Maybe football is not your answer, maybe it's building a business, but what you learn from football helps you build the business. Maybe if you build the business you have the opportunity to help someone else build a business. You don't know where it's going to lead to, but if you don't do those things right, you can't go to the next level. That's the key and that's how I got the movie made, same way.

I don't know anything about making a movie, but if I don't go out to Hollywood



and find out how they make a movie, I would never know how they made a movie. I'm not going to ask you how you make a movie when you never made a movie. I'm going to go to people who made a movie and ask them how they got a movie made. Now, if they tell me the right information, I'll just duplicate what they did. By the way, you can get a lot no's, you can get a lot of promises, but just keep going if you believe in it. See, that stuck to me. That's with the right mentors. See, there's no secret in how I got a movie made, how I graduated from ... It's the little people that kept me in the game through words of encouragement. That's the power, words of, "Thanks for coming to practice," or, "Hey Rudy, it's good to see you in the classroom."

Howard: What can a business owner or professional learn from that? What's the message there?

Rudy: Accountability, responsibility, recognizing those areas. Accountability and responsibility, that's huge. That's why we want people around to say, "Have accountability and responsibility, that means you have character and commitment and they know how to contribute back." There's an old saying I heard people say, "People don't really know or really care about what you know, they want to know how much you care." That's a cliché-

Howard: That sounds like a cliché, Rudy.

Rudy: It's a cliché, but let's break it down. Right? It really ... I hear that, I go, "Oh, no. Does he really know what that means?" You know what it means when people act like that, when they don't look at you, and don't judge you, and they say, "Thanks for being here today." You respond because you did your job earlier on. It's true, people don't care what you know until they know how much you care.

Howard: Mm-hmm (affirmative).

Rudy: That's a true statement. It may be a cliché but it's so true.

Howard: Mm-hmm (affirmative).

Rudy: It is so true. People really respond to it. They can't wait to see you. They can't wait to see your smile or your words of encourage. Just being your presence, that energy you bring, they get excited, they get inspired, and maybe that's what they need and maybe that's what they need to keep them going. How important are you? You're very important. Like I said, my first speech taught me that lesson. Those kids felt, "Who is this guy who thinks he's somebody?" because that's how I walked out.

Howard: They didn't know that you cared about them.

Rudy: They didn't care how much who I was. Once they knew that I cared then it was a whole different deal.

Howard: I noticed that when you walked in the office this morning, the first thing that you did is ... Everybody is taken, I think, first by Zig's Wall of Gratitude and you noticed Mary Kay's picture. One of the things that she always told her consultants

was, "Just imagine that every person you meet has an invisible sign hanging around their neck that says, 'I'm important, I'm special' and treat them that way because they are."

Rudy: Well-

Howard: Is success that simple?

Rudy: Well, think about Mary Kay for a minute.

Howard: Okay.

Rudy: She loved the dream and she did something that we all want to know about. Her story is compelling, it's riveting, it's how she was treated and where she came from to make herself something. That's powerful. That's why she can relate to people because she understand those areas that makes people move, and make people think, and makes people emotional and spiritual. She's been there. She embraced the struggle and she learned from the struggle. She harvest all her victories. Now she gives back. That's why she say, "If you stick in there, if you feel good about yourself, you can make other people feel good and you will benefit for that and take the 'I' off the dollar but put the 'I' on the prize of building people's self esteem." That's huge.

Howard: I want us to really get this because I think we all struggle with this, that you just said something that, "We treat other people, that's a reflection of how we feel about ourselves."

Rudy: Right.

Howard: If I'm mean to my employees, it means I don't think much of me. Right? If I don't have ... Is that what you're saying?

Rudy: Kind of.

Howard: Okay. Please explain.

Rudy: Okay, let me explain that. You may be mean to your employees not because you don't think less of you, because you expect more of them but you don't know how to handle it.

Howard: Okay.

Rudy: Maybe you don't know how to inspire them and you're getting frustrated. Maybe that could be an issue. Now, once you learn how to [inaudible 00:09:02] it, it's like me walking out on stage and those kids said, "Where's Rudy?" I was frustrated, I said, "What do you mean? I'm Rudy," "No you're not." The point is, I learned from that. If we can learn from, "Yes, I want my employees to feel good about themselves, and I want them to do great things, and I want them to feel good about coming to work." If I keep beating them up, they're never going to do that. What if I change my behavior, my attitude? I think good of myself, I wouldn't expect great things.

Howard: Isn't that hard to do, to change your habits?

Rudy: It's only hard if you make it hard. If you're willing to be open and accept constructive criticism, then you win. That's where it's really at. Are you willing to accept what people are telling you to change? I need to change. I need to change my behavior sometimes. You have to live in a fantasy world, Howard.

Howard: What do you mean?

Rudy: You must live in a fantasy world in order to make your dreams come true.

Howard: Okay.

Rudy: In order to imagine, you need to be in a fantasy world. In order to dream, to make you come really, you have to execute the plan. You need both. You have to have a fantasy where you want to be, and don't think about how to get there yet. Then you dream about the steps, the action, the execution, what I need to do. That's the difference in that fantasy-

Howard: It is amazing when you do that as things begin to come to you-

Rudy: Things come to you and things happen. I think I learned that because I had to live in that imaginary world with all the negative around me because I couldn't listen to the negative, "You can't do this. No one will listen to you. That movie will never work, no one will see it. You didn't do anything. Notre Dame won't ever accept the fact that there's Rudy and Knute Rockne. It's not going to work. Why are you even trying? Good for you Rudy, you're graduating to play football. Leave it, go at that." They didn't get it. You don't listen to them and ask for them to listen anymore. The more you want to prove to them, you lose. When you prove to yourself, that's when you win. You've got nothing to prove to them, but to yourself. That's the difference. When you-

Howard: That's good.

Rudy: Yeah, and when you can do that, then you can change their behavior. You're thinking for now they see the message, "Oh, this is why. I get it." They were stuck. They were stuck with a certain perception by information they were getting from other people. It's important like a business or anything. I mean, if you can compare yourself to McDonalds, or you compare yourself to this big chain of successes, you probably won't win. You can't compete against them. If you compete with yourself, you'll beat him because you're always striving for excellence, you're always striving to be better, you're always striving for the next goal.

Howard: That's really good.

Rudy: It's true though. It really is true. I know I could not go out to Hollo and say, "I want to do another Rocky. I want to do another Field of Dreams. I want to do another Hoosiers." I'm not about that, but I'm going to compete within myself on how to make this a great movie of a great message.

Howard: Why did you want to make this movie, by the way?

Rudy: Two reasons. Number one, it inspired me when I thought about. Two, it was a true fantasy because when I thought about, "How did I get here?" I said, "Oh my God, I'm going to think about, I would've never done it." If I knew what I had to go through, I would have never stepped forward. I would have never taken that first step if I knew what the struggle was. I didn't think about the struggle. I didn't think about what would happen. You just move forward and you'd handle it as it came. What's interesting is it's not as bad as you thought. It's not as bad as people said it was because you handled it in a more positive way. That's the difference.

Yeah, you can go through struggle but don't look for it, it's already there. If you look for adversity, don't worry about it, it's already here.

Howard: It'll be there.

Rudy: It's already there, so don't worry about it.

Howard: Yeah.

Rudy: You're going to have to handle it, and you handle it with a good attitude, and you have to adjust your attitude as you move. Now, my point is, maybe it's not what they said it was. Why are you worried about what they're saying?

Howard: Right.

Speaker 1: I wanna go back to this idea of not taking action. In fact, I'm thinking of one of my coaching members. We're on a call. She was like, "Well, I don't make these calls because I'm afraid to make these calls." So like, "Okay, what are you afraid of?" "Well, I'm afraid that they won't think well of me or they'll kick me out or whatever." "Okay. All right, well, why are you afraid of that? Why does that bother you if they kick you out?" "Well, because then they won't refer business to me." And I was like, "Well, why are you afraid of that?" "Well, because then I won't have any business and I won't have as much business." "Okay. Why are you afraid of that?" So I came all the way down to, not being able to feed her family. You know, the fear behind the fear behind the fear behind ... Cause if you drill down, that's what coaching's all about. It's drilling down to that.

She realized right there on that call that she was like, "Wow, I'm afraid that if I don't make this call, that I won't be able to feed my family because I'll be rejected." When she saw the truth of the matter, I said, "If I were you, I would be saying to myself, if I don't make this call, you know, cause I don't have a chance if I don't make the call. If I don't make this call, then I may not be able to feed my family." So, because of fear, because of the voices in our head, we've been conditioned by what people have said and those kinds of things, we don't take action and you said that we need confidence to take action. What do you mean by confidence?

Rudy: I was thinking as you were talking, I said, "Wow, that little girl, that person, she's only there cause she thinks this is gonna feed her family and she fails, she can't

feed her family." Therefore, I'm doing this cause someone told me this is the way to do it. It's just, maybe I should do this. It's like, "Why are you doing it? You know, what's the purpose? What's your real purpose of doing this?" If there's no purpose, they won't be a fear. If there's a purpose, there's no fear.

Howard: That's good.

Rudy: There's no fear at all.

Howard: That's very good.

Rudy: We [inaudible 00:02:15] go back to purpose. See, I'm not afraid to speak. I'm not afraid to go try to put a movie together. I'm not afraid to ask an investor to invest in the movie. I'm not afraid to ask these things, because I believe what I have will make a difference. It will change people's lives. That to me is worth it, and that to me is a good investment. When you can change people's lives and their thinking and behavior. That's how you gotta go after all this. You just can't go through, "I have business," "I'm gonna clean your carpet," "I'm gonna build you a house." I've been through that, but the best house builder, is the one who really cares.

It's not how much you know, it's how much you care, and that client feels that, and when they feel it, boy, they open up. All of a sudden, you're doing what you wanna do, you're both being creative and you're building your home and the home of your dream. Now, your home doesn't have to be home, I'm talking about the environment you live in. Your family, your friends, your work, that's your home. It all comes together.

Howard: So tying purpose to the work that you do, having that purpose gives you confidence because you know why you're doing that certain [crosstalk 00:03:34]

Rudy: There's a reason why you're doing it. Some people do it for money. Okay, they have the talent to make money. They got the talent to market.

Howard: You're very inspirational. How can I be a more inspirational person if I'm a business owner out there, I'm not very motivational, I'm not inspirational, how can I inspire people?

Rudy: No, that's not true. I think you inspire people just by being the person you are. That's what inspires people. See, that's the thing. You don't have to jump around and, "Ra, Ra." You're all right. If you're doing what you're supposed to do, you believe in it and you're passionate, you're the inspiration cause you're working through the struggle. You're embracing the struggle. You're making it happen. That's what's awesome about it. Talk about change for a minute. Think about-

Howard: Okay. Let's talk about-

Rudy: How important change is and change is important. You really have to change. You gotta be willing to change. Even if you're doing something good, that means you can do something better. Just like we're doing now, we're changing right now cause we know we can get better. We gotta change our information. We gotta do it differently. We gotta talk to each other differently. Maybe that's what we need to

do, and when we do that, spirit comes out, passion comes out, emotions comes alive and that's what it's all about. Instead of trying to be something we're not, let's be what we really are. We change and our passions change because I was willing to be open to change. I was willing to accept criticism. I was willing to do the right things. I was willing to ignore the temptations and say, "I'm not going in there because I know I would make a bad choice," so I stayed away from that. That's what I'm talking about. Get around people with good business ethics and good people who really wanna do right.

Hey, you might have to work a little harder, that's okay and things do differently, that's okay. Not everybody can have what you have, but everybody could do what you do and that's the difference.

Howard: So what kind of changes did you have to make in yourself in pursuing this dream of making a movie?

Rudy: I had to deal with a lot of doubt. I had to deal with "Why are they doing this?" I never thought about the reality what was happening. If I thought about the reality, I would have shut down, because this isn't really happening. We're not really making a movie. "Why are they doing this?," cause that thinking just doesn't happen, but if you think about, "This is absolutely awesome," "What message we talking about today?," "What are we gonna create today?," "Who needs something today to make this a better feel?," all those types of things came into the picture. Instead of focusing on, "Look what it's gonna do for me," I focused on, "How can we make a difference today and what message are we creating today?" That's what got exciting. You get around those creative people and boy, it got exciting.

I remember Jon Favreau, his first day on set, never left set. He stuck around and stuck around, stuck around. Even when his scenes were over, he stuck around. He was doing all kinds of things on set. Number one, he's always around the director, always asking questions, always around the producers, around the set decorator, around the wardrobe guy. He was all over. Cameraman, just soaking up information. He had a dream. He wanted to go to Hollywood and direct. He wanted to go to Hollywood and act. The only way he could do that is an opportunity to learn, on the job, "Why should I go home?," "I could never learn if I go home so I'm right here. I'm gonna learn," and he did and he soaked it up. He just finished directing his second Iron Man movie. Big success, cause he knew what he wanted, he was very clear and he knew there was a price to pay.

Vince Vaughn was no different. His first movie was Rudy. He wanted to act but he had to play that football guy in the movie. So [inaudible 00:07:27] but he changed. Jon Favreau said, "Listen, in order for me to be successful as actor, director, writer, I gotta be willing to change," and that's the secret.

Howard: Why do you think people are afraid to change?

Rudy: Self-esteem. All goes back to that. All goes back to self-worth. Asking permission. You don't need permission to be successful, you already have it. I always say that, you already have it. Takes a little more time to figure out what you really want, what you have to do and sometimes you gotta do things first

before you do that, if that makes sense. For example, "Why didn't you make the movie right after Notre Dame?" Well, I had to find out more about me and I had to work insurance to find out why I needed this message. All these different elements, I had to do in order to find out more about the purpose. Once I was clear about the purpose, then everything happened. I wanted, but I really was not clear on the purpose. "What was your purpose, Rudy?" Well, man, I'll tell you, if I can give someone hope same way I got it through other people and I can share that with people, that's my purpose. Just to give people hope and, "Don't you quit," it's possible if the impossible is there and if it's possible for you, that means you can do it.

If you see what you have to do and don't worry about how long or why, you're gonna make it. Just do it and be willing to embrace the struggle and understand that that struggle will teach you and your character will come forward. You're not gonna learn character through struggle, your character will show up, and that's the difference. Cause you already have it by making that choice to do it. All these things you find out more and more about yourself, and maybe it wasn't a movie, maybe it was something else-

Howard: Right.

Rudy: You don't know that until you go for that. That's why I say, it's always cool to go at something that you wanna do. That's the difference. Be the person you wanna be.

Howard: Which is one of your insights from your book.

Rudy: Correct. I think that's a big one and that's a hard one, to me.

Howard: Why is that a hard one?

Rudy: Cause we get stuck on doing things we don't wanna do, and we do things, well, we have to do in order to survive. We're always in a survival mode. Survive. Gotta make a living, gotta put food on the table, because we overextend, we overspend, we don't save for our vision. We get caught up in the quick fix American dream. There's no quick fix. It's about planning and execution and saving.

Howard: When you say, be the person that you wanna be, you mean be the person you wanna be emotionally, habitually, career-wise, all the above?

Rudy: All the above makes sense. Yeah, [inaudible 00:10:19].

Howard: You don't wanna be an insurance salesman, you don't wanna be a business owner, you wanted to be a guy who gets a message out there through the medium of a movie.

Rudy: What's the most powerful source, theatrically? People, Hollywood. You go to Broadway. You go to a symphony. Music. You go to a concert. Move people. Their spirits.

Howard: Yeah, one of the things that we teach is, I read a book some years ago when I first started speaking and consulting and everything and it's called The Experience Economy, and the subtitle of it is, Work Is Theater And Every Business Is a Stage. The whole idea is to create a sort of theater production that every step is choreographed, the scripts, the costume, everything, because you can truly manage how people are going to feel when they receive that service. Everybody oughta do that. Every small business owner, every professional that evaluate how you do every single thing that you do, because there's gonna be a feeling associated with that.

Rudy: I always say there's no such thing as an overachiever. By that I mean when you follow your passion instead of the dollar, people say, "Wow, he overachieved." No, that's what I wanted. That's when I knew what I can do, when you follow your passion. See, your passion takes care of all that, that's why I get excited. I know there's many times in my life, things looked hopeless, they really did. But when you reach for your faith like I say, things become different. It's a spiritual connection that kicks in and nothing else really matters, but your faith, and cause I believe God will take care of all of us, if we think right and do right. There's opportunities that we have in front of us that we don't recognize because of our goofy thinking.

Howard: What you just said is a value system. It's a value that you have that gives you strength and confidence.

Rudy: I think it's that moral compass you have to follow. You have to follow that moral compass. A lot of us don't. I think your personal goals, it's how you can apply your true feeling and you will receive that passion by you moving forward.

Howard: So you get confidence, you get passion, you get energy, by taking steps-

Rudy: Passion comes through excitement. You get excited and then you get passion. You get a belief level, and when your passion kicks in, man, it's awesome. You become a different person. You walk different, you talk different. There's people that just don't come in your life anymore. It's different types of people that come into your life. When you think about it and you wanna make a difference, you might wanna do this. You might wanna really dig deep and start, I call, and I hear about meditation. Really take time out for yourself and meditate and just cleanse yourself of all the thoughts and you find out how good thoughts will drive you to what you really wanna do.

I learned all that stuff and I know I'm speaking from experience and wisdom, but at the same time I also learned from other people, and when you learn from other people, you see, "Wow, they are so good at what they do. I really get excited about them." That inspires you. I've been to many, many different ... I saw a good speaker once, I got excited. I saw a good singer once, I got inspired. "Wow, they are so passionate." The passion, you gotta follow that, and that's what drives you. That's the fuel by the way. That's what keeps you going.

Howard: By being around inspirational people, inspirational environment, inspirational information, that by intentionally putting myself in that position, I'm gonna train



myself to change my-

Rudy: No. You're taking control of your life is what you're doing. You're literally taking control of your life and everybody around you is taking control, and you're not gonna be afraid to fail cause you know, it's okay. Because of that, when you have that control, and the control comes from, "I'm gonna change," "I will change." That's where the fear goes away, so you're not afraid to fail anymore. If you fail, you pick yourself up, you learn from that, you go at it again and again. That's why you need that support system. That's why you need a good coach. Good person to let you know, "That's okay. You'll be all right. I know we failed here but we gotta work a little harder, work a little different. That's all."

Again, I know we talked about anger use in a positive way and sometimes, you gotta use that anger and use it in a positive direction to get you there. Know how powerful anger is. You don't do anything till you get mad anyhow, so when you get mad, use it in a positive way. Instead of ordering an ice cream, go do a push up. Do a sit up. Makes a big difference.

Howard: Give me an example of being angry about something-

Rudy: Oh. You can be angry about anything. You can be angry about a phone call. You can be angry about a situation you expected to go right, didn't go right. You can get angry about a call you made, or whatever. You get disappointed, turns into anger. It turns into anger cause, there's many reasons. You gotta learn to take that disappoint ... Don't let it go to that level either.

Howard: How do I turn that into a positive result?

Rudy: How you turn just by changing your thoughts. You know how? "That's okay. I'll get the next one," or, "Well, you know, they're upset. Maybe they don't understand. I'll go at it a different way." Whatever you have to do in order to adjust your thinking, that's what you have to do. Like I had to walk away from my friend, if I would have kept sitting there, I would have gotten mad about Angela. I would never want to go find him, but because I walked away, that disappeared, that went away and my anger turned into something positive cause what did I see? The mailman smiling. That's why I say, the good lord puts people in your life when you have positive energy. That's the difference.

You can take that anger, turn it into a positive goal, and you seek that out because you're willing to do that. You're willing to move forward and that's "Be a stick in the mud," I call it or say, "Have a pity party," or say, "This is never gonna ... I knew this would never happen for me. Why did I do this?" That's using anger in a negative way. So, saying that, visualize everything you want. Visualization is so important. I know you have, I have, everybody have, visualize where they wanna be. I used to visualize myself playing at Notre Dame but reality I wasn't there yet. Reality was I gotta go to practice. Reality was I was gonna get hit. Reality was I'm not gonna put my [inaudible 00:17:05]. That doesn't mean I'm not gonna play, I can still dream. No one's stopping me from that, cause you keep that dream alive, it keeps your hope alive. When you have hope alive, you keep your commitment alive.

That's what that means. Don't believe what you hear sometimes either from people, because a guy says, "Well, this coach never plays walk-ons," or, "This coach don't believe in older guys." If I would have listened to that, I [crosstalk 00:17:29] play. Not only that, they already quit, so why you wanna hang around a quitter.

Howard: "This customer was a price shopper."

Rudy: Well, that's good. He needs more information and maybe a price shopper, you need to take care of that person. Maybe he needs you gotta build value. Value is important to that person-

Howard: "This employer never does this, that or the other thing."

Rudy: That's because they're not motivated to do this, thus and the other thing. It's because how he feels. What do you feel good about? Make him do what he feels good about. Let him do it, and encourage him and recognize and maybe he'll take another step to the next level. You don't know that. What's making him stick there. "How come you're not cleaning the truck, maybe? You never clean your truck." Why would you say that to him?, that's already negative. Just know how that person will respond. Maybe it's about creating a situation where they get excited. A contest. Maybe it's creating something they want in order to get what you want, you have to do this. Always gotta be creative. So you learn that just by having those relationships and communication, cause if you're gonna find out about someone, don't go to the coach, go to the trainer, cause the kids tell the trainer everything in Football. They know everything [inaudible 00:18:46] because they feel good around their trainer cause they have a relationship. That's the difference.