

SWEAT EQUITY

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RUDE ROCK



STRENGTH & CONDITIONING



We are what we repeatedly do.

WARNING

P A R E N T A L

A D V I S O R Y

E X P L I C I T C O N T E N T



**YOU ARE NOTHING MORE, OR LESS,
THAN THE COLLECTIVE DECISIONS
YOU'VE MADE OVER TIME, WITHIN
THE CIRCUMSTANCES AND
ENVIRONMENTS YOU'VE BEEN IN .**

**SO TAKE FULL RESPONSIBILITY OF
YOUR CURRENT SITUATION AND
OWNERSHIP OF YOUR FUTURE .**

****TRANSITION TO CAMERA VIEW,
DISCUSS THE 10 YEAR STORY**

INTROSPECTION

BE YOUR BEST THIRD

PARTY OBSERVER

**Remove
Distractions**

External reliance

Don't validate from anywhere but within

Toxic environments

Be firm on what you tolerate

Reduce Decisions

Identify want vs. need

Fight for wants, die for needs

Remove what's unnecessary

Be honest and objective

Refine Destination

Understand what you're not

before trying to establish who you are.

*Imagine your vision of "perfect" and work
backwards from there.*



*IF YOU DON'T
HAVE YOUR
HEART IN IT,
DON'T PUT YOUR
HANDS ON IT.*

PATH

- Where am I going?
- How can I get there?
- What will the difficulty be?

DURATION

- How long will it take?
- How do I become efficient?
- Who will I be with/around?

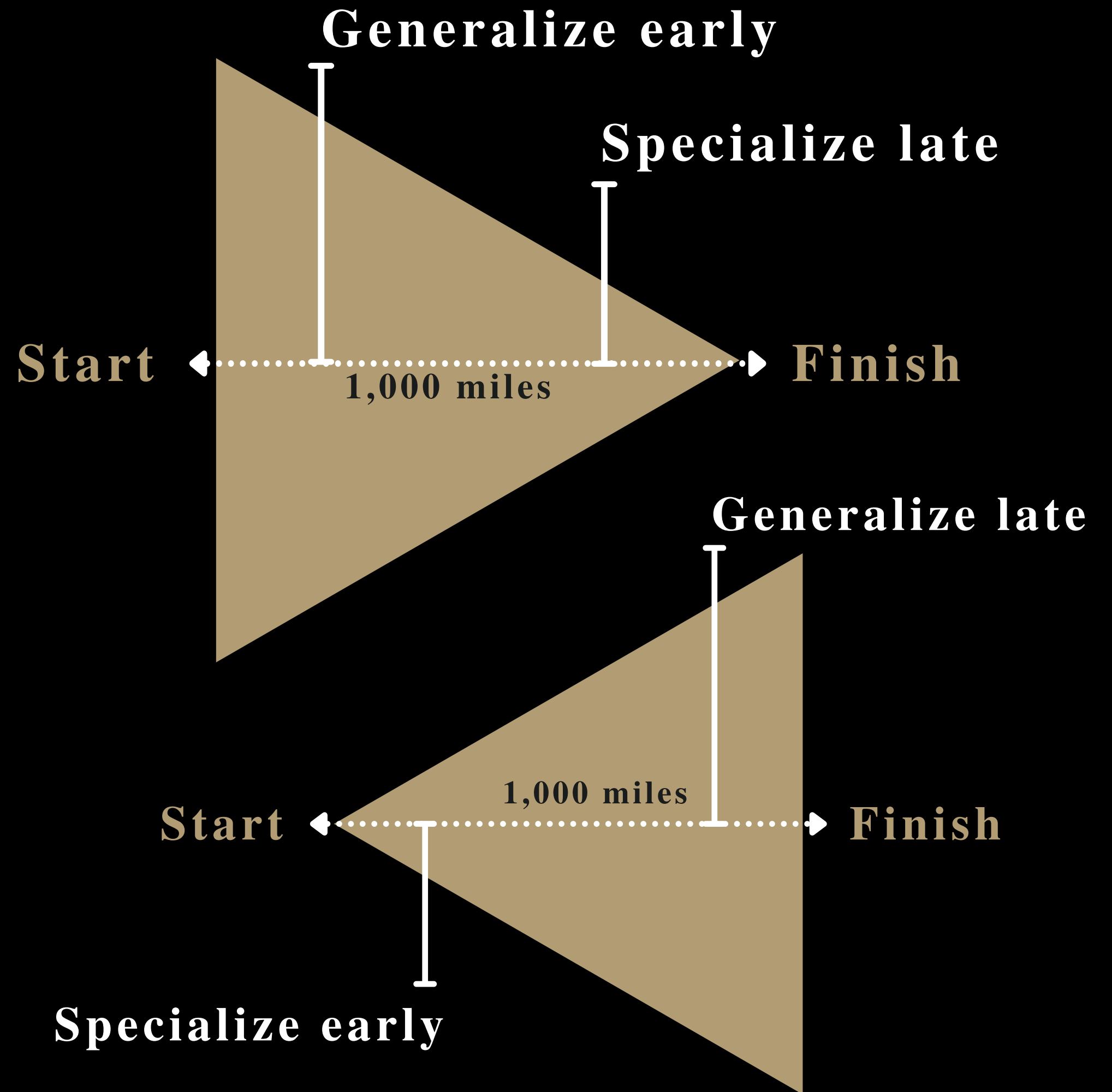
OUTCOME

- *What is the return on my investment?*
- *What matters most to me?*

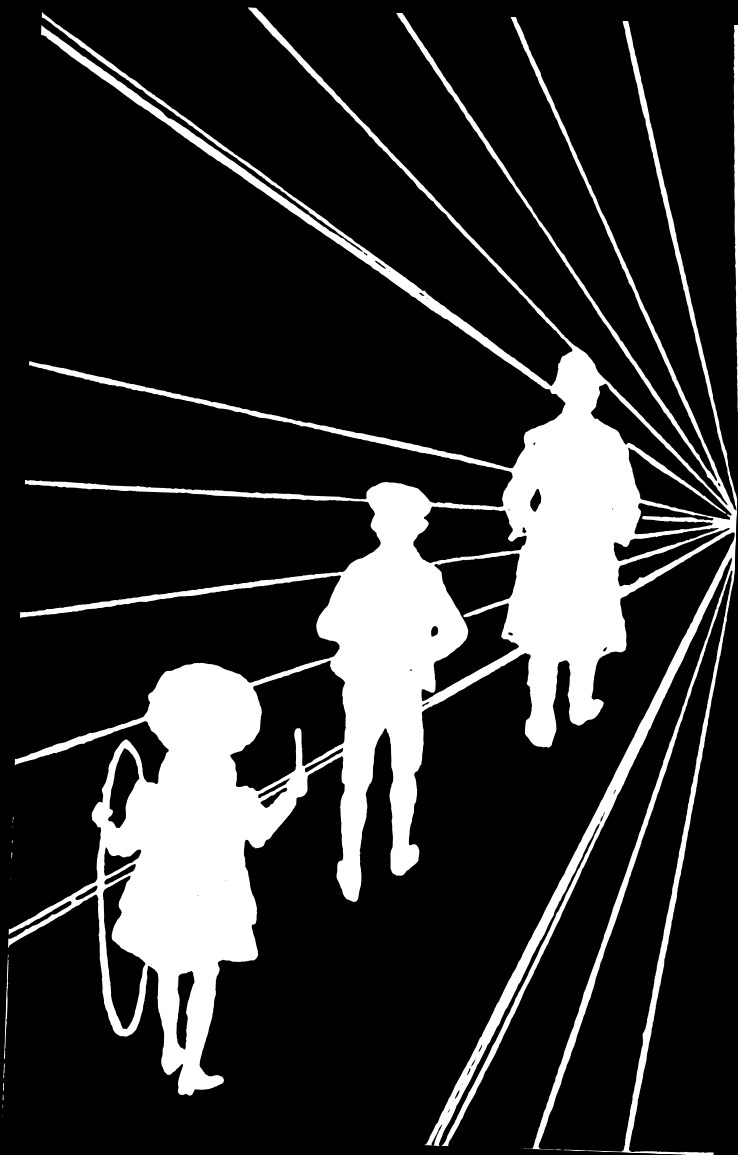


DIRECTION

While the journey of 1,000 miles may begin with a single step, don't forget to identify the destination before too long.



ILLUSION OF COMFORT



safe
space



*Rather than emphasizing
improving resiliency,
durability, and vigor,
we're creating a false
network of security to
preserve fatigue and
fragility.*

THE DEFIANT ONES

"You've gotta work very hard to get it, and twice as hard to maintain it."

Dr. Dre

Confidence, belief



Arrogance is heard, confidence is felt.

Hardship/Trauma



There is power in overcoming

Principled/Decisive



Hard threshold on what they'll tolerate. Don't waiver on decision

Augmented Relationships



There is no "self made"

Outcast/Outsider



Perspective and drive... "I want *that* shit"

A certain level of defiance



Social construct applies less. (Good & bad)

Relentless worker, & skilled



They prioritized growth, and you can only get so far without being good.

DECISION MAKING

You are nothing more or less than the totality of decisions you've made over time. As you age, the more responsible for those decisions you become.

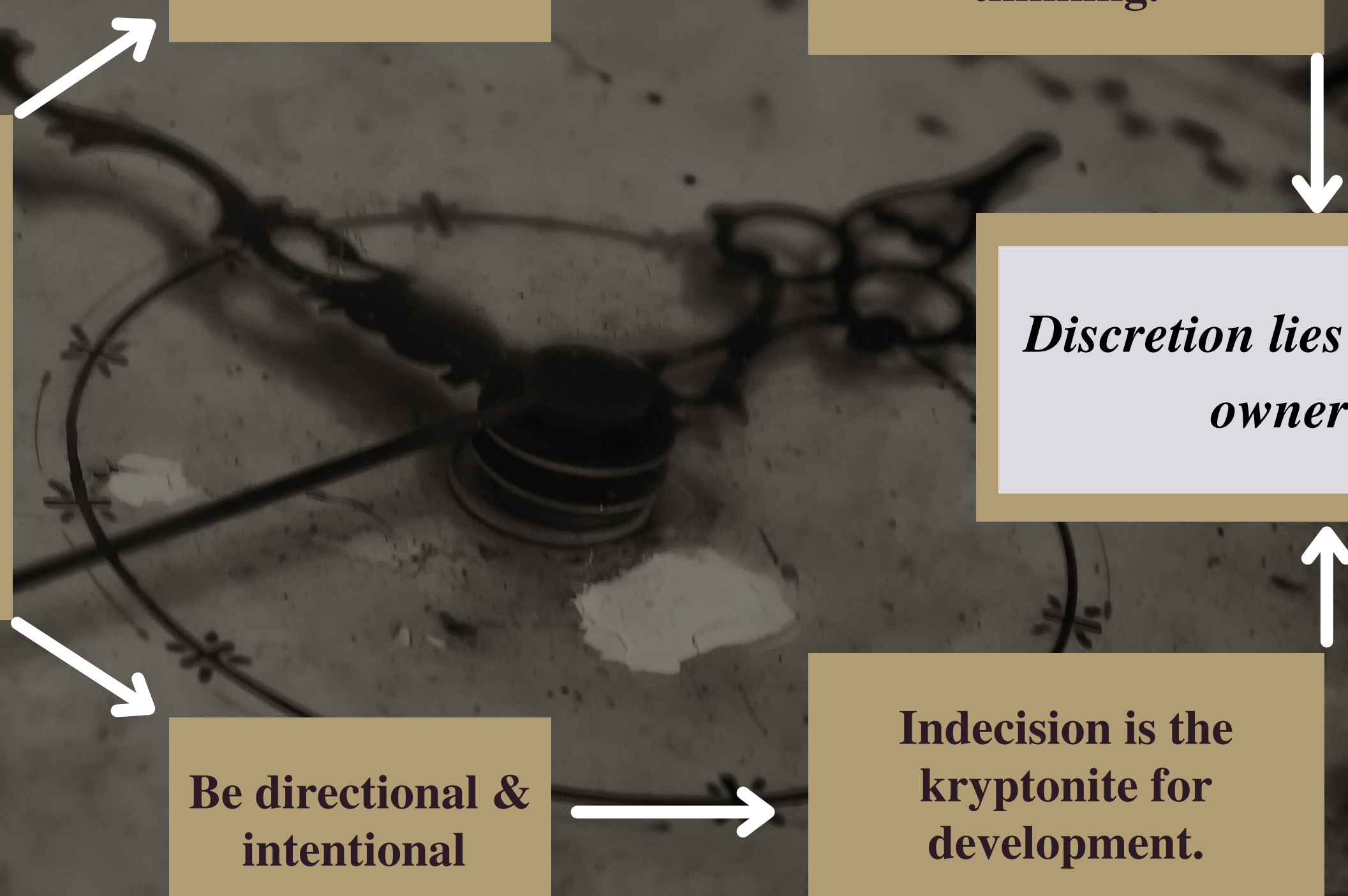
Make your decisions, or they will be made for you.

Don't become the consequence of someone else's thinking.

Discretion lies at the foot of ownership.

Be directional & intentional

Indecision is the kryptonite for development.



TIME EFFICIENCY

- 8am-4pm = 8 hrs. (work)
- 10pm-6am = 8 hrs. (sleep)
- 16/24 being equal... how do you spend the other 8 hrs?

Time per day	PER WEEK	PER MONTH	PER YEAR	PRIORITY
30 min.	= 3.5 hrs/wk.	= 14 hrs/mth.	= 168 hrs/yr.	LOW PRIORITY
60 min.	= 7 hrs/wk.	= 28 hrs/mth.	= 356 hrs/yr.	MODERATE PRIORITY
90 min.	= 10.5 hrs/wk.	= 42 hrs/mth.	= 504 hrs/yr.	HI PRIORITY
2 hrs.	= 14 hrs/wk.	= 56 hrs/mth.	= 672 hrs/yr.	SIGNIFICANT PRIORITY

***If you think showing up to work and leaving work on time will get you ahead, you better have very strong genetics.*

WEEKEND BONUS!

PER WEEKEND	PER MONTH	PER YEAR	PRIORITY
4 hrs.	= 16 hrs/mth.	= 192 hrs/yr.	LOW PRIORITY
8 hrs.	= 32 hrs/mth.	= 384 hrs/yr.	MODERATE PRIORITY
12 hrs.	= 48 hrs/mth.	= 576 hrs/yr.	HI PRIORITY
16 hrs.	= 64 hrs/mth.	= 768 hrs/yr.	SIGNIFICANT PRIORITY

***Be strategic with your time and selective with your commitments.*

10,000 HR. THEORY

PRIORITY	BREAKDOWN	PER YEAR	HOW MANY YEARS TO 10K?
LOW PRIORITY	30 min/day (x5)+ 4 hrs./weekend	= 360 hrs/yr.	= ~28 yrs.
MODERATE PRIORITY	60 min/day (x5)+ 8 hrs./weekend	= 720 hrs/yr.	= ~14 yrs.
HI PRIORITY	90 min/day (x5)+ 12 hrs./weekend	= 1080 hrs/yr.	= ~9 yrs.
SIGNIFICANT PRIORITY	2 hrs/day (x5)+ 16 hrs./weekend	= 1440 hrs/yr.	= ~7 yrs.

"He who rises before the sun 360 days a year, does not see his family go hungry."

SUN	MON	TUES	WED	THURS	FRI	SAT
8 AM WAKE	5 AM WAKE	5 AM WAKE	5 AM WAKE	5 AM WAKE	5 AM WAKE	7 AM WAKE
WALK/ FAMILY TIME	MORNING SESSIONS (6 - 10 AM)	MORNING SESSIONS (6 - 10 AM)	MORNING SESSIONS (6 - 10 AM)	MORNING SESSIONS (6 - 10 AM)	MORNING SESSIONS (6 - 10 AM)	TRAINING CLIENTS (8 - 11 AM)
READ (90 MIN)	LIFT, LUNCH, EMAIL (10 - 12)	LIFT, LUNCH, EMAIL (10 - 12)	LIFT, LUNCH, EMAIL (10 - 12)	LIFT, LUNCH, EMAIL (10 - 12)	LIFT, LUNCH, EMAIL (10 - 12)	BREAK 11 - 1 PM
OFFICE TIME - WEEK PREP (11 - 3 PM)	AFTERNOON SESSIONS (12 - 4 PM)	AFTERNOON SESSIONS (12 - 4 PM)	VHP PRO DEV (12 - 4 PM)	AFTERNOON SESSIONS (12 - 4 PM)	AFTERNOON SESSIONS (12 - 4 PM)	
3 PM SHUTDOWN	1 HR SHUTDOWN	1 HR SHUTDOWN	1 HR SHUTDOWN	1 HR SHUTDOWN	1 HR SHUTDOWN	OFFICE TIME 1 PM - ~ 12 AM
JOURNAL/ RELAX/ RECOVER	OFFICE TIME (6 - 7 30 PM)	OFFICE TIME (6 - 7 30 PM)	RUDE ROCK VIDEO + OFFICE TIME (6 - 7 30 PM)	OFFICE TIME (6 - 7 30 PM)	OFFICE TIME (6 - 9 PM)	<i>* 90 ON / 30 OFF *</i>
10 PM BED	10 PM BED	10 PM BED	10 PM BED	10 PM BED	11 PM BED	1 - 2 AM BED

GOALS: +90 MIN. (4 WEEKDAYS), +16 HRS. WEEKENDS

INABILITY VS UNWILLINGNESS



INABILITY

*Frustration
Vulnerability
Intimidation*

**Resource
Barrier**

**Information
Barrier**

**Physical
Barrier**

"I don't have what I need"

"I don't understand this"

"I can't do this"

1.) Figure out how to obtain materials/ resources or modify what you believe is needed

2.) Examine sources, converse w/ others and experts, apply and refine.

3.) Break workload up into incremental, manageable pieces and consistently work towards bigger picture.

Apathy

"I don't feel like it"

1.) Feeling apathetic/lacking drive occurs for everyone. Your goal is to reduce the frequency and magnitude of feeling lazy.

UNWILLINGNESS

*Passive
Lazy
Indifference*

Defiance

Lack of incentive

"I don't want to"

"It's not worth it"

2.) Evaluate your situation and reconsider the effort vs outcome ratio. Everything is voluntary, so make sure what you do is meaningful to you and valuable to others.

3.) Is this a short or a long term endeavor for you? Are there alternate options that lead you to the same destination? Does this feed into a bigger goal/opportunity?

STRATEGIES

*"Being is not something into which we become,
but out of which we proceed."*

-Alan Watts

ASSESS HONESTLY

- No matter what, never lose your sense of objectivity. Know where you are, know where you want to be.
- Eliminates unnecessary decisions/obligations.
- *"What am I good at, and how can it help others?"*

YOU NEED HELP

- *Establish a strong team (3-5 closest)*, and develop good resources.
- Be very good at finding what you need.
- Always be receptive to input/feedback. Don't always adopt it.
- "Steal good shit from smart people"

FIND BOUNDARIES

- If you don't have any idea what extremes look like, how can you have a reference?
- The further you push, the deeper you commit.
- Nobody made it big living in the middle.

CLEAR VISION

- Uncompromising and unapologetic.
- Aim high, make shit happen.
- Make good decisions, be firm
- Where/how you spend your time will reveal its significance to you.
- *Stay hungry & don't fucking settle.*

BOBBY HURLEY SR.

*"I've never
owned golf clubs."*



**Bobby Hurley Sr. 2010 Basketball HOF
inductee, 1k win club, 26 state championships
in 39 years.**

(Image via Eagletribune.com)

JUST GO . SERIOUSLY .

**When you're a race horse,
the reason they put blinders on
these things is because if you
look at the horse on the left or
the right, you're going to miss a
step. That's why the horses
have blinders on. And that's
what people should have. When
you're running after something,
you should not look left or right
— what does this person think,
what does that person think?
No. Go.**

Jimmy Iovine

Trial & error is a part of the path.
No experience, no reference.

No harm, no foul.

THERE IS NO BACKSIDE TO LIFE

20's



"Get my shit together" phase

30's



"Understand myself first & craft second" Family/VHP development

40's



NFL

50's



Phd, lecturer

60's



Rude Rock facility

70's



Touring & Mentoring

80's



Documentation

90's



Philanthropy
(The start of someone else's climb)



MY PATH. MY COMPASS.



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