



## **Achieve Your Goals Podcast #128 - Nothing Is Impossible | An Interview with Tony Robbins and PETER DIAMANDIS**

**Hal:**

All right. Achieve Your Goals podcast listeners, you are in for a one of a kind episode today. This has never been done before in the Achieve Your Goals podcast. We're actually going to be playing an interview for you that I was at live with Tony Robbins and Peter Diamandis, being interviewed at the Genius Network annual event by Joe Polish. The reason for this is, the impact that the interview had on me and my thinking, it was really profound, and I actually reached out to Joe, and I said, "Hey, Joe. Is there any way that I could get the audio from that interview to play for my listeners of the Achieve Your Goals podcast? I think it would add so much value for them." Joe was gracious enough to share this with me, and now I'm going to pass it on and share it with you.

Before I do, I'll tell you just a little bit about each of the people that you're about to hear from, and what you're going to hear specifically. First and foremost, this is Joe Polish interviewing, and Joe is the Founder and President of Piranha Marketing, and he's the creator of the Genius Network Mastermind, which is also known as the 25K group, because, well, it costs \$25,000

per year to be a member. That was the name everyone gave it. "You're charging 25K? It better be good," and they started calling it the 25K group. I'm a member. It is a phenomenal, phenomenal group, and once a year, he puts on an annual event called Genius Network. It's in October. I'll be going this year, and last year was my first year attending the event, and I was so excited when he brought Tony Robbins on the stage, and Peter Diamandis.

If you don't know who Tony Robbins is, I think most people probably know, but just a couple of quick points. He's a New York Times bestselling author. He's one of the fathers of personal development, but specifically, he's been honored by Accenture as one of the top 50 business intellectuals in the world. He's been honored by Harvard Business Press as one of the top 200 business gurus, and by American Express as one of the top six business leaders in the world. He is feeding millions of people every year through his charity work, and just making a huge impact. His impact in the world might be surpassed only by Peter Diamandis, and Dr. Peter Diamandis, if you're not familiar, he is an international pioneer in the fields of innovation, incentive competitions, and commercial space. In 2014, he was named one of the world's 50 greatest leaders by Fortune Magazine.

You get the idea you're about to hear from two individuals who have been recognized for the impact and the mark that they're making in the world, the legacy that they're leaving. In the field of innovation, Peter Diamandis is Founder and Executive Chairman of the X Prize Foundation, which is best known for its \$10 million Ansari X Prize for Private Space Flight. Peter created a contest to create the first ever private flight to outer

space. It was a \$10 million prize to whoever could send a human being into space, and return safely in a vessel that could then be reused. Really, really incredible, and I believe it was Richard Branson's team that was able to pull that off.

I was sitting in the audience listening to this. By the way, my own claim to fame, you will hear Joe Polish asked Tony Robbins about morning rituals, and he does name drop the Miracle Morning, and me writing that book, so that was actually really ... I got giddy like a schoolgirl when I heard him say that, and you'll hear that I think around the 35 minute mark of this interview. As far as what you're going to get from this interview, I'm going to tell you, you're going to hear the biggest and the boldest initiatives that Tony Robbins and Peter Diamandis are currently working. You're going to hear how Tony is disrupting the financial industry while partnering with Feeding America to help provide 100 million meals ... That's a tongue twister. 100 million meals to families in need.

Peter shares how he's helping solve humanity's grand challenges with X Prize, planetary resources, and human longevity. You'll discover the psychology of transformation, which is how to achieve what most people consider impossible. You'll hear three secrets to creating a breakthrough in any area of your life. You're going to discover the myth of sacrifice, which is how to contribute your greatest value in the world, focus on your highest calling, and have a blast doing it. You'll hear why work-life balance is an illusion, and the power of life-work integration, and a whole lot more. I hope you get as much value listening to this interview as I did when I was there watching it, just from two of the most prolific thinkers in the world, recognized as such.

Thank you for being a member of the Achieve Your Goals podcast family. I appreciate you. I love you, and I really hope you enjoy Peter Diamandis and Tony Robbins, as interviewed by the one and only Joe Polish. Here you go.

**Tony:**

There's a lot of things I'm involved with. I'm very passionate about feeding people, I think you know my story when I was 11 years old we had no money, no food and stuff. Gentleman came over and fed my family, he was just the delivery boy but it changed my life because it made me believe strangers care. My father didn't respond very well to the situation, he was very angry and he left our family shortly there after. For me it left an [indevidal 00:02:10] mark that people really care, if strangers care about my family I care about them and it made me want to do something. I promised myself if someday I do well enough to feed other people. At 17 I fed 2 families, then 4, then 8 then 100 thousand and then a million, then 7 years we've been feeding 2 million through the foundation and I've matched it with 2 million so 4 million in a year. I've fed 42 million in my life then I started working on this book 4 years ago ...

Thank you, thank you. Thank you, thank you. I started working on this book, I interviewed 50 of the smartest financial people on the planet. People like John Paul's who haven't done and interview in 10 years and I got one of the first ones with him and Ray [Dahlia 00:02:50] and people like that. These are all people not from the lucky sperm club, these are people that did it on their own, they built in from scratch no one gave them a break. I'm getting all these insights and I'm watching congress pass these laws where they change the budget and they cut food

stamps. They don't call it food stamps anymore but that's basically what it is, by 8.2 million dollars. Which basically any person who needs food in this country who's not in the position anyone in this room's in, has to go without food one week a month for 12 months out of the year unless the private sector picks it up which is their hope. Most the private sectors really stress.

I went to feeding America and I said, "What if I gave you all the profits this books ... All the money I'm getting, all I'll ever get. How many people could I feed?" They said 10 million people, I said I'm in. I got more excited and added a bunch of money to it so I added it to 50 million people. Then I said I'll do matching funds to a 100 million which is a good place to go.

**Peter:** Awesome.

**Tony:** Thank you.

**Peter:** I'll be focusing on 3 things, one is the [exprise 00:03:44]. Tony has been extraordinary generous as a philanthropist and a number of you in the room here who are members of our innovation board thank you. For those of you who are part of that, some of our trustees in the room here. The story there again, I think you guys all know this is my 9 year old dream in myself was wanting to go to space and giving up on NASA was going to be the I was going to get to go there. There's got to be someday, somewhere, somebody that can build I space ship that I can go on too. I organized a 10 million dollar prize and as

my dear friend Dan Sullivan says I didn't have the 10 million dollars and the time but had every faith that I would, just took me 6 years to find it. That 10 million dollar prize launched a private space flight industry that Richard Branson is now commercializing a number what their teams are doing.

On the heels of that we said this idea of asking the world what do you want to solve? What is a problem that should be solved that you think it's a sin it's not solved yet. Realizing that there's so much brilliance around the world that a kid today has more power than the president of the united states did 20 years ago in terms of the computational power, the knowledge they have. It use to be only the kings and queens that could solve things in the past, now it's any of us who can solve something. What we do is we work with a top philanthropist, corporations, in some cases governments and put up these large prizes. A few million dollars actually, Christian [Cotochiny 00:05:16] who runs herox a spin out does the smaller prizes. We are doing these 10 million, 20 million dollar prizes and saying I don't care where you went to school, whatever you done before, you solve this and you win.

I'll just mentioned one that we did together. It was Tony Robins, the Divause family and [Elong 00:05:34] Musk that funded a global learning x prize. 250 kids around the world, nearly 700 million woman around the world can't read, write or do arithmetic. We put up a prize that said if you can build an app that can take a child where there's nothing, no school, no adults, nothing and take that child from illiteracy to basic reading, writing and numbers in 18 months you win. 600 teams entered that competition, we're down to 200 delivering software, they'll be in [Tanzinea 00:06:00] in about 14 months,

with that actually John [Ramos 00:06:07] one of our sponsors in that. That winning software will be open sourced to the world so that every device becomes a teacher, that's x prize, really excited about that. We're really focused on mapping the ocean floors, thank you.

With my dear friend Eric Anderson in the back here, co-founded planetary resources. The concept here is that we think of things that's scarce on earth, certain things are the beautiful lambs that we have, we shouldn't rape and pillage them. We I've in a solar system filled with resources, the concept here of planetary resources is we are using the most advanced technology, 3-D printed space craft, AI on board, sensor that have never flown in orbit before to go out to prospect near earth asteroids. Which are rich in fuels, platinum [gute 00:07:04] metals, construction materials. Those same space craft when pointed down towards the earth, we've just discovered and really excited about this, can actually map and predict the yield of every acre of crop land on planet earth and really help us feed the planet much more efficiently. We just launched our first space craft, next one goes up in the first quarter.

The last one which is sort of I think relevant to all of us is the idea that we can live 30 or 40 more healthy years in our life. To Dan's point earlier about living to 95 but not 95, living to 195, whatever it might be. We're at a moment in time where we have to realize the software that runs our body, our genome, what happens to you is happen stance. It isn't my god I happened to come down with that, your destiny is in your genes. It's also in the environment, all those kinds of things. Tony's one of our investors, we created a company called human Longevity, Craig Venter who sequenced the first human genome and Bob Hurry

founded it together. It's built the world largest genome sequencing facility in the planet, we've sequenced more human genomes than the rest of the world combined and not just the genome your micro biome, a fully body MRI, a 23 hundred chemicals in your bloodstream. The most massive data set about you we mine that data to actually help you understand what is going on, it's the most complete information data set in the world.

A few of you in the audience here I know are benefiting from this in our health nucleus. We're now actually sequencing cancers to help you know what drug specifically works for you and your cancer not just for everybody who happens to have that generic cancer. That's the big one, I think that's something that's going to impact all of us is making a 100 years old the new 60. Right? You'll get younger.

**Joe:** Awesome. What are the biggest trade offs that both of you consider may be negative in order to do what it is you do? You're both incredibly driven, what I would consider insane schedules but at the same time you're making massive contributions to humanity. What are the trade offs you would consider we work our asses off, we do a lot of stuff but this is what we had to sacrifice in order to do it? If you think of it that.

**Tony:** I think if you think of it as a sacrifice then you're going to build frustration or resentment. If you think of it as a challenge you shouldn't do it, I think the challenge is that most people have this illusion of life, work, balance. If you're going to accomplish anything ... People are laughing because you know it. What's



true is life work integration, I was just in 27 countries 21 days but who's with me is my family, who's with me is my friends and I've done well enough to have a plane, bedroom all that kind of cool stuff makes it. When I didn't, we still huffed it together in the beginning days it was coach and dragging ourselves around. I thought it was great for my kids to have schooling but I thought an education was more valuable and traveling was a part of that. We're in the middle of this crazy schedule but it's not work, it's a mission. When it's work ... I always ask people I said how would you describe what you do? Is it work, is it career, is it mission? Most people of course say it's work and that's exactly what it is, it's heavy.

If it's your career it gives you something more, if it's your mission it doesn't wear you out, it brings energy to you, it's fulfilling. If you can tie your mission in with the people that you love it's pretty cool. There's some people in this room that are my friends, I see Dean in the front row here it's like we're all on this mission, we find time to connect and be with each other and have a blast with each other. We're sharing about things that matters, I'm not a person to go to a party, go in the corner and chit chat, if you want to talk about something deep, let's rock you don't let me go home and be with my family, let me go do something fun some of that nature.

If you can combine your mission with your family, combine your mission with some of your friends then you're going to accomplish a million times more. If you think it's a sacrifice don't do it hen cause then all you're doing is you're going to have resentment later on, frustration later on and then you really not contributing. You're trading off, you're not giving.

**Joe:** No. Great, great.

**Peter:** I'm a 9 year old kid, those of you who know me I am a 9 year old in my body, pinching myself everyday that I get to do the shit that I get to do. It is extraordinary, I could not, would not want to be doing something else. There's hard work, I push myself more than anybody else but I love it, I love it, I love it I cannot imagine doing anything else. That's the challenge, right? The question is a lot people are doing something to get to something else and that's just wrong.

**Tony:** I agree.

**Peter:** It's a matter of don't do it because your parents told you, because you heard it on an infomercial because whatever. Do what is your highest calling in life and love it. I don't work at all, I really don't work. Dan has told me to get rid of it so I get rid of it.

**Joe:** This room is filled with some very high achievers. Obviously what I wanted to derive from you guys, is just some insight, some how to some what it is you do to give them perspective and stuff. I carefully chose some questions. This one is you're both masters at achieving what most people consider impossible and I mean really, what you guys do most people consider absolutely impossible. When something is considered

quote unquote impossible, how do you reframe it so that it becomes possible in your mind? How much of that is mind set?

**Tony:**

I think impossibles not a fact, it's an opinion. When someone tells me it's impossible, I always just look at them ... Anybody around me knows they can't do that, that's part of it. If they didn't know me it's your opinion, then when they'll say no science shows and I say yeah how many times science showed somethings impossible not science shows it's possible. Things are impossible until somebody does it. I find that most of your business people ... You look at businesses and what it takes to make a business grow, it's not impossible to make a business grow. Business been shrinking a long time or it's been stuck, the choke hold is always the psychology and the skills of the leader. Always. 80 percent is the psychology and 20 percent is the mechanics. If you don't know how to read your financials and you're trying to fly the plane of your company, I mean come on. If all you do is go down, look at profit and loss, you see what it is, you have a beer either way you celebrate or get depressed, something. You're going to be in trouble, right?

If you have the skills sets that one thing, you can get any skill set if you have the psychology. Anytime a business is not growing it is not because it's impossible, it's because they're not innovating and their not innovating because they're believing it's impossible. If we all know what does it take to transform, now obviously people it takes 3 things to create a break through in anything, in your personal life, in your business, anywhere. You need a strategy, that's not the first place you should look and it's the first place all of us look, me too. It's our inherit thing, you want to lose weight how do I do it, i want to grow my business how do I do it? It's instinctive, we've been trained

to think that way but the problem is ... The how to is usually not that complex, I mean come on 70 percent of America is what ... 75 percent of America now is overweight? Is that because it's so complex how to be fit and strong? Only the 1 percent know the answer to hide it from you. You have to work your ass off to not hear what it takes, right?

I remember I went to a Ted and Ed center and I watched about 12 doctors, one after another get up and do these stories about how we could just get patient to take their medications. Try to figure out the whole thing, I was just looking and going you're all talking about strategy and you've forgotten psychology. Strategy is wonderful, I'm strategist, I have my whole life figuring strategies as we both know a strategy can save you a decade, business strategy can make the difference between success and failure. Most people have strategies available, they could get them or you could create them but the problem is you have a story. The story is why it isn't working and the story is I've tried what? Everything. If you tried everything you'd be fit, right? If you tried everything you'd be profitable, if you tried everything you'd be there. People say it, I'm big boned, that's what I used to say, I'm still big boned but I'm 38 pounds lighter than I was 25 years ago and I never gained it back.

When I was big boned, that was my story, all the good ones are gone, that's why I'm not in a relationship. They're guy I'm not, I'm gay and they are, whatever the story is, there's always a story. What I tell people is if you can just divorce the story of your limitation and marry the truth of your unlimited capacity then the whole game changes. It's hard to do that because when you're in your story, you don't even realized and you need a third piece for a breakthrough. That's really what my life's about

which is changing people's states. in a different state, we're different people. Can mean people be nice? Yes or no. Yes or no. Of course they are, when they're in a nice state, can nice people be mean? Sure, to get a mean state. Really learning to train yourself to be in an ideal state where the best of you comes out for yourself, for your family, for your mission, for your world, for your co-workers. To me that's one of the most important decisions in life to make.

If you just asked me out of all the people I've met, all the things I've seen. What creates a magnificent life? Everybody has goals and dreams that are different, some people want picket fence, some people want to make a billion dollars, some want to have this huge breakthrough in technology, some people want to write poetry. Whatever is right for people is what I want for themselves. I don't want them to be like me, you or anybody else, I want them to have their dream but to have it you need 2 skills. You need number 1 to have the science of achievement, it's a science you have to know how to your vision and make it real. Most of the people in this room have already figured that out, this guys sure has hell has, you have and I had. Most of us know and we can all refine our skills in that area but we know how to take what we dream about and make it real and f you don't you can learn from someone who does.

Simplest thing as get crazily hungry for something. We all know when you get so hungry, so desirous your brain starts coming up with answers and then it's massive action but effective execution. Which is all modeling which I assume what this is about. Find the best example, compress the time. Let someone else take 20 years to figure it out, you do it in 2 weeks or 2 months or whatever the period is. We should all be

standing on the shoulders of the people around us instead of reinventing the wheel. Then there's this thing called grace, if you work your ass off, you're totally focused, you're trying to serve something larger than yourself, you really are executing what works, you need a little grace. You might want to it luck if you prefer, god, the universe but it's there an we can all achieve. I think the more important skill if you ask me is ... To have an extraordinary life is the art of fulfillment, it's an art it's not a science. There's a science to making money, I don't care who you are if you do certain things you're going to have too much financial stress, if you do other things you're going to have an abundance.

There's a science, there's a science to your body. Everyone here is biochemically different, different genome, but there's certain fundamental patterns that if you and I follow them you're going to have tons of energy and a feel good. If you break them, you're going to pay the price and have low energy or disease. Fulfillment is an art, what's going to fulfill you is different than the other person next to you, you're not going to learn that from anybody else and you got to find it. Success without fulfillment is the ultimate failure and I get those phone calls all the time from the multi billionaire entrepreneur or politician, business person, the person who just won their academy award and they're depressed and they cannot tell anybody. They got all their goals but they're not fulfilled because they really don't have that sense of meaning in their life. They went for something and they got it, they achieved and if you doubt this is what I'm saying is relevant to you, us or anyone.

just think about it, a year a month ago we lost what I consider to be a national treasure, Robin Williams. How many of you loved

Robin Williams, how many of you loved Robin Williams? Look around the room, keep your hands up, look and most of you didn't know him. Anywhere you go in the world people love Robin Williams, by the way was he great at achievement? My god, that guy. He said he wanted to become a great comedian, he did that, I want to make the world laugh, he did, he wanted to make his own TV show, he did, I want the number 1 TV show, he did it. I want to make movies, he did it, I want an academy award for not being funny, no his skill set, drama and he did it. I want a beautiful family and he did it, then he hung himself. Make everybody happy but yourself, not a good plan. If I had a gift to give you, it would be maybe make a different decision. A decision is, that no matter what happens in your life, you're going to live in a beautiful state.

that could be happy, that could be grateful, that could be being generous those are all beautiful states, aren't they. It could be curious, it could be fun, it could be playful, you're not limited to one state but it's different than suffering. Most people suffering and all suffering I've ever seen ... I'd traveled 100 countries, I've dealt with presidents of countries, presidents of business, CEO's, I've dealt with people in prison, I've dealt with ... You name it, average people. Suffering always comes because you're obsessed about something related to you. You can only be depressed if you're focusing on yourself. You said no I'm depressed because it's my kids, they're not doing well. No you're depressed because you feel you failed your kids, it's about you. It's about how you think what you should have done or shouldn't have done, what someone did to you or didn't do to you, in the past or the future which don't even exist.

I have a simple goal, my goal is help people make a decision that says I don't know what's going to happen, you might get a divorce. Even though you don't think so, you might find a member of your family with cancer, you might have your house get burned down or have a tornado go by and if you live in the same place it happens every 2 years and you move back we should talk. Some people seem to do that for some reason, you can't control those things, I cannot control those things, I don't want those to happen to you or anybody I love or anybody who's even a stranger to me but they're going to happen. True? Not positively just the truth. If that's going to happen I say make a decision now that says I'm going to live in a beautiful state and I'm going to find beauty in whatever life brings me because life is too short not too.

I see a little buddy over here named Shawn, I remember when I got a call from the make a wish foundation saying I have a young man that's about to die and he wants to meet you. He came to the seminar, I took him out afterward and at the time if he coughed too much they said you can't grab him, I said I want to take him across the fire. They said take him across the fire? I said if he coughs, he breaks a rib I said I'll be really gentle, I'm going to do this thing and he did it. Afterwards I sat down with him I said man I don't have the answers but if your body is ...You're just coughing and it's going to make you break a rib your body is so acid. I said you should get [inaudible 00:22:04], let me put you together with a doctor ... How many years ago was that?

Shawn:

I'm 36, I was 19.



**Tony:** You were 19 and you're now 36, I like seeing you here. Give him an hand, he's a beautiful man. What made me think of Shawn is Shawn lives in a beautiful state, he could be bitching, complaining, whining and what does he do? His whole life is not about himself that's why he's so happy. He doesn't live in himself, he lives outside himself serving things he loves. He still takes care of himself, he's funny ... He likes to seduce woman and things I can't talk about right now.

**Shawn:** I'm married now, I'm married now.

**Tony:** You're married now, okay good. I'm glad to hear, it's about freaking time right Shawn. It's good to see you grew up. The bottom line is this young man over here who's now in a different stage of life, he's always been ... I think he lived because he lived for more than himself. I'm sure he felt pain, but we only suffer when we think about what's being done to us or what people are going to think, what they should have done or haven't done. You cannot control that stuff anyway, why be pissed when people ... Are people going to be mean? Yes or no. Are going to be unfair and unjust? Yes or no. Are people going to be beautiful and generous? Yes or no. You just never know when it's going to happen so you might as well enjoy yourself along the way. I suggest today, if you want, if there's any gift I came by to give you it's to tell you what you know already but get you to make a decision about it. To actually decide I'm going to live in a beautiful state, that doesn't mean I don't angry or tired.

Suffering arises and you end it the moment you go I'm thinking about me. If I do this I'll always be suffering, the human mind is always looking for what's wrong. The human brain is not designed to make you happy, it's designed to make you survive, happiness that's your job. You only get it if you draw a line in the sand that's how it's going to be. I can tell you the few people that do it ... I know a few people that have done it, they have magnificent lives. When you're in a beautiful state, the best ideas come to you. This man was in a beautiful state every time I talked to him, I love seeing Peter, Peter's just always on fire about something. He's doing unbelievably well, there's nothing wrong with that. Almost everything he's doing is about more than himself, that's why he feels so alive, he's not suffering an ounce. Even ecstasy, he's not lucky, he's living life a certain way, it's a beautiful way, I'm honored to have you as a friend.

**Peter:** Thank you brother.

**Tony:** How many met this man before and he was in a wonderful state? Show your hands. I don't I've ever seen him not in a wonderful state, I've seen him have some painful challenging places but he's doesn't stay there. Look what he's able to create because of it. He has a 9 year old boy who's on fire, he's on fire to light the world on fire with what's possible. It's a beautiful thing, I honor you.

**Peter:** Thank you Tony. I think it was about an impossible mindset and so forth.

**Joe:** Yeah.

**Peter:** The reality is there is very little that's impossible, period. It just is. Your mindset ... As soon as you say something is impossible than you shut down every possibility from solving this, we all know this. The challenge is it's really hard not to be in that state because we get thrown stuff all the time. What I want to share with you is an experiment which is to say okay, how do I make it possible? How do I actually go 10 times bigger? You've heard me speak about this, moon shot thinking, bold thinking, whatever the case, whatever the terminology you want to give it. Most of us in our life are trying to make a 10 percent improvement, we know this. I'm trying to increase my revenues by 10 percent, I'm trying to increase my sales by 10 percent, save 10 percent more of the lands out there. Whatever it truly is, we all have this beaten into us by life, by the rest of the universe that you can make these small incremental improvements.

the fact of the matter is there are those in the world that go 10 times bigger. Every one of us can be that and as soon as you say I want to not only solve this thing but go 10 times bigger in my work. Can I say this, in something that you're truly passionate about, not just about earning a little bit more money? It really should be in something that you care truly about that is bigger than yourself? That is impacting the world? As soon as you go 10 times bigger, 3 magical things happen. Number 1, even if you have no idea how to solve it, no idea how to get there you'll be amazed at what you come up with. What's interesting is our legacy, our past anchors us to where we are today and you have to let go of that. You truly have to let go of all the stuff from your past, what you thought you'd done, all of the infrastructure that

you've built to let yourself go. When Elon Musk built Tesla ... The reason Tesla was such an amazing better car is he didn't have a 100 years of Detroit to hold on too.

He started with a clean sheet of paper and imagine what could be. The second thing is when you try and go 10 times bigger versus 10 percent bigger it's 100 times the value proposition. It's never 100 time more expensive, 100 times harder and so you get this increased capability. The third thing is when you try to go 10 times bigger ... To solve a problem 10 times bigger, you got to reinvent stuff. You have to actually go and figure out ... I have no idea how I'm going to solve it, you're going to start to reinvent things. When Eric and I were working on asteroid mining we had to reinvent ... We had to have some much computational power on board the space craft, we had to come up with brand new sensors, hyper spectral and mid wave IR that didn't exist, had never been licensed. These space crafts were going to be operating at 200 million miles away, that forced us to come up with new kinds of capabilities that were not currently possible. You'll be amazed what those capabilities you create in your business, in your life, enable you to do.

There's this massive benefit, this pay off, this dividend that comes from expanding your mind and not being anchored to the past. I think that there are very few things that are truly impossible, I think that impossible is a state of mind and I'll say one other thing. The people in your life are part of that anchoring. How do you anchor yourself with a new set of people? I'm looking at my dear friend Navene Jane here with whom we've opened up X prize India and are really working on solving woman's and girls issues in India, providing abundant drinking water in India. How do you surround yourself with

amazing people who live in this state of everything is possible? I'm blessed at X prize, at [singular 00:29:08] university, at H line [inaudible 00:29:06], I live that constantly. How do you do that? Where are you doing that? Where are you doing that? What is your nothing is impossible community? It is truly here. That's really critically important because once you get into that mind set then you start freeing yourself that you tell yourself and people tell you.

We are living in a world where constant, amazing, miracle happen. The other thing because I'll put my commercial into this. Stop watching the news, stop watching the news. You could not pay me enough to have the crisis news network, the constantly negative news network, whatever you call CNN, pollute my mind. I have social networks, I have Google filters and so forth, I was just telling Arianna about this and hopefully she'll do this. I want on the front page of Huffington post, I said I want a slider where I can control the percentage of positive news stories, right? How would you like that? Right now it's 10 to 1 negative to positive, it's true. Why would you possibly invest in the world, in the life and all these things if the world was falling apart. If the crisis news network is like showing you airplane accident, air plane accident, air plane accident, what the problem is that the news network never tells you there was no school shooting today at this school.

This air plane actually flew LA to New York and actually made it and everybody survived, that's not news. We get this disproportionate view so our minds are constantly ... The mind set you have when you watch the negative new is awful. Not that it's not going on, not that there's this amazing hardship, lives that are on this [presipist 00:31:23] of hunger and death

around the world. The world is getting better at an extraordinary rate and you can make a difference in it. There is no problem, there is no problem we cannot solve, period. End of statement

**Joe:** Awesome. All right since both of you are 2 of the greatest achievers and biggest thinkers at least that I know-

**Tony:** In the history of humanity.

**Joe:** Honest to god, you know what not. In a very serious way, it's funny. I can't imagine there will ever be another Tony Robins, you are a freaking freak of nature-

**Tony:** That's true.

**Joe:** A force of nature. One of the most amazing things when I when to [inaudible 00:31:59] with destiny, he'll ask how many of you came here and you're thinking about committing suicide? Literally, anywhere from 6 to 12 or whatever, I don't know the amount. Stand up and you literally take the shit on. I don't know another human being ... It's mind boggling. You flip it, you take a person in a horrible hopeless state, they're coming to your seminar as a last ditch effort but there's that hope. You just channel it but then you share that with thousands of people live on the spot. That's just 1 of 100's of things that you do that are mind boggling.

**Peter:** Everybody in the audience thinks there's no way, there's not way you can do this, there's not way you can solve this, how can you possibly, then boom it's done, you do it. It is truly a blessing to have you on the planet.

**Tony:** It's a blessing, it's a blessing.

**Joe:** Were you born this way? It's a stupid question but I'm saying it for other people. You built yourself to be Tony Robins-

**Peter:** Who published your dream sequence?

**Tony:** I was a kid from [inaudible 00:32:58] who had no certainty, we had no food, had to be in charge because my mother was a little crazy. I promised myself that my future family would never go through this. I decided I hated suffering because I experienced it and I wanted to end it. I read 700 books in the area of human development, psychology, physiology when I was still 17, 18, 19 to 21, 22 years old. I said I was going to read a book a day, didn't do that but I still immersed, I went to every event, I listened to everything, I got immersed. When it comes to people, you know I've been doing now, I've been doing this for 38 years and I've been with 50 million people in 100 countries. There's nothing I haven't seen at this point when somebody stands up. It's beautiful, it happens different every time, it comes through me and I really believe in grace, I really believe it's there at a level that most people never dream of.

I also know that whatever human beings feel, we are not our feelings, we are not our patterns, those are things we might identify with but we're not that. When I see a pattern it doesn't work, I don't think the person's broken, I don't think anybody's broken I'm not here to fix people. I am here to break up the patterns that don't work, I've never lost a suicide knock on wood in thousands for 38 years. We follow up 2 years later, 3 years later, they're doing a documentary right now-

**Joe:** How do you both deal with, think about, even channel extreme levels of stress, adversity, criticism, public opinion or failure? Both of you have had things that just flat out didn't work but you're public figures. How do you handle it, deal with it or think about it?

**Peter:** I really let go of criticism really fast. Actually I might process it in the moment to try and figure out is there something I truly can learn from there valid but I let go of it really fast. If I'm in a personal fight it's so tough ... Time is so precious. Failure, god I've had a wonderful series of failures. I built a launch vehicle company that we won this huge contract, couldn't finance it and had to close it down. I built a multitude of companies ... Luckily a third have been great, a third have been okay and a third have been life lessons. I have to believe that what I'm doing in my heart of hearts is the right thing to do, if I'm doing the very best I can and I believe it is something ... I take a dollar from somebody as a donation or as an investment ... Those of you who are in the room here who have supported me or invested in me know that it's me. You got my cell phone



number, I care, I'm so so committed to delivering. I will do everything I possibly can.

I need to know that for myself, I can sleep at night if something fails but I know I gave it everything I possibly could. There are also those times where shit has it ... Nose dive and I will stop everything else I'm doing and I will go laser like on that. 100 percent, 24 hours a day 7 days a week and I will do everything humanly possible, and it takes that a lot of times, it absolutely takes that a lot of times. That's it for me.

**Joe:** Awesome. Thank you.

**Tony:** I would say I love to light people up, since I was a little kid I loved to light people up. Early on I was wanting to make everybody happy all the time and then I come in this package I was 5'1" and then next thing I know I'm 6'7" I grew 10 inches in a year because I had a tumor in my ear and I didn't even know it. I grew so big, I'm quiet, I'm assuming I'm having a hard time expressing my true feelings so it makes it difficult for people to understand what I'm really like. I'm fairly loud and intense, what happened for me in the beginning when as I was trying to make everybody happy all the time and then just realizing not everybody wants to be happy. Gradually I began to realize opinions are a dime a dozen but impact is all that matters to me. You know when you've had the impact, you don't need anybody else to tell you and you don't need anybody else to acknowledge you, put stars on your chart, when you do what's right you know it.

No one can take that away from you, they can take away anything you have but they can't take away who you become. You become something unique when you find a way to grow and you find a way to live, you do that consistently it creates an extraordinary life. I'd lie to say ... I don't want people to hate me or dislike me but it wouldn't be accurate to say I don't care, but I don't care enough to change what I'm doing, if what I'm doing is valuable. I think that as far as failure's concerned, my god there's so many failures but I don't hold it that way, it's not a technique or being positive, it's just being intelligent. Failure is education if you use it, if you learn something it's not a failure. If you don't learn anything then it's failure but if you learn something ... How many of you in this room had something happen in your life that was horrific, you hated it, you'd never wanted to go through it again, you never want someone you care about to go through it. Looking back on it 5, 10 years later you say, I'm so glad I went through that because it made me so much stronger, so much smarter, made me care so much more, who can relate? I'm curious.

If that's true then why not adopt the philosophy that life is not happening to me it's happening for me. Everything's happen for me even what I thought was failure and now my job is to figure out where's the benefit and use it for great or good. I could probably list unlimited failures but I would be insincere because I don't look at them as failure and it's not because I'm positive, it's because I worked my ass off to figure out what can I learn from that, how can I use that? I like to make people happy. I've also learned in business I fire customers, I don't need them it's a privilege to do business with us because we will more than deliver it times 10. That's how I teach my team, we so rarely

have to do it anymore. You fire a customer and you say listen we're not going to be able to meet your needs clearly because there are people out there that no matter what you do they're going to be unhappy yes or no? Then why are you doing business with them and taking the life, energy of your organization from it. I get rid of them so fast and then they always want back in and I never let them back. Never.

Would they become a public hanging? This is how you play here because in the world of the internet we've lost any form of kindness. People say things that are the most harsh horrific thing, the stuff people write and all it is people who feel insignificant who would never have the guts to say something to your face. We've created an environment where it's tolerated so I think reversing that is really important. You have to define your environment, your business, your world, your family because we all get what we tolerate and I won't tolerate it. I give my soul to a stranger but I won't tolerate somebody being abusive to any member of my team, people to my audience or to me, certainly not my family. You get what you tolerate, you got to decide and you also get what you tolerate in yourself. I think if you can look at what you tolerate in yourself and say I'm not going to tolerate that anymore in myself than it's easy to lead other people.

If you just tell other people you won't tolerate they'll look at you and go yeah you don't tolerate but look how you are. You don't have to be perfect, you don't have to know who I am, you don't have to watch my lips move you can see how my feet have moved for 38 years that's Tony Robbins. That's probably the best signature you can give, that's the brand you put out there, that's the way you live.

**Joe:**

The thing you said the line, which I love, life is not happening to me it's happening for me. Is part of that a trick you play on yourself or do you truly believe everything, you are able to take that as ingredients of this is all happening for me. This most horrible, most horrendous thing from diseases to suffering, that's an important line-

**Tony:**

It's not just a line. There's a woman I just saw that I met 15 years ago, she showed up at my seminar and she was suicidal because one of her daughter had gotten sick. She brought her to the hospital, the doctor said she's fine, she brought her home and the child didn't she was going to kill herself and she had 3 other kids. I really truly had to work with her and I remember working with her back then I looked it up because we had all the stuff I'd ever done on film. I asked her I said what are your spiritual beliefs? She said I believe everything happens for a reason and all this stuff. I said so you're going to abandon what you believe spiritually because life didn't turn out the way you want right now, she said no, no, no. If it's the truth it will be the truth when it's painful it will be the truth when it's pleasurable. I would lie to you to say I jump up and go this is happening for me right now ... I don't do that. I think what the hell's happening then I catch myself and I go there's some good in this.

My core belief, my real core belief underneath that is everything I've ever been able to help people with is because I face some portion of it. If I have to face a divorce, I decided I needed to go through a divorce and I didn't want to and no one wants to pick a new partner after 14 years, that was the most horrific thing in the world. I thought if I could figure out how to

do this eloquently, intelligently, lovingly no matter what the other party's like then I can help anybody else. I've had several business over the decades that were near the verge of bankruptcy, I had a resort in Fuigi and there was a coo, you know, it's inconvenient. I'm losing a million dollars a month, I didn't ave a million dollars a month to be losing at that time I just wanted to create this great place for people. In the midst of all those elements I'd comeback and say if I can figure this out, I can help any other business.

All my skills have come because of some thing I had to solve in me or had to help someone else solve. My view is if I can figure it out fro me, I can help millions of people. That makes the problem inspiring as opposed to the problem being why did it happen to me. We all are going to experience problems, the only thing that we all have in common is that every one is going to experience severe pain. I don't care how rich you are, money is not going to create an immunity to pain. Suffering you can get immunity from the decision I told you about but we're all going to have problems, we're all going got have challenges. The only difference is what the hell are you going to do with them? If we just deal with our own problems, they get really boring and some people need problems to have drama in their life to cover the fact that they're not doing anything. I think it's much more interesting to solve it, move on and help other people do the same because you've actually done it not because you talk about it.

**Joe:**

Got you. What I love it, Robin Sharma who we did a call with, he's in the room. He has this thing the 5 AM club, a guy named Hal Elrod had wrote a book a miracle morning, you do priming in the morning, I'd love to hear what you guys feel is your best

rituals or what it is that you're doing that massively impacts you to be as affective as both of you are. If there's something simple, something you just do that makes your life work. Starting it being a morning ritual or just anything that people-

**Peter:** Does watching cartoons with my kids at 7 AM count?

**Joe:** No, that may be accurate.

**Peter:** For me it's anchored in my desiring to make the impossible stuff I set out happen, right? It's anchored in this infinity challenge, I'm never bored. These problems I've taken on with an amazing group of people are all infinite, there's not getting there. For me they are my guiding stars so it's like what am I going to do right now to move the game forward this day? I wish I could say I was a great meditator, yoga person or so forth and that will come but not right now. For me it's dedication to the child inside me and what I care deeply about which is making me succeed. Ultimately, it's trying to be clear about what I'm enjoying doing, right? It's surfing the stuff I love versus this is work I'm probably not good at this work, who else can I find that can do it and doing the stuff that I truly love better and doing more of that. There's nothing [safisticated 00:45:28] there. Tony what do you got?

**Tony:** I think anyone who succeeds has something that they aspire to there's a mission, there's a direction, there's a desire and they bring it up regularly. You do that even though you say you don't do it in a safisticated way, attacking human genome and

figuring how to get meteors to feed you what you need is a fairly large vision of someone sophisticated. Mine's really simple. Mine's simple. I believe that the body is the place that drives the mind the fastest, you can go inside your head all day long trying to resolve things, make excuses or freak out, I've learned early on in my life that in order to make myself do things I had to trigger this body to feel strength and to know that when I say something I mean it. I have a simple ritual but it's actually, it may not sound enjoyable now but I get up every morning and I'm privilege to have multiple home. One of the homes I have a river, the rest of them I have cold plunges and I go into 56 degree temperature just for about 60 seconds, I jump straight in or I was just in sun valley the river's 38 degrees a little bit cooler.

I took my nephew and said you're about to learn how to start your day. I bring all my friends when I come, they all have to do this. Every cell, every nerve in your body explodes and it's phenomenal for your [limb 00:46:48] system, it's phenomenal for your health, but it also is a simple discipline that says I say it, it happens I'm going to say I'm going to do it, I do it. I've done it so much it's there and it's invigorating. Then I do as you said something I call priming, you wake up and your 22 hours off your normal time zone and you've got to get up and take care of 10 thousand people for 3 days and nights for 14 and 15 hours. You don't always wake up feeling wow is this the coolest thing in the world. Some of you wake up and go what universe is my body in, I do my physical ritual but then I also do this priming. Priming for me is just ... I don't hope that I'm going got show up at my best, I create a state for it.

most of you know the principle of priming, they've proven in so many scientific studies. We all think we make our decisions consciously when much of our decision making we think is conscious is being made by contextual environmental manipulation that we're not thinking about. In one study they took some people and they hired actors that would go to 100 people and they'd walk to you and if they were trained to do the exact same look, same expression, they'd say would you hold this. They hand you a coffee cup, reach in their pocket, grab their phone, put them back and say thank you very much, they just kind of assume the action. They would do it the same way, same reaction, same facial expression, 100 people one way, 100 people another. What was the only difference? Cold ice coffee versus hot coffee. An hour later they come back with some people ...

Different people who got caps on, they're saying listen we'll give you 10 dollars if you give us 2 minutes, if you read this 3 paragraph story and give us 2 question answers. They read this little story, everyone reads the same story and at the end they ask them how would you describe the main character? What are they like as a person? 80 percent of them people that got warm coffee said that they're warm, they're generous, they're loving, warm is always one of the language pattern. 80 percent like clock work people that got the same story say that they're very cold, they were using generate language like being obsessed, or being about themselves, selfish things of this nature.

I'll give you dozens examples. What I do each morning is I do a breathing pattern, it's an explosive breathing pattern I learned in India, it's breathing your breath in and exploding it out from the guy out the nose. I do that 3 sets of 10 pause, 3 sets of 10 pause,



3 sets of 10 so it alters my state. I do just 3 things for 10 minutes because I have this deal with myself, if you don't have 10 minute for yourself you don't have a life. Who's with me on this? I don't need to have, 20 minute, 0 minute, 40 minute meditations, I want 10 minutes and I don't need to meditate. I don't know if I want to meditate, to not think I don't know to many people that can do that and I don't know that I want to not freaking think. I thought what I want to do is I want o focus on the emotions that will cause me to be the better me.

The 2 emotions that most people are messed up by are anger and fear. When you're grateful you cannot be angry, try to be grateful and angry simultaneously it will never work and you can't be fearful when you're thankful. When I look at people almost always they are reacting out of fear or they're reacting out of anger, it's some version of those 2. Gratitude to me is the antidote, I spend 3 minutes, just 3 minutes and I think of 3 things that I am thankful for, 3 people, 3 situations but I step into it. I don't remember the roller coaster over there riding it, I put myself in the front seat going over the edge so I feel the moment. I make sure one of the 3 things I'm grateful for is something really simple like the wind on my face or something beautiful like my child's smile. The reason I do that is because I remember interviewing some of the astronauts Buzz Aldrin and these guys. As you can imagine to be an astronaut, this man to aspire to do that and then to go through the thousands of people and be picked and then to actually go to the moon, stand on the moon and look back a see that picture we've seen of that blue green earth.

You imagine then you come home, what happens? There's ticker tape parade, you shake the presidents hand and now what

the hell do you do? You're 32, what the hell do you do for the rest of your life? You know what, if you know the story of many of those astronauts most of them had some major emotional challenges, some abused alcohol, some drugs. They had a real tough time because they forgot to find adventure and a smile. I thought they only just wanted to go to the moon, I trained myself to make sure that not just the big beautiful things that are a part of my life but the little thing. I feel that for 3 minutes then I do 3 minutes of a blessing, corny as that may sound. I imagine life, god, energy coming into my body, healing every muscle, every nerve in my body strengthening everything. You strengthen the best of me, my passion, my love, my generosity, my creativity, my humor, my love and then I see any problem that needs to be solved just being solved beachhead otherwise I tend to think I got to do it all.

Once I feel that fully, that energy comes through me and back through me multiple times then I do a circle of my intimate family, my kids, my wife, my friends, this little character over here is on my list. I circle out all the way out to all of my clients and I'd said that same energy to them. I imagine as corny as that sounds, they're being healed, they're getting what they need energy wise, they're having the life that they deserve and seeing it multiply. The last 3 minutes are my 3 to thrive. I think of 3 specific outcomes that matter to me and I don't think about achieving them, I see feel, experience them as done and I see the impact that it has. I see people's lives touched, I see the joy, I feel it as done and I feel grateful. It's 10 minutes but honestly it goes 15 or 20 because I'm having a dam good time, by having a 10 minute walk there's no excuse not to do it and I do it every day.

I don't hope I'm going to feel good ... What happens is you're primed, you literally you see things through a different set of filters, you make decisions with on different filters. Think of it, most people are wired for stress, they're wired for frustration, they're wired for feeling lonely. They got a high way to pissed off and they've got dirt roads to happiness so I've decided I'm going to wire myself fro happiness. I wasn't born that way, my view was that I had to change the whole earth to be happy, today that's different for me now I can just wake up and be happy because I wired myself in a different way neurologically and then I show other people to do this as well.

**Joe:** You guys are awesome. I really really appreciate you both coming to this, thank yo so much. Thank you, thank you guys.

**Nick:** Thank you so much for tuning into this episode of the podcast. We want to know what were your big take away from this special episode of the podcast, simply head on over to Hal Elrod dot com slash 128 for episode 128. Leave a comment on [Shawns 00:53:35] page, letting us know what were your biggest take away. Also if you haven't done so yet, please go subscribe to the podcast on Itunes by going to Hal Elrod dot com slash Itunes, clicking on the subscribe button and then if you would leave a rating in review. Rating and reviews truly are the best way for you to show your appreciation for the show because they help more people find out about the podcast and decide if this is the one for them. Until next week, it's time for you to go out there, take action and achieve your goals.