

TRANSCRIPT

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Well, welcome everybody to *Success Left a Clue*. This is episode number eighteen and let's get rock and rolling today. You know, I just returned back from an amazing event in Orlando, where not only did I get to host an event and do some teaching, but I was able to be a student, sit at the back of the room, watch, listen and learn and there were some amazing people and one of the lessons I learned that I want to kind of talk to you right about- talk to you about right now that I learned was from a gentleman by the name of Sam Crowley.

And Sam Crowley, now check him out, S-A-M and Crowley, C-R-O-W-L-E-Y. He is a podcasting king. And Sam Crowley, one of the things that he was talking about is he was talking about podcasting and the proper length, what they've showed with research and first of all, I'm going to suggest you check out his podcast. It's called, "Every Day is Saturday." An amazing story behind it, check it out. I won't go into the details but I believe you'll really, really enjoy it and like me, he's a little bit crazy which is totally awesome. And one of the things he was saying is that, in all his time in research, from you know, people's commute time and all that, what they, boiled it down to is a perfect length of a podcast.

It's going to be between twelve and fifteen, twelve and seventeen minutes and so that's what I thought, wow I hadn't had that information before and so I'm- when he said that, I was like this is pretty cool and my data backs it up as well because most of my podcasts are right around in that length and we're doing great on the downloads. It's when I do like an interview, that all of a sudden where we're an hour or like podcast number twelve where we're an hour and twelve minutes. We're still getting downloads but, not as many and so that was a nice lightbulb that went off in the head for me. And so I thought I'd toss that lesson back to you and just- like you know especially those of you who want to do podcasts of your own. It's a clue of success. That's what this program's about, that's what this podcast is all about, *Success Left a Clue*. That was a great one coming in from Sam Crowley. So Sam Crowley, thank you for that.

Now what's today's episode about? Well today, I've decided to call this one, a really interesting name, "Don't Let Your Success be Your Identity." Don't let your success be your identity. And let me tell you what I mean by that. You know, so I'm back home now. We've, I've got a month to just down, wind down, relax at home, be with family, all of that amazing stuff and so you know- it is- even depending on when you're listening to this, I know it's already the new year, but this is being recorded right in the heart of the holiday season right now. And so we're decorating the trees, we're decorating the house, we're getting things ready, you can have family over. All that fun stuff. And one of the things that my wife Roxanne and I love to do while we're preparing and doing things around the house, is we love to listen to shows, especially inspirational shows, holiday shows if that's the case around that time.

And one of the shows that we happened to be listening to was by Oprah from her own network and it's called you know, "Where are they now?" and this was a special episode on Olympians. People that you know, are future Olympians, current Olympians or past Olympians. And they're going through and listening to their stories and something that I heard again and again from the

people who were past Olympians that really hit me and really resonated, I'll tie that in a little bit. Like what they were saying is they're talking about how you know, when they were in the Olympics, whether they were bronze medallists, silver medallists, gold medallists and of course to be on this show, they all ended up being gold medallists at least and they were talking about the transition. Transitioning from when they decided to step back from the Olympics and actually go into everyday life. Going from where their whole life was defined by who they were as an Olympian, practicing hour after hour after hour, day after day, week after week, month after month, year after year, being ready, being at Olympic level, Olympic level athlete. You have to be totally inundated and totally just immersed in that world. And so that was their life. And so that kind of started to define who they were. It seeped into the psyche and it became who they were and for the most part, like one of the Olympians and I can't even remember which one it was, but their job now, one of the things that they loved to do, their passions is they work with Olympians in that transition.

Because what a lot of people don't know is that when an Olympian goes from being a world class, the best in the world and they step back, a lot of them end up going into depression. They go into depression because they've gone from the top of the world to, what now? Who am I? Who am I outside of the Olympics? I don't know who I am. And for a number of them, they actually struggle with that. They struggle to identify and think about who they are, figure out who they are. And for a lot of them, it takes years, if they ever come out of it. And you know when I was listening to this, and I was, listening to the episode as we were doing the decorating, all of a sudden, it started to resonate. Because I- I do the same thing. Olympians are no different from anybody else. We all you know, can build into and we can all end up having our identity, identity be tied to what we do instead of who we are and I'll give you the example from my life.

So here we are, 2004, I finally get the chance to do my first training. Just me, assistant trainer, full on doing all the data and delivering the who data, twelve hundred students and next thing you know I'm in the euphoric stage of travelling around North America at the time and then eventually the world. Teaching people. Day in, Day out, I'm immersed in that. Immersed. And of course, I, luckily, I am kept grounded by amazing people in my life so I don't, I go through what I call the star struck stage. Every trainer does. As I teach trainers and I've trained thousands of them around the world. I'll tell them, I don't care who you are, you're going to go through the star struck stage where it's like wow look at me, everybody loves me and that's the same thing athletes go through and it's not a question of going through it. The question is how quickly will you get through it.

So listen to that because this is- doesn't just pertain to training, to Olympics, this, you know pertains to every area of your life, if you're good, if you get to the top of a game, if you get near the top, on that climb, you're going to go through a start struck stage and the question is how quickly will you get through it. And so, I started going through that start struck stage, next thing you know I'm doing forty to fifty full on trainings a year.

On average, my wife Roxanne and I, are home two days a month. We are totally immersed in this energy of being on stage of front of hundreds, being on stage in front of thousands of people, changing lives, having a blast. And then in 2008, September, I decide to take a one year hiatus, and take one year off. And for those of you who know me and been with me fore, you know that

one year actually turned into three and a half years and one of the reasons that not a lot of people that I don't actually openly share but I, you know when I learned this lesson yesterday or when I heard this yesterday, I thought, I'm going to share it on this podcast.

One of the things that did go on for me in my life is that I did crash. Call it burnout, call it depression, call it what you will. But one of the things that did cause me to take a little bit longer than a year to come out of my hiatus, from that break, is I went through that kind of, identity crisis, who am I? Outside of being a trainer. See because also now, I'm not in the limelight, I'm not consistently in front of people. And so, you know, you'd reach out to people who though knew you or you though you knew that they knew you or you knew them and you know they would be willing to help you on your next idea, your next journey and it's like, no. Because now I wasn't in a position to assist them. They weren't wanting to assist me and it was an interesting learning curve.

And again, thank goodness, I have people in my life to keep me grounded but to also lift me up because as I went through this, I did go through the journey of having to identify myself, outside of being a trainer, outside of being a seminar leader and when I decided to come out of training, it did nothing but impact me and help me be even more of who I am today. Be even more authentic because, like anybody is, you call it the fifteen minutes of fame, whatever it is. I don't have any delusion that I'm, while I'm in the spotlight, I'm in people's minds. But the moment I'm out of the spotlight, I'm not, and now you know what? I'm okay with it. And to listen to that TV episode yesterday, it was like wow, what a great lesson, how does it relate to my life and I'm going to then turn it around on each and every one of you. How does this relate to your lives? Where have you kind of tied your identity to what you do as to who you are? And, where can you choose to kind of maybe take and go from one to the other and say you know what, no I am who I am. What I do is just part of me, it is not all of me. Because ladies and gentlemen, when you start to do that, that's when you're going to be able to take your life back. That's when you're going to be able to fully live your life. That's when you're going to be able to really appreciate the people and the things around you on a day to day basis.

So I'm thankful for that lesson from yesterday and I really just wanted to get that out in a podcast, so I hope that you've all found some wisdom in this, I hope this has made some sense and it helps you out. This point forward, the podcast, we're going to keep them to the twelve to kind of like, twelve to fifteen minute level and just keep kicking out those little nugget of wisdom, those clues that success has left all over the place. Here's to having 2017 be an absolutely amazing year. This is the all in year as we talked about on the previous podcast. Know when to hold 'em, know when to fold 'em, know when to walk away, know when to run and when I say run that's what the all in is. You run with it. You don't hold yourself back, you don't second guess whatever it is, you just go all in and you run with it. So here's Robert Raymond Riopel, *Success Left a Clue*, Episode number 18, please remember to go to www.successleftaclue.com for the transcriptions of the podcasts also, the website, you can see where I'm going to be, you can see where I'm training, lots of great nuggets on the website now so definitely visit us there and also again, if you wouldn't mind, go to iTunes, I know it's an extra step but on your computer go to iTunes, leave us a rating, leave us a content or a comment, let us know what you've been thinking of this podcast, we'll keep

delivering them and having fun. So have an awesome day and we'll talk to you again on the next podcast, *Success Left a Clue*. Thanks everybody. Talk to you then.