



Using the Machine Mindset to Quantify the Priorities in Your Life | Rob Dyrdek

[00:00:00] Guest Intro – Rob Dyrdek

Darin: Hey everybody, welcome to show. This is Darin Olien. This is the Darin Olien Show. What's happening? one of my favorite people that I've actually wanted to meet for a very long time. We knew a mutual friend Alex, and she worked with Rob, gosh, it was like 15, 20 years ago. And I learned about Rob. I was like, this dude is awesome. Rob is a serial entrepreneur. He is the CEO of Dyrdek Machine. You may know him from most episodes on any television show on the planet because he is cranking out hundreds of episodes actually a year, MTV Ridiculousness. And just full disclosure, what you don't know about me is watching funny videos on Ridiculousness is one of my favorite things to do. It's like if when I've had a long freaking day and I have nothing left watching Ridiculousness and laughing my off over videos, I'm telling you that maybe you didn't know that about me. You thought I was serious all the time or whatever. But the truth is, I love this show whether I met Rob or not. At 16, he already became a professional skateboarder and then through 25 year career he set 24 Guinness book of world records, right? He had Robin Big Show, Fantasy Factory, such a fun show and just kind of the first reality shows where it was just kind of felt like you were with them. Millions and millions and millions of people watch that so many episodes and now of course Ridiculous is still cranking. And now Rob, because I've always appreciated, he's been so good at business and expanding and I just wanted to learn. And this podcast turned into what felt like to me the start of learning how to manage my own time better. And since then I've been messaging him and he's shooting back to me because I've been really taking what he describes in this the machine mindset and drilling down of where my time's going, what do I want in life?

Darin: And we go over that over and over in this episode because you have to know what you want and then work backwards. So this systematic approach to really figuring out what you want and that is I want a great life. I want art in my life, science in my life. But also he keeps in that element of magic. So yeah, you can plan, but as he describes it, time opens up when you get very clear on time and very clear on what you want. So today he continues to sit at the helm of Dyrdek machine. He's involved in many things, multi-platform, universe of venture buildings and media and community and philanthropy. And he's just an awesome dude. This is one of the highlights. It was just like full circle. He came out, this is on video by the way too. So we're sitting under a 300 year old oak tree on my property and it was just a great fricking moment for me. And so you can check out that video too. So please share this video like and subscribe. It really helps us out getting more epic people and having deep great fricking conversations. I hope you can extract as much as I got from this podcast and maybe we'll have Rob back more because he's developing some cool stuff that we will all benefit from. So kick back, relax, be excited and enjoy this amazing conversation with my new good friend Rob Dydrek.

[00:03:49] Podcast Intro



Darin: You are listening to The Darin Olien Show. I am Darin, and it is my life's mission to find and share healthy and sustainable ways of living. In this podcast, I talk to inspiring people and professionals from around the world to uncover ways that we, as humans can improve our lifestyles, strengthen our mindsets and take better care of this beautiful planet we call home. If you are looking for motivation to take the next steps towards a happier, healthier life then you are in the right place. And I am stoked that you are here. So, let's do this. This is my show, The Darin Olien Show.

[00:04:32] Interview Commences

Darin: Well dude, thank you for coming under the oak tree. More times than not you have people saying, oh my God, it's so good to be outside. That's my mental health. I got to be out in a place like this.

Rob: Yeah, and look, you know, as I was driving up here, I was contemplating your life a little bit and I was like contemplating the idea of how important being outside and being in nature is to you. And I just started thinking about like man, it's almost like everybody lives in these cadences in their own sort of rhythms and needs. And somebody like me who lives like who needs to go through his cadence each morning and get up early and get on his computer and check things and do his meditation and write his email to his wife and brain train and get in the gym on my flow, right? I don't think to myself, man, I'm missing nature because it's almost like my systems have like gotten familiar and comfortable with living inside and growing inside my environment where if I was to grow up here all day, I might slow down a little bit the same way if you lived at my house, you go crazy.

Darin: Yeah. And it's interesting how the human can adapt, right? And just find your space and place. And so number one, I'm just stoked to have you here. And number two, I just really appreciate the level to which you're living. And I really do get that sense that you strive to be in balance and it's kind of less about the stuff and the stuff has kind of been a part of your life because it's a side, it's collateral. So I guess talk to me about that.

[00:06:05] Seeking to build harmony - The Machine Mindset

Rob: I never shied away from the things that actually made me up and my ambitions and my desires. The problem was when I was younger I thought that they would become the answer to peace and happiness, right? And so, in my younger days in professional skateboarder turning into television and all these different things and always being an entrepreneur and creating all that stuff, it wasn't till I'm came to a point when I got a little bit older where it was like you're not going to keep creating and having a building this amazing life and there's going to be and eventually you'll find peace. And I think that's when I really sought to build harmony in all aspects of my life. And part of that was really deciding what type of life did I want specifically when I thought about like how much money I had and what did I want to do with that money. And that made me excited and that's how I sort of connect my identity to it. Like what are those things like what do I love about business and what would be the ideal business that I would run, right? And it's like, well I'm a creator and I love building businesses but I want to go on to the next thing. So, I've got to build a business that builds businesses that have the ability to go on and operate without me. That I still get the, as I say, fueled by the joy of creation. So I still get to continually feed that creation but do it in a way



that it doesn't steal time from me. Because at the end of the day the first thing I did was design where I wanted to spend time first and that's with my family, my wife, my health, all these things. But the magical thing that happened was I started from a place of balance and harmony and then I grew into life. I expanded into life and got better and better at living a harmonious high quality life. That was the big shift for me five, six years ago that really changed and drove me to this more elevated state.

Darin: Do you think that you were always striving for balance or were you just kind of crushing yourself through creating so much? Because 90% of what people know about me is not in the public of what I'm doing, right? But I look at you and it's like, shit you've like crushed me in your accomplishments. So I'm interested into like because your ability to create 250 shows a year of Ridiculousness and it took us three and a half months to create eight.

Rob: Listen me, I'm about to transition to shooting 336 a year and I'm going to do eight in a day and that eight is going to take me under five hours. That's how optimize. But when you look at the scale, the scale of managing my essentially a family office and my real estate portfolios, it's all of my adventures that I co find, create and finance. The 252 episodes of television, 52 podcast year interviews like this, all of that is still with about 22% of my time. I used to work about 30% of my time and over the last two years I've worked less and less despite doing more and more.

Darin: because literally now it's 22%

Rob: Yeah. So I track every single hour of every single day and tag it and then it goes into a dashboard to show me exactly where I spend my time. I have my planned stuff right because I get better and better at planning my rhythm of my existence. Sort of the core things like get up at 4, 4:30, take my kids to school, the trainer comes, I meditate, I brain train, I have sort of these things. I have my breakfast date with my wife, my sushi night, my movie night. I put even the balance of my relationship all the way through there. But it's super fascinating like I wanted to begin to understand time at a deeper level and that's when I got a programmer to write a script to where like I could break it down into work life and health and then how much time am I dedicating to each? And then I began to tag it and look at it and boy man you guess what happens when you know where you spend every ounce of your time, you begin to live so intentionally you begin to fully understand the value of all your time. But above all, you now begin to understand where can you apply systems or hire people to give you back time. And now it's a deeper level of time mastery. And for me I refer to it as a machine mindset. But ultimately it's designed, automate and optimize all aspects of your existence. Because greatness and depth is found in optimization. You know, versus like building your rhythm and your cadence and getting automating as much as you can so you can get back more energy in order to get to a place of optimization. Where then you can live this really big, really full life with very little energy and very little time.

Darin: Correct me if I'm wrong, but it's almost as if you went so deep into time that you inverted it and now time is probably slowing down and giving you it back in a certain way.

Rob: 100%. Like life moves from me slower, I can see further, I understand how long things take me. I understand my goals and ambitions and what I hope to achieve. But beyond the track record of what it was, it's the knowledge base that I developed. I am evolving in sort of a rapid pace of growth continually. And I always say this to anyone cause I always think like



if depending on who you are, you'll get is depending on what level of depth you're going to get seems obnoxious. But it took me years and years to finally grow to be able to do it to where it became automated, to where it became effortless from the stoics to Napoleon Hill. Its self-mastery is where your piece is always going to be found, right? And self-mastery is always starts with discipline but then discipline turns into habit. But the habit turns into intuitive living your way of life. It's no different than the same way you look at someone who tries to eat healthy, right? Where like they try to eat healthy for a little bit and then because their cadence, their system, their internal clock if you will, is built to be unhealthy and eat unhealthy the same way that you spent 50 years developing your process. Unwinding and regrowing another process as it relates to this more what seems to be a militant, overly disciplined way of living is difficult right at first. But everything is difficult at first and you grow into it and you get better and better at it at time. And I would say fundamentally I've applied that to all aspects of my existence multidimensionally, to make up the life that I live today.

Darin: Well, digging in a little bit, all of this knowledge, all of this is self-knowledge that you've been cultivating for a long time. And you came from what, Ohio, that's right, right? You're skateboarding in Ohio

Rob: Quit high school to be a pro skateboarder made like 800 bucks in the first year. Got a check for \$2 in the Christmas of 91. So very unusually humble beginnings for a guy to talk like this you know.

Darin: I mean the fact that you were making a few hundred bucks and you're like, I'm done with school dude, like your parents must have went fucking ape shit.

[00:13:21] Quitting school to skateboard

Rob: Oh to this day when I say I quit high school makes her so mad, makes her so angry; like you're a loose, they makes you sound like a loser. Like and it's like, I want to say I said it like recently in something and it's because the nuances I didn't go to my senior year. I took a night class and got it one half credit that gave me enough to get a diploma. So technically I'm not a high school dropout because losers according to Patty Deer Deck are high school dropouts.

Darin: So, going back to that, because I am eternally curious of self of life, of the mystery, of the quantum of this grand mystery at the same time worked very hard to stay grounded. I'm from Minnesota, I love working hard, I love connecting to people number one. What was the switch for you going, oh man, this is an inner deal, this is a spiritual deal. When did that happen?

Rob: It's always been inside me, right? I've always felt like in the fantasy factory days it was make your own luck. It was this idea that you were in control of your destiny like I really began to feel sort of the universe and the law of attraction from a very young age and kept continually taking risks and taking shots and then being rewarded for them working incredibly hard and positioning myself to get lucky time and time again. I was basically at the bottom at 39 in the sense of, you know, I had like all of these things going on. I had cartoon on Nickelodeon and a professional skateboarding league, two television shows on MTV, all this like all of that. All these multiple businesses, signature products, all these endorsement, all these things. But I was like booming and busting and booming and busting in ultimately.



Darin: internally you mean like.

Rob: just working really hard then why am I even doing all this? like so I was just bound tight and even physically, right? Like I was in the absolute best shape of my life in that exact era and you can't just keep building company, building television shows doing bigger, more and more things and like I'm just going to keep working out this way. And I could tell I was building my whole life in dysfunction despite it being from the outside looking in relatively fun and successful. I knew internally that everything was bound tight and I literally went on the journey to basically rebuild my entire existence. Which then over time began to understand my body and really like what you actually need to do to heal and get your body fully aligned and then getting your entire financial strategies aligned, your business strategies, what you actually want out of a career, like what you want out of relationships and life in general. And all of these different things began to align together at once is what happened to me in 2012 and 13 that really then set the stage for me to be able to grow and evolve into this state to where like you now I'm almost controlling my evolution. I like to say I'm systematically evolving because I'm pointing what I want to evolve, the direction I want to evolve and then allowing my entire life to evolve in that direction, which is serving the bigger vision I have for my purpose and my legacy and ultimately my harmony and happiness like is the evolution. I always had the seeds, I had the seeds, it was like I had to finally stop and finally begin to put in processes and systems to actually nourish it and create it and what is it? What? It's 10 times crazier than I could have ever imagined when I was like this would be a good idea. In 2013 and the process of 2014 and 15 when I really went on the self-discovery to develop it and I launched it basically in 2016 and began this journey and realized that in a pretty quick manner, this would be my ideal life because what happens, you know it's the art, science and magic man. You have to put a vision to it and create the path wherever you want to go. Science is, you got to create goals and systems to actually get there and then the magic is boy oh boy, did a lot of things go my way as I continued to gain clarity and make decisions and let the universe and the guide me into the right opportunities that led to finding an immense amount of success as I envisioned it. Not as I planned it but as I envisioned it and then of course who I became in this amount of time is so much different because you expand into life and you gain all this knowledge and experience that becomes part of your toolbox that you now get to live on a higher plane with. And I see myself doing that forever.

Darin: So, was it like the physical side of it that was kind of, because I know for me the body tells me every time and I just like, whoa, what's going on? That was the barometer or it was just all of this stuff kind of crushing you at the same time?

[00:18:25] Rating everything in your life

Rob: well So, look, all of it matters in the physical body cannot lead the mental body to freedom and ultimately the physical body is bound because of the mental body. And I'll tell you what I really did that really began to change everything for me, is I started using qualitative data to make quantitative changes. I started asking myself every single day to rate how I felt about my life, my work and my health, zero to 10 every day. I called it qualitative awareness. So when you just ask yourself how you feel about your life, well I mean if I was at a five, you know, I wasn't totally hopeful, I wasn't negative, if I was a four below negative about everything. Wish I wasn't on TV anymore, wish I didn't buy that car like what am I do? like negative about everything. Six and above, I'm hopeful but by doing that at on a consistent basis, man in life, work and health, you begin to see these things that keep



popping up, that are part of bringing you down. It became essentially my quality of life score. When you look at 2020, which I thought was the most incredible year of my life compared to 2020 one's data compared to 2022, it's like you can see the quality of life and if you connected it to my goals and my financial goals, my relationship goals, my time management, if you looked at how all of those things work together, you will see that it's like how much more balanced and happier and wealthier and healthier I am over that time period because I've quantified it in a way. And for me, not only do I feel this extraordinary existence and this amazing life, but I have seen how I've grown into it, right? And so it's incredibly powerful but it's the other side of making up your mind. You're going to commit to something like this and then getting better and better at it over time.

[00:20:29] Vivo Barefoot Ad

Darin: Most of you know, or maybe you don't, but I don't like shoes. I am a barefoot person. I know that might sound weird, but I just do not like shoes because once your feet are liberated and free, you don't want to prison them again. So, if I don't have to, I don't wear them. Because the truth is our feet are meant to be free and touching the ground. They weren't meant to be wrapped and squeezed into layers and layers of synthetic materials and Cushing. But let's face it, sometimes I, and you have to wear shoes, that's why I'm happy to have found Vivo barefoot. This company was founded by two seventh generation cobblers that wanted to create sustainable footwear that worked with our body's design. Vivo barefoot brings your feet closer to nature than any other shoe will. You can walk in them, you can run in them, you can work out in them. And when you do the sensory connection between your feet and your brain is so powerful because you truly feel where your foot is because you have those senses turned on. When I wear shoes, I wear vivo barefoot. This is innovative footwear for yourself, for the betterment of you and your feet. Go to vivobarefoot.com, use promo code DARIN15 and you get 15% off your order and your feet will thank you.

[00:22:24] Interview continued

Darin: what I love about it is that it's so easy for people, all of us, just to go about life, wake up, let's see what happens, what's the television, going to tell me all of that stuff. But even the act of business life and health, right? And asking that question, you're asking yourself like, you're taking a moment going, Hey you Rob, how you doing?

Rob: Ultimately it is like asking you how you feel about your life and it's the simplest question. But when you start to like really look at it, and if you do it once or twice, you know, I had posted a Instagram story, it was like zero to 10, how do you feel about your life? And to me again on that serendipity like law of attraction, I, when I wanted to figure out how to build companies, I searched out all the consultancy groups and found this consultancy group out of Seattle called Arrive the CEO Chris Smith, sort of a self-made sort of strategist who built his own company. Like he pitched me on like his vision on how to build the machine like okay, like this is the deer machine, my venture studio. Then he started like introducing me to all of these processes as it relates to rhythm of company and sort of all the different facets of a company and how they interconnect, right? And I began to see my life like that and then he actually helped me develop an operating model for my life, which I called the rhythm of existence. And he introduced me to just the idea of like, hey, to assess where you're at since it's your life, you could just ask yourself and over time you'll have like a data point And I'm like, okay, that's cool but I just added that to it, not even thinking of it, thinking of like what an



impact it would actually have on basically molding and helping me shape myself into getting up every single day and enjoying every single hour of the day with the exception of disruptions and new things that come in that you have to manage. But what it provided me is unbelievable value. That's now part of my toolbox that will shape me forever. That then I'm going to turn around and share with people and create a tool for them to use it to help them create and reshape their lives the same way it did for me.

Darin: Well, it's so powerful. Again, it's like that who are you, what are you, where are you going, what do you want to create? It's like that quintessential thing. If you don't ask yourself questions, you just are existing, you're just floating around.

Rob: That's it. You're at the whim of the world and then if you live there, you blame the world, right? You just end up in this place, then you're exhausted by the time the weekend comes and you want to drink, then you're hungover on Monday, recover and just get back at you're just, your system now has like in a place and now that's your body. Adheres it in your mind creates, this is how we function. We've got to like basically learn to function as best as we can in this dysfunction. And then you put 20 years on that, now you wonder why your back is hurting and like you got a plantar fasciitis and like your cholesterol's up and like, oh no, you heard that gut health is this thing. Oh man, I got leaky gut. You know what I mean? It's that sort of holistic sort of aspect that most people could never find because they were raised by people that didn't think that, they're raised a world that doesn't think that. And then it's so hard to feel when you have so many aspects of your entire life system. It doesn't even have to be major dysfunction, just ordinary dysfunction. It's hard to see through all of that chaos to ever get to a place where you could find harmony in all aspects of your being.

Darin: Yeah. Then ask yourself how you feeling? You're like this sucks.

Rob: And then you feel so bad you don't want to ask yourself again. It literally is like weighing yourself when you know you've been drinking a lot and eating a ton of pizza. Like you got to start somewhere, right? And even if it is just like getting up earlier and walking, it's like I'm going to just try to eat healthy for one meal a day. You grow into it over time and if you stay committed to it, you learn more and more about yourself, about your body, about what makes you happy, about what makes you feel healthy. But if you then dedicate to like, how do I master all aspects of my existence? Then you begin to grow and expand into it and setting goals and quantifiable measurement, now you get motivated because now you're making progress towards the better you, the better life, these better things. That's where you can still create a ton of happiness by just creating a plan for yourself and beginning to live it rather than getting to happiness be the outcome. Sustained happiness infinitely is the goal.

Darin: Well just the act of deciding that over there or that thing or that thing that I want, I'm now committing just that act alone is already gifting you chemistry, biology, serendipity. And it's like instead of waking up and saying, God damn it that administration or this administration and then that now is dictating your outlook and it's like no, you got to take yourself responsible for that and yeah, it is swallowing a big pill. If we're willing to go, whoa, whoa, whoa. Who am I? What am I? Where am I going? How's my life? What do I want my life? If we're willing to construct that and take a beat, we will find that there's so much there that is willing to kind of gift us back. What do you think the best way to kind of start that process?

[00:28:06] How to start thinking with the Machine Mindset?



Rob: You know, I think designing the life that you want and really like, hey, these are my financial goals, these are my career goals and not goals in an ominous way that like, oh I got to get them or I'm not who I want to be. Because goals change, right? What you want today will change. You know, I do literally my five year and 15-year goals every quarter and it's fascinating because it's like even for me, it's like when I look at like my quarterly goals from like first quarter 21 compared to what I did and the year and how much I changed by the time Q3 and 22, it's so enlightening because the world's evolving, you're evolving, everyone around, you is evolving. So what is your ideal life is going to be evolving too, right? But if we don't put a stake in the ground and set sort of the standard of like not necessarily about, I like to refer to it as thriving, like for you to be thriving, like how would you take care of yourself? How often would you work out? Would you meditate? Would you brain train? Like what would you eat? How many times do you eat?, If you just designed that because it's so personal to everyone and then it has to be something you believe in and that you believe if you did would make the best version of yourself. Then you look at your relationships, your free time like 15-year the people you're closest with, how much time would you spend with them? How would you make it a higher quality? What would you do? You just, you just look at that, right? And now when you look through that, that two constructs right there. You're now asking yourself to dedicate a certain amount of time to each of these in order for them to thrive and feel like they're balanced and harmonious, right? Then you look at your career and now it's like, okay, well I'm going to do as much as I can to make it as effortless as possible so I can spend the time on my health or spend the time on my family, the people I'm closest with or the stuff that I enjoy doing. My passions outside of that, your designs in that world, your designs in sort of financial harmony, your career and income harmony, your leisure and relationships and your health and your mental and physical health, right? And you have to design. And so for me it sounds simple and it's incredibly difficult then it's incredibly difficult to stay motivated without seeing some form of progress, right? And that's why I speak about life design so much and speak about it in this really easy way and like all you got to do is block out your time, then you can do all these things. But even for me, like I needed to see, you know, so I block out my time to do all these things and create my routine. I would began to track every day. Did I get up at five? Did I brain train, did I meditate? Did I get in the gym?

Rob: Did I eat clean? Did I not drink? And even though I was tracking it, it wasn't till I saw it into dashboards and then began to see monthly averages and began to like gamify it. Did I begin to get incredibly disciplined when I began to automate all of this stuff and automate my time and then automate my discipline and gamify it because I looked at 2000, I built the program to basically automate my discipline and turn it into dashboards at the end of 2020. And I looked at 2020 as my most disciplined and amazing year, right? But when I went back and looked at like my month over month qualitative numbers and then my weight numbers and body composition, then I looked at my discipline numbers and looked like, look at like how high and low you were for the whole year. Then I set a goal for, I knew if I committed to doing those core six things 80% of the time, that would drive up the correlation of how I felt about my life, work, and health. And then I went from averaging like between the three scores around having 19 at the highest and 16 at the lowest average month with the, you know, like an average of 18. I went into 2021 where I had twenties across the board so I could see in the numbers only after I gamified my discipline and then wanted to like stay



consistent so that I could beat my numbers and stay consistent month over month where you just continue to, like if you're playing the short and long game, like you can begin to see who you are and have patience with purpose, right? Like rather than like try to like rush out and be like, look, I'm a super like tactical, gifted, successful entrepreneur and like I've got life figured out. You try to like rush out to be like, this is what it is. It's like, hey, like keep like grow into it.

Rob: And then as I got to a certain level, I was like, man, you need to share this with people. And now it's almost like I'm living in this meta state of growing and evolving while looking at myself and learning the lessons of how they'll be teachable into a system that others can apply while you're learning it right? And growing into it and ultimately creating these tools that others can use intuitively and easily. And start with just simply asking one question a day and tracking two things and just blocking off a little bit of time to make it easy before you can grow and learn to utilize all of these different tools to be able to get to a much higher level output with lower effort life.

Darin: Yeah, because that's how it happens anyway. So, you got to build it. When's that going to be ready?

Rob: I'm looking at it as like this entire multidimensional universe of content and from how I'm designing and evolving the podcast into essentially 200 different volumes, right? That will basically be a continual sort of tool to basically eventually then go use the software that can help you ultimately manage time, energy, and clarity, right? Because ultimately you have to constantly be assessing on where you're headed and why, and then be dedicating the time to get there. Then be evaluating as you are doing it, is it working? Is it not working? Right? Like that's going to help you continuously evolve and optimize into your version of a harmonious high-quality life, right? And so, and it's almost like the magnum opus of all my skill sets, right? Where it's like my way of living, my strategic mind, my business mind, my content mind all into one universe. But I'm building it all ahead of time before I launch it altogether, right? So, it's this beautiful, cohesive, multi-platform approach. And then I want to make sure that I find the simplicity on the far side of complexity to where the most people can get the most value out of it, right? Rather than just launch and get it out and it's too heavy and people don't use it. I don't force myself into these things have to be done in certain times unless they have to be done at certain times, right?

Rob: There's certain points where, you know, on some projects I wouldn't allow a company that I build to go through this like long drawn out, iterative process. Let's get this thing to market and start iterating and testing and seeing if there's a product that people want to connect with. Like you need to get to that sooner than later. And I'll go through that same process with this. But the difference is I love it so much that it's like win or lose If I end up putting 500 core users on the software or 500,000, you know what I mean? It's like it's still going to be what I use to maintain and automate and gamify my harmonious high-quality life.

Darin: Yeah. So, we're in these situations where we set a goal, we blast it, we get it, or we don't. And then we come to find out shit that didn't give me what I thought it was going to give me and this whole thing. And this is the what we're saying, this is the unpacking of the cultural norm where the writing that's been written before us. Instead of going, wait a minute, I don't know, it's never hit me like what do I want to do? First, I got to get the fuck out of Minnesota, it's way too cold. And then next I'm like, how do I want to contribute? Because



money's going to come. Not that it's just going to show up, you got to plan for it and invite it and create a cylinder for it. But it's just so weird like as you're talking, I'm sitting there going, it's 2022, why are we doing this stuff?

Rob: It's just evolution, right? It takes so long and only some parts of the whole are evolving and moving to the iterative version, right? And we innately do it. Most people innately do it, especially if you're a searcher and like you have a quest to kind of understand things and bring order to things and what does it all mean? It's like we're rapidly discovering more and more and understanding more and more. And this is sort of that process. But if you're listening to this, it's your choice. You can make the decision to begin to make change regardless of your age. And all you want to do in life is look out in the future, define where you would like to be and why, and then create a plan to go get it. And guess what? As you get there, it can become too hard. You could see it clearer and not want to do it anymore. All of these things can change, but it's that continually. And again, why I say I feel like I'm perpetually evolving into my limitless potential is because I'm in that sort of constant state of growing, assessing, evolving towards what I believe is the best version of myself that's continually evolving and changing as I'm evolving and changing. But the flow state of its pursuit is where the harmony and the pure joy of life exists. And that's what I'm most proud of. It's what I want everyone else to be able to find and feel. And because I know anybody can design it and live it the same way that I have, right? Because I was the extreme of life where you would just do a thousand things. You know, I was the no structure compared to growing into this level of structure.

[00:38:126] Barukas Nuts Ad

Darin: Have you ever tried Baruka's yet while hunting for the world's most amazing super foods, I came across something very special and very unique unlike anything I have ever tried before. While I was traveling deep into Brazil, I was introduced to this amazingly delicious nut out of the Brazilian Savannah, the Sahadu. This nut was well known by the local indigenous communities, but not even heard of throughout Brazil nor the rest of the world. So, me and the team began to study, do research, do the testing, and find out what the real nutritional makeup was all about and the results were out of this world. Barukas is not only tastes incredible like the best version of an almond and peanut combined, but it also happens to be the healthiest nut on the planet with at least 25% fewer fat calories than any nut. Infinitely more fiber and three times more antioxidant power and a whole slew of powerful micronutrients. Barukas also serves as a powerful source of complete protein as we progressed in ensuring the nutritional quality of every bag that is handpicked and locally roasted in the Savannah itself. Not only is the production of the barukas financially impacting in a positive way the local communities, but we are also able to plant the botezzatah tree in the wild for every five pounds sold so join us. Join us in our mission to turn back the Brazilian deforestation. And I know you will love discovering Barukas as much as I do and our family in Brazil. You can visit our website at barukas.com and put in promo code DarinPod10 for a 10% discount.

[00:40:47] Interview continued

Darin: So, you're building that, can't wait to see it. Please keep me in the loop because I'll blast that as much as possible because I think purpose is neutered in the world in the same kind of breath, right? There's this whole thing of we can and so, everyone listening, you can



do that and there seems to be in a certain plane of existence things that don't want you to do that or just like be the soldier, be the employee. Just go through the motions, pay your rent and maybe it's that culture thing too, but innately there's this through line that you're talking about that I know that you know that I think everybody knows.

[00:41:30] Today is your choice

Rob: And look, you can achieve it from any plane of life. You're just trying to take control, right? and even if you have a normal job, the job has a framework security sustainability for you now to act from. If you know that you have to be at work at nine and that you finish at five and you're going to make 70,000 a year and take home 50, 55, you have now the framework by which to build your financial path, to freedom you can choose to live in a cheaper space and take a bus and save 20 grand a year to be able to get to a hundred grand, to be able to put a down payment on a multiplex to be able to begin to earn passive income that you can then now scale to a net. You can design the plan from whatever framework you live in. It's the knowledge that you're missing, it's the belief that that's possible. It's taking the action and beginning to get there. Because what you experienced today, your reality that you feel today is based off of every single decision and choice you made in the past.

Rob: And then today it is your choice to create new plans, new strategies, new decisions that will lead to a better future. So, you have to make the decision regardless of your circumstance right now. I'm not saying if you're like don't have a job and like you're in a very, very like more tragic, deeper level physical health, those are extenuating circumstances. But if you are someone that's capable and has the ability and understands learning and growing and is capable, you can build a plan for yourself to get there. And again, even school, I believe schools are this beautiful framework, think about this, how beautiful they are. You have to hit a certain number, a certain letter to be able to go on to the next one. And we know each step of the way, here's the things you're going to learn. And then if you want to specialize towards a career, then you go to college. And if you specialize the right way, here's the path that all the things you got to learn, you're going to be graded on. And ultimately, it'll put you in a position to create a career that you can get to here and this could be where your ideal life is. Beautiful frameworks. The problem is most people just go through school of just trying to get by. Then they go to college because they think they're supposed to go to college and then never even figure out. Then they just are constantly trying to figure out what they want. Then they have no framework by what to work with and they never learned money because they don't teach us money or how to like even manage money or even what money means to us, right? Then it's just like you're just trying to get a job and then it's like now I just, I don't want to be a slave to this job.

Rob: I want to be able to have fun. Like now you're in this constant struggle, then your health as you get older, it's more important to take care of your health but your health now can't be a priority because just trying to like live life without being sad and watching everybody live this amazing life on Instagram, but all this stuff like you get caught in that chaos and being able to put yourself in a position to take the action to slowly build your life and build a way out of that is just difficult. My goal is to create a framework that's easy to follow that you can grow into and see the progress towards your ideal life that can keep you motivated and get



you to stay focused on your health because you feel better, you're more efficient at work, you're faster. So, you can work on your side hustle at night with more energy and more clarity like and now you're moving towards your savings goal that you create a plan for that's eventually leading you to financial harmony. Because make no mistake, I was a guy that would make millions, invest millions, lose millions, make millions, invest millions, lose millions. Like I didn't save any money. I didn't understand money despite having so much financial success. I didn't even stop and learn money until I was like 39 years old. It started first with like, okay, well what do you even want money for? Like why do you do all these things? Like what is like, and it was that sort of self-discovery that then led to sort of assessing how I make money and looking at how much pressure constantly doing like the next show or the next big thing and constantly doing the next business thinking this is going to be the thing that makes the money. Like going through all of that, knowing that that sort of sustainability put so much pressure on my mind shares and added to the stress. Then I had these big expenses and didn't fully understand like, oh man, post-tax, you're basically just breaking even out here. But I didn't even understand what that was and I kept using it to invest in other things. And then I discovered like what did I need to balance that I needed an investment strategy that produced income that would balance off the high-risk side of what I do from an entertainment perspective and this venture side, which led me to discovering sort of syndicated multi-family investment where you get tax efficient cash flows. Which then put me on a goal of like, okay, well here's the goal. I need to get as much money into those over time to where that covers my way of life. Then that piece of mind and financial harmony will be secure because I now know my lifestyle will never be at jeopardy for the identity that I've created for myself of giant houses and Ferrari and fly private, right?

Rob: I created this identity that I needed that I said is like, well that has to be your goal because this is the way you want to live. This is just who you are and then that now created the plan that as I, it didn't matter how much money that I made, I would continually either invest in my new ventures or put money into buildings that was my simple plan. And then when I finally got to the place where I'm am now essentially set for life as it relates to my lifestyle from real estate investments, think how much more peace of mind and mind share that gives me like mental energy. Because you could be in the best shape of your life but if you are worried about your finances and don't have security, it's going to be sucking the soul out of you when you're thinking about it all the time and draining your energy.

Darin: People make money as the answer. I just need to make more money. I just need to win the lottery. No, you need to understand the life, the management, the mismanagement and start that plan and that's the perfect example.

[00:47:47] The importance of learning how to manage your money

Rob: Even me mismanaging a lot of money yeah is no different than you mismanaging a little money. If we don't learn money, create a purpose for it because there's a ratio. If you can balance your lifestyle, your cost of living to what you make and how much time it takes you to make that money, that's where you're going to find happiness. In a perfect world, you're doing something you absolutely love that makes you the money to live the way of life that you find rewarding and fulfilling and that that is sustainable and that you're then creating savings and investing it in a way that you can eventually make a choice to work or not so that you could spend time doing other things that you would prefer to do that ultimately cannot happen if you don't learn money and begin to design a plan for money right? As it



connects to your time, your energy, your career, your health and your family and relationships and leisure time. All of that stuff's interconnected and money's a huge part of it because it's a way of life. You could simplify it, you could be like, hey, I'm going to make a hundred thousand, right? As, I'm going to spend 20,000, I'm going to save 80,000 and when I get to after 20 years of saving 80,000, I'm going to have enough to where I can live off the 20,000 until, I die. You can create a super simple plan that doesn't involve the complexity of learning how to invest in different sort of ways, but either way everybody will be playing in the same ratio. If you have 20 times your living expenses and savings, you are a peaceful human being. If something can happen in your life and you have that set away, and again that's extreme, but it's just showing like if you go make it a hundred thousand a year and spend a hundred thousand a year and have no savings and then lose your job, now you are stressing because like, oh I want to go on that vacation though. Like should I do it all? Put it on credit card, I'll go into debt to do it then I'll pay it off over the next couple years. It's like if you don't build financial harmony in your system, you are then going to be a victim of debt and ultimately living cheque to cheque. I was only doing it at scale and I saw how much pressure it was putting on me and stealing mind share from being more creative and learning more and evolving more and looking more further into the future of the things that I wanted to do with purpose rather than what I needed to do to fulfill my financial needs. That is that trap again that we're never taught to design for. It's either do what you love and the money you'll follow, save your money or else like for a rainy day, you know it's like it's just these extremes that like rather than again they're all part of the system that you need to design for yourself and set goals to grow into because that's the only way for you to truly find harmony and happiness is for all those things to interconnect together and support each other.

Darin: And then the discipline interjected within all of that stuff?

Rob: Right

Darin: So, I don't know if I have a question there other than I'm just kind of like internally laughing how not structured I am in so many different ways because I definitely was committed and impassionate like I started formulating stuff because I was passionate about it and I saw crap food on the market and so I started doing it and then through the act of doing it I got hired and like stuff has happened like that all the time. I was just today going God damn it, it's been almost four fucking years and I'm still in a year. I wanted to be back here for my dogs really and I want to be on the land. but you don't know how much and how long it's going to take. If I would've known, I probably would've done something a little different. But I do have a plan, I'm a little like a little haphazard, but I know I'm supported. That's the thing. I know I'm supported by the universe as soon as I get clear, but I could require a lot more clarity.

Rob: And look, I was you at 39 years old in the sense of; A: one thing's for certain the universe conspires to deliver for me because I keep pushing. And the problem was the fact that I had such a deep blind spot on the financial side of business and life was actually causing the biggest dip in my qualitative numbers about life. It became so evident that like, man, your lack of understanding all things financial is actually one of the biggest drivers of reducing the quality of your life because you ignore it, ignore it, and then when it comes in, boy, it comes in heavy and then you're back in the same place of like, man, I got to figure this out. But it's if you don't begin the process and man, I went on this mission, I hired a CFO



consultant who's this brilliant woman and we just began to model everything. She taught me like every single aspect of building businesses financially. Then we began to build out an operating model for my life and every investment I have and every expense. And then I just got better and better and better at building and using financial models not as these confusing things that I didn't fully understand. But after spending so much time focusing on really understanding all aspects of the financial side of the business, I eventually broke through to where it's the only thing hit me with the passion and the vision. Let me see the model to really understand, if you understand your business now, it's like the cornerstone of how I even evaluate opportunities. And then I look at like I have this beautiful financial operating model that shows me year over year, all of my expenses, every bit of money I made from all the companies that funnels into my top line personal, that goes into everything that I've ever earned, the taxes I paid, every expense that I've ever paid, regular expenses, what I call my core living expenses and then extraordinary expenses, things that are not part of my core lifestyle, that is all goes into a dashboard that's connected to all my assets, my net worth, and then what my cash producing assets are versus my personal income expenses by percentage. So, there is no aspect of my existence on any company I own or any aspect of my life, of every dollar that I do not fully totally understand where it's at, why I spent it and where it went or how it's growing or what it's worth in unthinkable 10 years ago, eight years ago. And to me it was the thing that finally broke me through to the quality of life that I was never able to achieve because I had ultimately realized that I was living and talking and acting like someone who had that depth of knowledge and business and life, but in fact was as blind as a bat. It was like, like man, he's super talented, ambitious like pro athletes, a pro skater that built like all these like companies has cartoons and TV shows and all this stuff like, but they didn't treat me like I'm a business guy though.

Rob: I'm a business guy and the truth was is I'm was just like every other athlete, actor, talent creative, using that qualitative data about my life in 14 and 15 in that era man. The thing that brought my life down the most was not understanding or having any clarity on how to build value, where beyond just making money from the things that I did, like how I was going to create value. And when I finally took the time to learn it and then create that financial plan and ultimately a strategy for financial harmony and then grew into it, it's like it's part of the anchor of the depth of my overall peace and happiness and harmony and ability to say no to more and work less because I created a financial system that I now know I don't need to sit to do things or take time for things from a financial perspective because my system now has built my sustainability. And the funny thing is it's like even though I'm making generational wealth this year, like extraordinary amount of generational wealth, okay, I still spent the same amount of money that I spent for the last five years because it's like, it's part of the system, right? So, I digress back to you got to learn money and you got to build a plan, you know what I'm saying? On how you're going to go beyond your current state. Because even then I didn't want to be on TV anymore. I was 39 years old; I don't need to be on MTV anymore. I'm about to be 40. Then when I finally designed my venture studio and be decided I would create all these companies with the end in mind, decide on what the final outcome is, and then build a strategy to build a sustainable, profitable acquirable business and create a timeline and sell it.

Rob: It's like, okay, well where's the first opportunity inside my ecosystem to do this television? Well, you got a television show. So, then it turned the, what I was shooting TV for



now had more value towards me because now I understood that what the value of that money was and how it would go into the system and now how I could use that television show to be part of this first business that I was going to build to sell. And boy, then some wild, wild magic begins to happen then. And now I'm 48 years old and just signed a five-year deal that will have me all the way to 53. But it was all inside the plan that I had initially created. I spent the time to design my start at the end mentality for venture and the first thing I did was a production company. I wanted to build it and sell it in three years and built it and sold it in three years and was able, and along the way ended up learning how to produce the show more efficiently and was motivated to make it more profitable cause I was going to sell it, which in turn made the show and what magic happened then cable kind of disintegrated and it became the only thing that would work for them. So, they ordered more, which made the company worth more, which made the payoff of the acquisition much more. That started with I got to learn how to build businesses and do venture in a way that's like the way that I can create them, have someone else operate them and have them all have a finite arc of being built to sold in the first one. It's all inside the strategy and the plan and then all these things happen to conspire to actually make it happen. And part of that is, I would've never thought that I would be in a position where I would be committed to shooting so much TV over the next couple years, but it's this gift that allows life to slow down for me. Because now I can continue to invest in my systems and scale the bodies and keep buying myself time back while doing more and more and bigger and bigger things. And I can be patient with building my philosophy and these bigger things that I want to be part of my legacy that will come out in the coming years. And really when I begin to lay that life plan out, then that's like you're building your transition the same way that you've built your transition from being a skateboarder and being on TV to then building businesses. You just keep using your current resources while planning a future and sometimes they intersect and help accelerate you to your future.

Darin: Yeah, it's like you got to be filming more TV shows than anyone on the planet with that amount. Like there's no way anyone's filming more.

Rob: There's no way and even when they committed to shooting 120 a year, I'm like, that was wild. Then during the pandemic, we went from shooting three a day to six a day to make up for our lost time. And we started, we did two a day, one in the morning, one in the afternoon, but then he's like, could you deliver more? It's like, all right, well how many would you want? You know and then he is like, as many as you can gimme, I came back and like the most that I believed that I could physically do was 252 a year, right? And that's 42 days a year with an hour and a half prep time the night before and five hours of shooting, right? And so, then when I renegotiated this new deal, and the only way for me to maximize it further is to look at doing more episodes. And so, I'm like, hey, would you take 336 a year? And he's like, absolutely right. I'm like, okay. Right, this is the math of it. If I skip one wardrobe change between shows shorten lunch, then I basically can get an hour back of time. It takes me 28 minutes, 28 to 32 minutes to shoot its show. If I get rid of one clip per act, I can bring that down to about, between like 24 and 25, and now I can shoot eight a day on those same 42 days instead of six a day. And that adds the additional 33% of shows, 33% ebitda, 33% to the revenue, 33% more income since I get paid per episode within the same time block by just making optimization and slight adjustments inside the system of just shooting 42 days a year.



Darin: And all of that is also feeding the awareness of your life. So that's giving you more time back. So, people think, oh my god, that's a crazy schedule, but since you know all these quantifiable numbers, it's giving you freedom for your seat of your tomorrow. So, it's giving you back all of this stuff but think about it like it's, you've gotten it to such a place, and I wouldn't have done it if I wasn't able to maintain the highly balanced, harmonious life with my family and my kids and working on my projects. Like if I had to shoot like five days a week for like eight hours a day, I just wouldn't do it. So, it's just basically like a half hour improv and I got to maintain that energy for five hours straight, right? Like that; it wouldn't be possible if I had not grown and evolved physically and gotten so healthy to this point, either. All of that entire thing integrating and allows for more opportunity. But then that optimization, that clarity allowed for me to continually be able to do the show in a more effortless way that reduced the amount of energy, but it's output at such a great scale. That's the whole system working together.

Darin: Yeah, it's a great example and because again, if you're eating ultra-processed food and that's not in your health alignment, and then you're not sleeping and then you're grinding because you, oh, I got to make more money, but I don't know how much I need to make taxing, taxing. But dude, thank you.

Rob: Really enjoyed it's beautiful setting to get deep on the inner workings of art, science and magic.

Darin: That's really the inner workings of Rob Dyrdek, that's for sure.

[01:02:50] Podcast Outro

Darin: Thanks for tuning in to this episode of the Darin Olien Show. I hope you took something valuable away from this conversation that will help improve your life in some way. If you would like to learn more about my incredible guest, you can find all of their information in the show notes on my website. If you enjoyed this episode or even you didn't like it, please rate this podcast, the team and I value your feedback so we can continue to give you the most value possible. We want you to get the most out of every podcast. So please rate, subscribe, share - anything you feel called to do. I truly appreciate it and I love and value your support. So, thank you and I will meet you in the next episode.