



## EPISODE 13

### **When Shift Happens: How to Adapt to Adversity and Excel**

Intro: Welcome to Strategic Insights brought to you by PrideStaff. On each episode, we bring you interviews with leading management and employment experts from across the country.

Intro: Your host for Strategic Insights is Brad Smith. And now here's Brad.

Brad Smith: Hello and thank you so much for joining us for this episode of Strategic Insights from PrideStaff. I'm your host, Brad. Today I'm really excited. We have a special podcast guest, Anthony Trucks. Anthony was an Oregon Ducks football star. He was an NFL athlete, American Ninja Warrior. He's now an author. He's a consultant and a transformational identity shift coach. He's here to talk to us about how we can achieve success, not just by shifting our outlook but by really shifting our identity.

Brad Smith: Anthony, thank you so much for joining us today.

Anthony Trucks: Thank you for having me, man. I'm excited to come chat with cool people.

Brad Smith: Sounds great.

Anthony Trucks: That'd be you guys. The cool people.

Brad Smith: I love it. Thanks for boosting us up there.

Brad Smith: Anthony, you obviously have a very diverse set of skills. You have some God-given talents and I think sometimes when people hear, "Well, you were a football star," you went to the NFL, you got on American Ninja Warrior. Some people think like, "Oh, you know what? Anthony just got lucky. He was born that way. He didn't have to work hard." Now I kind of know some of your backstory and I know that's not true. You've had to work ridiculously hard for everything that you've earned. So, if you don't mind, give our listeners a little bit of your background story.

Anthony Trucks: Yeah. It was not easy. I wish it was the case. It'd be nice but I don't think anything that's worthwhile in life starts with people just having it off the get. So, no. In the earlier years of my life, I was given away in a foster care at three. And so, the earliest memories I have of my life are being, not loved by my mom,

being mistreated by other people and if anybody can attach the emotion of feeling less than for whatever reason in your life, that's how I started.

Anthony Trucks: And I went through different situations of abuse and torture and starvation by different families. So, by the time I was six years old, I was a really shutdown little kid emotionally. And my family now, it's interesting because I grew up as the only Black person in an all white family. So, I had a lot of diversity issues and a lot of identity issues. Was not allowed to have any kind of outlets of sport because of the situation foster care. So, I wasn't even allowed to play sports until I was 14 years old. So, where all my peers are playing around 6, 7, 8, 9. I'm about to go into high school having never played a team sport before. And I wanted to try my hand at something new and it was football.

Anthony Trucks: So, I finally got adopted, which was a whole change of my dynamic in the family, a change of self-worth. And then I wanted to try my hand at a new thing. And I tried it and I was very, very bad. I did play the NFL later but believe me, the time I first played, I might've been the worst player on the team. I was gangly and skinny. I had no skill with a football helmet and shoulder pads on but I went through this process of effort and energy I gave forth in a very specific manner, over a certain amount of time that in time, turned into me having not just a skill set but the internal, I guess you can call it confidence at a simple level. This internal, knowing that I deserved more and I've fought because as humans we fight for what we believe we deserve. When you've done the work in the dark, you will not let people take what's yours in the light.

Anthony Trucks: And so, what ended up happening is I did this work in the dark. I just kept building, building, building. When I came to the light, I deserve more and I showed up differently. And that over time turned into a football scholarship to University of Oregon, NFL and so forth. But I wish I could say... No, I don't. I do not wish I could say it was easy. I like the work man. I like the journey. I believe when you start to do those things, you fall in love with it. And those who fall in love with the work, it becomes effortless effort. And when that becomes a flow for how you show up in life and then life becomes a joy at a different level.

Brad Smith: So, with all those different challenges, did you ever get to a point where you said yourself, "You know what? This isn't worth it. I can't do this. I don't want to put the work in. I'm tired. I'm done."

Anthony Trucks: Yeah but that's called humanity, right? We all get there. That's a normal thing. I did that at 15 years old, in fact. So, before I even got to be a better football player, when I first came into the world of trying to be better at a sport, first year I sucked at football. Second year I went in and I tried my best as my high school freshman year. And I didn't really have a place where I felt comfortable, whether it was with societal norms within my school. I'd never been around people that looked like me, ever, and I had no place that I felt comfortable in and included or as human beings, we want to be accepted.

- Anthony Trucks: I never had that. So, I tried on the football field. Didn't have it. So, I did... I chalked it all up, man. My adoptive mom got diagnosed with multiple sclerosis. My older brother, and one of six, he went off to the military and he was like The Rock. And I was doing bad at football. So, I'm like, "I'm done with this. What am I going to do? I'm this foster kid." And I didn't realize until later in life but if you go to any prison in America, 75% of the inmates are former foster kids. So, we're not statistically set up to do very well. And I did that. I chalked it up. I was like, "This is too hard. I don't want to deal with this. I don't want to be subjected to the pain of the realization. I'm bad at this thing."
- Anthony Trucks: So, I gave up and it was in the moments of me giving up where I actually was given a gift of somebody stating out loud, the excuse I was making internally for why I was giving up. And it just latched on enough to settle funny in my belly. And then I was like, "I don't want to feel like this anymore. I never want this to be my life." And that was the catalyst to go. But for sure, for a good, I would probably say like two or three months, man, I was like, "I'm done with this game of football. I'm done trying to be good. It's just too much."
- Brad Smith: So, there was that trigger where you just heard somebody else repeating your own words or your own thoughts that you intrinsically you realized, "You know what? I'm battling through this. I'm I'm not going to give up."
- Anthony Trucks: It wasn't that I didn't want to give up. It was that I didn't want to feel that way anymore. Whenever you get those moments that everything's desolate and it's all destroyed, nothing's going to be good. You have to determine, "Do I want to continue feeling this or do I want it to end?" And there's a statement that I love and it says, "Action ends suffering." And so, if I have these suffering moments, the longer you stay there, the longer you stay there. And the only way you stop staying there is by taking action in the opposite direction. You won't feel like it. It'll be the last thing on planet earth you want to do is to go take a positive action, right? But that is the only thing that climbs you out of those holes. You're not going to wake up one day and all of a sudden, for some odd reason, feel like a million bucks in life is great. You got to do something and then doing something is the actual piece that becomes the next step in the direction you want to go.
- Brad Smith: I love that, actions and suffering. How powerful is that?
- Brad Smith: You have a new book coming out. The title is, Identity Shift: Upgrade How You Operate to Elevate Your Life. Talk to us a little bit about what it really means to shift your identity or take that action to end the suffering.
- Anthony Trucks: Yeah. I think it'll help to get a little more of a structure of my adult years because we're talking about 15, 16 and let's be honest, that's like, "Okay, cool. As a teenager, you had some things," but I've got a whole plethora of situations from life. So, from high school, I went up to college, had a kid at 20 years old as a true freshmen in college. Had my fiance who was my high school sweetheart previously come up with me.

Anthony Trucks: And so, we were navigating like a kid as sophomores in college. And all of our peers are out, running around and hanging out. We're running around and getting diapers. And we made it work somehow. I also met my real dad, who I didn't know that existed until I met him at 20 years old at my very first collegiate start that took place on national television. I got a game ball. It was a cool experience. The ball is right here, actually. And so, it was a cool thing, right? That's just college. Then I lose some grandparents. One to cancer and one to suicide. That was just very difficult. Then I got into my post-college career in the NFL and the NFL is a very interesting beast. It is very cutthroat. It's very stressful. There's a lot of pressure.

Anthony Trucks: And you're consistently fighting against a situation where no one kind of wants you there. Your teammates want you to go so they can get paid more. The coaches, they want you to perform and if not, they want you to go. Every day you're in the light. Just so much stress and pressure. And unfortunately, it's not a long trip. I was there and in my third year, got hurt and came home. "Not for long," we'll call it. That's what NFL stands for. And then as I got out of the NFL, I had this massive identity crisis because anytime you've been doing something for a long period of time, no matter what it is you've given into, right? "I'm a parent, I'm a teacher. I have a job. I'm in a relationship," Whatever it is. When that thing ends, whether by choice or by chance and you wake up one day and you're no longer doing it, it hits you.

Anthony Trucks: It's like, "Who am I without X?" And for a lot of people, we don't know how to answer the question. We don't understand how it affects our life from that moment forward. And so, when I came home, I wasn't quite done yet but I didn't have a sense of Anthony. I'd had two more kids with my wife. We got married at the end of college. So, now I have a four year old, I have newborn twins. And eventually I realized like, "Football's over." It comes crashing down on my heart. And now it's like, "Well, who am I? What do I do?" And I was like, "I got to find that guy again." So, I was like, "Let me build something." So, I go and build this gym business.

Anthony Trucks: I have no idea what I'm doing. I'm not making any money. I'm at the gym from 6:00 AM to 10:00 PM. I'm just burning the midnight oil and I'm getting up before the sun, right? And so, I'm never home. My wife's at home with these kids, these brand new babies. And on top of that, I'm not even bringing money in and I'm getting out of shape and I'm stressed. And so, I got to the bottom. You want to talk about another place when I gave up? Like that was it. There was a point when I woke up and I was like, "I don't like this life, man." My wife had actually had an affair, which broke my heart. "All you want is family," because you're a foster kid and your family's taken from you, it ruins you. It breaks your soul. So, I'm not in shape anymore. I'm not the football player. I'm not doing good in my business. I'm not a great father. I'm not even in a relationship that gives me any anchorage.

Anthony Trucks: So, who was Anthony? Everything that made me, me was gone. And I settled in one night. I was like, "I'm done with this." And I sent a text to my friends and

family and said, "Please tell my kids who their father was." And I went out looking for rat poison to be quite honest. And thankfully, it was late enough at night, nothing was open. I just kind of sat in my car and the feeling subsided. And it was just this point of like a bottom. And I had to figure out how to come out of it. And unfortunately, I'd like to be like, "I woke up and things got great," but it really wasn't the case. In fact, I went into what I call a fog and the fog is that longevity piece where you get up every day and you're taking actions but going nowhere. There's no progress. There's no flow. There's no determining what my future is. I'm just kind of doing enough to be able to feed myself and not feel bad, we'll call it for today.

Anthony Trucks: And so, I went through this fog for a few years. Unfortunately, my mom passed away from MS in 2014 and I was there in the room holding her hand. And it was one of those catalyst moments where it's like, "I got to do better. I got to figure out how to do it." And unfortunately, I wish I could say that was the moment. Two more years, I sat in that fog until one day I woke up and I looked in the mirror and it was a morning, like a new year's day and I was hung over from the night before. It just was a horrible shameful feeling, looking in the mirror and having the least amount of respect and the highest amount of shame for a human that I had seen in myself.

Anthony Trucks: And that was the moment that I was like, "This has got to adjust." And when I looked at what I was trying to do to fix it, I was trying to... "What do I got to learn?" And we all do that. "What do I got to learn?" And I realized it was less about what I had to learn because I knew what to do. We know what to do. As humans, we know, "Stop doing those things, start doing those things." We just don't do them because they don't feel like they're us. "I don't do that." And that's when I realized that it was less about what I knew, but who I was with what I knew. And that was the first trajectory and journey towards this shift of identity. And through that work, man, I got my marriage back together in a long bout of forgiveness and growth and human understanding.

Anthony Trucks: I have an amazing marriage. I love my life and my wife. I have kids that have a present father. I'm in good shape. I get to be active. I have a business where I serve people. And I learned how I did it. It's the best way to explain. I went back and said, "What did I do over all these years of shifting my identity?" And not even just that situation but all the ones before. What is the neuro-scientific background to it? How the brain adjusts. Like, neuroplasticity exists. How did I rewire it? What's the psychology. How do I think through these things and I kind of put it all into a process called, the shift method. And what it ended up turning into doing was this process where I could walk somebody else through it.

Anthony Trucks: And I give speeches on it. I coach people and clients on it. I work with large organizations. All those fun things. But then I realized it needs to be in more people's hands because it's very useful. It's very simplistic. It's hard work but it's very simplistic. But once you understand it, it gives you a different sense of like, "Oh, I know how to live my life in a way to get what I want now." And so, the book is called, Identity Shifts. Simple. Identity Shift, which unpacks the shift

method. It's really a step-by-step rubric of understanding the concepts. So, there are some good concepts so you get, "Oh, okay. I get it now." And then it's like, "Here's how I apply those concepts." I find some books, they just give you concept. It's up to you to figure it out. And I was like, "No, no, no. I want to make sure that the second half this book, you understand exactly how to apply it."

Anthony Trucks: And so, I put it together and I'm excited for it to come out on August 24th. And then those who actually are listed and if they go to [www.identityshiftbook.com](http://www.identityshiftbook.com) and use the code PrideStaff, you guys will get a free audio book, free digital book and a free actual workbook that guides you through this process. And the first 10 people, actually I will sign and autograph a copy and send it from my house to your home. So, that's the book, man. It's been a journey. So, I wanted people to grasp why I wrote the book, we'll call it, to understand the book.

Brad Smith: Well, thank you for putting the perspective behind that and absolutely amazing story. And I think at some level we've all battled some of that. I'm sure not the severity of some of the challenges but just knowing that you need to change isn't enough. But thinking through, as you mentioned, the mental and the chemical side of that and how we can overcome that can help us drive a ton of action in our own life.

Anthony Trucks: Yeah. I think that we feel like we're alone sometimes. I think that's a human problem. We're never alone. Somebody has always felt our pain in the same way or maybe different, but similar. And what's odd is, whenever we're going through things, as people, we don't want to burden the happy. I don't want to tell people we're happy about my bad news. So, I just keep it to myself. And so, I realized like, "Well, no. We're not alone. And those who are happy, they want to have you be happy, especially if they love you." And so, we are confining ourselves in these weird little painful prisons, unnecessarily. And a lot of it comes down to understanding each other and understanding ourselves at an identity level.

Anthony Trucks: And once you do, it gives you a different sense of control of your life. It's like you understand different levers and different buttons you can push. And when you can do that, man, it helps you craft and actually mold life vastly different.

Brad Smith: So, Anthony, I'd love to pull this back into business. So, a lot of our listeners are leaders in their organization. They are HR managers, they're hiring managers, department heads or owners of companies. This past year has been challenging, both from an economic standpoint and from an emotional standpoint. There's been mental health issues reported because of the pandemic. There's been a lot of people that are unemployed or underemployed. There are companies that can't find talent.

Brad Smith: For our listeners today, these company leaders or their hiring managers that are having just these challenges with finding people and getting people motivated. How might they need to shift to overcome some of those challenges?

Anthony Trucks: Well, the good thing is we're all human. I run a business. I work almost exclusively with business owners. So, the things I'm talking about are definitively tied to the same demographic of person you're talking to. If you think about it this way, there are things that we know we're supposed to work on. We're supposed to do at certain times. I'm going to take us to a singular moment that we all experienced. It's the moment where I know what I'm supposed to do but I get there and go, "You know what? It's been a long day," or, "You know what? I don't feel like doing it right now. I don't want to make those calls. I want to make that list. I don't feel like getting the emails sent out. I don't feel like talking to that person." So, I'll make an excuse to be able to press it off for a moment.

Anthony Trucks: And so, I have a lot of clients that they'll say, "Anthony, man, I got this goal to make seven figures." "Sounds great." This goal to create this thing. I want to build a business." "Okay, great. All right. So, what's going on?" "Oh, I got this, this and this. I know I'm going to do this but I'm going to go ahead and wait until next month for this. My wife and I had an argument. We're going to go and hold," and I go, "Okay, great. So, you want this thing, right? Okay. The person who is experiencing what you want to experience and who has that life. They have the clients, they have the staff, they have the employees. A person that has that right now, would they make this same excuse? And the reality is, no. That person living that wouldn't even consider the excuse you're considering."

Anthony Trucks: So, I plant that as a seed right now for everybody listening to go, "Okay. Som it's not what you know, it's who you are with what you know." And if you're saying, "Anthony, I'm not that guy. I'm not that girl. It sounds good but I didn't play in the NFL like you. I didn't go through those hard things like you." I totally get it. The thing is not that I got there, it's that I showed up every day to get there. That's the difference. It's not monumental. It's incremental. Now, I say that and I'm telling you that you know the things to do. There's going to be calls you have to make. Situations you have to be in. If you want to inspire people, you have to be inspired. People don't follow the quiet, lethargic, sad person. They follow the person that looks like they know where they're going.

Anthony Trucks: And you get that by doing the work each day. And if you don't feel like that. I had a client yesterday say, "Anthony, man, I'm doing this work. I've never attached myself to the words, discipline or discipline. I feel like I struggle there." And I go, "Okay, great. Well, the person who describes discipline or owns it, what do you think they did?" "Well, I don't know. They shut up and they did the things every day and they just had inspiration." I was like, "Not really. The whole concept of discipline is to do when you don't want to do it. Right. All they did was they just showed up every day, did the work, whether they emotionally felt like it or not. And now they can express that as, 'I've been disciplined,' or 'I am disciplined.' So, I'm just giving you the seed of, it's not supposed to be this monumental one fell swoop change."

Anthony Trucks: If you want to inspire people every day, do a single thing that inspires you and share it. Show it. Engage through your actions. Let people see it but it's going to be something that happens over time. It's not going to be an immediate thing.

And I get it, man. Last year was crazy for me too. I'm usually up on stages and now I got a whole studio at the house and I'm hanging out. Believe me. I had to go through a whole new adjustment of like, "How do I show up and talk to people and be that guy and lead, right?" Because we're leaders. Leaders lead and you have to lead from a place where you feel confident leading, is the thing. And if you don't have the confidence of being disciplined or showing up or the inspiration, that's your first step. How do we work on the human of you? How do you become the person that is at that level? You become the person through those consistent actions and it may not happen today, but I promise you start today and it will happen in a near day.

Anthony Trucks: Start the process, show up and follow the leaders. You guys, man, those who are listening right now. You guys are engaged. PrideStaff is an amazing company. I'm not saying that. They didn't ask me to say it. I'm going off on left field right now. But I've engaged with a lot of companies this year. These people, they are different in a positive way. It's actually enjoyable and a breath of fresh air to see people at a high level operating and caring at a high level. They lead, so you follow. They're doing it. It is no different for you as an individual human in what you do.

Anthony Trucks: It's all there. Success leaves clues. Pick them up, right? And if you do that, you'll find yourself coming out of that funk. You'll find yourself leaning into a new space of joy because in the process... Here's the cool part. In the process of being disciplined, being consistent and being inspired, you naturally achieve. You make more money. You find more time. You have more joy. You get more results. You naturally achieve and that brings that joy. And so, it's the best of all worlds. So, it's up to you at this point is like, do you want to sit still and complain and do the same thing? Or do you like, "Hey, how can I take action on a daily basis, incrementally to create that cool outcome?"

Brad Smith: So, Anthony, let's build on that for a minute. A lot of the people listening today are leaders in their organization. All right. They've done that for themselves. They've put in the work. They've gotten to where they are because they're committed and because they've achieved those goals. But they're working with a very diverse group of people. They have staff at various levels in the organization. Some embrace change and some don't. What do you do when you have team members that just aren't embracing that shift?

Anthony Trucks: Everybody has a motivational point. That's the one thing that I think people fail to grasp. The one thing is we all try to motivate everybody with the one same thing. And it's not the case. There are people who are driven by intrinsic. There are people driven by extrinsic. People that just want public appreciation. Some people want money. A lot of people want money. Let's be honest. Our duty as leaders is to determine how to best lead.

Anthony Trucks: And there's that Stephen Covey quote that I love. He says, "Treat everybody the same by treating everybody differently." And so, if you can find out what the differences are for your individuals, it may take a little bit more energy. But as a

leader, that's our duty. That's our job, right? So, if I go in and find out what drives this person, what do they really, really want? You'll find out how to get them to do what you want them to do. Not in a way that's negative or rude or diabolical. But if I want my kid to eat a healthy meal, I got to find a way to get this guy or girl, this little kid to do at night. I may have to find out what motivates. "You want to watch a movie after?" "Okay, great. If we want to watch that movie, we got to eat broccoli right now." Like it's okay to do that.

Anthony Trucks: Humans have different motivations. So, if you're finding yourself, like, "Why can't I get through to Bob?" Well, Bob may not care about the money you're throwing in front of him. Maybe Bob wants to accompany trophy because he's been doing something for the last few years or maybe it's individual. If you ask them questions about their life, maybe they're driven by this desire. Maybe they do need to make some more money. So, while you want to motivate them by, "It's a great job and you serve a lot of people." They may actually say, "You know what? I'm trying to pay off college." There are different things that are driven. So, find out what motivates your person and lead from that position.

Brad Smith: Anthony, I want to revisit something that you mentioned and started talking about earlier. When people are battling adversity or they're trying to overcome challenges, oftentimes they go at it alone. So, they feel like it's an individual obstacle that they have to overcome. When you're working with your clients or talking with individuals about making that shift, does it really need to be an individual undertaking or can you reach out and can you ask people for help? How do you get that support that you need to make that shift happen?

Anthony Trucks: Yeah. Well, I think it should never be alone. I think you can actually see yourself the way you need to. There's a statement that goes, "You cannot see the label when you were inside the jar." So, you can't see what your true struggles are. And so, when you want to work on stuff, the problem is some people get to the point of working for long period of time, putting energy out and getting nowhere. And it really hurts my heart to see it.

Anthony Trucks: And typically, the reason is because of two things. One, they didn't borrow joy. I say, borrowed joy, as essentially saying, they didn't go out to the people who could elevate their spirits when they didn't feel like being around. It's the same thing. People don't want to burden the happy. Well, if I'm in a joyful place, I actually want to give that. I want to find more joy by helping you be happy. Think about all the friends... What do people... What does your mom or dad do when your bad mood? Like, "Come on. Let's go get some ice cream. It was okay. You lost the game. That's all right." You go around joy and it elevates you, right? So, when you're in a funky place, the last thing you want to do is be alone in a funky place. So, go and borrow joy for other people.

Anthony Trucks: And then also, when it comes to you, finding out the right work to do. This is where you almost need to enlist outside sources. I say, need, and I chose that word specifically. You're not going to want to. You need to. And what happens is when you were finally shown the things that you need to work on, it doesn't

look pretty. When you realize that maybe you need to be more communicative. Maybe you need to stop being as lazy. Maybe you don't show up on time. You need to work on that. People who are around you will show you those things. If you finally decide to see it with them, you'll actually give yourself permission to improve it and then your life can improve. And so, if you're looking like, "Oh man. Should I be alone?" Absolutely not. You need to be around people to borrow joy but you also need to be around people who will tell you what you need to hear, not what you want to hear and those people will help you get to the place you want to get.

Brad Smith: Anthony, you mentioned earlier that you've got a new book coming out. Remind us again where people can go to buy a copy.

Anthony Trucks: Yeah. If you go to [www.identityshiftbook.com](http://www.identityshiftbook.com) and then go through the process. Use the code word, PrideStaff.

Brad Smith: Thank you so much for your time today. Just amazing insight. Great story. I feel motivated. I'm ready to make that shift.

Brad Smith: For those leaders that are facing these challenges right now with a tough time hiring, they're facing economic pressures, they're feeling like they're just not going to be able to get ahead and meet their company goals. Any closing words of wisdom for them?

Anthony Trucks: Yeah. You're you're going through the... It's like the crucible of success. The crucible of success is that it's a process. And what it looks like is, the first time you go out into the battlefield or the journey, you're going to be met with the fact that it didn't work out the way you wanted it to.

Anthony Trucks: And most of the time it's so disheartening and so painful that I decided I want to try it again. And aside that it's football, it's the same process for football when I tried it. I go out. I'm not good. "Oh, it sucks." I'll walk away. I'll find an excuse to not do that thing, however, the moment that you walk away from the thing you were doing is like the moment you take that golden, beautiful lesson that's right at your fingertips and throw it in the garbage. You don't learn from it. And what you should do is say, "This sucked. It was horrible. It was a 10 out of 10 of pain. I learned it. But you know what? Now that I know this little thing, let me go try it again," and go try it again. And it might be a 9.75 of pain still but it got a little bit less.

Anthony Trucks: And the jury, the crucible, those who will succeed are the ones that are willing to go from a 10 to a 9.75, to a 9.5, to a 9, to an 8, to a 7, to a 6 and get to the bottom and get to a zero. Not many people will go that journey. Most people will stop along the way but here's the beautiful thing you're searching for. When you get to the bottom at zero, it is not painless. People think, "I got to the bottom. I can do without pain." No, no, no, no. It's joy. It's an overwhelming

abundance of like, "Oh! I love doing this thing now." And people go, "How do you do this? Brad, how does that thing work out?"

Anthony Trucks: "I don't know, man. I love doing it!" "How do you love doing it so much?" It's a different sense because you went through the journey. You went through the crucible. You came out and found joy doing the things other people hate doing. And when you're able to enjoy and it happens consistently, success becomes second nature. It just happens for you. You get that Midas touch for life. And so, people who are leaders right now going "Man, it's long as it's hard," you might be at your 8.5 of pain right now. Make it an eight. Then go to seven and keep on pressing. When you get that thing down to that joy level, it's going to be a completely different experience of life for you.

Brad Smith: Anthony, thank you again. So much great insight today. I need to go back and re-listen to this and take some of these lessons to heart, myself.

Brad Smith: For those that are listening, if you're having hiring challenges, if you're having management issues or productivity issues, reach out to someone at PrideStaff. Don't go at it alone. We can help you. We work with thousands of professionals all across the country who have very similar challenges. You're not alone. We can help you overcome many of these business hiring and talent shortage issues.

Brad Smith: Anthony, thank you again so much. Make sure that you visit [www.identityshiftbook.com](http://www.identityshiftbook.com). Buy a copy of Anthony's book. You're sure to find some great value there and visit [www.pridestaff.com](http://www.pridestaff.com). Reach out to your local PrideStaff office for help with your hiring challenges and for a great collection of resources.

Brad Smith: Thank you again, Anthony.

Anthony Trucks: You're welcome.

Closing: Thank you for listening to Strategic Insights brought to you by PrideStaff.

Closing: Whether you're looking for high-level workforce consulting or staffing help to meet demands, PrideStaff is here to help.