



JIM HARSHAW JR

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #75

Rich Roll

A graduate of Stanford University and Cornell Law School, Rich is a 49-year old, accomplished vegan ultra-endurance athlete and former entertainment attorney turned full-time wellness & plant-based nutrition advocate, motivational speaker, husband, father of 4 and inspiration to people worldwide as a transformative example of courageous and healthy living.

*In 2012, Rich became a #1 bestselling author with the publication of his inspirational memoir *Finding Ultra: Rejecting Middle Age, Becoming One of the World's Fittest Men, and Discovering Myself*. In 2013 Rich launched the wildly popular Rich Roll Podcast, which consistently sits atop the iTunes top-10 lists.*

In May 2010, Rich accomplished an unprecedented feat of staggering endurance in completing the EPIC5 CHALLENGE- an odyssey that included completing 5 ironman-distance triathlons on 5 islands of Hawaii in under a week. He's also been a top finisher in the Ultraman. He's also featured regularly on CNN. What's most interesting is that just a couple years before all of this, he didn't even own a bike and was 50 lbs overweight. Let's dive into Rich's story.

Rich Roll on Chasing Happiness:

Intellectually, we all understand that happiness is not tied to material accumulation or some kind of celebration of the ego. The happiest people in the world are the people who give of themselves and serve and live their life in a charitable way. Deep down we all think, 'yeah, but that's not really true. That might be for those people but if I can just get that thing or just upgrade my car or my house or once I get that promotion and I'm set then I can attend to those other things.' It's a cultural and social blindspot that's fueled and informed by an ethos of consumer accumulation.

It goes back to Madison Avenue and advertising and this pervasive sense that the way to happiness is paved with security and comfort and a big bank account and what we can buy with that. We're inundated with that kind of messaging every single day. It's not until we succeed in that quest and realize "I'm still me. Now what?. This isn't going to fill this hole in my spirit that I thought it would.'

Rich Roll On Finding His True Potential:

"Where are the untapped reservoirs of potential that 've overlooked?"

Rich Roll on Eating a Plant Based Diet:

"Our food system is broken. Most people are gorging on massive amounts unhealthy food. But food when treated properly can heal you. A plant-based diet is this amazing way of living and eating that checks all the boxes. It will help prevent and reverse these chronic lifestyle illnesses. It will power you through any athletic goal you have- I'm living proof of that. And it's a much more sustainable way to live."

Rich Roll on Fast Food and Poor Diet:

It's killing us. It's preventing us from thinking more clearly. It's preventing you from achieving your potential.

Rich Roll on Living a More Authentic Life

Most people are sleepwalking through life and they are making decisions based off of social constraints and pressures and expectations. The road to your authentic life is paved with the exploration of yourself. The truth is we need people to be more of who they are.

One Action to Take in the Next 24-48 Hours

The first thing I think everyone should do is to prioritize the practice of meditation every morning. If you can master 20 minutes of meditation every morning, if you can commit to that and start journaling what comes up in the wake of that, things will be revealed to you.

Rich Roll on What He'd Tell His 20-year-old Self

"I couldn't be what I'm doing now without all the pain and suffering and mistakes I've made."

On Taking Action:

You have to begin and be open to the mystery of where it may or may not lead.

Other Success Through Failure Episodes Referenced:

Drew Manning: Fit2Fat2Fit:

www.jimharshawjr.com/53

Karl Pilz: Nutrition to the Edge

www.jimharshawjr.com/24

Recommended Books:

[The Artist's Way by Julia Cameron](#)

Websites and Social:

<http://www.richroll.com/>

<https://twitter.com/richroll>

<https://www.facebook.com/richrollfans>

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