



# JIM HARSHAW, JR.

*Clarity of Action. Peace of Mind.*

Success for the Athletic-Minded Man Podcast

Action Plan Episode #514

**Todd Durkin**

What if the secret to sustainable success isn't more hustle, but better habits?

In this episode of "Success for the Athletic-Minded Man" podcast, I sit down with Todd Durkin— internationally recognized strength and conditioning coach, motivational speaker, and best-selling author who's trained legends like Drew Brees, Michael Chandler, Olympic medalists, and top entrepreneurs.

Todd's reputation is elite, but what makes this conversation powerful is how real he gets about his own battles with burnout, injury, and rebuilding his mindset from the ground up.

After listening to Todd, you'll walk away with: the 3-2-1 evening routine that fixes your sleep and sets up your mornings, the Productive Pause that turns chaos into clarity, and his WLAGs system— weekly reflections on wins, losses, ahas, and goals— that will change how you lead yourself and your team.

We also unpack how to reverse engineer a 10-year dream into daily action and why scheduling "blue-sky time" (strategic planning) and "mellow-yellow time" (true rest) is the real growth hack most men ignore.

But Todd's not just talking theory, he's put together his own **October Challenge** habits for you to take on.

Join us as Todd and other high performers— Rorke Denver, Dr. Jim Afremow, and Zach Even-esh— share challenges you can choose from, practice daily, and track with the like-minded people who are building momentum before the year ends.

Join here 🙌 <https://jimharshawjr.net/pathfinder-challenge>

## Top Quotes From This Episode

*"Winning in life to me is just a matter of discipline, to do the habits regularly, consistently, day after day."*

Productive Pause: *A short period of focused reflection around specific questions that leads to clarity of action and peace of mind."*

*"Everyone needs someone in their life to be their cheerleader, their encourager, their motivator, their lifter-upper, or someone who keeps it real when things are going good to bring you back down to earth."*

## Show Notes

**This episode touches on the following key topics and ideas:**

- **Share this episode! (1:56)**: Share the podcast on social media by tagging me and using the hashtag #SAMpod:
  - **YouTube:** [@jimharshaw1](#)
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  - **LinkedIn:** [Jim Harshaw, Jr.](#)
  
- **Train for Life vs. Training for Sport (2:33)**: "Training for life" is a matter of discipline to do the habits on a regular, consistent basis to "win the day."
  
- **The 3-2-1 Evening Rule (3:34)**: Todd's breakthrough came when he treated sleep apnea and rebuilt his evening routine:
  - 3 hours before bed, stop eating
  - 2 hours stop work/screens
  - 1 hour self-care (stretch/pray/read)
  
- **The Buffalo Mindset (10:02)**: Todd challenges us to face struggles head-on rather than hide from them. He emphasizes that everyone has "something" they're dealing with, even if it doesn't look that way from the outside, and shares how leaning on faith, mentors, and community is the key to getting through.

- **The Power of Dreaming (16:54):** Todd says our dreams serve as fuel that keeps us alive. He shares how to connect the big dream with daily discipline through an annual strategic plan, reminding us that dreaming without work is fantasy, but dreaming with consistent action creates a future worth chasing.
- **"I'm Too Busy" (19:03):** Todd reminds us everyone has 24 hours; what differs is energy investment. Make health (sleep, movement, reflection) non-negotiable and set guardrails so distractions don't win.
- **Reverse-Engineering a 10-Year Dream (21:38):** Todd's playbook: write it, speak it, act on it. Build an annual strategic plan, review quarterly, and translate into weekly/daily steps. Writing creates clarity, and clarity precedes action.

- **The Four Colors of a Balanced Life (26:33):** Todd shares a model he learned from a mentor:
  - **Red/Green** = Work and production (the grind most of us already do too much of)
  - **Blue** = Strategy and planning (stepping back to think big picture)
  - **Yellow** = Rest and joy (time for recovery, family, fun)

Most men think that more Red/Green is the answer. Todd says real growth—more income, more impact—comes when you add more Blue and Yellow.

- **WLAGs: Wins, Losses, 'Aha's, Goals (31:09):** Every Sunday for 30 minutes, reflect and journal the week that has passed:
  1. Write down your **Wins** from the past week.
  2. Note your **Losses**— the challenges you faced.
  3. Capture your **Aha** moments— insights or lessons learned.
  4. Set 5–7 **Goals** for the coming week.
- **What Todd's Building Now (39:04):** From his book "True Strength" to Impact X Performance (fitness/recovery franchise) and Impact Life Coaching certifications, Todd scales the very tools he taught today.

## **List of Resources Mentioned in the Episode**

Books by Todd Durkin:

["Get Your Mind Right: 10 Keys to Unlock Your Potential and Ignite Your Success"](#)

["TRUE STRENGTH: A Memoir - 31 Hard-Earned Lessons for Overcoming Life's Most Turbulent Times"](#)

["The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change"](#) by Stephen Covey

## **Other Episodes Referenced**

[#95 Todd Durkin, Lead Training Advisor for Under Armour, on Failure, Goals and Rules for Life](#)

[#99 World Champion Mike Chandler on Escaping Doubt and Finding True Confidence](#)

[#323 Mindset of a Champion from a Champion: UFC's Michael Chandler on Success, Failure, and Your Journey to Greatness](#)

## **Guest Website and Social**

### **Todd Durkin**

[Website](#) | [Instagram](#) | [Twitter](#) | [Facebook](#)

[Todd Durkin IMPACT Show](#)

[The REINVENTION SERIES...It's About to Get DEEP! \[Ep. 1 of Series\] | Ep 301](#)

[This Nearly Killed Me...My Deepest Episode to Date | Ep. 302 \[The Reinvention Series #2\]](#)

[And Then My Back Broke \[Ep. 3 of Reinvention Series\] | Ep. 303](#)

[Broken or Blessed? The MINDSET to Get to the Other Side | Ep. 304 \[Reinvention Series\]](#)

[Your Scars Become Your Strength | Q&A on the Reinvention Series | Ep.305](#)

[The Reinvention Series Finale | What if You Haven't Even Met You Yet? | Ep. 306](#)

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