

Intro: 00:01

Hi, I'm Rock Thomas, the founder of M1. The tribe of healthy, wealthy and passionate people, also known as fulfillmentaires. You're listening to the I am movement podcast where we believe words that follow. I am following you. Join me in the world's greatest thought leaders as we discussed the power of transformation and making success a part of your identity.

Rock: 00:33

I'm super excited because I had the great opportunity to interview Robert Herjavec. Shark Tank's very own Robert Herjavec, one of the most popular Shark Tank guys also was on Dancing with the Stars and it was an amazing interview. I got to ask him very personal questions and also how can you march to your very first million and become an enlightened millionaire, grow your business and do exactly what he did, which is bootstrap his business from really nothing to becoming incredibly successful. Robert, what is your biggest joy in life?

Robert: 01:07

You know, I'm a pretty happy guy. I mean, I have a, I have a great relationship. I have a great life. I mean, I'm just, I'm pretty happy guy.

Rock: 01:14

Do you get most of your satisfaction from work or from your hobbies?

Robert: 01:18

Uh, I get most of my satisfaction from the people around me. And, you know, part of it is I love the people I'm with. I love my team. Um, I love what I do. It's a little bit of everything.

Rock: 01:30

Cool. This is a little cliché, but what, what's your greatest fear if you had one?

Robert: 01:35

Uh, failure. I, I live in absolute dread of being worthless. I, and I don't know whether it comes back from, you know, when I was a little kid and people picked on me, but I, and I go through phases. Even now, you know, people say, Oh, it must be great to be you. You're so successful. And I'm like, Oh my God. I mean, I wake up days where I think everything's gonna end and it's, it's horrific. But, you know, you keep going. I mean, I don't think life ever gets any easier. I think you just get stronger.

Rock: 02:09

Cool. What would you tell your grandchildren if you could,

Robert: 02:13

Uh, I know it's a cliché, but, uh, find something you're deeply passionate about. Uh, love what you do, uh, purpose and passion.

Rock: 02:25

Awesome. Thank you. Um, do you have mentors? Do you have people that, that you mastermind with?

Robert: 02:30

Yeah absolutely I think that one of the, because I'm not a very smart guy, I, and I don't mean that in a self-effacing way. I'm really not everything I've learned, I've done wrong, but I think I've a pretty good quality of absorbing information.

Rock: 02:46

For a student.

Robert: 02:46

Yeah. And I'm not, I don't have a very big ego. If you can do it better than I can, I'm absolutely open to stealing it from you. So I'm, I'm very good about that. But, you know, different people at different times and you know, I think that life is funny. People come into your life at the right time and you just gotta be open to learning from them.

Rock: 03:05

Do you insulate yourself from, from a lot of the noise that you have several assistants, do you keep people, you know, the, the menu show away from yourself?

Robert: 03:12

Yeah, I mean, I think as your company gets bigger and your life gets more complicated, you've gotta be willing to let little things go. It's just little becomes bigger as you get bigger.

Rock: 03:22

Yes. Sure.

Robert: 03:23

Right. You know, so. I don't, I don't worry if somebody ripped me off from my hotel room today. I mean I know that we're probably spending too much money on paper clips at work, but I got to let that go. Right. Cause they'll drive me nuts.

Rock: 03:36

What's a typical day for you?

Robert: 03:38

I tend to get pretty early, get on email. I like to get a lot of the heavy lifting done, uh, before the people I want to spend time with are, are up. So I can start my day, uh, like to go to the gym every day if I can. I like to work out, keeps me fresh. Yeah. And then I just try to, uh, communicate with people.

Robert: 03:58

You know, it's like there's 25 things I tried to do every day and sure enough by nine o'clock in the morning, 23 of them don't matter anymore. It's those two absolutely urgent ones that got to get done cause you got to keep the ball moving forward. Most people have a hard time. They live in inertia, they do busy work. But the ball never moves forward.

Rock: 04:19

Right.

Robert: 04:20

And I find that nobody measures or cares how busy you are. It's what you accomplished.

Rock: 04:27

Yeah. Yeah, for sure. Results. Um, what would you like to be remembered for?

Robert: 04:32

No one's going to remember me. Like I just don't, I don't think that way. I think that I tried to bring joy to the people that I love and, uh, that loved me and I just, you know, I wanna touch as many people positively as I can and, uh, I don't want to get to a point where then people remember me. I wanna live like that now.

Rock: 04:52

So you say you're a happy guy. Do you think you were born that way or have you cultivated that?

Robert: 04:57

Yeah, I think I've cultivated it. I think I've really tried to, uh, you know, I've learned that life can throw a lot of bad stuff at you and you've got a choice. You either absorb it and it makes you bitter or you fundamental belief that tomorrow will be better. I just, I like to believe in the future.

Rock: 05:15

Nice. Um, and as you associate with a lot of people, you meet a lot of successful people, celebrities, things like that. Do you end up, um, becoming friends with them and masterminding, doing businesses with them? Or are you still absorbed in your one big business that you say you have?

Robert: 05:30

No, I, I, I, I don't have a lot of friends I do business with. And I think that, you know, they're friends because they're friends. I am very focused on one business. I've never had that quality where I can invest in a lot of different things. And even if I go into a different business, I try to look at the fundamentals and why it's working.

Rock: 05:49

Right?

Robert: 05:50

So I, I like businesses that are ripe for change and can benefit from automation and certain disciplines. We're looking at a business right now, it's got nothing to do with tech, but it's very old. It's very archaic and needs disruption. So I like to disrupt things.

Rock: 06:06

Yes, yes. Yeah. Um, so you're a young entrepreneur today. You're, you're 25, you're 30 years old. You're looking at

Robert: 06:13

Oh I taught you were saying, I was saying I was feeling so good about myself for a moment. Damn it. All right.

Rock: 06:21

And, um, you're looking at the world, you're tempted by, um, the get quick, you know, um, Airbnb kind of big picture, the dream, right? Sit in your basement and create something. What kind of advice do you have to, for people like that?

Robert: 06:34

Um, well I think the first advice I always tell people is, you gotta look at your personal situation. Rule number one is you got to pay the bills. If you can't pay the bills, you lose the right to do what you love. I mean, it, it just is. I mean, I know it sounds very romantic and very dramatic that you can sit in your basement and work at something for seven years and pursue this deep passion. But rule number one is you gotta pay the bills. You gotta pay the mortgage, you've gotta take care of the people you love. And if you're doing something that isn't paying the bills by a certain time, you gotta get out of it. You lose the right to pursue your passion if you can't pay the bills. It's just the way life is. You know, I have a saying on the show that we used, a goal without a timeline is just a dream, right? And so that's how I grew up. I mean, my, my parents always instilled that in me. Second thing though is build something that gives you a leverage point. So if I look back on the people that I started with when I was 25 who are not successful today, why aren't they? And one of the things that really sticks out for me is there were two focused on making a big salary when there were 25.

Rock: 07:51

Okay.

Robert: 07:51

So I had a lot of friends who would take a job because it paid more. And even when I didn't have a lot of money, I always thought on the longterm basis, I'd rather learn than get a bigger paycheck. And there's always a bigger picture. I mean, that's the big thing that stands out for

me. And then you got to think of mass market, right? Like it's, it's tough to build a really scalable business as a plumber, right? Not there's anything wrong with the plumbing business and you can do it, but it's tough. And so just, just all those things.

Rock: 08:25

Yeah. Great. So you have a week to live. What do you do?

Robert: 08:28

Oh, I, I spend every single moments with the people in my life that are important to me.

Rock: 08:36

Do you came from very little money, um, your, your parents immigrated to Canada, right? Um, you have sizable amount of money now. Do you still have an emotional attachment to money?

Robert: 08:48

Yes, I do. Yeah. I mean, I really, to a fault, right? I'm too worried about the downside, and that's my upbringing. I was wrapped in environment where really bad stuff happened to us. Like really bad, awful stuff financially I've seen the bottom, I've been to the edge of the abyss and I've looked over and, and it's not pretty. Yeah. And I never want to go back there to a fault. So sometimes I plan too much for the downside and avoiding it instead of the upside.

Rock: 09:24

Okay.

Robert: 09:24

So I look at the people that are more successful than I am and they have that quality. They always thought everything was going to work out all the time and be big. I tend to protect the downside too much.

Rock: 09:36

So I read your I read your book, uh, Driven.

Robert: 09:39

Great. Thank you.

Rock: 09:40

Yes. Um, do you think that people can manufacture drive or you think that it's innate in some people? Cause some people seem to just automatically have it. Like you say, you're restless, you have this ongoing thing. Um,

Robert: 09:54

Absolutely you can manufacture it. I'm, I wasn't born like this. I wasn't driven, motivated. If my parents wouldn't abroad here and if I wouldn't have been thrown into an environment where

people picked on me and made fun of me, I would be the easiest, happy go lucky guy in the world.

Rock: 10:13

Right.

Robert: 10:14

I would have a job. Uh, you know, I, I would have never wanted to create something great. It all came from fear. It all came from, you know, like I, I didn't want to be rich. I just didn't want to be poor. Right. I didn't want somebody to take advantage of me, but I think anybody can be like that. Some people have the leisure of being born that way. They're highly driven, they're highly motivated. But there's people like me who just experienced so much pain and then decide I just don't want to be like this again. Or they take it in and it absorbs them. So I always think, if you're not willing to change, you haven't had enough pain in your life.

Rock: 11:00

Right.

Robert: 11:00

Because if you've had that kind of pain, you're gonna change.

Rock: 11:03

Yeah, I agree. Bitter or better. Right.

Robert: 11:06

Uh, always better. Right. What's that saying by Archie Manning? Um, there's a great, I did a speech with Archie Manning, the Peyton, Peyton's dad

Rock: 11:16

Oh yeah.

Robert: 11:16

Eli's dad, and he had a great saying. He said, you know, adversity is always going to happen to you in life. It's not a matter of if it's a matter of when.

Rock: 11:24

Right.

Robert: 11:24

And the only decision you have to make is will you be bitter or will you be better?

Rock: 11:28

Yeah.

Robert: 11:28

And I love that.

Rock: 11:30

Well. On that note, on behalf of the M1, one thing,

Robert: 11:33

Thank you very much. Cheers.

Rock: 11:34

I appreciate it Robert.

Outro: 11:35

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