

# Podcast with Tony Robbins

*Tony Robbins sat down with Family Office Association CEO Angelo Robles for an interview in advance of the upcoming “Wealth, Health, Impact, and Inspriation: Your Vision for 2020 and Beyond” event co-hosted with Dibico Construction Inc.*



The intimate private event will feature Tony Robbins, Peter Diamandis, and other business and thought leaders in Santa Monica, California August 13th and 14th 2019. It is a once-in-a-lifetime opportunity to connect with some of the most powerful forces in business and finance today, surrounded by an elite audience of multi-generational successful families in a very intimate setting.

The day and a half event will focus on the mind-sets, technologies and distinctions for creating lasting wealth, optimizing your physical and emotional health, furthering your impact, and ultimately creating greater levels of fulfillment in all areas of your life.

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The following is a transcript of the interview.

Angelo Robles:

Tony, two of your best-known quotes are: “If you do what you’ve always done, you’ll get what you’ve always gotten,” and “In life you need either inspiration or desperation.” For all your enormous impact and success, you continue to do things differently, evolve, and transform with some amazing results, including engaging with the family office and family leadership worlds. What catalyzes that transformation for you now? Is it all inspiration at this point?

Tony Robbins:

What drives me today is the same thing that’s always driven me for the past 42 years—HUNGER. It’s an insatiable hunger to do, be, give and create more. In my mind, there are two universal principles that lead to fulfillment at a deep level in all human beings: You must grow, and you must give. Success in measurable terms can be a great mile marker, but what keeps me perpetually hungry is a deep connection to my purpose, passion, and IMPACT.

Angelo:

What keeps you growing and evolving? Where does the urgency come from to continually expand? How do you stay hungry and driven? What motivates you when money is not an issue?

Tony:

At this stage of my life, I’m fortunate enough to not HAVE to work another day in my life, but I work harder than ever because it excites me. For me, it’s all about ongoing impact and creating goals that JUICE me.

How many of you have outrun your goals? Meaning, you’ve done better than you originally planned in a variety of areas? I’ve certainly done this and I’ve had to re-evaluate what the next level looks like for me.

A few years ago, when I was writing *Money: Master the Game*, I sat down and created some big target goals that I want to accomplish over the next 5-10 years. I looked at the number of meals that I’ve provided personally and through my foundation over the last 3 decades and said, what if I did more in ONE year that in the last 30? And not only that, what if I made it sustainable? That’s how I created the 1 Billion Meal Challenge in partnership with Feeding America, which will have provided 1 billion meals by 2025 (currently have provided 425 million). I also created goals around other areas of impact I’m passionate about, like planting 100 million trees (have already planted 10 million), rescuing 10,000 children from the horrors of slavery in partnership with Operation Underground Railroad (2,000 have already been saved). I SEEK OUT areas where I can have the most impact, and create compelling goals around them.

Angelo:

You say that “setting goals is the first step in turning the invisible to the visible.” A Family Office Association’s strategic partner and frequent contributor Stephen Rudin, MD, is a Tony Robbins admirer and is a chief learning officer for families and an

expert in the experiential acquisition of neurocognitive skills. He told us he thinks of that pearl of wisdom as a highly motivational way to understand executive function skills, which are a collection of things in the dorsolateral pre-frontal cortex that give an individual the ability set goals and work towards them by coordinating thought and action. In your roles in life as a husband, father, life coach, executive coach, businessman and global leader, what is your take on the importance of executive functions, as well as how emotional intelligence, mindfulness, resilience, and flow factor in to high-functioning executives?

Tony:

In and of themselves, goals are meaningless. Every January, tens of millions of people set goals and after a few months, they have forgotten them altogether. Most



people set a goal and ask “how” I am going to get there (i.e. workout 5 days a week, stop eating sugar etc..). Then the mind begins to focus on the hurdles ahead, makes continuous excuses and eventually, their willpower fades. Wash, rinse, repeat.

Point being, the “how” is never the right starting point. Starting with the “how” is a sure-fire way to fail. I call this “the tyranny of how.” We must start with the “why.” I always say, MOTIVE DOES MATTER. Why is it that we truly want something, and what will it mean if we reach our goal?

People who consistently achieve a particular goal are up close and personal with their why; with their ultimate purpose. They associate to it DAILY. If the answers to their why aren’t deeply felt and experienced, they will never reach the summit. Think of the “why” as the fuel for us to actually do the work it takes even when we don’t feel like it—even when we feel like giving up. Most of us can relate to a time when we wanted something so bad but had no idea how we would get it. It didn’t matter; we found a way! When we know the why, the how will show up.



Angelo:

At Family Office Association, we’re very much involved with the growth and development of intergenerational conversations and collaboration in families. We call it the “Intergen Track.” It’s overseen by a multigenerational Intergen team. The main focus of the work has first been to listen deeply, and create the smartest questions we could, collectively clarifying what we think are the biggest questions and challenges of our time. The idea is that families of all generations can, as you might say, “take massive action” to engage and solve them. What do you personally see as the biggest questions and challenges of these times, and how are you preparing your millions of followers to address them?

Tony:

There’s no question that we’re living in interesting times. Due to the rapid growth of technology, the opportunity for change has never been greater; but it’s often at the expense of important aspects of humanity. We have a crisis of purpose and meaning in our country. A few minutes on social media makes this abundantly clear. One of the concerns I have is that technology is starting to shape us, instead of us shaping technology. Our development emotionally, psychologically and spiritually is much slower than the rate of technology itself.

In the end, much of our lives are controlled by invisible forces (radiation, gravity, emotions). These are the invisible forces that shape all of humanity and they’re not going to go away. As leaders, we must master these invisible forces and harness the power of belief. Beliefs have the power to create or destroy; and it’s ultimately our ability to create a compelling future and shape this for the greater good that will have a lasting impact on our world.

Like a fiduciary does financially, we need to be a fiduciary to humanity and our society first.

Angelo:

What do you see as some of the unique challenges facing people of extreme wealth today and in the future? What do you see as some of the greatest opportunities for the wealthy now and in the coming years with regards to technology, impact, experiences, advantages and influence?

Tony:

There’s no question that this is a bigger challenge than most people are willing to admit. We’re living in a time where the top 1/10 of 1% of the population is about equal to that of the bottom 90% of the population, same gap we had in midst of the great depression.



Ray Dalio talks about if you broke the economy into 2 economies; top 40% and bottom 60%.

- Those in the top 40% now have on average 10 times as much wealth as those in the bottom 60%. That is up from six times as much in 1980.
- Only about a third of the bottom 60% saves any of its income (in cash or financial assets). In fact, only 40% of Americans can raise \$400 in the event of an emergency!
- The top 60% spends 4x per capita, per child on their education.
- The odds of premature death in bottom 60% between ages of 35-65 are 2x higher compared to top 40%

These statistics aren't meant to startle, but to put in perspective the dramatic difference between these two economies.

What's contributing to this? According to Ray, there are two main contributors:

- The first is the mass printing of money. When you print money, there's a population that has financial assets (the top 40%) and one that doesn't (the bottom 60%). Only those with financial assets are going to feel any kind of benefit from this.
- The other is what I mentioned above: Technology. It's no surprise that many jobs are going to be eliminated in the next 5-10 years, and most of them are going to be from the bottom 60%.

What do we do? Ray suggests we declare the wealth gap national emergency,. Others suggest we impose a corporate tax for philanthropic causes.

My dear friend and partner Peter Diamandis and I have started an annual gathering called The Future of Jobs where we discuss this at length, and work with private and public sector partners to find solutions. It's important though to never bet against humanity. As Peter will tell you, more wealth will be created in the next 10 years than any other time in history. Technology will also move us forward in ways we can't even conceive of yet. We are seeing a series of exponential technologies that have the capability of transforming mankind. From artificial intelligence to gene editing to lab grown meat to autonomous passenger drones etc...the list goes on and on. There are 1.2 Billion people coming out of extreme poverty and into the middle class. There are 3 Billion people that will be coming "online" for the first time who will have access to information and learning. 5G connection speeds will be global. This perfect storm of demographics and technological advancement has the potential to propel our global economy to new highs in the long run—the question is how we as humans adapt to this, and how we ensure that those who are impacted most are not left behind.



Angelo:

What do you think are some of the greatest mistakes that ultra high net worth people make in the way they approach, view and use money?

Tony:

I don't know if you can really lump all ultra high net worth individuals into a single group, as what money means to people can vary drastically.

I think it's important to first understand what money is. Money is intensely personal and highly charged. It can make people feel guilty when they have it—or ashamed when they don't.

For some of us, money is vital and crucial but not paramount. It's simply a tool, a source of power used in service of others and a life well lived.

Others are consumed with such a hunger for money that it destroys them and everyone around them. Some are even willing

to give up things that are far more valuable to get it: Their health, their time, their family, their self-worth, and, in some cases, even their integrity.

At its core, money is about power. The power to create or the power to destroy. You can provide money as a gift or wield it as a weapon. It can be used as an expression of your spirit, your creativity, your ideas.

The most common mistake I see people make is when they correlate their PERSONAL worth with their NET worth. These are inherently different. There are dozens of unfortunate examples we've seen of people who have made this mistake; and paid dearly for it.

To me, rich and wealthy are a state of mind—and it's all about GRATITUDE. Your capacity to enjoy, to share, to give – that's your wealth.

Angelo:

For all of us, and often especially for our members, there are far more demands made on our time, resources, energy and attention that we could ever meet. With people constantly presenting you with business opportunities, philanthropic projects, and investments, how do you and your team sort through the projects, businesses and opportunities that you get involved in? How do you manage your work load and commitments and then how do you balance those demands with the demands and priorities of your personal life?

Tony:

I am involved or invested in over 50 different companies in industries as diverse as stem cells, major league soccer, artificial intelligence, and the #1 rated resort & spa in the Fijian islands, Namale. The combined annual sales now exceed \$6 billion per year, and I actively manage 12 of these in addition to my "day job."

First, it takes a world class team around me. It would be impossible for me to keep tabs on everything, so I look for points of leverage. Like most of your members, the most valuable resource I have is my time. So I am extremely thoughtful about where each hour of each day will have the most impact. Impact can be in business but it can also be in relationships (which are obviously most important). I also don't need much sleep, which helps!

When I'm looking at opportunities, I'm constantly looking how they can scale. I also use a principle that I use financially as well, which is asymmetric risk reward—how can I participate with the least amount of risk, but maximum upside? An example of this is the Los Angeles Football Club which I'm a partner in with my dear friend Peter Guber. I'm a part owner along with several other individuals, so my risk is reduced, but my upside has huge potential.

Angelo:

I know that longevity and vibrant health are major focuses for you, At nearly sixty years of age, at 6'7, you have been able to stay strong and muscular, with tons of energy, constantly moving and incredible agility. A reporter once asked the boxer Muhammad Ali, who his toughest opponent was. Ali responded "Father Time, he's undefeated." Tony, could you share with us your strategy for engaging with Father Time? What are some of the latest health and technology breakthroughs that you are most excited about?

Tony:

There is a giant wave of new technology and breakthroughs around aging that I truly believe will redefine the way we think about aging, life and death as we know it. It's actually the subject of my new book that will be released next year with my dear friends, Peter Diamandis and Dr. Bob Hariri.



Stem cells play a huge role in my routine. I first started getting stem cell therapy after I tore my rotator cuff and was told surgery was the only option. After a few treatments, it was completely healed.

Most of us assume that aging is inevitable, but there is so much new research that not only shows how you can prevent it and slow it down, but in many cases, reverse it. Aging at its core, is a stem cell problem—your body stops producing cells, and that leads to a decreased quality of life.

I was fortunate to attend the Unite for a Cure stem cell conference at the Vatican last spring, and the amount of new research and treatments that are even in Phase 2 FDA trials is astonishing.

In my next book, like *Money: Master the Game*, I'll be interviewing the top experts and doctors in this area, and sharing the best breakthroughs that we can all expect to see in the next one, five, ten years.

Angelo:

Much of your work has been identified with success, but as we know, success can be very different from happiness. How do you define happiness, and what makes you happy personally? How has that changed over the years?

Tony:

Happiness is different for everyone, but in an overly simplistic definition, I would describe happiness as progress. When people feel stuck, they are unhappy. But when they are on the path of progress and making steps toward their goals, they tend to be incredibly happy (even though they haven't yet reached the goal). This is the strange dichotomy as when people ultimately do reach their goal, they often wonder: "Is this all there is?" This is because they are no longer making progress. Yes, we must celebrate our victories and also start making progress to another purpose driven outcome. As I shared earlier, what drives me and my goals today have shifted since I've outrun many of them. But at the core of all areas in my life – finances, business, relationships, health, etc.—it all comes down to progress.



Angelo:

In *The Road to Character*, *New York Times* columnist David Brooks distinguishes between our resume virtues, the accomplishments we've racked up, and our eulogy virtues, the character strengths for which we would like to be remembered. What would your resume and eulogy virtues look like if written today? What do you want them to look like in 20 years from now?



Tony:

My life has always been about serving, and giving. I would want to be remembered for the IMPACT I've had on the world. Not only through my mission of transforming the quality of people's lives, but also the lasting impact and call to others to GIVE. Because to me, the secret to living has always been giving.

Angelo:

One final question? What do you give thanks for at the end of each day?

Tony:

My wife, my family, my friends, my mission and the grace of God that has allowed me to serve in this life.



## About Tony Robbins

Tony Robbins is an entrepreneur, New York Times bestselling author, philanthropist, and the nation's #1 Life and Business Strategist. His holding company owns more than 33 privately held businesses with combined sales over \$5 billion a year. He has been honored as one of Accenture's "Top 50 Business Intellectuals in the World," Harvard Business Press's "Top 200 Business Gurus," and American Express's "Top Six Business Leaders in the World." Fortune named him the "CEO Whisperer," and he is named in the top 50 of Worth Magazine's 100 most powerful people in global finance for two consecutive years. More than 50 million people in over 100 countries have enjoyed the warmth, humor, and transformational power of his business and personal development events.

# WEALTH, HEALTH, IMPACT AND INSPIRATION - YOUR VISION FOR 2020 AND BEYOND

*August 13th and 14th, 2019 in Santa Monica, California*

## About the Family Office Association

The Family Office Association is an exclusive community among the world's most prosperous families. Here successful families connect and share within a community that is as extraordinary as they are. Here you will be able to turn to peers for the specialized expertise and resources specific to wealthy families and single family offices. It is these connections, together with proprietary research, practical tools and methodologies, and access to top experts and thought leaders, that have made the Family Office Association so valued by its members. [www.familyofficeassociation.com](http://www.familyofficeassociation.com)

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