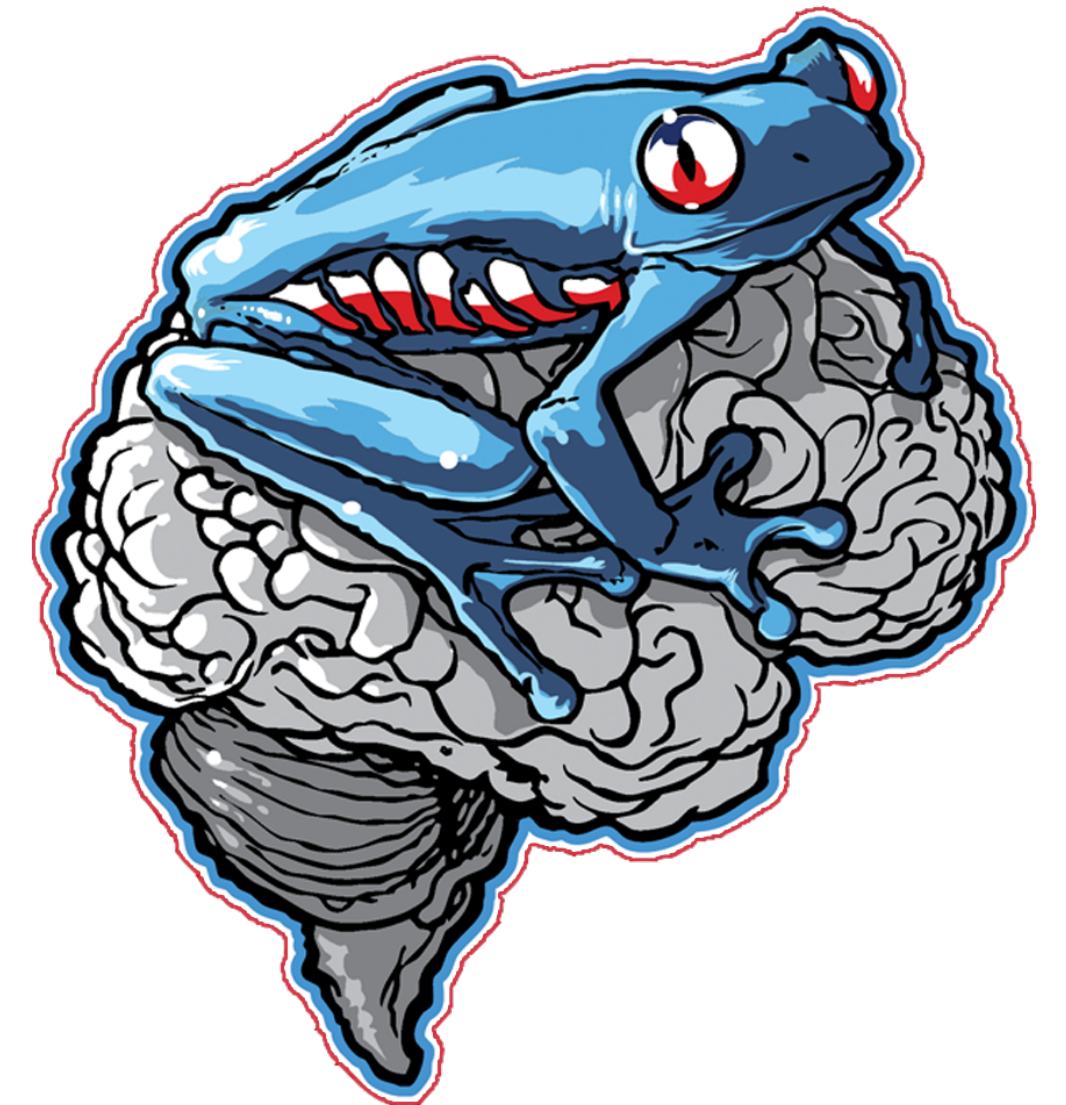


The Never Quit Mindset

Unlocking Your Reasons To March On.



David Rutherford - Owner/Creator - Froglogic Concepts LLC
Former Navy SEAL, CIA Contractor, World Champion Performance Coach, Podcast Host

Powered By



Me.

The Evolution Of My Never Quit Mindset.



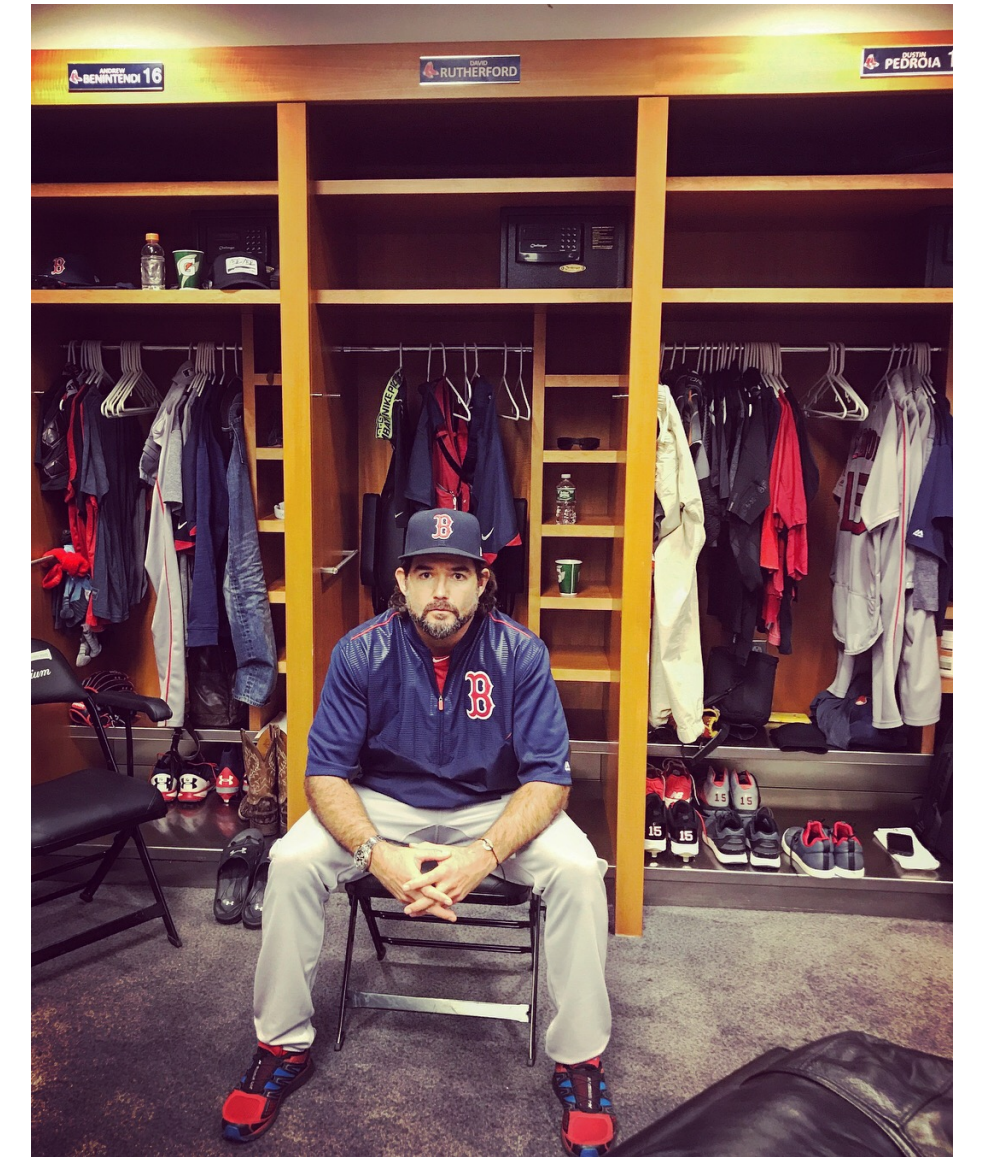
BUDS



TEAMS



CIA



WORLD CHAMP



THE TEAM NEVER QUIT PODCAST

108 SHOWS

20 MILLION DOWNLOADS

2016-2019

The Never Quit Mindset

Definition: The Never Quit Mindset is a theoretical and illusory combination of cognitive and emotional thoughts that enable human beings to accept incremental or substantial failure as a driving force to pursue heightened potential through existential experience.

The Truth.

We've all quit.



James Lawrence

WORK ETHIC



Justin Legg

DEFIANCE



Jeremy Courtney

AH-HA



Lara Logan

LOVE

THE NEVER QUIT MINDSET

Passion To Achieve A Dream

DIANA NYAD

Work Ethic:

1. **GOAL** - Detailed Understanding Of The Objective That Remains In Tact Over Time
2. **TRAINING** - Regimented And Measurable Program Based on Imposed Failure and Incremental Improvements
3. **DATA** - Clear Data Evaluation and Honest Adjustments To Tactics, Techniques, And Procedures
4. **TEAM** - Multiple And Varied Experts Participating In Conjunction With Clear Objectives And Focused Mission



Proving Others Wrong

Defying The Negative Insurgency:

1. **HONESTY** - Accurately And Truthfully Assessing The Impact of the Experience
2. **RESILIENCE** - Recognizing That Failure, Frustration And Suffering Are Part Of Success
3. **PERSPECTIVE** - Focus On Controlling What You Can Control
4. **TEAM** - Minimize Negativity But Not Accountability

KYLE CARPENTER



Epiphany, Awakening, And/Or Rock Bottom Experience

The Ah-Ha Moment:

TIM BALLARD

1. **SUBMISSION** - Accepting That You And Your Perceived Limitations Don't Predetermine Your Future Reality
2. **REASON** - Ability to Humbly Rationalize Your Pain As Part Of the Process Itself
3. **PURPOSE** - Your Potential Is Ultimately Your Responsibility - WHY?
4. **TEAM** - Seek Guidance From Those Who Are Imbued With Validated Life Experience Relative To Your Journey



Upbringing, Friends, Family, Faith

Love For Life:

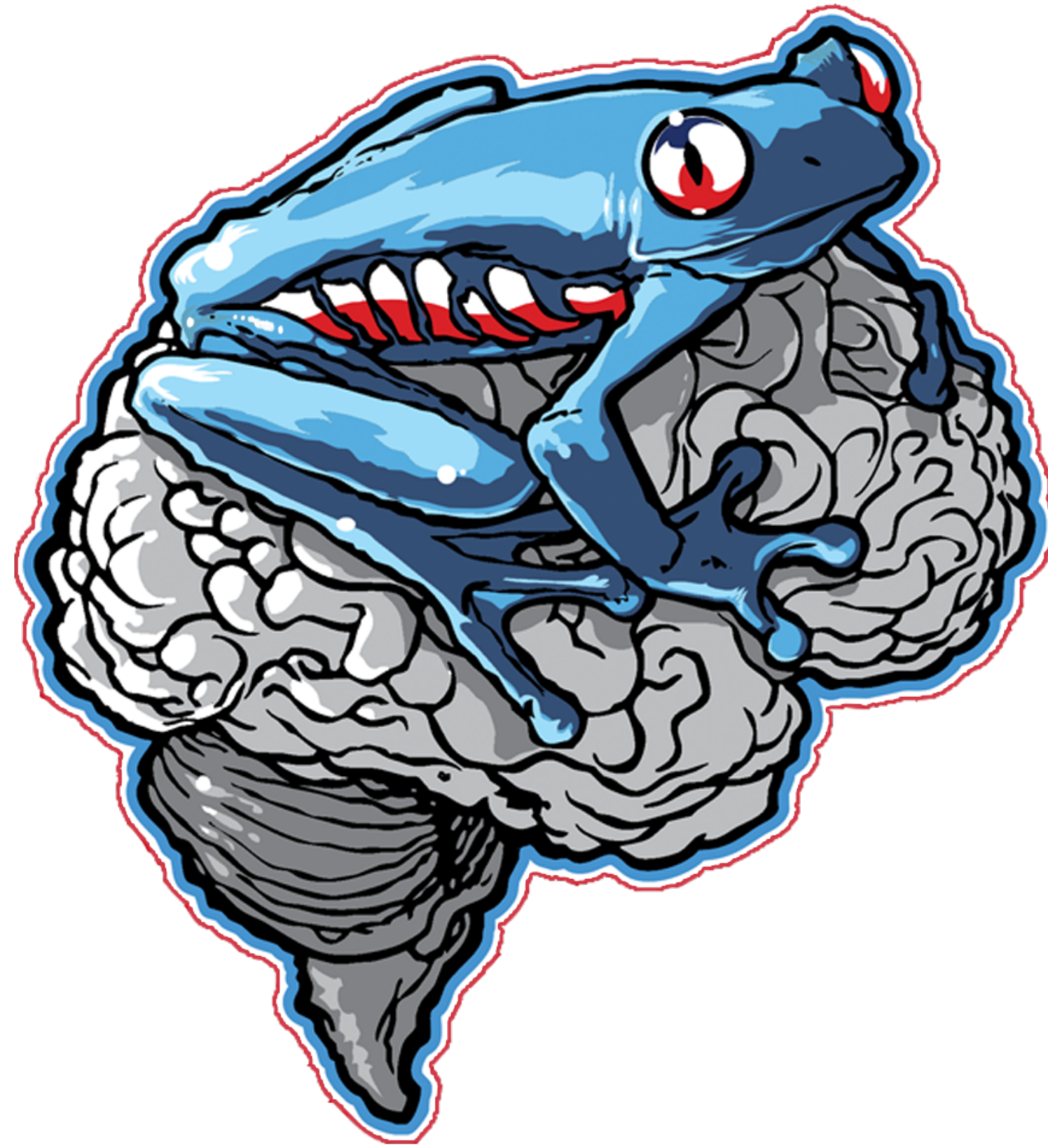
CHARLIE PLUMB

1. **BELIEF** - Establish A Clear Framework Based On Morality, Values, and Virtues
2. **SERVICE** - Dedicate A Portion Of Your Purpose Towards Serving Others Ahead Of Yourself
3. **SACRIFICE** - Be Willing To Delay Your Gratification For A Benefit At A Later Time
4. **TEAM** - Build Or Join A Tribe That Believes In A Common And Committed Mission That Brings Order Out Of Chaos



The Never Quit Mindset

There exists within the human condition a space where, regardless of genetic, psychological, sociological, cultural backgrounds, and external realities, an individual can ignite and maintain the courage to face the tides of suffering and pain, in order to gain a genuine sensation of meaning and truth that reveals potential.



THANK YOU

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