

NAVY SEAL TRAINING

SELF-CONFIDENCE



BY

DAVID RUTHERFORD

NAVY SEAL

BEHAVIORAL TRAINING SPECIALIST

FROGLOGIC
FIELD MANUALS FOR ADULTS

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About the Author

David Rutherford is a Navy SEAL and Behavioral Training Specialist. During his time in the SEAL Teams he was a student, combat paramedic, operator and instructor. He participated in clandestine operations in the Middle East, South Asia and Southeast Asia. After leaving his career in the SEAL Teams, he has worked extensively overseas as an international training and security specialist for one of the largest defense contractors in the world and for the US Government. David created the Froglogic Concept in April of 2006. Since then, he has exposed countless numbers of kids and adults around the world to his elite lifestyle performance program. He believes anyone can attain their dreams by forging their *Self-Confidence* and committing themselves to living the Team Life. David spreads his unique, high energy message around the globe as a motivational speaker, author, life instructor and TV personality. For more information on David Rutherford, please visit his website at www.teamfroglogic.com.

Disclaimer

The expressed written opinions in this book are based solely on the experiences and teachings of David Rutherford. If you have any pre-existing health conditions, physical or mental, you should consult with your doctor prior to doing any of the exercises or evolutions listed in this book. Do not attempt any of the US Navy SEAL BUDS style training evolutions. These activities are extremely dangerous and could result in serious injury or death. This book is designed to help motivate and inspire adults to start using Froglogic as a way of developing a healthy lifestyle by forging their *Self Confidence* and living the *Team Life*. HOOYAH.

Froglogic Definition:

Froglogic (frog-lojik), n. 1. A way of thinking that perpetually activates an individual's desire to forge his or her own *Self-Confidence* in order to commit to living a team orientated lifestyle or *Team Life*. A two-part motivational training program. *Part 1*. Accepting 8 Life Missions into your lifestyle in order to forge your personal and professional *Self-Confidence*. *Part 2*. Committing to 4 simple Missions that will ignite your understanding of what it means to live the *Team Life*. 3. A concept rooted in the proven experiences of over 70 years of UDT/ SEAL Real World operations, training doctrine and elite lifestyle performance.



Foreward

“Greater love hath no man than this, that a man lay down his life for his friends.” No other man I know can fit this quote as perfectly as Dave. David Rutherford, Navy SEAL, Motivational Speaker, Author and Life Instructor, has put his life on the line for his teammates on the battlefield and his teammates in the civilian world. Due to this love for his fellow brethren, I have had the privilege to become one of his teammates. David and I found each other while we were on a missionary trip to Haiti back in the summer of 2009. At that time, I was experiencing serious conflict, internally and externally. I wanted to achieve something huge in my life. I wanted to make something of myself. However, I was too wrapped up in partying to go after my dream. What held me back the most was fear. I was afraid of what would happen if I abandoned this chaotic, unmotivated lifestyle and went with my gut feeling to achieve something greater. David helped me look past this fear. He showed me what really mattered in life, and he taught me how to get there. I started working with Dave not long after our missionary trip. Since the first day we started training, he’s been hammering the Froglogic Concepts into me. During our time together he showed me the vitality of commitment, training, communication and leadership in living the Team Life. He also taught me how to improve my Self-Confidence by maintaining a positive attitude, setting goals and living with integrity. Now I’m always striving to forge my development, and most importantly, making sure I’m having fun in the process. With these Froglogic Concepts, among many others, I’ve come a long way from the chaotic lifestyle of my past. I’m now a cadet at VMI and hope one day to become a true Warrior Poet. I still have a long way to go to accomplish my mission, but I know with the help of my team and the ideas ingrained in my being through Froglogic, I will get there. Froglogic works; I am a testament to that. Don’t take my word for it though. Drive on through this book and unlock the pearls that it holds, and as Dave would say, “GET FIRED UP!”

Froglogic Teammate

For Blair
The Fire in my Gut

Self-Confidence

8 Life Missions to Forge Your Self-Confidence

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Intro

The Froglogic Concept is a way of thinking that will radically change your lifestyle and prepare you to feel and achieve mission success every day. Over the past twenty years I have been on a journey of discovery to find where the true nature of a *human being's* successes and failures come from. My journey has taken me around the world as a student, a Navy SEAL, an international training specialist, a motivational speaker, author and coach for kids and adults. Throughout my travels, I have felt and have seen people in every known emotional and cognitive state. I have seen and met people from all walks of life and challenged them to perform in the most austere physical and mental environments imaginable. I have tested the *Froglogic Concept* on humans aged 5 to 75, and inevitably the results are always the same. *Using Froglogic* will help you succeed. Period!

Human Being – A person who possesses and uses empathetic logic and focused behavior to guide their life's journey.

The truth behind my discovery lies within my own forging process as well as the 70 plus years of Underwater Demolition Teams (UDT) and US Navy SEAL Teams (SEAL) development, training, operations and elite lifestyle performance. The Brotherhood, as we are known amongst each other, has sacrificed and bled in every American war, conflict and fight since WWII. Our effort has taken a dramatic toll on the lives of our families, friends and Teammates. However, it was not and is not in vain. The SEAL Teams are now considered one of the best special operations units in the world. It is because of our Self-Confidence and commitment to each other and our country that we achieve total mission success in the ominous face of an ever-present danger against our way of life. We will never quit.

The Brotherhood – A name used by Navy SEALs to describe the loyalty, honor and commitment we show one another in work and in life.

Now, after years of requests, I have finally written the first in a series of *Field Manuals for Adults* called 'Froglogic - Self-Confidence.' Froglogic Field Manuals for Adults will act as instructional manuals to use in redefining and forging your new life. Discover the truths behind your ability to succeed. Your success lies in your ability to understand and face head on the ominous challenges of life. Life requires a steel-like Self-Confidence to endure and never accept defeat. Begin your transformation and start forging your *Self-Confidence* by accepting 8 simple missions that will change your life forever.

When you embed Froglogic into your emotional and cognitive experience and commit your life to achieving the core missions, physically, mentally and spiritually, success is inevitable. There are two main ideas that encompass the *Froglogic Concept*: (1) Self-Confidence is everything; (2) Nobody achieves alone. Once you develop *real world Self-Confidence* and adjust your way of thinking toward

living a *Team Life*, you've got it. Easy day.

Froglogic Concept – (1) Self-Confidence is everything. (2) Nobody achieves alone.

Froglogic Self-Confidence – The internal perpetual drive to acknowledge, face and overcome the intense fragility of life as a Warrior Poet.

Froglogic Team Life – A Warrior Poet's ultimate commitment to living a team oriented life.

Froglogic Field Manuals for Adults – Instructional manuals to use in redefining and forging your new life.

My journey towards discovering these truths began when I lost my *Self-Confidence* and commitment to living a *Team Life* in college. I fell into an abyss of depression and self-doubt because I allowed my fear of failure to temporarily destroy my drive to realize my childhood dream. When I was growing up I always dreamed of being something bigger than life. Like many kids I wanted to play Football at the division one level and win the Heisman trophy. Fortunately my childhood dream did not come true. If it had, I wouldn't be writing you now. I spent four years adrift trying to recover from the realization that my entire existence was based on the materialization of something that simply wasn't going to happen the way I had dreamed it would. My Self-Confidence was smashed and instead of salvaging my dream, I allowed what I saw as failure to smother my motivation with constant negativity and lack of self-worth. It didn't take very long to lose my direction in life. I hid behind a false persona fueled by party after party and destructive behavior. Eventually I was failing out of school, kicked off the varsity lacrosse team, and I isolated myself from the friends who were trying to help me.

Thankfully in April of 1995 I had the first epiphany of my life. One Sunday I sat in a small laundromat just off campus and watched my laundry spin in the machine. Round and round it went. Watching the laundry made me feel like I too was spiraling out of control and soaked with fear. I felt like I had no purpose in life. I was alone, lost and afraid. Miraculously, in an instant, I was awakened by something inside my soul telling me it was time to change course and begin down a new path. It was like a fire ignited in my gut. I believe this fire is in all of us, you just have to want to feel it. At that moment I felt the burn. After examining my options it was apparent that I needed to reignite the very concepts that defined my successes as a child. As a kid I was filled with Self-Confidence because of what I learned being on a team. The critical lessons I learned about pushing yourself for the betterment of the team were the cornerstones of my success both on and off the field. It was time to regain my *Self-Confidence* and become a part of a team. The concept is so simple and clear. In that moment I decided to become a member of one of the most elite teams on the planet, the SEAL Team.

Within months of my epiphany, I was being exposed to a proven mindset that would ultimately shape my success for the rest of my life. The forging process of my *Self-Confidence* and commitment to *Team Life* was not easy. My experiences in the SEAL Teams as a student, operator, medic and instructor were incredibly difficult. A real breakthrough of discovery came during my tenure as a SQT (SEAL Qualification Training) Instructor. Because of manning needs within our community, I was taken out of my second platoon at SEAL Team One and reassigned to the Naval Special Warfare Center as an SQT Medical instructor. Unfortunately for me, a SEAL's expertise is measured by the amount of *platoon deployments* an operator has experienced. At this point in my career I had only completed one platoon work up and deployment. My arrival at SQT as a "one platoon wonder" was concerning to me. I doubted myself and my ability to have a meaningful impact on the student

Fortunately, with the help of a few incredible teammates and mentors, especially my Senior Chief, was able to discover one of my greatest strengths as an instructor and human being, my passion for motivating.

Platoon – A 16 man squad of SEALs who carry out clandestine missions around the world.

Deployment – A 6-month period when SEALs are overseas conducting clandestine operations around the world.

During my time at SQT I discovered that in order for a human being to comprehensively learn a metric ton of complicated information in a microscopic period of time and accomplish *Mission Success* in the most extreme physical and mental environments known to humanity, he or she must first be motivated to embrace a higher level of commitment. The inspired ability to succeed is directly attributable to a human's individual Self-Confidence as it relates to their commitment to the team around them. These core concepts are the proven concepts responsible for the incredible historic successes of the Underwater Demolition Teams and the SEAL Teams. They are also the concepts I learned going through *BUDS*, *18 Delta*, *SQT* and my first and second platoon at SEAL Team One. I became the Instructor responsible for instilling the very same motivational concepts that helped form me. With my discovery, the Froglogic Concept was born.

BUDS – Basic Underwater Demolition SEAL School: A grueling 24 week course that acts as the gateway to the SEAL Teams.

SQT – SEAL Qualification Training Program: An exhausting 26 week finishing school that certifies *BUDS* graduates are ready to join a SEAL Team and grants them the distinguished honor of wearing the Navy SEAL insignia, the SEAL Trident.

18 Delta – Joint Special Operations Combat Medic Training Short Course – A 24 week academic hammer session ending with real world patient contact in major trauma areas in the US.

SEAL Platoon Work up and Deployment – 18 months of high-speed special operations training followed by a 6 month deployment overseas.

Since leaving the Navy in 2003, I have continued my journey as both student and instructor, providing the value of applying Froglogic in my life. In 2006 I had another epiphany, another awakening in my soul; *that lit the fire in my gut*, a fire that has fueled my purpose in life ever since. At the time, I was traveling the world as an international training specialist, training foreign commandos on how to operate at higher levels of proficiency. Over the course of my travels, both in and out of the military, I have been emotionally *hammered* by the incomprehensible conditions children are facing around the globe, especially in countries run by corrupt dictatorial regimes. This reality altered my path, opened my heart and forged a new direction in my life. In April of that year, I accepted a new *Life Mission* and hung up my bulletproof vest for the moment and devoted myself to writing my first *Field Manual for Kids*.

Life Mission – A person's purpose or objective that is driven by the perpetual desire to develop his or her physical, mental and spiritual self for the greater good.

Fire in the Gut – A SEAL motto that describes the insatiable desire to be better, to push yourself harder and to achieve mission success no matter what the cost.

My purpose, my calling, my Life Mission is to expose kids and adults to the benefits of using Froglogic in their lives. My Life Mission is to help people around the globe, but especially in America, realize just how simple it is to achieve success through the forging of Self-Confidence and living a committed Team Life. For the past 6 years I have shared Froglogic with hundreds of thousands around the world. Now with this new *Field Manual for Adults* I am going to expose millions more to the Froglogic Concept. HOOYAH!

Your Teammate
David Rutherford

TEAM FROGLOGIC WARNING ORDER

Team Froglogic Warning Order #001 - #008

Issued by motivational instructor/ D. Rutherford aka "RUT"

Time/Date – ACTION REQUIRED IMMEDIATELY

Situation:

Life has been challenging. You have lost a bit of the fire in your gut and need help getting it back. You have recognized that you can't do it alone and have decided to recruit Team Froglogic to help get you *Squared Away*.

Mission Tasking:

Your *Mission tasking* is to forge your *Self-Confidence* by applying the 8 missions laid out in the Froglogic Field Manual for Adults.

General Instructions:

A. Special Teams/ Task Organization

Your team consists of all those who love you and want to help you. Utilize them every day to achieve total mission success.

B. Uniform and Equipment Common to All

The uniform of the day is whatever makes you feel part of the team. Your special equipment is anything and all necessary equipment to help you with your mission tasking.

C. Special Equipment

Your special equipment should be at least one little item that constantly reminds you to work on your *Self-Confidence*. Example: a rock, a pendant, a bracelet, a photo, a song, your swim buddy, or the field manual. Something or someone that is always there in your life.

D. Tentative Time Schedule

24 hours a day. 7 days a week. 365 days a year.

Special Instructions:

All italicized words are keywords to know and are defined in the glossary.

The only easy day was yesterday!

PT Instructions

The PT Schedule listed in the front of each Mission is designed to get your body and mind right before you begin reading. There is nothing better than working out the built-up energy and stress in your body prior to using your mind. Conducting at least 30 minutes of vigorous exercise every day will begin getting you dialed in to forge your *Self-Confidence*. Rest when you need to rest. I realize that you might be reading this field manual on a plane or on a business trip; no sweat. Each PT consists of exercises that you can conduct in a 6' x 4' area that I call *The Box*. The Box is an imaginary space in your office, hotel or living room floor where you can effectively perform each exercise perfectly. **GET IN THE BOX!**

5 minute stretch
Jumping Jacks
Half Jacks
Air Squats
Stationary Lunges
Regular Pushups
Wide Pushups
Diamond Pushups
Sit-ups
Leg Levers
Crunches
Extended Leg Crunches
Side Crunches
4 Count Flutter Kicks
8 Count Body Builders

Visit my website at www.teamfroglogic.com for instructions and videos on how to perform each exercise.

Mission 1: Have a Positive Attitude

Mission 1: Have a Positive Attitude

Operational Objectives:

∞ Use the following steps to support the hardening of your positive attitude as it relates to forging your Self-Confidence. ∞

Step 1 - Anchor Your Heart to Your Mind

Step 2 - Start Everyday Cold, Wet and Sandy

Step 3 - Find a Swim Buddy

Step 4 - No Whining

Question: Are you more often a negative or positive person?

∞ Think about this question as you read this Mission and relate your life to ideas presented. ∞

PT Schedule:

5 minute stretch
25 - Jumping Jacks
25 - Half Jacks
50 - Air Squats
25 - Regular Pushups
15 - Wide Pushups
10 - Diamond Pushups
25 - Sit-ups
25 - Leg Levers
25 - Crunches
25 - 4 Count Flutter Kicks
10 - 8 Count Body Builders

Have a positive attitude. WOW, is it really that simple? YES! While you read this field manual, I want you to remember that this is not Rocket Science. We are simply forging the most basic part of the human condition need to have, *Self-Confidence*. Why do I use the term forging? Because it's tough, right? Wrong! It's because I want to create a mental image in your mind that is simple for you to associate with your physical, mental and spiritual development. With forging we immediately envision some soot-covered blacksmith from the 12th century hammering away at a piece of raw steel, sparks exploding off a giant broad sword as this massive man smites his hammer against his anvil. I admit this image is pretty tough and the idea of smashing yourself in any way is a little dramatic, but that's what it takes to change something inside yourself. That's what it takes to forge your *Self-Confidence*: the power and intestinal fortitude to hammer away at the raw material within you. Your internal strength is what forges your greatest weapon, the steel within your soul that is your *Self-Confidence*.

Every day we are under assault by the constant barrage of negativity *sniping* away at our psyche. We are facing new challenges that our world has never imagined or experienced before. According to the UN, 9 billion people will be on the planet by 2050. Think about that. Think about what role you a

going the play in this explosion of change. How are you going to make an impact? Whatever course you chart, you will need *Self-Confidence* to cut the right path in a life that has so many elements colliding with each other.

Why is having *Self-Confidence* so important in our lives? Because *Self-Confidence* is everything. It is the foundation of your positive or negative existence. With it you take risk, face adversity, accept failure and embrace your fears. YOU SUCCEED! Without it you are held captive by your fear of the unknown. Once you develop *Real World Self-Confidence* and adjust your way of thinking toward living a *Team Life*, you've got it. Think about your average day. How many times during that day does your *Self-Confidence* play a role in the decisions you make?

Now think about the days filled with the unforeseen challenges that can cause overwhelming doubt and outright fear. Fear is the greatest enemy you will face in your life. I am talking about the types of fears that will generate hesitation and procrastination every day if you let it. Fear of asking for help. Fear of commitment. Fear of saying no. Fear of taking a risk. Fear of failure. These fears impede your ability to succeed every day of the week. If you agree, let out a loud and thunderous *HOOYAH!*

Real World – A factual life experience that isn't based on theory or conjecture. An event that actually happens and has a profound impact on your perspective.

HOOYAH – The War cry or Battle cry of the SEAL Teams. Used in a variety of ways, but mostly to express extreme passion in a particular situation.

You combat all types of fears with your *Self-Confidence*. The more self-confident you are, the easier it is to accept the never-ending struggles associated with life and embrace all the successes you deserve. In case you haven't figured it out by now, LIFE IS HARD! We all face adversity in our lives. Some people face much more than others. Think about the youth of Afghanistan who are in their 20's and 30's. These young adults have known nothing other than war. For their entire lives their country has been dominated by the hardships and atrocities of decades of conflict. The *Self-Confidence* required to endure this type of hopelessness is truly inspiring. I have been traveling back and forth to Afghanistan since 2002 and have worked with hundreds of Afghans living this reality.

Maybe you could use an example relative to your life. How many people do you know who have been affected by the recession? Who in your life is in a trench of negativity because they lost their job or their home? Perhaps you have been affected by the last tens years of war like I have? These problems feed off one another and spread negativity like a plague devouring our physical, mental and spiritual selves.

Historical Debrief

On March 4, 1933, our nation was at one of the lowest points in its history. Twenty five percent of the nation's workforce was unemployed and over 2 million people were homeless. Banks in thirty-two states were unable to open their doors for business and the New York Federal Reserve was broken. During his 1933 inaugural address, Franklin D. Roosevelt included a statement that encompasses the

greatest challenge we face as human beings. He said, “So, first of all, let me assert my firm belief that the only thing we have to fear is fear itself – nameless, unreasoning, unjustified terror which paralyzes needed efforts to convert retreat into advance.” In context this statement was a call to arms for Americans. The President was asking everyone to dig deep into their hearts and alter their perspective. FDR was challenging the country to stop being afraid of the depression and redefine it in their minds. He was motivating people to have a *Positive Attitude*. I am calling on you to do that now.

Self-Confidence begins with a *positive attitude*. Are you more often a negative or positive person? I ask this question all the time at my events and the typical answer is that most people, while sitting in front of their peers, bosses and teachers say they’re positive. I say Hogwash! The truth is overwhelmingly the opposite. I see it every day no matter where I am or what I’m doing. So many people around the world are locked up in a verbal jujitsu of negativity. Almost every aspect of our culture has been infiltrated with some form of negativity. It permeates from all forms of media including TV, movies, the web and video games. Think about the last show or movie you watched. How much of the dialogue was negative or had undercurrents of negativity? Even how we interact socially has been hijacked by narcissistic sarcasm. This type of exchange is so common that our children are treating each other with indignation and disrespect while trying to mimic the influential adults in their lives. The lexicon of our society has been overtaken by a negative insurgency hell-bent on transforming our interactions into a coded world of fear-based dialogue. People are petrified to talk to one another with pure intention and from the heart. Having a positive attitude is your armor against life’s negativity penetrating your soul.

BUDS Story:

Making it through Hellweek was one of the greatest accomplishments in my life. The experience radically altered my perspective on the importance of having a positive attitude. In case you aren’t familiar with the details of *Hellweek*, allow me to explain. Hellweek is a 5 day ultra-evolution in Basic Underwater Demolition SEAL training that lasts from Sunday afternoon to Friday afternoon. During this ultra-evolution trainees sleep for about 4 hours total, burn about 7000 calories a day, run 4 *mile timed beach runs*, swim 2 *mile timed ocean swims*, conduct *Surf Passage* in giant surf and complete *timed O’ Courses*. Plus, they receive a constant hammering of mental and physical abuse from sadistic instructors in the guise of *Elephant Runs*, freezing *Steel Piers* and the infamous *Surf Torture*, to name just a few. Imagine not sleeping for 5 straight days, suffering from complete sleep deprivation, hydrophobia and hallucinations, while trying to complete the normal physical test of regular training while having to cognitively solve problems that have no real solutions from instructors who are trying to get you to quit. What makes this ultra-evolution so unimaginable is the fact that trainees have volunteered for this physical, mental and spiritual hammer session to fuel the *fire in their gut*. This seemingly insane gut-check is the ultimate gatekeeper for the SEAL community.

Hellweek – A 5 day ultra-evolution in BUDS that acts as the initial gateway for young tadpoles who want to become SEALs. This is the first real physical, mental and spiritual test a young recruit faces in his career. See glossary for evolution definitions.

Hellweek is psychologically designed to induce a combat related mindset by exposing the trainees to exceptionally high levels of physical and mental stress and fatigue without the combat. Students a

asked to push themselves beyond any previously imagined *Comfort Zone Behavior* behavior and enter new psychological waters. Hellweek is one of the greatest ultra-evolutions known to all military and civilian training around the world.

Comfort Zone Behavior – Learned emotional and cognitive behavior human beings use to create the physical, mental, spiritual boundaries in their life that protect and mitigate from feeling and thinking about logical or illogical fear.

When I finally made it to Hellweek in class 208, I'd been at BUDS for almost seven months. I had seen my original classmates start and graduate training. Overjoyed with the reality that I had finally made it to this epic event, I remember telling myself that, no matter what, I was going to try to enjoy Hellweek. That's right, enjoy Hellweek! Or as much as any human being can enjoy being physically and mentally thrashed for 132 hours straight.

It didn't take long for the painful reality of this ultra-evolution to begin taking its toll. Within two hours of *Breakout*, our 7-man boat crew was down to 5 men. Two of the guys who I thought were as strong as any in training decided that the program wasn't for them and *rang out*. Ringing out is when a student has decided to *DOR*, or *Drop On Request*. This means he has decided to quit training. During Hellweek there is a large nautical ship bell that follows students everywhere they go and is available for quitters to ring out at any time of the day or night. *The Bell* is normally positioned outside the 1st Phase office of the main compound. Losing two guys was a real blow to the rest of us who not only lost friends but also had to suck up the slack of not having those two strong bodies underneath our boat.

We rallied by laughing at the circumstances and for the extra attention promised us by the instructor. You see, my boat crew leader was the son of the acting Admiral, who had previously visited his school during training and dutifully ordered the instructors of 1st Phase to make sure that he and his boat crew got "extra attention." Our camaraderie and ability to convert this potentially debilitating situation into a positive one by simply using laughter and maintaining a positive attitude was just what we all needed to endure the next 24 hours of training without a full boat crew of 7.

For the next 5 days we were beaten down and forced to test our intestinal fortitude. The instructors had to strip us of any previously learned cognitive or emotional limitations. It is critical to the success of the SEAL community to filter out those individuals who lack the *Self-Confidence* to endure Hellweek. Tuesday night we were put through Steel Pier twice. On Wednesday we conducted Surf Passage in 25 foot surf, the biggest surf in a decade. This beating was followed up with Surf Torture for about two hours at night. On Thursday when we felt like zombies we had to run the O' course with our boats and then at night paddled them from the shoreline in front of BUDS, around Coronado Island and back to the mud flats on the San Diego Bay side of the Silver Stand. The paddle took 14 hours. By Friday we entered the *SEAL Zone*. Our individual *Self-Confidence* was completely redefined and our commitment to each other made unbreakable. When we finally reached the infamous *Demo Pit*, our new attitudes had been forged. There was nothing we couldn't do, alone or as a team. Hellweek SECURED!

When I was secured from Hellweek I realized one of the greatest personal discoveries of my life.

truly understood that I could accomplish anything I wanted as long as I put the full force of my heart and mind behind my effort. Unbreakable *Self-Confidence* and an impenetrable *positive attitude* were the essential tools I used to finish Hellweek. This was quite a discovery because once you truly understand you have these abilities, there are no more excuses in your life.

Step 1 - Anchor your Heart to your Mind

A positive attitude is a reflection of your ability to correlate your heart's desires or dreams with your ability to think about this feeling in a rational manner. Nobody really wants to see the world as a never-ending river of hopelessness, but through years of conditioning and cultural adherence to the status quo of negativity, people allow their rational thinking to overpower their hopes and dreams. This is why humans get stuck in the ruts of life. The foundation of your positive attitude relies on your ability to look at life as a gift and an opportunity to achieve your dreams every day. Your *Self-Confidence* is never going to be forged with a negative attitude. *Self-Confidence* is built upon a positive attitude.

Are you happy with your job? Are you capable of a healthy relationship? Are you fulfilling your dreams? If you didn't answer yes to any of these very simple questions then you need to recognize that your way of thinking is *UNSAT*, or unsatisfactory! Life is short. Making the most of the incredible brief time we are alive begins with allowing your heart and mind to work together, much like it did when you were a child. The impulsive inspiration of our youth was driven by the infinite possibility of our heart's desire. We didn't allow the reality of hard work and failure to inhibit our creative minds. When we wanted to be professional football players, we imagined we were. When my friends and I played *kill the man with the ball* I remember running around screaming, "I'm Earl Campbell, nobody can tackle me!" I also remember sneaking around my back yard wearing my camouflage fatigues and face paint pretending to be a Special Forces soldier, shooting bottle. Whatever my heart desired, I became. Allow your actions to manifest your dreams. It worked for me.

It wasn't until I allowed the fear of hard work to enter my mind that fear began impacting my cognitive understanding of achieving my dreams. In college I allowed the mere thought of facing other highly skilled football players stop me from trying to walk on at Penn State. Here I had devoted my whole life to football since I was five and didn't even give it a shot. The fear of failure overcame my heart's desire to achieve a lifelong dream.

When I was secured from Hellweek, that childlike ability to recognize my potential possibility was reignited in my soul. I knew that whatever I set my mind too was possible if I wholly committed myself to the task and accepted the fact that hard work is part of reaching any dream. I also realized that I was capable of so much more than I had ever imagined. My mind's inhibition was causing fear that overwhelmed my heart's desire. I made it through Hellweek because I anchored my heart to my mind.

Find your passion or dream and anchor it to your understanding of the incredible effort it is going to take to achieve *mission success*. This pure rational emotion will fuel your positive attitude like you have never felt before. This burning feeling will lift you out of the abyss of negativity you're drowning in and set you on a new course to achieving total mission success.

Step 2 - Start everyday Cold, Wet and Sandy

Wake up. Go straight outside. Turn on your hose. Douse yourself with freezing cold water. Lay down in a pit of beach sand or whatever you have outside. *Sugar Cookie* yourself from head to toe. Start your day. If you try this, AWESOME! If you don't, how will you ever know how it feels?

Cold, Wet and Sandy - This is how students spend much of their time at BUDS. I once had a Wet and Sandy order given to me that lasted the whole week. This meant every time I reported into my Ph.D. office to deliver the morning surf report I had to be soaking wet and covered in beach sand.

Metaphorically speaking, what do I mean? Life is going to challenge you every day, especially if you want to make a real impact in the world. The problem with so many people is that when they face the slightest bit of discomfort it ignites a chain reaction that eventually leads to a small explosion of fear. This is why humans are so readily accepting of self-induced comfort zones.

In order to eradicate Comfort Zone Behavior you must get your physical, mental and spiritual self totally conditioned to function in any environment possible. This translates to being cold, wet and sandy. Why do you think SEALs are so successful? It's because we don't allow the normative concepts of rational fear or physical discomfort dictate whether we accomplish our mission or not. In fact, the more difficult the Op, or operation, is, the greater the feeling of excitement and accomplishment we feel throughout the mission.

How many times have you caught yourself getting bent out of shape when something goes wrong during your day? When your boss tacks on a little bit of extra work and you get pissed off because, in your mind, the work should have been delegated to the lazy knucklehead down the hall. Does that drive you nuts? What about when you get home at night and your pet has sprayed poo all over your room because you forgot to take him out that morning when you were running late for work? Felt like you're going to explode after this one, huh? How about something as small as someone getting your order wrong at a coffee shop? Does this turn your attitude into a giant mushroom cloud of negativity? Roger that!

Think about how you've been preconditioned to react the way you do in these annoying situations. From the time you were first able to put one and one together or tie your shoes, your training has started. Look back on your life and think about the repetitive negativity coming at you from all directions. It wasn't your greatest influences who taught you this behavior, it was the everyday people who played roles in your development. Your burnt out teachers. Your egomaniacal coaches. Your chemically depressed friends. Maybe even your uninspiring parents. These *lessons learned* shape your conditioned emotional reactions or what world-renowned author and psychologist Dr. Daniel Goleman calls your Emotional Intelligence.

Check out www.danielgoleman.info for more info on Emotional Intelligence.

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