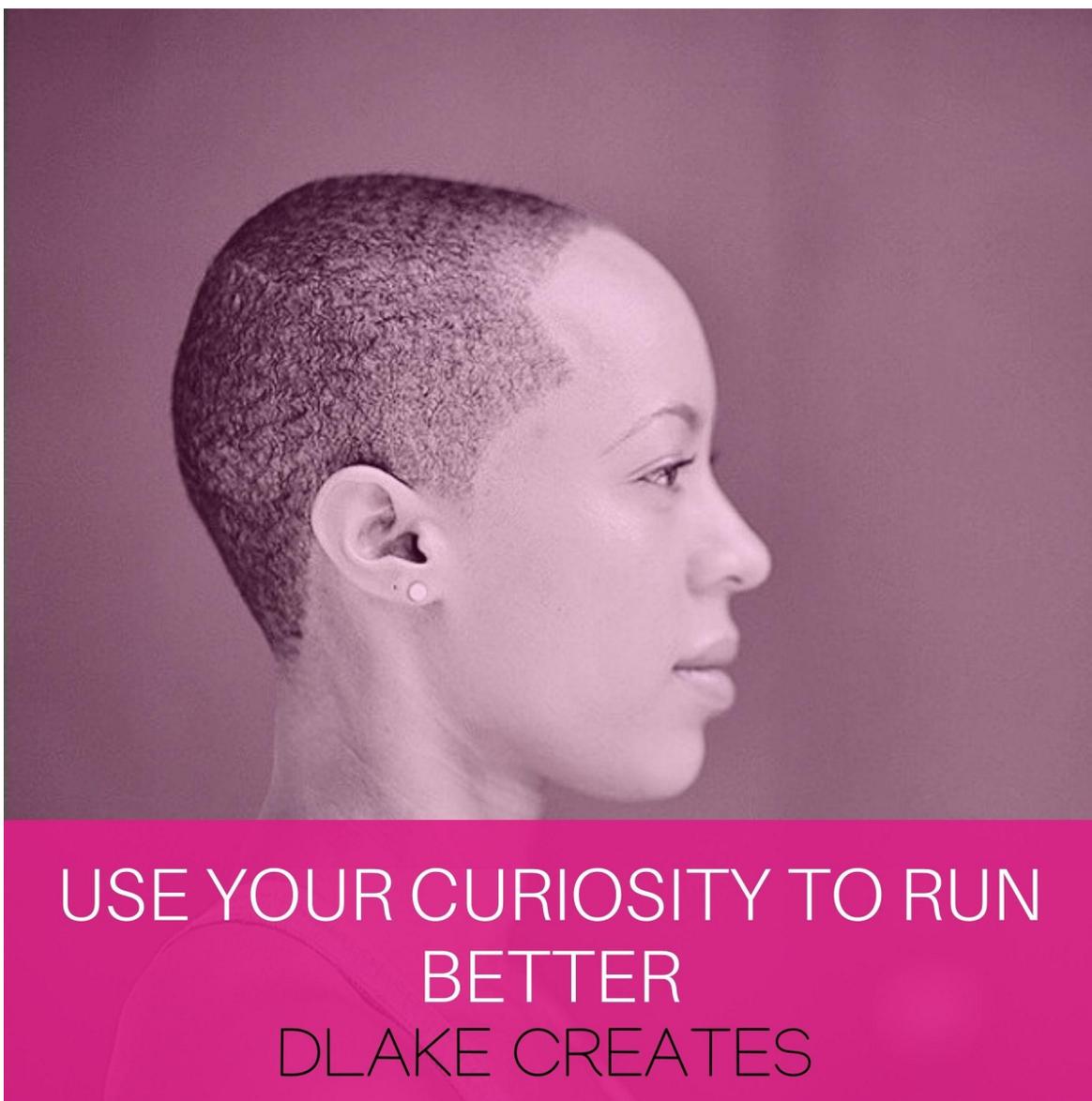




## DLake Creates Endurance Sports For Masters Of Some



### TRANSCRIPTION

*Transcription is 90% accurate. Apologies for any and all errors.*

**Daren Lake:** [00:01:50] In this episode, we focused on curiosity around fitness career in life Andia is a true master of some. She calls herself an

**Andia Winslow:** [00:02:02] Adventurer, but in the past I will call myself an athlete an activist an artist an actor, because there were so many things I never wanted to limit myself by a

definition by a noun I got lots of nouns.

**Daren Lake:** [00:02:14] She's an award-winning international voiceover artist voicing the epically famous Nike commercial for 2019 titled never stopped winning for the USA women's national world cup team. On top of all those things, she's a USA Olympic level track and field athlete run coach professional golfer and master certified professional coach.

Without for the babbling let's get onto the conversation

**Andia Winslow:** [00:02:35] I'm a master certified personal trainer. I've been certified across several bodies. NASM ISSA, ortho kinetics, all the fitness equipment brands. I guess I would call myself a fitness industry thought leader. At this point.

I'm not working one-to-one or group lessons with clients in person, but I am doing a lot of consulting for brands. Whether that be corporate programming or product ideation, which I find very intriguing and fun. So I get to use my brain and the creative part as well. Yeah.

**Daren Lake:** [00:03:02] Wow. You, I'm just like, how did you find the time to do all this?

It absolutely amazes me your life trajectory, which we'll get into in a sec. I want to go deep. So tell me a story about your biggest fitness and health failure. That's potentially led to a success.

**Andia Winslow:** [00:03:17] I would say it was a sport failure that led to fitness and health. I played professional golf. I turned pro during a down economy, there was no sponsorship money.

It was very difficult. I was working, four and five odd jobs to pay for tournament entry fees and facilities, fees, and coaching. It was very tough and mentally. You know anything about golf? That golf is 80% mental at some level. At the highest level, everyone has the same technical skill.

I'm an athlete. I'm able to rebound this and that, but I just mentally wasn't in it because I'd be over put if I don't make this, I can't pay rent. So it was very difficult. It's very isolated experience face all kinds of stuff. And so to not make it on the big tour, full time was a failure to me in my mind because growing up, I thought that was my profession.

Then I. Was in a position to be a caretaker for my grandfather who was terminally ill. And since I had the only non-traditional job in my family, everyone's you go take care of him. He's in hospice at home, he's got cancer. He's on his death bed. Doctor's he's got three weeks. So I went to take care of this man, my grandfather, who I, whom I love.

And I think my energy kept him alive for a year. So it wasn't three weeks of the year. So this failure of not making it full-time in the tour and having no money to compete. lead me to become a caretaker, which led me to get into the fitness world and a more robust capacity. So the failure of not making it a one area led to success in another.

And I think purpose in a, in another realm.

**Daren Lake:** [00:04:44] Wow. That's a beautiful story. Obviously I did not know that. Tell me about the purpose side of

**Andia Winslow:** [00:04:49] things. I think when you have to care for someone who's dying, when you see. When you see the spectrum from life to death, you. We need to respect caretakers in a different way than we currently do.

Caretakers are heroes and heroines in their own regard to be a full-time caretaker of someone who's dying or sick or a parents, even. That's a tough job. That is the ultimate job to bring someone into life like you have with your 15 month old child. And to bring someone to death is a pretty hard task.

So I think I learned a lot. It revealed a lot about my character, what I could and could not do what I was and was not capable of learning other than how to ask for help. I learned to not be such a perfectionist. I learned about the value of life and what was important and what wasn't. I forgot the question.

**Daren Lake:** [00:05:41] I love that. I love it. Answer your question. You're like, I forgot the question. That's so good. Purpose. It was purpose. Okay. Let me take one thing out of that. Which I think is quite interesting. You said you learned not to be a perfectionist, would you say, and I'm not putting words in your mouth feel free to disagree.

Would you say that your ability to learn not to be a perfectionist has sponge you into this world of being a master of some which is, someone that's a generalist and I'm always saying generalist because that's what people would call someone that has all these different high-end skillsets, highly refined skill sets.

So yeah. Would you say that. Is that true or no true false?

**Andia Winslow:** [00:06:19] No, it was more like, there are so many things I want to see and me trying to be perfect over here for what, when I can go explore lots of stuff. Like I want to learn how to skateboard. I want learn how to climb this rope over here.

I want to learn how to read in the different language. I want to learn how to cook this dish. Yeah. I can just drill down on myself until the end of time. In a game that does not, and I'm not saying golf is a game, but like the game of whatever perfection you're focused on, or I can be free to move on to not close that loop, to not achieve mastery at the highest level.

It's okay. And I realized I was more curious at that point in my life and I was intent on being perfect. And the curiosity was what led the adventure, not the perfectionism, which it wasn't my youth.

**Daren Lake:** [00:07:07] Said. All right. So tell me a story. Just give me some bullets. What have you struggled with most, from an artistic?

And I'd say voiceover or modeling, I'll put that all in artistic point of view and how are you doing so,

**Andia Winslow:** [00:07:23] so a craft there's different types of there are different genres within voiceover. Vacillate between. So I do commercial voiceover. I also do, narrative narrating long form content. I do animation.

I do, video games. And so those are all very different enterprises. And so I think to switch between, it's not code switching it's to switch between those different worlds cold, so we can think language and searching. So going back and forth between one yeah. And another and give someone else's project my passion, and then five minutes later switched to something else it's flat.

And, e-learning, that's been hard because I think at times I finished my day recording in the booth and I'm like, I have nothing left because I had to switch so much. It's like your energy is a bank account, and every time you take a creative leap, you're withdrawing from that bank account.

So by the end of the day, my creative bank account is. Done. There's nothing left because I've given it all to my clients, which means often there's nothing left for me. So that's been a difficult thing. What

**Daren Lake:** [00:08:28] things do you want to do that you're not able to do creatively because your bank account is now low.

I like that analogy.

**Andia Winslow:** [00:08:36] Yeah, I think, like I've got some arts and film projects I want to work on with friends. Stuff I need to write. I've been writing several books actually simultaneously, and I just can't get past certain places. Cause I just am tired at the end and folks say you have a non-traditional job.

You're working from home. You don't have the stressors of going to the office, but they don't realize that a booth recording day could be 6:00 AM to midnight with breaks in between. And. When you expend creative energy, you can be wasted. It's not, I'm not doing physical labor, manual labor in the sun, but it's also tiring and in a different way.

And as a creative, as a creator, you have to find ways to replenish that. And during a pandemic, I'm like, how do I replenish my creative store when I can't go outside? And I can't be around people and I can't people watch, I don't know. Finding that balance has been intriguing less put it that way.

**Daren Lake:** [00:09:31] Yeah. Yeah. Fair. Thank you for giving me your energy today. I really appreciate that. That was one thing I know that your time is very valuable and yeah. I'm being selfish. I just wanted to just talk to you. Cause I feel like I'm hanging out with you. So I, you just one of those people where I'm like, I know there's so much goodness behind you and so many interesting things, you sound like me, you obviously don't look like me, but like I'm like, oh, that's a black woman doing all the weird shit that I do.

That's not stereotypical black. Like I got to fucking talk to her. Yeah, I got it.

**Andia Winslow:** [00:10:02] You'll rescue the same person basically. Yeah, just a couple of times. Sounds apart.

**Daren Lake:** [00:10:07] Have you seen the movie? Of

**Andia Winslow:** [00:10:09] course.

**Other:** [00:10:11] Ad break.

This

**Daren Lake:** [00:10:17] episode was brought to you by me, delight coaching. We show you as you get older, how to perform better in health, fitness, wellness, and during sports in life, we're all getting older. So rather than being like most humans on the earth in decline. Why not be better, stronger, smarter, faster, and more wise than the 10 years ago.

Version of yourself, our NLP trained coaching experience will help you live your best life through habits and intentional decision making. Go to [DLAcreates.com/coach](http://DLAcreates.com/coach) or email us [talk@dlacreates.com](mailto:talk@dlacreates.com). It's about the normal way to book a free consultation call today.

And back to the show

you seen the movie, Forrest Gump, of course, like you've done. I don't know. FARs come every time I've watched forest. I'm like, this has done so much shit like in his whole life, like it is craziness. And I know it's a movie, but it's always anyone that has done a lot of things. I'm always like, oh my God, you live a Forrest Gump life.

So tell me how. Happened. So you graduated from Yale, which is amazing Ivy league. What's your major in then you went to Olympic level, track and field. I probably got the order wrong pro golfing career. Maybe that came first. I don't know. You're published author. What books did you write? Philanthropy work, who you're giving money to who you helping voiceover career?

Obviously. That's how I met you modeling and then yoga, personal trainer, U S winter Olympic skeleton.

**Andia Winslow:** [00:11:45] Yeah, that was, those were some things that I did really. The thing is a lot of things are just Curiosity. I'm a very curious person. And then growing up, we were exposed to so much. My brother and I were raised in Seattle.

We were born in Alaska. Seattle childhood for us was, an focus on conservation and growing your own vegetables and being out in nature and being a steward of animals. So we were really into that, we'd go to museums and art galleries. We live near Jacobs. Google that. And we go to the grocery store and walk with Jacob Lawrence to the grocery store.

Bill Russell was a mentor at Google that, so I've really won the lottery in terms of where I was raised and who I was raised by and the people who were in my orbit, because I would say those elders and those community members really shaped me and shaped how I saw the world. Basically, I think to synthesize it all by parents taught me to believe that I could do anything.

And I believe that. And that's why I do the things I do because I'm curious.

**Daren Lake:** [00:12:51] You're the second person in two days to say that my other friend was a really good friend. He's I'm very curious about a lot of different things and I just want to see what's going on. And that, that makes total sense.

So how has your strength, yoga and calisthenics practice helped your artistic life and your artistic life?

**Andia Winslow:** [00:13:08] If there was no movement, I would not be able to do anything. I am a very movement oriented person. If I'm not moving, I'm depressed. So if I'm not outside, I'm also depressed. So moving outside those two things combined.

Oh my gosh. Then I'm just like, on cloud nine, I'm getting high off of life. I think that for me, and I'm very acutely aware of this. And I have been for many years, I'm talking 20 years. So I start my day before I even get out of bed with kind of a body scan. Like I work my way from my head to my toes, to my head.

I flex my muscles. I let them go. There's another thing I do is called open focus where you basically, it's a creative brain and technical brain synchrony drill. It's easy to like, relax your mind and establish your heart rate. I do that. If I'm having a creative block, I will do pushups every time I finished audition, I do pushups.

When I, when I. Go through a roster of emails that I've been waiting to get done. And I complete them. I do some squats. So I have these interstitial moments throughout the day throughout the business day that I do to keep myself like amped up. It's okay, we got this, give me 10.

And that makes me feel amped up, pumped up to continue to the next one. However mundane it may be. And then of course I've got to take breaks for lunch. And I usually ride my bike or go in the pool and swim. But anything to get my heart rate up gets my brain revved up. And there, there've been longitudinal studies about brain, body synchrony and impact of movement.

So I'm a very big proponent of that. And if I didn't do that, I would be cuddle puddle on the floor. And my now just said, we don't want that.

**Daren Lake:** [00:14:44] That's really interesting. I move a lot throughout the day. I do a lot of active commuting. I am, I run commute now. So I figured out I've hacked the whole run commuting thing.

I got a little run, run stroller with my baby. So I literally run him to a daycare. But I never thought because I'm so active throughout the day, I'm oh, I'm good. And then even lunch, I try to do it most days, sometimes I don't, but I do kind of air squats, like really simple stuff.

I do stretching, I do meditating. So in my head I'm like, yo, I'm mad, active, but I'd never thought about finishing tasks. And then. Like these little micro workouts, like proper ones, like

**Andia Winslow:** [00:15:22] that's dope and change your life.

**Daren Lake:** [00:15:25] I will do you know what? And I'll get more, more reps in, and those reps compound over, over a week.

So

**Andia Winslow:** [00:15:30] they do I'm down, but it also makes you slow down. I think that's the other thing too. It's If you don't take a break from your computer, then you will stay on there for four or five hours, and that's not healthy for your brain, for your eyes, your mood. So those moments of movement really get me to slow down, proper pushup.

I'm talking about nose to the ground, full extension, slow controlled. It gets me to okay, we're a human being or being here, we're being more being.

**Daren Lake:** [00:15:57] That's great. Yeah. And you've got great forum. Hopefully in whatever marketing material I put on this episode, I'm going to show some videos and your form and your wow.

It is phenomenal. You're extremely, you're very strong for a human being. I could, I'm imagining you going slow and whenever I see you at tutorial videos, you like explain and also, sorry, I'm just gonna give you more prompts the way you explain it. How to do these workouts, like that one home workout one.

I forgot where it was, but you repost it on LinkedIn, right? When the pandemic happened like your performance is phenomenal. Like your presentation skills. Like I just I'm now like fanning out on you right now, because, but like for you to do that while doing those work holy shit, do you practice that?

Like, how did you like, or was it just natural? You can just do that at the top of your head.

**Andia Winslow:** [00:16:46] I know my stuff, so that's helpful and I really want people to get it. So I don't think I'm thinking about performance and presentation as much as I am. How do I translate this data in a way that everyone, regardless of understanding of the terms or, experience with fitness, how can I explain that they can get it?

I want everyone to get this simultaneously because everyone deserves to be well. So how can I, my best work is when people get it. Which means, simplify it, maybe add some color, maybe add it. Storytelling is what it is. That's what it is. It's storytelling. And I'm a storyteller professionally, creatively, socially.

That's what I do. So how can we get this information is boring kind of clinical. How do we get it to the people in a way to oh yeah, I get that. Oh, I can do that. Oh, I have access to that. And that's my goal. Really? As a storyteller, as a fitness professional, as a coach, As a voiceover actor, how do I encourage this person to move or buy or do or think that's my task.

**Daren Lake:** [00:17:43] That is a sound bite and a half that's. That's so quotable.

All right, so you're a master of some, right? Boom. All right. Someone like yourself who's a generalist who does a lot as a Jack of all trades. People get overwhelmed. All the strength routines that are out there, all the different ways of getting fit, all the stretching, advice, supplements, how to meditate, mental mental self-care, all that stuff.

There's a lot of that out there. So how does a master have some, someone that does a lot like yourself cut through that and find the most essential thing you live your best life?

**Andia Winslow:** [00:18:16] Okay. This goes back to our conversation about simplicity and closing loops and things like that. The human body is not really changed, right?

So fads and gimmicks are really not necessary in order to keep myself and frazzled. I have to simplify and that's simplifying and sequencing and work and fitness and all that. So I focused on simple stuff calisthenics because that's the underlying thread to every word. It's foundational movement.

It's just like seven, seven moot patterns, movement. You got your walk and you got gate. You've got lunch push pull, things like that. I keep it simple. Core work is important. Stretching work is important. Resistant training is important. You don't need a whole bunch of extra stuff. Your body can be your own jam.

Your body can be your own resistance odd objects around the home. There's never an excuse not to do it. It can happen at any time. Simplicity. Simplicity is what I do. If I have any tools, the only tools I traveled with really would probably be a jumper. Maybe a TheraBand to work on ankle mobility and maybe a towel.

When you get to a certain age, you realize bulk is not the thing. And I've I'm an ectomorph. So I'm never going to be bulky, but leanness, suppleness, agility, and in maximum power, you can achieve those things without having an Olympic rack. You're going to choose those of those things though.

Having someone, helping you, squat things down, it's not necessary, it's not necessary. And also I don't want to be hurting. All the stunts on IgG and social media, all these workouts that are crazy and it's not necessary simplicity. And when I am simple in my workouts, in my approach, I don't get injured.

I feel spry. I feel light. I feel , and that's, what's worked best for me in physical stuff and in business stuff. And mentally.

**Other:** [00:20:05] Next

**Andia Winslow:** [00:20:07] main set finished.

**Daren Lake:** [00:20:09] Let's get to know Andrea a bit more with a fun cool-down segment called

**Andia Winslow:** [00:20:14] the five

**Daren Lake:** [00:20:16] furious, fast and furious.

**Andia Winslow:** [00:20:19] That'd be up in the

**Other:** [00:20:20] gym, just working number for him.

**Daren Lake:** [00:20:24] Five fast and furious fitness

**Other:** [00:20:26] facts.

**Daren Lake:** [00:20:28] That's five apps too. I really liked that. AKA get to know your local Cornerstore master of some. Cause you know, we're just hanging out at the corner store and you're like, I want to know more about you. This is what this podcast segment is for

two words or less. When you think of the word stretch? When I say stretch, what do you think of

**Andia Winslow:** [00:20:52] Pre

**Other:** [00:20:52] post

strength,

**Andia Winslow:** [00:20:55] mental, physical

**Daren Lake:** [00:20:58] that's good supplements.

**Andia Winslow:** [00:21:02] Eat from the earth. Eat from the earth.

**Daren Lake:** [00:21:08] The two words, it's just a it's a frame. Mental self-care take a

**Andia Winslow:** [00:21:14] hike.

**Daren Lake:** [00:21:17] All right. You can't go outside ever again, unless you have to pick a favorite activity.

**Andia Winslow:** [00:21:25] Oh, shies. A favorite activity. I got lots of faith. Come on. That's not a, you can't even

**Daren Lake:** [00:21:33] desktop. You got to pick one or you can't go outside ever.

You just got to pick one

**Andia Winslow:** [00:21:37] favorite one favorite activity.

**Daren Lake:** [00:21:39] Yeah. It's your favorite? One of all times, because you cannot go outside ever. If you don't pick it, you can never go outside, but this is the only one you have to be able to do. See, it's a terrible.

**Andia Winslow:** [00:21:49] Okay. Okay. Okay. This, regardless regarding people and humanity, especially during these times breaking bread with family of friends, sitting around a table with a whole bunch of friends, whole bunch of family, eating good food, yucking it up, laughing, and then everyone sits in the couch and has IDAs after.

That's my favorite. The ITEST that's

**Other:** [00:22:12] what you call it. When you get sleepy after a

**Daren Lake:** [00:22:14] big meal. That's beautiful. I like that. That. Yeah, I'll have to second that definitely. As much as I want to say, running or cycling, it's yeah, man, when you're around people that you love it's a beautiful thing.

All right, can't go outside ever pick one modeling voiceover or a personal trainer.

**Andia Winslow:** [00:22:33] Oh, that's tough. Okay. Can I tell you a story? I love stories.

**Daren Lake:** [00:22:36] Yes, please. More.

**Andia Winslow:** [00:22:38] I got into voiceover because of sports training. So I guess they're like combined for me. I was coaching runners for the New York city marathon and someone in the room was an agent.

And they're like, you should think about voiceover. You have a really interesting story, a storytelling voice, and you're in a great narrative and building a world and you've got a really nice voice. And so I said, okay. And then I got some lessons and the coach of the same thing. She's you need to not recreate, need to take the series.

Him didn't ha didn't really, but then one of my first jobs, I saw that, check it out. Hey, how do I get set up? So it really is the same. It's like motivating people. Like I said before, to do the buy, to feel, to not do your, when you're coaching someone to run a marathon. You're telling me, helping them tell a very long story with their bodies when doing voiceover, you're telling them to do something, as I mentioned before, move by not move, be moved, learn.

So I'm motivating. That's what I do. I motivate.

**Other:** [00:23:46] If you want to find out more about India Winslow on a personal level, show notes.