

Anthony Trucks

Foster Child; Former NFL Player; American Ninja Warrior; Entrepreneur

Please contact a GDA agent for information.

Topics

- Business
- Leadership
- Motivation
- Overcoming Adversity
- Personal Growth
- Teamwork / Teambuilding



About Anthony Trucks

Anthony Trucks is a former Foster Child, NFL Football Player, Competitor on American Ninja Warrior, Author, and Identity Shift Coach. From foster care to the NFL, to successful business owner, Anthony Trucks has accomplished what statistics would say is impossible.

But it didn't start out that way. At the age of three years old he was placed into the foster care system where he remained until age 14, when he was adopted by a poor, all-white family. In high school he set a challenging and lofty goal for himself ... making the varsity football team. Hard work and determination lead to Anthony not only making the team but being offered a full ride scholarship to the University of Oregon and ultimately going pro in the NFL.

A fluke shoulder injury sent his NFL dreams crashing down just as quickly as they'd come. Drawing on what he had learned in childhood, Anthony realized that he had to pivot and pivot quickly.

With a degree in kinesiology, Anthony decided to open his own gym. However, it wasn't long before Anthony found himself run down with a struggling business and a personal life that was suffering as well.

A conversation with a friend reminded Anthony that others viewed him as an inspiration and a hero because, despite the odds, he always overcame. In that moment, Anthony began to think, "what if I could be an inspiration for others?" It occurred to Anthony that the gap between his current situation and his desired outcome wasn't a method, a secret marketing strategy, or anything like that. What was missing, was within.

Anthony once again put in the work. He spent years researching, practicing, and essentially rewiring his brain on a deep psychological level to achieve the necessary changes to become the person he wanted to be. Little by little, he slowly became a well-oiled "shift making" machine.

Now it is Anthony's passion and life's mission to pass along the knowledge that took him 30+ years to learn. As the founder of "Dark Work" and creator of the "Dark Work Experience" Anthony teaches people how to access the power of their identity through Dark Work, tap into their full potential, and Make Shift Happen!

Select Keynotes

- **Make Shift Happen: How To Up Your Game & Elevate Your Success In Life**

Ideal Audience: Corporate and General Audiences and can be tailored for Leadership, Sales, and your Specific Industry

Value: Increase personal productivity for yourself and your employees which leads to more bottom-line effectiveness, efficiency, and income.

Whether it's to raise the bar and access success at work, start a business, become an author, or reach the top of Mt. Everest, we all have big goals in life. But many of us spend more time talking about the things we want to do, than actually doing them. Yet every day we're surrounded by people who achieve really big goals. From executives to entrepreneurs to athletes, we all have someone we admire for the elite level of success they've achieved. But why were they so successful, when so many of us fall short of our goals time after time?

As a former NFL football player, American Ninja Warrior, and successful entrepreneur, Anthony Trucks knows it takes an incredible amount of work to achieve big goals and elite levels of success. But many times, there are necessary "shifts" standing between what we want to achieve and what we believe we're actually capable of achieving. Anthony believes these "identity shifts" are the KEY to reaching our goals, because they unleash the amount of effort, we put toward achieving them.

In this insightful and engaging program, Anthony shares how we can make the “shifts” that will skyrocket us to achieving our biggest goals. Learn the three core “shift stages” — See, Shift, and Sustain — and how elite performers use them to reach higher levels of success in their career, their relationships, and in life. Get ready to *Make Shift Happen!*

Takeaways: In this program, you’ll learn...

- ◊ How our beliefs are linked to our behavior and how we perform each day
- ◊ What an “identity shift” is and how it’s either keeping you from, or accelerating you towards, achieving your biggest goals in life
- ◊ The 3 “Shift Stages” and how they influence whether we achieve our goals - or not
- ◊ How to use the “Create Creates” method to achieve long-term success
- ◊ How to develop habits that help make achieving your goal easier

● **Dark Work Wins: How to Optimize Your Identity For Peak Performance**

Ideal Audience: Corporate, Entrepreneurs, Athletes, and General Audiences and can be tailored for Leadership, Sales, and your Specific Industry

Value: Elevate yourself and your team’s personal power, skill sets, and conviction to WIN, which leads to more impact, income, and limitless success.

Everyone has a desire to access their next level of success in life, but it’s hindered by an unseen force holding them back. An inability to apply relentless pressure towards their dream and achieve it at all costs. Champions win not only because they have worked hard, but because they have outworked their competition and instilled a deeply rooted conviction to compete. They will die before they let someone who hasn’t worked as hard as them beat them.

It’s the work they’ve done in the dark that allows them to shine in the light.

As a former foster kid turned NFL football player, American Ninja Warrior, and successful entrepreneur, Anthony Trucks is an anomaly by any statistic and the only way he was able to shine in the light is because of his “Dark Work Experiences” that molded him, hardened him, and built up Dark Work Energy that fields his passion to succeed and shine in the light.

Most people want to “shine” without doing what’s necessary to earn it, and they find themselves falling short of their potential for a lifetime. Anthony believes that when you finally understand the power of a Dark Work Experience, and how to properly and intentionally put yourself through one, you’ll find the “hidden in plain sight” secret to unlimited success in absolutely any area of your life.

In this powerful and soul shaking program, Anthony shares how we can “Do The Dark Work” that will allow us to compete with conviction to shine our brightest in the light. Learn the three phases of a “Dark Work Experience” — Respect The Shine, Do The Dark Work, and Emerge — and how world class achievers utilize them to access levels of success in their career, their relationships, and in life that 99% of people never experience. It’s time to do the work in the dark so NO ONE can take what is yours in the light!

Takeaways: In this program, you’ll learn...

- ◊ How our skill sets, and brazenness to deploy our skill sets, are only developed in the dark
- ◊ The positive power, and critical need, of Dark Energy and how to tap into it at just the right moments
- ◊ What a “Dark Work Experience” is and how to do one on demand, not just when crap hits the fan
- ◊ How to “Define Your Shine” so you curate a vision that’s magnetic to your soul
- ◊ Learn the single question you must ask yourself multiple times a day to tap into your
- ◊ Dark Energy and fuel your success

Select Book Titles

- **2021:** Identity Shift: Upgrade How You Operate to Elevate Your Life
- **2014:** Trust Your Hustle Pt.1: A Life Forged By Fire
- **2012:** The Definitive Guide to Youth Athletic Strength, Conditioning and Performance

Select Articles

- [Trust Your Hustle \(in all you do\).](#)
If I don’t have faith in myself, I cannot move – I’m not even going to take the first step.”
- [From Foster Care to the NFL: Inside Anthony Trucks' Road to 'American Ninja Warrior'](#)

Anthony Trucks was 3 years old when his mother surrendered him to foster care. Shuffled from home to home, the Antioch resident and former NFL pro says he experienced years of mental and physical abuse in the system before being adopted at the age of 14.

- [Anthony Trucks Wiki: An Inspiring Road to Becoming a Motivational Speaker](#)

He was put into the foster system when he was just three years old. So, with his three siblings, the toddler had to learn just how difficult and unfair life could be. Truck says that felt “alone, unprepared for the future, unwanted, scared, unsure and essentially on an island.” Before his sixth birthday, Trucks was physically and mentally abused, tortured, starved, and treated like he was “less than human.”

- [How many people will be at your funeral?](#)

This article is written about Anthony by Joe Desena, the creator of the Spartan Race sponsored by Reebok.

- [Former NFL play tackles American Ninja Warrior](#)

A look into the life of Anthony leading up to his American Ninja Warrior debut on NBC

- [From Foster Care to the NFL: Inside Anthony Trucks' Road to 'American Ninja Warrior'](#)

An article all about Anthony on American Ninja Warrior

Select Testimonials

As a conference event manager for T-Mobile, I would like to share with anyone looking for a keynote speaker... you must consider Anthony Trucks. Anthony blew us all away at our recent Day of Learning event. The message Anthony delivered was personalized and customized and it was motivating, inspiring and captivating. Most importantly his message was clear, concise, actionable, structured and he was laser focused on building the skills of resilience and how to S.H.I.F.T your mindset. Our employees (approximately 7,000 that chose to participate) literally could not get enough and our survey feedback was overwhelmingly positive. I would highly recommend Anthony Trucks for any conference, if his topics are a fit, and I truly believe he would be successful with any audience on any size stage! Anthony partnered with our team, took detailed feedback in stride, did all his T-Mobile research and he delivered for us big time. Anthony Trucks was nothing but a pleasure to work with and he is no doubt a great human!

— *Sr. Program Manager of Learning & Development @ T-Mobile*

I just wanted to let you know that Anthony was great! He arrived with plenty of time had a great and infectious attitude, was easy to work with, and when our attendance was less than desirable he was able to adapt and make it something truly special for those in attendance. I would really love to have him come back to our campus in the fall next year and work with athletics to make him their NCAA required speaker! Not a thing to complain about he was great to work with! Thank you and have a great day.

— *Austin Westmeyer Campus Attractions | Spotlight Coordinator*

We had a wonderful experience working with Anthony Trucks for our luncheon. Couldn't say enough great things about him and how he connected with our audience and donors. He went above and beyond, scheduling a phone call to discuss our needs for the event, attended a VIP patron party and made time to share his experience and meet some of the children Dallas CASA directly serves. He couldn't have been nicer and more personable. His performance at the luncheon was flawless, the audience was engaged the entire time, he was prepared, punctual, and engaging. The CASA staff and Board of Directors enjoyed the time spent with him, and received great feedback from the guests of the event. We would bring him back in a heartbeat!

— *CASA, Michelle Mia*

Anthony Trucks was an excellent opening keynote speaker for our Executive Conference. From the time we hired him, he was easy to work with, personable, and laid back. His content and presentation were professional, yet included the honesty and candor that is greatly appreciated by many attendees. He was a homerun and we have already hired him for another event!

— *Director of Corporate Services for MEA Energy Association*

Anthony Trucks was a very dynamic and engaging speaker at our youth conference. We had a large group of youth that consisted of children, teenagers and young adults ages 7 and older at this event. Anthony was able to easily get everybody's attention and keep them engaged as he shared motivational stories of his childhood, growing pains as a teenager and coming of age as a young adult. The youth in attendance were able to relate to his stories and everybody really enjoyed his presentation. Everybody in attendance was captivated by his delivery and we did not have any behavior issues with any of the students. He also spoke to our youth in smaller groups when we broke up everybody into smaller

groups based on their age. He did so well that I believe another local school contracted him to present the month after our event. I would really recommend Mr. Trucks for any youth event or activity. Let me know if you needed any more info.

– *IVROP Project, Luis Torres*

"Trucks was one of the best public speakers I've ever heard. Kudos to a job well done." "Absolutely a superb speaker. Thank you Anthony!" "He really was an amazing speaker." "Fabulous speech Anthony!!!!!!!!!!!!!!" "Anthony, your remarks were inspiring and motivating encouraging us all to help those we may never meet to thrive!!" "A lot of foster kids would relate to your story. Thanks for sharing your deepest emotions. It wasn't easy because you relive the emotions. Yet, sharing does make us all more human and we can forgive. My children are adopted and we work through a lot all the time. It's never stagnant. I wish they had been there to listen to you. A working progress is how we see our lives. Respect a lot. xx" As of yesterday, we received \$16,800 from the raise-your-hand "auction" you lead, with more checks coming in each day. Because of this, we surpassed the allusive level of raising over \$200,000 in one day's event!!!! (sponsorships, silent and online auctions, wine pull, raffle, ticket sales....and the live auction put us over the top!) A million thanks!

– *Jenny Keleher, CASA San Mateo - Guests Responses from event*

Anthony Trucks is an engaging storyteller and a motivating speaker that knows how to connect with his audience and inspire them to “make shift” happen. From the moment I reviewed his bio, I knew he was the perfect speaker for our Recent College Grad (RCG) conference, and he did not disappoint. Anthony was professional and attentive to the details of our program's mission and vision and he made sure he delivered a cohesive message using real-life experiences. Our RCGs related to his presentation and enjoyed his interactive style that kept them involved and on their feet. Working with Anthony was a true pleasure, and he went above and beyond to make sure everything went well including attending several meetings to discuss the conference's goals and understand what is important to our company, personally meeting me to deliver signed books so we could get it out to our attendees on time, and attending technical speaker checks prior to the engagement to make sure audio and video issues were addressed. I appreciate and admire Anthony's work ethic, passion, and drive to his clients and his audience. We thank Anthony for an amazing experience that reminded us that hustle, grit, and the belief in ourselves can help anyone succeed through change and transformation, especially in 2020!

– *Manager, Global University Experience, PayPal*

Select Client Feedback

We had a wonderful experience working with Anthony Trucks for our luncheon. Couldn't say enough great things about him and how he connected with our audience and donors. He went above and beyond, scheduling a phone call to discuss our needs for the event, attended a VIP patron party and made time to share his experience and meet some of the children Dallas CASA directly serves. He couldn't have been nicer and more personable. His performance at the luncheon was flawless, the audience was engaged the entire time, he was prepared, punctual and engaging. The CASA staff and Board of Directors enjoyed the time spent with him, and received great feedback from the guests of the event. We would bring him back in a heartbeat!

– **Michelle Mia** CASA