

# PRAISE FOR C.R.A.S.H.

“Rich is the hardest working person I know! Always personable with people and with spreading positivity to everyone he meets. Onstage, he is the best drummer I have ever played with, hands down. He’s one bad dude! Anyone can use this book to inspire their own success!”

–Jason Aldean

Multi-Platinum Recording Artist, 3 Time ACM “Entertainer of the Year;” The Most Downloaded male country artist of all time

“*C.R.A.S.H Course for Success* succinctly captures the essence of Rich’s success. He is passionate, relentlessly positive, and invested in long term relationships. He energizes every room and gives 100% to everything he does 100% of the time. It’s all here in this great read.”

–Jeff Cristee

Vice President of Global Sales, Cisco

“Neither success nor happiness are ever just an accident . . . but they CAN come by way of a CRASH! Rich’s big-hearted stories and time-tested examples show you how to live up to your full potential—and have a GREAT time doing it!”

–Drew Seeley

Actor (*Another Cinderella Story, High School Musical, Jersey Boys*)

“This book is a must-read for anyone who needs the validation to jump into the abyss of uncertainty to grab their dream life. Rich’s energy had me fired up through the entire book. He’s like a freight train in life and has let nothing stand in his way, which is why nothing has. I absolutely love how passionately he conveys his message. This book is motivating, aspiring, and actionable to any entrepreneur or dreamer who’s ready to let nothing stand in their way.”

–Melissa Carbone

Tailgate Fest Founder / CEO

Ten Thirty One Productions Founder / CEO

Author of *Ready, Fire, Aim*

“I met Rich years ago on a demanding high-pressure session. Even back then he was a human spark plug, blowing me away with a never let go, make it happen mindset. He was born with dedication, discipline, and desire. You wanna learn how to rock your business? Here’s a roadmap.”

–Stan Lynch

Drummer (Tom Petty and The Heartbreakers), Producer (Don Henley)

“This is an entertaining and fast read from one of the best entertainers in the industry. Rich Redmond has toured, performed, written, and produced with the top names in music today. In *C.R.A.S.H. Course for Success*, he provides great insights into the CRASH framework—Commitment, Relationships, Attitude, Skill, and Hunger—that he uses for top performance and that you can use as well to achieve your full potential.”

—Carey Lohrenz

First Female F-14 Tomcat Fighter Pilot in North America

Speaker/Author of Wall Street Journal Best Seller *Fearless Leadership*

“Rich is a natural born motivator and sage. Whenever I need a dose of positive clarity, he is my go-to, and so is this book.”

—Skip Williamson

Executive Producer of *Underworld* film franchise

Producer of three #1 films at the US box office

Publisher of *Revolver* magazine

“With CRASH, Rich Redmond has clearly and simply outlined a life path that every hugely successful person I know has followed. I hope Rich’s message reaches far and wide because anyone following these simple steps will see huge results.”

—Tracy Katsky Boomer

President/Founder of Katco Inc, Executive Producer and Former

Senior VP and Head of Comedy for Fox Broadcasting

Former Senior VP HBO independent productions

“As I’ve discovered in my own life and through my own teachings, music is a great metaphor to exemplify top performance in all areas of life. Rich does a wonderful job of distilling down complex concepts to their simplest form and helping you, the reader, rock through the learning process by sharing exciting examples from his career in the music business.”

—Mark Schulman

Drummer (Pink, Cher, Foreigner)

Motivational Speaker and Author of *Conquering Life’s Stage Fright:*

*Three Steps to Top Performance*

“Rich Redmond is one of those people who just pulls you into his positivity! His enthusiasm and joy of life is contagious. He has turned being one of the most ‘watched’ drummers in the world into a formula for life that is applicable to everyone wanting to squeeze more out of life’s orange. This CRASH course will push your reset button and get success in your sights!”

—Devon O’Day

Afternoon Drive Personality 650 AM WSM-Nashville

“After reading Rich’s book, I found myself thinking about how beneficial this ‘roadmap’ would have been in my journey in the movie business. You really can’t go wrong using any or all of Rich’s principles.”

–Ray Garcia

Elite Hollywood Key Grip (*The Revenant, Vice, Inception, The Prestige*)

“This book is amazing and insightful. I highly recommended anyone who wants to improve their life to pick up a copy and immerse yourself in it. It’s so good!”

–Robert Channing

Speed Painter/Mentalist/Speaker *America’s Got Talent*

“Unparalleled persistence, preparation, and a passion to please in every relationship is the fuel for Rich’s success. He shares these insights with the reader using real, pragmatic, down-to-earth, insightful stories. If you put the time into reading this book, you will learn how to CRASH into success in your life, and you will live with no regrets!”

–Glenn Rupert

World renowned Speaker and Consultant  
Vice-President, The Rupert Group, Inc.

“Rich Redmond is a great friend and mentor. His book will motivate you, excite you, and inspire you to achieve YOUR goals in life!”

–Cole Marcus

Drummer/Winner of “America’s Most Talented Kid”  
Actor in *I Can Only Imagine*

“The minute I met Rich Redmond I immediately connected with him. His passion, his energy, and his enthusiasm about how one catalyst can make a significant difference in another person’s life was contagious. Rich has spent his lifetime cultivating this course, honing it, refining it, and perfecting it. This book is a guide to experiencing an uncommon life and I highly recommend it to everyone.”

–Coach Micheal Burt

The Super Coach  
13-time bestselling author  
Creator of Monster Producer

“I felt so empowered after reading this book. My personal mantra is ‘Dream Big or Don’t Bother.’ Imagine what will be in my future using CRASH with focus and intention.”

–Jerilynn Stephens

Emmy Nominated & Guild Award Winning Celebrity Hairstylist

“Rich has that rare ability to transform his real-life experiences as a world-class drummer to best business practices and artfully create a tool kit that questions, challenges, and provokes the reader to be the best they can be. Literally filled with REAL road-tested advice, CRASH will guide you to produce the results you want.”

–Freddie Ravel

Keynote Maestro, Grammy Performer, and Business Speaker

“CRASH is a tremendous program that will take you and your team to a higher level! This framework for success is built upon key concepts that harness the power of the human spirit to drive optimal performance across your entire organization. Rich delivers CRASH through a mix of energy, passion, and experiences. If you want to lead from the front . . . check out Rich’s story.”

–John Moses

Vice President of Sales, Cisco

“Rich’s message resonates with not just one gold nugget but the whole rock! His energy is always moving and seeking the last seats in the room, and his book does the same from chapter to chapter. You feel his excitement and commitment to his *CRASH! Course for Success*. Thank you, Rich, for sharing the roadmap and tools to navigate a path to success.”

–Christine Hilgert, CMP

Senior Vice President, Meeting Expectations

“*C.R.A.S.H. Course for Success* is a great read! It shows how anyone can use his C.R.A.S.H principles in their personal life and business life to reach their full potential. So entertaining and engaging!”

–Nathan Jamail

Expert Leader and author of the best-selling *The Leadership Playbook*

# INTRODUCTION TO C.R.A.S.H.

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IF THEY CAN MAKE PENICILLIN OUT OF MOLDY  
BREAD, THEY CAN MAKE SOMETHING OUT OF  
YOU.

-MUHAMMAD ALI

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*Welcome!*

**H**ello! As a professional drummer for over 30 years, I've been able to hear myself on the radio, see myself on television, and play sold-out shows in some of the

## RICH REDMOND

world's most iconic venues. I have toured, recorded, and/or performed with: Jason Aldean, Garth Brooks, Ludacris, Kelly Clarkson, Bryan Adams, Bob Seger, Chris Cornell, Joe Perry, Jewel, Miranda Lambert, Keith Urban, Dolly Parton, Derek Trucks, Chris Stapleton, Florida Georgia Line and many others.

I've recorded drums and percussion on twenty-six #1 singles with sales well over the twenty million mark. You can even hear me on the radio every day, around the clock, with a reach of one billion ears. As a high-energy live showman, I perform sold out shows nightly in amphitheatres, arenas, and stadiums across the world, reaching over two million fans per year. Some of these venues include Madison Square Garden, The Hollywood Bowl, Fenway Park, Wrigley Field, Red Rocks, The Gorge, The Rose Bowl, Levi Stadium, Gillette Stadium, and countless NFL stadium and MLB parks.

I've appeared multiple times on television shows such as *Saturday Night Live*, *The Voice*, *American Idol*, The Grammy Awards, *The Tonight Show* (with Leno, O'Brien, and Fallon), *The Today Show*, Conan O'Brien, Jimmy Kimmel, Craig Ferguson, *Good Morning America*, *Ellen*, The CMA Awards, ACM Awards, CMT Awards, and ACA Awards, as well as being prominently featured in twenty popular music videos. I've produced three #1 hits for the groups Thompson Square and Parmalee.

As a songwriter, I've celebrated three #1 songs with Australia's The Wolfe Brothers.

As the touring and recording drummer with Jason Aldean, I've been a part of changing the sound of modern country rock music. Jason is the three-time Academy of Country Music "Entertainer of The Year" and the most downloaded male country artist of all time. To have been

## C.R.A.S.H. COURSE FOR SUCCESS

part of this journey, playing every state in the U.S. and sixteen other countries, is an incredible feeling.

To top it all off, I was named “Country Drummer of The Year” in *Modern Drummer Magazine* (the most prestigious drum publication in the world) in 2010, 2015, 2016, 2017, and 2018. I played in the prestigious 1:00 Lab Band at The University of North Texas and received my Master’s Degree in Music Education.

I combined my academic training and real-life experiences with the heart of a teacher to bring my “CRASH! Course for Success” motivational drumming to corporate events around the world. Some of my clients include: Cisco, Johnson and Johnson, Hewlett-Packard, Microsoft, Alestra, Tri-Star Healthcare, Amerifirst Financial, Adtran, Unified Bank, The Grammy Camp, and many others.

So why do I share all of this with you? Through hard work and persistence, I achieved the dreams of my youth. I want everyone to accomplish their dreams in life just like I did, and that is why I created this system for success, called CRASH!

CRASH! is an easy-to-remember acronym that stands for:



*The CRASH! Elements*

## RICH REDMOND

CRASH! can work for anyone from children to adults, and will allow you to create success in your personal and professional life.

I use a talk-play-talk-play format when presenting my CRASH! concept to audiences, but real life isn't that methodical or streamlined. So, in addition to talking about each element on its own, I also show how the CRASH! elements interconnect by sharing stories of how I applied CRASH! in different periods of my own life. You can use my life as a model for how these concepts will help you achieve your own dreams.

## SUCCESS IS NEVER GUARANTEED



*A View of Success from My Perspective*

Following the CRASH! formula will not *guarantee* your success in life, but I do believe that following the formula



will stack the odds in your favor. Conversely, *not* following it will deprive you of a proven road map for success.

In my experience, people who show unshakeable Commitment to their dreams, their craft, and their Relationships while maintaining a positive Attitude and rejecting complacency are the ones who tend to be “lucky” enough to be in the right place at the right time.

While luck, God, or your version of a higher power will influence how your life unfolds, *you* play a huge role. You have a lot more power than you think. You will also have to work harder than you imagine. There’s a saying that’s been around for a long time: “The harder you work, the luckier you get.” Variations on this saying have been attributed to Thomas Jefferson, Steven Leacock, Samuel Goldwyn, and others. The CRASH! formula gives you a method for working hard, executing your plans effectively, and transforming your life.

### DESTINATION SUCCESS

Imagine that you are the driver of a car starting a journey toward a destination called Success. What if you had a system that would:

- Give you a road map to that destination
- Teach you how to fine-tune your car to optimize its performance
- Help you figure out the type of fuel you are using and where to find it
- Guide you to become a better driver during the actual race
- Encourage you to relate to the other drivers to help them become successful