

Announcer: Bulletproof Radio, the State of High Performance.

Dave: You're listening to Bulletproof Radio with Dave Asprey. Today's cool fact of the day is that Jupiter is big on surprises. The Juno spacecraft that has been exploring our solar system's largest planet is discovering some very interesting things. We now have a three dimensional map of the planet's internal structure, and we can look at its north and south poles. It turns out at each pole, there's a cyclone several thousand kilometers wide, and each of those cyclones is encircled by this polygonal, [poly-gonal 00:00:42], I don't even know how to say that, but I've read that lots of times. Polygonal arrangement of similarly sized storms. There are eight in the north and five in the south, so it's basically this perfect layout that no one can explain.

Below its atmosphere, Jupiter is fluid, but the planet rotates like it's a solid mass. It's kind of like kids playing crack the whip with atoms of hydrogen and helium that are linking arms and spinning around the planet, and no one understands why this is happening, which is really cool. If you might think, why the heck is a cool fact of the day on Bulletproof Radio about space, because we are exploring space, and it's awesome. And because if you haven't thought about that, honestly, in your lifetime, unless you're really old and not very healthy, there's a pretty good chance that we're going to be putting people out there in our lifetime, and that's awesome. I don't mean just on the moon. That's like, the moon is for kids. Who needs that? All right, that came from Science News and was published in Nature, so we're just figuring out stuff we didn't know, and that's what this is all about.

Speaking of stuff you didn't know, today's podcast has very little, if anything, to do with space. It has to do with what's going on in your head and entrepreneurship, and it's with a guy who I've done a lot of work with, who's one of the world's foremost experts on entrepreneurship in action. Some of the world's top performing business owners have mentioned this guy as the person to go to to teach you how to be a better entrepreneur. About five or so years ago, my good friend J. J. Virgin said, "Dave, you have to sign up and meet Dan Sullivan from Strategic Coach."

The reason she said this is that Dan has, for more than 40 years, been a speaker, consultant strategic planner, and coach to entrepreneurs. He's the only guy I've seen who basically created an operating system for entrepreneurs, especially entrepreneurs with ADD, which is essentially almost all entrepreneurs. Dan's now ... Dan, can I say how old you are?

Dan: Yeah, I'll be 74 in two months from our podcast right now.

Dave: So Dan's 74, and if you listen to the show, you might have noticed, I love to learn from my elders, people who have made all my mistakes for me ahead of time. The problem with Dan is he barely looks like he's my elder, because he's on a pretty aggressive anti-aging regimen, and he is completely sharp and amazing and full of energy and has just helped so many people, including me, understand what's going on in our heads and in our companies. Strategic Coach is based in Canada, up in Toronto, but now, they've reached 18,000 entrepreneurs in 60 industries. He's written 30 books. So if you want to know something about high performance, something about being an entrepreneur, or

just what's going on inside your head, I don't know anyone better to talk to than Dan, which is why he's on the show. So, Dan, thanks for being on.

Dan: Yeah, well, Dave, when I think about meeting you, which was in a very, very hot Palm Desert, if I remember correctly, and you know, and I got very, very intrigued in how you approach the world. You have reputations through Bulletproof and now Bulletproof Labs and all the product offerings that comes out. I just see a perfect, terrific example of entrepreneurial capability multiplying itself in the world and reaching more people, so this is just a sheer pleasure for me, because I'm in the presence of someone who does the one activity on the planet, one that I enjoy the most, but also, I think, that has the greatest impact on positive change in the world. You will never know the people that you impact, because the multiplication is happening too quickly for you to do that.

Dave: Well, thank you, Dan. Likewise, I suspect you don't know all the entrepreneurs who've been touched by your work and just all the employees. I'm a better entrepreneur because of the training. You have this weird mind, where you sort of step back or step out and see the system of what's happening in a company, how decisions are made, and also how they're made in your head. We're going to get into that. I don't know about your psychology, but first, we've got to just mention this. I think you're kind of a wuss, because you only want to live to 156 years old, and I'm going to get to 180, so I got to say, step it up, man.

But, okay, here you are ... I'm just kidding. But you're 73, and you are blatantly out there saying, "I'm going to live until 156," and that's actually way more audacious than my goal, because I'm a little younger than you are, but you are in supremely good health, and you actually spend a substantial amount of time each day taking care of your hardware. You didn't always do that, so two things. How did you reach 156, and another thing is, when did you get into realizing that this mattered?

Dan: I have an activity, and I've had it since I was a kid, which is called thinking about my thinking, so ever since I was a kid, I didn't need television, because I could just sort of step back and kind of see how my brain was actually operating. I'll just take you back to the year 1987, and I was just thinking about how people kind of talk themselves into the grave, because they will say certain things. If you talk to someone who's, you know, sort of in the process of retiring, about every fifth thing that they say predisposes their body to actually get off the planet as fast as possible, you know? Like, "Well, I'm really slowing down now." And, "Yeah, well, if I was younger, that's something I'd really be interested in, you know? I used to do this, but I don't do this anymore."

Throughout the day, they're talking to themselves, and they're saying about 50 things, which are telling their body, "Not too much longer, now, you'll be out of here." So I started watching this, and I'm adamantly opposed to entrepreneurs retiring, the whole notion of retirement, because I don't think, first of all, entrepreneurs don't have to retire, because there's no mandatory age limitations on entrepreneurship. But the other thing is that I've noticed a lot of people retire right when they're at the top of their game. In other words, that when they were 20, they say, "Someday, I'm going to be this operating in this way," and they get there at, let's say, 55 or 60, and they've never been

smarter, they've never been more influential, they've never had greater freedom to really do what they want to do, and they say, "Okay, the game's over now."

I said, what a waste. What a waste for them, but what a waste for a lot of other people around them. I've developed this lifetime hatred of the notion of retirement, and that predated my doing anything. In '87, I was just playing around, and people were starting to talk about the 21st century. You know, once you get over the halfway point in one century, they start talking a lot about the next century. I said, "You know, it'd really be neat to live from the first year of a century to the 100th year of a century. That would be a really neat experience." I said, "You know, I missed the 20th, because I was born in '44," so I said, "What I'll do is that I'll just use the next 156 years to get ready for the next 100 years, and that'll be 156 years."

So Babs and I have agreed, we're going to beam out in the year 2100, unless we change our minds late in the 21st century. But Dave, it's just a thought and was a silly thought that I kept to myself for about six years, but I noticed that after a while, I couldn't think of a normal age like, you know, 75 or 80, of dying, and my moment I thought about my lifespan, the number 156 came up, and it encouraged to start really taking care of myself. It encouraged me to start thinking long in terms of entrepreneurial plans. I'm 74, and I'm just starting the best program that we've ever created, which is called the Game Changer in about two weeks, and I'm just committed that what we're going to do until I'm 99, so from 74 to 99.

That's a natural thought, if you're thinking you're going to live to 156. That's like somebody who's 36 thinking that they're going to do the next 12 years until they're 50, so I'm finding that this 156 mindset and being with it for 31 years has enlarged my thinking about how much time I have and how I have to handle myself so that I've got energy and I've got focused. Three things, I've got three things that most people are running out of when they're in their 70's. One is they're running out of friends, because they only knew peers, and their peers are dropping off. They're running out of money, because they don't have a way of producing money that keeps getting bigger. Number three, they don't have any purpose that took them beyond age 70. So, I stockpile friends, I stockpile money, and I stockpile purpose, and it keeps you excited about what you're doing.

Dave: I'm glad you mentioned purpose, because every time I sit down with you, you always have me break out a worksheet and talk about massive transformational purpose and talk about these really long, long-lived things. You're one of the guys who inspired me to talk about this. I've been an anti-aging guy for 20 years running a non-profit, and I've spent lots of time with people who are in their late 80's and 90's, who just kick ass. But it's one of the reasons I was like, okay, fine, yes, I really do think 180 is a very achievable goal for me unless a truck hits me or something like that. There's things like that.

Also, I'm willing to die trying, because if I set my internal expectations, we all know that mindset matters so dramatically. For instance, you can only get smarter if you believe you can get smarter. There's a study about that. I believe you can only live to whatever age you want to live to if you believe that's going to happen. I believe that I've got to be thinking that way, and if you believe that you're going to get old and decrepit, you're

much more likely to do it. So there's no cost to telling yourself you're going to live a very long time, because if you're wrong, you're going to die anyway. If you're right, your quality of life could go up, and what you found is that it's served as its own intrinsic motivator, but that alone wasn't enough, because you also have a big mission. What is your mission, and how long have you had it?

Dan: You know, the mission has stages, and if you think about what you thought you were first doing when you introduced Bulletproof Coffee, there was that first stage of just getting it out there as something your friends tried and everything, but then it became a commercial venture, and it was just about the coffee, and then it jumps to another level, so probably if you reverse engineered where you are today, and it's a worldwide philosophy now, Bulletproof is more than just about coffee. You've included a lot of other dimensions in it.

Same thing happened in my business of Strategic Coach, and what I noticed is that there's growth stages of entrepreneurship, and the most basic is that you're just self-employed, but you've essentially just created a job for yourself. You don't have a company. And then you begin ... So one of the decisive thinking tools that we've introduced in the program is very simple. It's called Who Not How, so that when you think of a dream, you know, a bigger and better result in the future, you don't think about how you're going to do that, you think who is going to do this for me. I say billionaires don't do how. Billionaires do who. If you look at billionaires, they have the ability to think big dreams, but immediately, their brains go to who. Well, that's a decisive difference, because you don't have to be the how person. You're just the who person that does that.

So, my big one right now is called Game Changer, and if I look at what you're doing in the world, you're changing a game on a lot of different levels. I've got a room starting in a couple weeks with 32 game changers, who are taking their business and they're using it as an almost like an asset in the marketplace to collaborate with another entrepreneur to create something that's 100 times bigger than either of them could get to on their own, but they're not buying each other out. It's not like it's a new legal company. They simply say we're going to produce a result that's 100 times bigger. You couldn't do it with your capabilities, I can't do it with my capabilities, but together, we could. So this is the exciting next game for me. That's for the next 25 years, until I'm 99, and then I'll see where I am at 99, what the next level is. Yeah, I kind of tested this with Peter Diamandis with the Abundance 360, because he couldn't have created Abundance 360 and I couldn't have, but together, we created it.

Dave: That's right. That's worth mentioning. Peter's been on the show a couple times and spoke at the Bulletproof conference around this, more of the technology of what's going to happen, and you and Peter worked really closely on that. This is also an event that I go to in addition to Strategic Coach, and a lot of people say, "Dave, how do you do all this stuff?" "It's easy. You surround yourself with people who think at least as big as you, and that helps a lot."

Dan: Yeah, it does.

Dave: The mistakes that I've made, and I tend to think really big, but the mistakes I've made have almost always been from not thinking big enough, even though I'm like, oh, I thought I was pretty good at thinking big, but when you have someone outside of you who doesn't have your perceived limitations, whether it's for how long you're going to live or what your company's going to do, there's something, and maybe it's psychological or emotional or metaphysical, I don't know, but something happens when you're in a room full of people who don't see boundaries that helps you to remove yours.

But most of the entrepreneurs I've had the pleasure of coaching or just working with over the years as an advisor, a lot of them are stuck at that million dollar mark, and they're still washing their own socks and trying to do their own accounting, and especially, I gave a talk to a roomful of women entrepreneurs last year. I was like, "How many of you are still doing your own laundry?" Like half the hands in the room go up, and I'm like, "Ah! You have to stop. That is not how you build your company. You have to have help, and you have to get everything off your plate."

Really, the genesis for that was the first time I sat down with you, Dan. You were so, just, insightful, because you've done this 18,000 times or something, and you said, "All right, Dave, get out a sheet of paper, and write down the percentage of time you spend on things that you just hate, the percentage of time you spend on things that are okay but you don't love, and the percentage of time on stuff that gives you energy." I was like, wow, I'm spending a lot of time on stuff that I don't really like, and you're like, "Duh, that's what all entrepreneurs do. So, let's see what you could do to get that stuff that you really don't like, that sucks your energy."

When I did that, it actually, it was kind of a wake-up call for me to say, I actually need more help than I've allowed myself to have. And, when I do that, I wake up happy, and I have more energy to do the things that I'm good at. It's really driven me to build a really powerful team at Bulletproof. You don't get to build a company of any scale, much less where Bulletproof has already gone and is going, without people who are much people at you, and people who actually get energy from the things that suck your energy. You're the guy who taught me that, but I think somehow you learned that in your life?

Dan: Yeah.

Dave: How did you learn this early on? Who taught you, or did you stumble into it?

Dan: Yeah, I think that there was a real switch, because I think I'm a natural thinker, and I think I'm probably kind of a natural psychologist. When I grew up, my dad was an entrepreneur. He was a farmer first and then a landscaper, but Dad could never get beyond himself, you know? He just couldn't hire, and he was always doing everything himself. I observed it really restricted his life, and he had ambitions that he couldn't get to. Really, what I do is I get people to think about their thinking.

I have an ability to think about my thinking, so I've created thinking tools like the one that you talked about that I did when I first met you. That's called the ABC model. A is

everything that irritates the daylights out of you, B is things that are just okay. They don't irritate, but they don't motivate, and C are activities that fascinate and motivate you and probably would for the rest of your life, and you if you kept increasing the amount of time that you could spend on the C activities, fascinating and motivating, you would energize yourself on a continual basis, but you would energize everybody around you. Really, the influence of an entrepreneur is really the amount that they energize increasing numbers of people around them. It's really our impact on other people that really makes us special entrepreneurs, really special, special people.

Dave: There are a set of entrepreneurs who are all about the money, all about taking, right?

Dan: Yeah.

Dave: They're usually people who are fearful or bullied or had a lot of trauma and haven't done their personal development work. My early entrepreneurial success, when I had a very different mission than I do now, it was like, how do we build the internet that's so big, and I played a very meaningful role in the early days of cloud computing and all. It was like, I woke up every morning, I have a dream about this, and it was so important and world changing. One day I'm like, that's kind of a solved problem. Incremental change isn't exciting anymore, but I was like, this is my career, I'm going to keep doing it.

And then eventually, Bulletproof sort of happened of its own thing. But my mission has shifted really dramatically from back then to now, but when I was succeeding early on, it was like I was afraid of failure. You could run away from failure, but it sucks to do it, and it sucks your energy to do it. Versus doing something that's bigger than you. How do you identify the people who are working to do something bigger than them, people who have a real mission, or how do you shift people who are like, "I need the money" into help them see that there's a bigger mission? Do you have a technique or a speech or something that you use for that?

Dan: Yeah, well, I use a Biblical phrase. Not everybody's familiar with the Bible, but the story of Moses getting the children of Israel out of Egypt. I say, you know, the skills that get you out of Egypt aren't the ones that get you into the Promised Land, okay? So, there's two parts to an entrepreneur's life, and the first part is freedom from things that they don't really like. People they don't like, situations they don't like, activities they don't like. And I would say that 99% of entrepreneurs, their entire life is this freedom from things, and they're still having arguments when they're 60 about people who disrespected them when they were 15, you know?

It's this backward, they don't want to go back to the thing that they hated, but their whole life is getting away from the thing that I hated. And I says, probably we all do that, but there's a point where you have to shift from "freedom from" to "freedom to," and if I use you as the model, the "freedom to" for you is just exploring all the ideas, everything that regenerates us health-wise so that we can go beyond what is the conventional notion of how long a lifetime is, because we're uniquely gifted in our generation that we're the first era and the first generation in human history where you can negotiate with how long you're going to live. That negotiation skill is going to be continually multiplied with science and technology, but the mindset to actually use that.

So, that's the "freedom to" for you. You're not getting away from anything anymore. That's in the past. What I notice is some people can't do that shift. It's hardwired into them, that "nobody's going to tell me what to do." They have this attitude, "I'm just going to do things the way I want to, and I got the money to do it." But it's all reactive. You didn't even create the stimulus for your motivation, the world did. It's a much greater gift to actually internally create your own stimulus about who you're going to be in the future. People who are strictly reactive entrepreneurs give entrepreneurship a bad name over a period of time, whereas the person who is going towards "freedom to" is actually creating transformative capabilities for millions of people. That's the shift that I see.

Dave: So, if you came across a 24-year-old who's running an internet scam, "We're going to scrape some people and get them to buy whatever so I can live on an island," and there's whole conferences for people who are of this mindset. What do you tell them?

Dan: Well, it's fairly interesting. I call them the paranoid, they're really, really paranoid. I've met them, and they're building bunkers in old missile silos. They're equipping it with every kind of weapon. When everything falls apart, they're going to be the survivors, and then when everybody kills themselves ... It's like Mad Max, the old movies Mad Max. You know, like that. And then they say they're going to create it in New Zealand and people won't even be able to sail there, you know, and everything else. I said, "You know, you're talking yourself into lunacy here." I says, you know, and the problem is they live in an echo chamber where they've surrounded themselves with other people who are dystopian. Dystopian is the opposite of utopian. Utopian, everything's going to be beautiful in the future. Dystopian is everything's going to fall apart.

But this is self-generated lunacy, you know? Actually, the world is incredibly more cooperative than it's ever been in history. More human beings are actually getting up in the morning and cooperating with each other and are being given the tools to cooperate. If you're a rugged individualist with great skills, then you've been able to create an empire around you for kind of negative reactive reasons. You're not feeling the collaboration with other human beings. You're feeling competition. So the biggest shift, I think, we have to do is that the game has changed on the planet.

I think the internet is the massive change, and I think blockchain will be a million times more powerful than the internet, because really, what the blockchain is, is exponential trust in collaboration. When you take it to what it's really going to produce, it's kind of, we've already experienced this with the ATM systems over the last 25 years. I've been using my ATM card now for 25 years, and I've never been shortchanged and it's always been the right amount of money. But you think about the amount of trust and collaboration just to create that basic system, but it kind of is a doorway, where all transactions are trusted transactions and they're verifiable. My feeling is, a lot of people are being very successful as entrepreneurs, but they're reactive entrepreneurs. They're not creative entrepreneurs. They're getting away from a past, but they're not creating a future.

Dave: I've seen that pattern in myself, historically. I do neurofeedback stuff with some very, very successful entrepreneurs, some of whom have been in your program, as well. Yeah,

it's really common. It's like, "I was bullied," or, "My parents were mean to me." It just leaves these old marks, and then you bring them into your company, and your company becomes a reflection of someone who's reacting to whatever they had experience was. But how do you, if someone comes into Strategic Coach, and you're a source of wisdom for me, so if someone comes in, and you recognize that they have reactive patterns, how do you teach them to see a reactive pattern?

Dan: First thing we do is get them to change their number when they're going to die, okay?

Dave: Really, okay.

Dan: Yeah. The first hour of the program, I ask them, "Okay, write down the number of the age when you're going to die," and then we spend about 15, 20 minutes having them describe what they're going to be like the day, the year before, when they think they're going to die. Very strange, the year before, they're in great physical shape, they're mentally really sharp, they've got a lot of finances, independent, they got great relationships, and they've lived a wonderful life up until then. And everybody describes the year before they're going to die.

I say, "So, okay, I'll repeat back what you've said. So what do you think the chances are, unless you get hit by a truck, that you're going to die the next year?" And they said they won't, and I said, "Okay, so how many more years beyond, let's say it was 85, how many years beyond 85?" And they say, "Oh, 10 or 15 years," and I said, "Which? 10 or 15?" And they say, "Well, 15." I say, "Okay, you've been with me an hour and I just gave you 15 years more life." And I have to tell you, the reason I'm telling you this, Dave, is that we do surveys of what is the most impactful concept in the program. It was the day they changed their number from what they originally thought.

I said, "Now, I've given you 15 extra years. When do you want to have them? Do you want them at the end, or would you like them right now? They're 15 extra years, you can take them at the end, but just to make sure you get them, wouldn't you want to take them right now? So, if you get the 15 extra years, you weren't expecting the years. I just gave you 15 years. What would you do different with the 15 extra years?" All of a sudden, they start changing their ... "Well, I'd start spending more time with my friends," "I'd work out a lot more," and everything else. It starts a progression of changes, and they start taking these changes, and it's all because they changed their number, you know? That's where I became convinced of this, that lifespan is mindset. And I think that was true.

Here's something, it's a factoid you can get, but you had George Washington as the first president. Then you had the next four, and the next four were Adams, Jefferson, Madison, and Monroe. Jefferson and Adams and Monroe all died on the 50th anniversary of the signing of the Declaration of Independence. They died 50 years, so it was July 4th, 1826, the Declaration was 1776, and Madison died six days before. He didn't make it to the 4th. They were all in their 80's and 90's, and this was in the early 18th century, when average lifespan was maybe 30, 35, or 40. So, you convince me that they were surrounded by all the diseases and all the ways of dying. These men, why did they? And my feeling is, they had a mindset they wanted to see the 50th anniversary of

the founding of the country. That's all mindset. Whatever they did to get themselves that 50 years, it was strictly the mindset that got them there. For the most part, subsequent presidents have not lived as long.

Dave: So, you're giving people permission to live longer, which then changes their mindset?

Dan: Yeah.

Dave: I'm glad that we're talking about this, because you're one of the more radical anti-aging people who's just willing to say, "I'm going to live longer than I'm supposed to." But, people say, "Well, isn't the world going to be too crowded?" My understanding from a sub-cellular level on up is that we're wired to be nice to each other, and to be kind, supportive, to support each other, to build communities, but we don't do that if we think we're going to die, because fear of death is the number one thing our body will respond to right now. If a tiger eats you, it's game over, so you respond to that. If fear, even if it's fear of death, it still creates reactive behaviors, you get reactive entrepreneurs, you get reactive people, and then you get this fear of starvation.

So, okay, we know that we're not going to starve in the modern world, but our body still gets cellular impacts like that. And then the whole, do you have love in your life? Because if the species doesn't reproduce, that's kind of a big thing. So, if you can get those three things met, what's next? Bacteria form biofilms. They form yogurt and kombucha. If you assume that that wiring flows up into the way we are, we're at this point in time when it's easier than it's ever been to support other people, and if you're going to be around for 100, 200 years, whatever it is, do you want to build a world full of starving, angry people trying to get you with pitchforks? Or, do you want to have a world full of people who are set up to be nice to each other and just build a great world?

I believe that longevity makes people think more and focus more on making the world a better place, rather than on having more. But I could be wrong, but that's been my experiences in my own life, and it sounds like with all the people you've gone through this process with, they start being a little bit more external focused, would you say?

Dan: Well, the interesting thing is that I'll need a really long study. In terms of the impact of this idea, it goes back, right now, it goes back to around 1993. It'll be 25 years. I'm right at the 25 year mark since I've been doing this. It would take 50 years or 60 years to see if you're actually extending people's actual lifetime. You'd need a big study, but I can tell you, I've extended their careers. I've got growing evidence that I'm extending their careers another 10, 15 years, and I'm extending them at the top of their game. They're at their all-time money making, they're at their all-time influence, so I'm seeing this.

We're just doing a series of testimonial interviews with people who have been in the program 20 years or 25 years or longer, and we have about 40, 50 of them who are more than 20 years. They've been here every quarter for 20, 25 years. The one thing that never comes through, first of all, none of them are retired, and some of them are in their 60's and 70's now.

They say that they've done all the really interesting things, they have goals ahead of them, they keep working and getting better at what we call unique ability, that's the thing that always fascinates and motivates you. They're involved in the community way more than they were 20, 25 years ago. And then a lot of them have families with children, grandchildren, and they're taking a lot of time, and they're leading very happy lives. What comes across from these testimonials is they're very happy. My feeling, and we can talk a little bit about this, but the mindset actually changes the chemicals that flow inside your body. You think happy, happy chemicals flow. Think unhappy, unhappy chemicals flow. I think there's a direct relationship between mindset and what goes on inside your body.

Dave: I think that modern science, just our understanding of peptides and [inaudible 00:33:35] and neuroreceptors definitely reflects that. I've been working on my newest book that's going to come out at the end of this year, and one of the core tenets there is that happy people are more successful, but financially successful people are not more happy. There's actually good data to support that, but bottom line is if you can't figure out how to be happy, you're less likely to be successful. A portion of your training for entrepreneurs is to teach them to focus on the stuff that makes them happy, and it has a neurochemical effect, a biological effect, and some sort of sociological effect that is pretty tangible. Let's talk some more about chemistry. Tell me, since you're on this aggressive anti-aging program, what's your deal with food and exercise? What do you do?

Dan: I have to tell you, it's been more recent history than it was before. I go to Canyon Ranch twice a year. Canyon Ranch was sort of the pioneer in the luxury spa business back in the 70's, and we just have a nice routine there. The people tend to stay, so we've got this annual thing. I was looking at the records from 25 years ago. I just happened to look. They have a big couple files on me over this time, and I noticed my resting metabolism rate had dropped from ... And part of that is that I'm 25 years older, I probably have less muscle, and muscle really indicates resting metabolism.

I had lost in the hundreds of calories that I was just naturally burning every day, and I said, "You know what I'm going to do? I'm going to get up in the morning, and I'm going to get those calories. I'm going to burn those calories right away." So I just started, and I do really intense interval training. If you had to do one thing to get better in life, do intense interval training. It's great for the body, it's great for the brain. It's one of the major offsets against any brain failure, dementia, and everything else. What it is, I said, I'm going to get up, and before breakfast, I'm going to burn 700 calories.

Dave: Good God. That's a lot. Okay, how do you do that?

Dan: I've got a heart monitor, and you got your average, you got your age, you got your weight, and there's calculators, and you just punch in the information, and it tells you how many calories you've burned. And then there's an after-burn, so I meditate after I do it, but I'm still, if I meditate for 20 minutes, my heart rate during that is still around 100. I'm still aerobic, even when I'm meditating, so it's a little bonus at the end. Anyway, I did it in February of '17 to February of '18. I said, I'm just going to do this for a year, and out of 365 days, I did it all except three days, okay?

Dave: Wow, and you're 74?

Dan: 73, yeah.

Dave: 73, about to turn 74.

Dan: 73, but so then I got there, and all my tests. I go to a program called APEX in Dallas with a guy named Jeff Gladden, who's a cardiologist. I get top to bottom, I do HLI, human longevity, you know.

Dave: I've done that, too.

Dan: And every test indicator from the year before was better than it was the year before, and I dropped 15 pounds of fat, and I had exactly the same amount of muscle, which you don't want to be losing muscle, but I didn't lose any muscle, but I lost 15 pounds of 15. Think of butter, 15 pounds of butter. You know how much fat I lost. Everybody, first of all, everybody started saying, "Dan, you look" ... You know, you start getting applause, you start getting recognition, which is a positive cycle. I dropped three belt sizes during the year, and everything. So this year I've said, well, let's go for 1,000 now. 1,000 calories before breakfast. So, for the last 31 days, I've averaged about 1,200 calories before breakfast.

Dave: Wow.

Dan: And there's probably an upper limit, because I got to do some work during the day, but I'm very energized by it. I get out of my bed and my body wants to do this. So I said, until the body starts saying take a day off, but the body hasn't once said take a day off. I'm really liking this. Then I've thrown in weight training, a lot more weight training, because I'd like to get my muscle up a little bit. You don't really gain that much muscle after 70. It's not an easy thing to gain muscle after 70.

Dave: It's not that hard if you're on testosterone, though, right?

Dan: Yeah. I'm on peptides, too. I'm doing peptides.

Dave: I was going to ask you about that.

Dan: It was one of the great benefits from the collapse of the Soviet Union. The Russians have worked on a lot of really interesting stuff that we had no access to and now we're getting access to.

Dave: Oh, so you also use bizarre Russian peptides? I do, as well, and ...

Dan: It's not on the label, but they are bizarre Russian peptides.

Dave: Yeah, it's some of Cyrillic writing ... There's all sorts of things out there, and for people listening, you probably don't know what a peptide is, but if you look at an amino acid,

the things like cysteine or methionine or glutamine, all these things, those are letters. Then you compose those letters into words, which are peptides. These are short pieces of protein. It turns out peptides are how most of your body communicates with other parts of your body using chemicals. They're these short, basically words. If you get a bunch of peptides together, it's a polypeptide. That's basically like a sentence, and then a whole protein, like a whey protein or a collagen, is like a paragraph or page in a book, where you've got a whole bunch of these letters strung together in different ways.

It turns out, if you can get the right peptides in the right order, this is based on science from around 1972, around the year I was born, somebody first really discovered which peptides did what. We're still figuring stuff out all the time. But it turns out the Russians have been doing this forever, and some of the East German things. If you dig around in the far corners of the internet, there are literally thousands of peptides that may help you put on muscle or help you stay young and things like that. The science isn't done yet, but if you're going to negotiate with death, if there's enough evidence that it's probably safe and large benefit, well, compare that to what happens if you don't do it, which is you die and your life sucks before you die? I'll take that gamble, and I think it's cool that you're doing that.

Dan: Yeah, well, I tell you, so I'd been in the APEX program, which is Jeff Gladden, since the middle of the year before, so this was '16. My feeling was, because I went on a really ... It's blood test based, and he custom designs supplements. I take about 93 supplements a day, morning and night. I find that a little bit grueling, but it's for a good purpose. Then I started the peptides in early '17, and my feeling, my desire to do that exercise would not have happened if I wasn't doing the supplements and the peptides. Good things are happening inside my body that's encouraging me to exercise, and the exercise itself is encouraging me to do other things.

Dave: What about the Vasper?

Dan: Yeah, the Vasper has been great. I'm into my fourth year of the Vasper, so this is a man by the name of Peter Wasowski, engineer, inventor. He created an exercise device that puts together interval training, compression, so your muscles get compressed, and then cooled, so it's roughly about 43 degrees. You put on what look like blood pressure cuffs on your upper arms, upper legs, and you do 20 minutes. The moment you start the exercise, it gets flooded with cold water, so the cuffs are not filled with air. They're filled with cold water, and the moment you start exercising, you get a muscle burn as if you've been exercising intensely for an hour or two hours, and your brain is being fooled that there's muscle tear, and it starts flooding your system with growth hormone and testosterone and IGF-1 and other things.

The other thing is you get about an eight-hour high after you do it, which probably encourages you to do it. I like the high. I do it on workshop days, because workshop days, I'm on my feet, have to be fully alert for eight, nine hours, and I find that still at 3:00 in the afternoon, I'm on my Vasper high. So I do this every other day. I have about a 30-minute weight training as part of my morning calorie burn, and then the next day I do Vasper for the 20, 30 minutes.

Dave: And this is something that we've incorporated at Bulletproof Labs in Santa Monica, something I've got at my Alpha Labs where I test all this stuff at my house. It's one of those things you're probably going to want to go to a facility, because they're not meant for consumers to buy, but you've decided return on investment for your exercise time. If your body thinks you did a long cardio workout, but you got to do it in less time and you burn more calories and you got more growth hormone. I mean, I could spend all day every day exercising, but then I wouldn't do all the other stuff I'm here to do, so the idea is, how do you spend less time doing it? You've been a very early adopter of this stuff. So you're doing that.

I do about 150 pills a day, and I've been able to cut that back a little bit, because I've started stacking things. I'm finally manufacturing the supplements that I've been taking individually, so I can just, oh, I take these three pills instead of these 12 pills, and things like that. But, it's the point where before I go on a trip, I have someone help me put all these pills in little baggies, because it was going to take me two or three hours to do it, and I really wanted to play with my kids instead of doing that. Do you have someone who helps you count your pills?

Dan: Yeah, Jeff Gladden prepackages them.

Dave: Oh, he does, okay, cool.

Dan: I have my AM and my PM, and they're in little baggies. I wouldn't do it on my own. It's just too much of a hassle, and I'm ADD, like many people, and so I just wouldn't. I would tell you this, if we could go back to that early conversation we had, Babs and I ... First of all, I have to put out there that I am nothing except for my teamwork and partnership with ... I'm just a smart drunk worried about the rent if I didn't marry the right person and go into partnership, because Babs is the center of my life, the love of my life. We've been together for 35 years.

Dave: I got to pause you for a second there. So, I know Dan and Babs, and actually, everything he's saying is totally true. Every time I see you guys, you're always together, you're always madly in love and supportive of each other in the business. It's actually inspiring. You're in your 70's, and a lot of people don't have a relationship that strong. You've done something in your operating system for your life where you guys have a really good mutual thing there, and everyone who knows you guys knows it, too. Just for listeners, there's no positioning there. Dan's speaking the truth.

Dan: Yeah, and her birthday was when we were at Abundance 360, and you were there. Her birthday happened, and we got her T-shirts, and the T-shirt said, "No Babs, no Coach." There's no Strategic Coach ... You know, and I tell people, I had to have this partnership. I had to have this relationship. We really sync with each other. It was true on the first date. I say, you know, we're still on a 35-year first date. It feels like a 35-year first date. There's not a time when she's away for four or five hours that she comes into the room that my heart doesn't take a jump, I'm in Babs's presence again.

So, that was really big for me. I should tell you, my parents were married for 58 years, and they were only friends for the last five out of 58 years. There was tension up until then, and what it was for 53 years, my mom wanted to have a discussion with my father on how he needed to change, and he never wanted to have that discussion, so they didn't get to talk to each other for 53 years. She gave it up at the 53-year mark, and they were the best of friends for the last five years. Now they could talk about everything else. I said, you know, I'm not going to do that. I had a practice marriage before I had Babs, and I had to go through a lot of learning. I had to go through a lot of learning to do that, but yeah, you know. I consider myself lucky. I found the right person, but I was looking for the right person, too. I needed this person.

That has an enormous amount to do with my health, because Babs was way into fitness and health. She ran a really top-of-the-line massage, therapeutic massage, nutrition when I met her, and she would have stuntmen and air crews and ballet dancers who would come to her, and they all got better. If you spend any time with Babs, you get better. I get up every morning, and I say I'm a lucky man.

Dave: So that's a part of your longevity strategy. I know a lot of people who don't work with their spouses. In fact, I'll shock everyone. I mean, I love my wife, Lana, a lot, and in the very early days of Bulletproof, we had a brand new baby and a two-year-old. I said, "You know, I think this little blog I started to write the stuff that I should have known when I was 20 about how to make my biology work, that would have changed my life so dramatically." I'm like, "Maybe five people read it, but now a lot of people are reading it. And I think this is a company, and we're going to call it Bulletproof." She's like, "What? We have kids. You have a job, no, don't do it."

I'm like, "No, I'm going to do it. I want you to help," and she said she'd help. We reached this point where I asked her to do something that she'd already agreed to do, and she, I don't know, just didn't want to do it and basically said, "I'm not going to do it." I just thought about it for a second, and this is before I'd met you, but I was already doing this, "I need support for this." So I looked at her, and I said, "You know what, Lana? You're fired." She was like, "What?" Like, "You can't fire me!" I said, "No, seriously. For our relationship, it's not going to make sense. I need to be able to rely on you like anyone else, like you're going to do what you said you were going to do without all this stuff."

So that actually was a turning point, where Lana supports Bulletproof. We talk about it a lot and all that, but she isn't an employee and we write books together. But I had to create some boundaries there, and I know some couples work together really effectively, and other couples, like they both are entrepreneurs or one is and one isn't. How do you advise people to figure out, should you work with your spouse?

Dan: Well, I tell you, Dave, one thing has become more mysterious. I mean, a lot of things have become clearer and simpler to me as I've gotten older, but the thing that's gotten more mysterious to me as I've gotten older is other people's relationships. I have no insight.

Dave: No insight?

Dan: I have no insight. I have no insight whatsoever to why other people's relationships either work or don't work. I mean ...

Dave: But I mean, that can't be true, Dan. You've had 18,000 entrepreneurs come through. Any entrepreneur who's going through a divorce or going through a rough patch in their marriage or in a new relationship, it affects their business. It affects how they fill out all their papers at Strategic Coach. You must have seen patterns?

Dan: The one thing that's been a great help has been the Kolbe Profile by Kathy Kolbe. A lot of marriage partners want their partner to be something other than what they are, okay? That creates enormous strains. It's like my mom wanting my dad for 53 years to be something besides what he was, and then in her 70's, she woke up one morning and said, "You know, all the prayers I'm saying and all the money I'm sending to foreign missions to" ... I mean, she was real Catholic. I grew up in a real Catholic family. She told me one day, she said, "Well, I've just given up. He's not going to change."

I tried to not break out laughing, and then about a month later, she called up and she said, "I don't know what it is, but he didn't leave for work today. He just sat around and we just talked all day, and we've never talked like that in our marriage." She says, "What do you think happened?" I said, "Well, you wanted to talk about him changing, and he just never wanted to have that discussion, but now that he's okay the way he is, he likes talking about it." So I think that it's respect.

I think it was Malcolm Gladwell wrote the Blink, and he talks about a marriage counselor in it who could watch a video for about three minutes of a couple in counseling, and he could make a guarantee of whether they would get together. The one thing that he said that no relationship will overcome is contempt. He says, if I pick up contempt on the part of one person towards the other or the two couples, he says there's nothing that can overcome contempt. I think what happens in a lot of marriages, the person isn't the way you want them to be, the person. And then after a while, you have an attitude of contempt towards them and you start looking elsewhere for what you're looking for, and that breaks it apart.

So my attitude that if you just allow people to be who they are, encourage them to be their best within who they are, love grows out of that. I mean, the two of us really like each other just for who we are, Dave, I think why we have a really good relationship. There's nothing about Dave that I think I ought to change. I think Dave will continually see areas where he can improve that makes him a better person, and if I have any insight into that, I'll share it if I'm asked, everything like that. But how you are at any time, just how you are, I think is great, and I'm totally supportive to the degree that I can encourage the growth. I mean, we have Bulletproof at our workshops. We replaced-

Dave: Awesome.

Dan: ... The corporate coffee, you know where the corporate coffee comes from. We replaced it with much more nutritious and much more beneficial Bulletproof coffee. We tell the story. We say, "What's Bulletproof?" And then we tell the story, because I think

you've single-handedly taken a commodity and you've given it a philosophical and a scientifically supported transformational view of what this coffee can do for you.

Dave: And you're saying that that's an example of just taking someone for what they do without trying to change it?

Dan: Yeah.

Dave: Okay. So for someone who claims to not have much insight into relationships, I think that this last five minutes might have proven you wrong there, Dan.

Dan: Yeah, yeah, but you know, you can see it in the political realm right now. The polarization is because there's just utter contempt on both sides for the other side.

Dave: Contempt is a form of ill will, and what I learned with electrodes on my head and in Tibet with Buddhists and things like that is that any time you're dealing with ill will, you're dealing with ego. It's your own ego, and if you're spending your energy on that, especially towards your partner, because they aren't changing, that's not a healthy place to be. You've got to either deal with your own ego, or decide, maybe I'm in the wrong relationship. But to just sit there and be pissed off and angry and judgmental about it, it sucks your own life and it makes everything suck. Your hack for that was to basically say, "You can be whoever you want to be, and I'm not going to try and change you."

Dan: Yeah, and not only that, zero in on the areas where the person is really good. Flowers respond to sunlight and fertilizer, you know? And do that, and that's the basic unique ability concept that lies at the heart of Coach, that people are really good in these activities and they're not good in the other activities, so design their career so that more and more, they're just in the center where they're really good. Then put the into teamwork where they have a certain capability and somebody else has ... Teamwork. And I really think this is how the planet is going, is unique ability teamwork.

For a long time during the industrial age, we were more or less preparing people to be human machine parts. You know, human machine parts, and that's the way, for good or bad or whatever, that was just a stage. But we're at a stage where we can actually create really super machines. We don't have to make humans into machines. My feeling is, let's make humans into great humans so that they can work with great machines.

Dave: I couldn't agree more, and I keep thinking back to what happens in a Petri dish. There's stages of growth, and if you don't enough of the basic food medium and things like that, you get all sorts of bad stuff happening, and when the environment's right, you get massive cooperation. It feels like the environment on the planet's changing, so we're going to have that cooperation. You said something else in one of the coaching programs that I thought was pretty insightful. You said, "My definition of hell is reaching the end of your life and coming face to face with the person you might have been." What made you put that into the coaching program?

Dan: The basic thing is that, you know, where I talk about sort of the contempt, where you won't recognize another person for who they are, the real hell is never accepting yourself for the person that you are, so that however good you are, it's like zero, because that's not the person that you expect yourself to be. As such, you have an ideal of yourself rather than appreciating the reality of yourself, okay? So, I'm good at certain things, like I'm a good conceptual person. I've got really good conceptual abilities. I'm a good conversationalist. I'm good at thinking up very interesting thought processes that other people can use, okay? To the degree that I can do those three other skills, I'm a good marketer. I can attract people into the program.

Outside of that, there's nothing good. What I've done, and I think I'm getting happier as the years go by, and that is, in the last year, I've just said, if it doesn't start with a conversation, I'm not there. Any work that you want me to be involved in, if it's not triggered by a conversation, I'm not going to be there, because conversations are the way everything happens. I've made more a shift in being useful to myself and others since I was 73 than in the 73 years before that. I mean, I've made all my shifts over the last year. If you have a self-hatred of yourself, that other people praise you but your own attitude toward yourself is that you don't like yourself, you don't need hell after this life if you've spent your life not liking yourself in this life.

Dave: You must come across people who come into your coaching program who are stuck in that?

Dan: Mm-hmm (affirmative).

Dave: Do you tell them to go to a therapist? What do you tell them to do if you pick up that pattern? I've worked with people, "I didn't really want to look at what's going on inside my head, because I'm pretty sure I'm an asshole and I'll just confirm that, so I'd rather not look." And they're just not willing to go there. What do you say to the people who clearly have that pattern?

Dan: First of all, you have to check out some sources, like Daniel Amen was at Genius Network. Daniel says, you know, a lot of people are just mean people, because they've got brain damage. He says, so, you know, before you start talking psychology, let's get a look at what their brain is actually doing, and a lot of people have really bad brain because they're consuming the wrong food. Sugar is not good for your brain. Sugar is bad in two ways. It's not good for your brain, but it's cancer food. Cancer loves sugar. If you really want to encourage cancer to grow in your body, put out lots of food for it. Sugar is their favorite. I would go after the physiological first. You have to start with the physiological. They just got the wrong hormones floating through their body that's making life look unpleasant for them. The other thing is, people who give you a hard time it's because they're having a hard time.

Dave: It's true. The effects of traumatic brain injury on just all human beings, it's weird. Daniel Amen absolutely changed my career almost 20 years ago with his technologies. He's been on the show a couple times. He's a mutual friend of ours, and we've also had Mark Gordon on from USC, who was looking at PTSD and traumatic brain injury. What I'm finding at 40 Years of Zen, something like 90% of these high performance entrepreneurs

who come through to get a brain upgrade, they have existing traumatic brain injury. We can see it in the electrical patterns in the brain. "Yeah, when I was two, I fell out of my crib." It's dumb little stuff like that. But it changes things.

I took a titanium knee to the head a couple years ago, and that's a long story that might involve Burning Man, from a mutual friend of ours, actually. We won't say who. It was, literally, I couldn't play Go Fish for a little while, but then I was swearing way more than I normally do, and I sent a few kind of stupid, angry emails that when I looked back on that after I did the brain healing stuff, I was like, wow, I can't believe I did that. But you just have no awareness of that. It also can be chemically induced, like toxic mold did that to me many years ago. If your hardware's broken, it doesn't matter your willpower, your desire. It's just not there. Did you have a traumatic brain injury, or just blood flow, or?

Dan: It's kind of funny, because I didn't actually have Daniel Amen when I was there. I went through with another set of specialists there. The one thing, the way I answered my questionnaire and the way I tested were miles apart, because I've got really good teamwork and I've really made my life very orderly for someone who is really ADD. I met Daniel at Genius Network, and he said, "Do you mind if I pull your brain scans up?" I said, "Sure, go ahead." He said, "I've heard you're really smart," and he says, "I don't know how you could be with such a shitty brain."

He said, "Look at this." He says, "First of all," he says, "It's like a darked out city." He said, "I don't know how you're producing the ideas." He said it was like a thick fog, it was like smog. But he said there's real brain damage here. I was knocked out twice when I was 17 in the same football game. Knocked out in the first quarter, knocked out in the fourth. They put me back in in the fourth quarter. First play, I was out.

Next week, I was back in, because they didn't, you know, and everything. But I grew up on a farm, you know, I took falls, I was a scrapper when I was a kid. I was probably in 20, 30 fights where your head hit the ground or it hit something. So, you just have a lot of damage. It was all there on the scan, all the damage, and so I went to Gundry. You know, Dr. Gundry.

Dave: He's been on the show, too.

Dan: We got rid of the sugar and everything, and a year later, it was like a lit up city. Daniel Amen said, "Gee, that's really terrific if you see the difference between the two." But I'll tell you, you know, and then he put me on pharmaceuticals, so I took Adderall seven years ago, and it's been great for me. No side effects whatsoever, but the big thing was I just noticed that up until I took Adderall, my whole life had been noise and I didn't realize it because it was the first time anything was quiet, and it's been quiet for seven years now. I've really done my best work since I was 66, the last seven years. It really tells you, and my diet has just improved enormously, and now I'm doing the focused fitness that I was talking about before. But I think that when you come across people who are really negative and they're really [inaudible 01:03:18], I got a feeling more and more there's real brain damage there, and then their body is just putting through a lot of very unpleasant chemicals.

Dave: So starting with the hardware, you found some problems. And Adderall worked for you, and you were in your 60's when you discovered-

Dan: 66, I was 66, and you know, I can remember the day, because they gave it to me and I didn't take it for three months, because I didn't know if I wanted to or not. One day before a workshop about 15 minutes, and it's a low dose, it's 5 mg, it's not really a big dose. It didn't hit me right away, and I was just in the workshop, and Dave, it was like a bang. I mean, it was kind of funny. It was like, bang, and everything went quiet, and everything slowed down, and ever since then, I've followed the agenda of the workshop, and I'm alert. But I said, it's been night and day.

And I was doing good work before that, but the work I've done since 66 ... And all that told me is if that one thing worked so dramatically, what other things are coming down the line that will have equally dramatic? So that's why 156, living to 156, I said, you know, we're in the age of miracles. But you won't use them unless you've got a purpose and a goal.

Dave: Very well said. I remember the first time I tried Adderall. I was getting my MBA at Wharton. I had just had my scan from Daniel Amen, and I was really struggling. I was like, "Maybe I'm dumber than all these people. I feel like I know the material, but I'm just failing on my tests." I could draw a curve of what my score would do, and Daniel's people were like, "Dave, you don't have any blood in the front of your brain when you try and concentrate." So I tried five milligrams of Adderall, and I was like, "Wow, this class is really easy." But then at the end of the day, I was like, "No one can touch me." It had a pretty bad effect on me, and that's kind of considered a baby dose. Normally, people take 20 milligrams.

Dan: Oh no, no, you can't get lower than five, that's the lowest dose.

Dave: Yeah, I was breaking them into quarters, and then I was like, "I can't handle this." And I found Modafinil, which was off-label, was a much more powerful drug. Not just for ADD, but just for energy and focus. It did other things, but I do have some questions about the long-term effects of Adderall, but not at five milligrams for your kind of brain at such a low dose. I have great concern, just for people listening. Don't start taking Adderall in school, like as a performance study enhancer. There are much better substances for that, and there is addiction, and you can jack up a young brain that way. See a doctor, don't buy it from your friends. That's not how it's meant to be used.

Dan: You know, everybody's got a unique chemistry, and I just happen to be lucky that something that was off the shelf actually worked. I say, go to a clinic like the Amen Clinic and get yourself studied and get professional help. Don't think that you can self-diagnose and self-prescribe, that you're going to nail the target. One thing I wanted to ask you, and I just came across it for the first time about four weeks ago, and it's the managed use of very, very minute amounts of LSD to overcome PTSD. I got very interested in this, because PTSD, it happens ... We think about it as troops coming back from Iraq or anything, but PTSD is about trauma, and trauma can happen in many different areas of life. They're just talking about 80% success rate after three sessions,

and these have been controlled sessions over 15 or 20 years with hundreds of people. I think this is a fundamental breakthrough.

Dave: There is amazing stuff happening, and we deal with a lot of PTSD under neurofeedback scenarios, and a lot of the things like holotropic breathing, which we did at a recent conference. I've interviewed Stan Grof, the guy who created transpersonal psychology and the first guy to treat trauma with LSD in the 60's in the old Czechoslovakia before they split apart. Micro-dosing of LSD is something that people do for cognitive enhancement. You take about 5% of a normal dose. But when you're dealing with trauma, you go in with a licensed, trained therapist, and you take LSD at a full dose. It's not a micro-dose. It's a whole tab, which is about 100 micrograms, or they're also using sometimes mushrooms, or they're using MDMA. The FDA now has allowed MDMA trials. There's the most research on that.

I don't think anyone's going to see changes around PTSD from micro-dosing, but from using a full dose in the right set and setting, where the intent is to do that with someone who knows how to walk you through the steps, I've seen it transform people's lives. You can go back to very early traumas. One of the most traumatic things that ever happens to you is being born. You're like, "I'm in this warm, floaty place, and someone smashes me, and they kick me out. There's this air and light." I had a lot of birth trauma that really made me some of the human being I was. You come into the world, your body's programed for fight or flight. I was choked by the cord when I was coming out, so I'm like, "I don't know, someone's trying to kill me, and I'm just a baby. What the heck?"

But if you look at that pattern, you can be an entrepreneur and someone does something that might potentially be a threat to your company, and you're like, "They're trying to kill me," and then you get super reactive, and you make terrible business decisions, and you act like a jerk, and you don't even know why, because it's all subconscious. I think to be an awesome entrepreneur, you have to find your triggers. I don't know any human who doesn't have some things that are trauma triggers. Sometimes it's not full-on PTSD, but I actually recommend, if you're not going to go do something like that, you can do ayahuasca like I did in Peru. You can do holotropic breathing, do a 10-day Vipassana, there's a whole bunch of ways. EMDR. Everyone listening, you got to do it, and if you want to perform at the highest levels in your life, there's probably 20% of your energy is going towards reactivity to patterns that are not conscious, that were set by old trauma.

Dan: And they're not accessible through counseling, just normal counseling, either.

Dave: No. By design, they happen first, before you can talk about them. When you use a substance like that to get in there, and I mean, I was at this dinner, Dan, in New York. 25 of extremely powerful people in New York. Hedge fund managers, just kind of who's who dinner. I didn't know what to expect, I just kind of showed up and was like, "Wow, there's some serious people here." We did a Jeffersonian dialogue, which is where only one person at the table talks, and sort of says what they wanted to, and then only one person talks at a time at this long table. It was really neat, because we actually had the most fascinating conversation. It was my turn, and I'm like, "How many people here

have used a hallucinogenic substance for personal development or performance enhancement?"

There's people from 25 to probably 75 in the room. Every single hand went up. All age groups, all this. Some of these people were billionaires. I'm like, okay. We had a great, hour-long discussion about it. I think there's enormous power in this, but there's also enormous risk. There's kids going off and doing it in Disneyland. These aren't recreational substances. They can mess you up, but under the right conditions, you got to do something to get inside your head, and so, if that's something you're considering, Dan, we can chat about it offline.

Dan: No, no, but this is ..

Dave: [crosstalk 01:10:47].

Dan: I was just intrigued with it, because I've done a lot of work with veterans, and they just don't get over it. There's of things that help to kind of take the pain away a little bit, but it doesn't really solve the issue. My mother said I was the happiest baby she ever encountered in life, so I think I got a good deal coming you. Anyway, Dave, what a pleasure. We've talked about this for a long time, but this has just been a total, total pleasure.

Dave: It has, and Dan, I have one more question, and then we're done. If someone came to you tomorrow and said, "I want to perform better as a human being, better at everything I do," what are the three most important pieces of advice you'd have for me? What would you offer them?

Dan: The first thing, because it's worked so often, I get them to check out the number when they think they're going to die, because it'll immediately reframe what they think about the future. Nobody's happy with the first number they come up with. They always expand it onward. Then the second thing is, I would very, very seriously go and get your brain checked up and get a scan on your brain, because if you're really successful, you may be doing it in spite of brain damage, and if you correct the brain damage, not only will you improve your performance, but you'll be performing for the right reason. You won't be responding to some sort of trauma in the back, where it's "freedom from" whether than "freedom to."

A lot of entrepreneurs are incredibly successful, but they're buying freedom away from a really nasty past, and their whole reference is the nasty pat that they had. They're not actually performing to create a better future for themselves that they can share with other people. That's the second thing, and the other thing is that they focus their entire future on who, not how. In other words, that when they have a really big goal, they don't think, "How am I going to do that?" They think, "Now, who can I find that's actually going to do that in teamwork with me? And I'll provide the what and why, and they'll provide the how." Those are the three that I would go for, because they have to get a different view toward their life, they have to make sure that they've go the right

operating equipment with their brain, and the other thing is, they have to stop being the doer and they have to start being the inspirer of other people.

Dave: What a profound answer, Dan. Thank you. For people listening, if you liked this episode, you should check out Dan's 30 books in all. He runs strategiccoach.com, and just a fascinating human being who's helped a lot of friends, helped me, grow our companies and just make better lives while doing it. So, Dan, thanks for all your work, thanks for being on the show. Any final URLs or something I should mention I didn't already mention?

Dan: Yeah. The one thing, it had to do with the Jeffersonian conversation that you had, I've studied Jefferson, and Jefferson strikes me as not a very happy human being. Brilliant man, brilliant man. It's the line in the Declaration of Independence, which is, "For life, liberty, and the pursuit of happiness." I'm completely in agreement with life and liberty, but I think that the pursuit of happiness means that you're never going to be happy, because you're pursuing happiness. My sense is America 2.0, it should be life, liberty, and the expansion of happiness. Start with the happiness you have and keep expanding it outward and including more people in your happiness. I think that will produce a better America in the future, rather than pursuing happiness.

Dave: What an amazing spin on that. What an amazing interview, Dan. Thanks.

Dan: Thank you. Love it.

Dave: If you liked today's episode, you know what to do. Go to Strategic Coach and check out Dan's work or go to bulletproof.com/itunes and leave a review that said this was worth your time, because when you leave a review, it helps other people on iTunes find this, and it's a great way of expressing gratitude, and gratitude is the most impactful and free biohack of all. Thank you.