Transcript of “Brendon Burchard: Hacking High Performers & Productivity Tricks - #262”

Bulletproof Radio podcast #262
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Dave Asprey: Hey everyone, it's Dave Asprey. With all the apps out there today that I use to monitor my sleep, improve my brain, or monitor food sensitivities, cell phones have become an incredibly useful bio-hacking tool, but when it comes to your phone, you can have some restrictions that aren't cool. Things like a contract, or having to choose from a long list of daunting phone plans get in the way of having fun with your phone.

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Hey it’s Dave Asprey with Bulletproof Radio. Today’s Cool Fact Of The Day is that if you’re feeling lonely you might feel better by taking a hot bath or shower. Studies show that immersing yourself in hot water can be a substitute for emotional warmth. On the other hand, feeling cold physically can lead to you feeling lonely, which is why I like to be in my cryo-chamber at least once a day at 270 degrees below zero, because after that everything feels like I’m not lonely, right?

But more seriously, the other way to have emotional warmth, other than being in a hot bath, is actually to be in a warm bed with another person and have some personal contact, so I highly recommend that if you don't have any hot water nearby.

On the show today you're going to hear a conversation that Brendon Burchard and I had at the 3rd annual Bulletproof Biohacking conference. Brendan was a keynote speaker at the event. He's been a previous guest on Bulletproof Radio, and he's a world-renowned personal development trainer. He's founder of High Performance Academy where I'm going to be speaking this year. It's an event that's like no other for people who want to perform really well. He's host of the Charged Life podcast, and he wrote the #1 New York Times bestsellers 'The Motivation Manifesto', 'The Charge', and 'The Millionaire Messenger'. He's been ranked the #1 personal development show on YouTube, and you might have seen him, if you're a fan of Oprah anyway, when he taught Oprah's online O courses on the O network, which is a really big thing.

After his keynote address, Brendon and I just sat down literally five minutes after and we talked about his definition of high performance, and the five qualities top performers have in common. It was interesting too that on the way to filming, we watched a car accident happen literally right next to us. We're walking from backstage to where we're going to record this episode when we watched a Jeep run into a Prius. Needless to say the Jeep was the one that won, but fortunately no one was seriously injured. We also talk about why he and I were the first two people on the scene even though there were lots of other
people standing on the sidewalk. You can learn more about him at brendonburchard.com.

Thanks for listening to Bulletproof Radio and don't forget to subscribe on iTunes or YouTube. Just go in there and click on it, and while you're subscribing I'd love it if you just said, "Hey I really like the show." Because every time you like the show you help someone else find this kind of information. You are going to love this episode. I had a great time, and this is a personal, one-on-one conversation with where we're sitting in the same room, so there's a special energy to it. You'll love this episode. Watch it on YouTube if you can.

Dave Asprey: Brendon, you just got off stage at the Bulletproof conference. We had about a thousand people in the audience, and you were talking about high performance and what it takes. You run High Performance Academy, which is why you gave the opening keynote at the Bulletproof Conference.

Brendon B: Thanks for having me, man.

Dave Asprey: You're on Bulletproof Radio today to kind of give a recap of what you shared live with everyone. What do you do for high performance? You've been on the show before. I love your work, and we're friends. I'm going to be speaking at your conference, you spoke at mine. I think there's so much you have to offer listeners, so I want to run down the main points of your presentation and just share this knowledge, because a lot more people are going to hear it at work or driving in their cars than heard it live just now.

Brendon B: True. Yeah, love to. First off, my opening point was, high performance, or being bulletproof, isn't a luxury any more. It used to be a nice-to-have and you and I were these weird bio-hacker guys on the side, and we have different approaches to what we teach, but ultimately it's "How do you optimize human performance? How do you optimize who you are?" But not just at some intellectual hacker level, but in day-to-day life. Your real
health, your real productivity, your real ability to get things done. Your ability to show up present and mindful and engaged and energized, enthusiastic for your family or your team.

These aren't conceptual fun things some geeks in the corner are doing. What it's become is a massive need to survive the modern era. Before it was kind of a luxury and it was cool for people, but now everyone is so stressed, so overstretched, feeling so many obligations, but also excited about so many opportunities, but they keep sort of running out of gas. I like to say the emotional energy of the world has flat-lined a little bit, because people are not only eating bad, they're just thinking bad. Their habits are bad, and I don't mean it in some negative judgmental way. It's just that most people never had access to, "What is it the world's most extraordinary people are doing?" If we can figure out their strategies and their habits, break down the tools that they're using and give those to people, they'll hit bulletproof, they'll hit high performance.

The start was really, "This isn't a luxury anymore guys, we've got to get on this."

Dave Asprey: It's funny, if you look back at ancient China, there were these family secrets for high performance. There's martial arts lineages. "Okay, these are the family secrets and we'll pass it down. But we're going to hide it." You've done a lot of work on sort of shining lights on things. Saying, "All right, what do these people actually do?"

When I started doing this, I was really surprised that so many really high-performance people were so open about what they do. Have you run across people who were like, "I'm not going to tell you my secrets."?

Brendon B: No, they're really open, and usually when I get to work with them I've had different experiences. You obviously work with a lot of them at a performance level as well as interviewing with them, and most of mine's just been at straight-up performance level
under NDA's because these are Olympians, these are Fortune 50 CEO's, these are celebrities on covers of magazines, and they're like, "I don't want people to know I'm struggling with this. That was five years ago. Five years ago they're like, "Brendon, don't tell anyone we're doing this thing because it's going to give me a competitive advantage." Now, it's like they're constantly asking me, "What's everyone else doing?" Because everyone's looking for that little edge, that little push, that little magic thing. What I shared today on stage was basically I've discovered that there's five things that they just get right in their life, and because they mastered these five things, everything else goes along well for them.

The first thing I shared was clarity.

Dave Asprey: Okay, tell me about clarity.

Brendon B: They're unbelievably clear about three things. I didn't get to all of them onstage, but the first one is they're clear about who they intend to be. I don't mean that in some conceptual airy fairy way. Actually they've written on it before, they're like, "These are the three traits of a person I want to be. I want to be present, or bold, or engaged." Or "I want to be charismatic, I want to be this-" And they consistently think about who they are supposed to be, and live into that intention each day. It's not like, "I had a good day or bad day," It's like, "No, I know this day I'm going to be like this." Especially athletes, right? "This day I've got to be in this mindset, I've got to be like this to perform." But I now see that at high-level entrepreneurs, high-level executives, it's just that mindset of intentionality has become so popular, but they're actually doing it.

The other clarity they have is how they want to interact with people. They have cues and triggers in their mind. I'll do door frame triggers with people, or eyesight triggers with people which means-

Dave Asprey: What's a door frame trigger?
Brendon B: A door frame trigger is, you're going to walk in the boardroom. When you walk through that door you trigger your mind on three words. Intention cues. You walk in, you say for example, "Energized. Listen more, and then give direction." Or whatever.

Dave Asprey: Yeah, whatever your words are.

Brendon B: You go to your words or your phrases, you just cue yourself. Every time you walk through that door, that's what you say. I tell people this. If you're going to go home to your sweetie, your wife, your husband, when you walk in that door, say something to yourself every time, because that frames your ability to interact well.

The last thing they're really clear about is what makes them successful. I love this one. I used to ask this, "What makes you successful?" And people used to really struggle. Now I think people more contemplate it because they listen to you, they listen to this new era of open self-discovery, and they'll say, "You know, what makes me successful are these five things." They're conscious of them, and they're constantly doing them. An athlete knows their routines.

I used to really have to dig and struggle to find it. Real high performers, they got them, they know. I tell everyone, "Sit down, describe who you want to be, set up intention cues for you to remind yourself to do that." I told the audience to put it in their phone.

Dave Asprey: Nice.

Brendon B: It's an alarm on my phone. On my phone, three times a day, an alarm comes up and it says three words on it.

Dave Asprey: What are your three words?

Brendon B: Right now mine are present, enthusiastic, and bold.

Dave Asprey: I think you pull that off.
Brendon B: Yeah, but I didn't used to. That's how it happened. I actually didn't used to be bold, so I made that one of my words and I put it in my alarm.

Dave Asprey: Was that a Peter Diamandis influence?

Brendon B: No, this is like seven years ago. I wanted to be bold in who I was and how I was making my decisions, but not bold with other people. What I tell people is, "You might have three words to describe your ideal self, then three separate words to describe the interactions you want to have with people."

Then five reminders of what makes you successful. Put that on a card or put it in your phone, put it on the mirror as a trigger. If you know those three things you have clarity. Most people think clarity is a big esoteric conversation about life's purpose. A lot of people don't know their ultimate life's purpose.

Dave Asprey: Most people don't.

Brendon B: It would be a tremendous sense of ego to say that you actually do know that, because at a spiritual level I'm not sure that we're ever going to discover that exactly, that this was our finite-

Dave Asprey: You don't believe that there is a process or a path to determine the reason you're here?

Brendon B: I would say 'reasons' you're here.

Dave Asprey: 'Reasons' there's more than one, okay.

Brendon B: That we might consciously be able to choose. Our ultimate finite purpose? I don't know.

Dave Asprey: Because it may not be finite is what you're saying.

Brendon B: Yeah. I'm always telling people at High Performance, I say, "Okay, there's seven main areas of your life. Have deep intentionality to optimize all levels of those, and maybe that's your purpose, or it
will emerge from that. Purpose usually emerges from growth and momentum."

Dave Asprey: If you look at some of the more Eastern approaches the purpose is basically to approach enlightenment. Whether or not you believe enlightenment is a possibility or an ultimate goal, if you're optimizing all of those seven areas and continuously on a path, you're on a path towards something, and there's got to be a name for that. When all of them are fully all the way optimized, I don't know the name for that, but that's where I'm headed.

Brendon B: Yeah, exactly. There's also Eastern philosophy, "Purpose only reveals itself to you when you're on your path."

Dave Asprey: Yeah.

Brendon B: Maybe you could sit down and really think about it and come up with goals, come up with intention, come up with a vision even. Understand your value bedrock, your character, who you want to be. Purpose might really emerge. I don't know if it's okay to share, but you and I were walking over to film this, we see an accident.

Dave Asprey: Yeah, it's the full-on-

Brendon B: That could have forever altered that person's conceptualization of purpose. Just like my car accident. When I had a car accident I was a nineteen-year-old kid. It forever altered my beliefs about myself, my mission, what I wanted in life. Those things can be changed. When the kids leave the house, your purpose gets unsettled a little bit again. It's okay, I always tell people, because there's a lot of guilt about people who don't feel like they know their ultimate, grand, perfect purpose. I was like, "Dude, the universe is a big place."

Dave Asprey: Can't you find something better to feel guilty about, anyway? Do something that was a little scary and then feel guilty that you did or didn't do it, or something, but to feel guilty about some esoteric
ephemeral thing ... But you're right, there is a sense of that for people, and it's tough to get out of that kind of guilt.

Brendon B: If it's not guilt, it can be restlessness.

Dave Asprey: Even better.

Brendon B: They're just like, "I feel like there's something more for me." What I always tell them, "You're going to discover that more in improving all these areas of your life. Your health, your families, your friendship, your mission, your hobbies, your finances, and ultimately your spirituality or your consciousness." Those are the seven areas. I say, "Just zero in on those, improve them the best you can, and the restlessness starts to go away because you're more intentional. The stress starts to go away because you optimize your health." Preaching to the choir here, you're the best guy on the planet about this stuff.

It's also when you feel momentum in many areas of your life, that clarity comes to you, and you find ... Not balance in external things, but balance of mind and body so amid the chaos you feel stronger and centered. I was sharing that on stage as well.

Dave Asprey: That covered clarity pretty well. Pretty profound stuff actually. You also talk about energy, which is a major part for both of us. That's why every time we hang out we sort of geek out on, "How do you upgrade energy?" What did you share at the conference about energy?

Brendon B: I shared, first and foremost, never fall into victim mentality that believes that, "I don't have any energy."

Dave Asprey: Oh yeah, it's always there, right?

Brendon B: My metaphor is the power plant doesn't have energy, it generates energy. That was the biggest breakthrough of my life for me personally. I was like, "Whoa. I don't have sadness." (Because I was depressed.) "I don't have a negative thinking pattern, I don't have these things, I'm generating these. I'm either generating
them because I'm based on conditioning and momentum in one direction, or automatic thinking, or I'm going to generate them by will, by discipline, by intention, by mindfulness." When I moved into that camp that was really focused on, "What energy do I want to feel each day?" And being responsible for my space, for the energy I'm putting out through my body, my mind, my emotions, my facial expressions, my voice, my tone. I said, "I want to create positive energy in the world, and I want to experience that. How would I do it?"

For me it began at a very spiritual and physical level of just, "What energy am I outputting?" That actually brought me to a lot of your work and a lot of this conversation of the next level of that. How do we get into physiology and really tweak everything that we take and consume through our mouth to optimize that. Whether it's what I drink, what I eat, how I fuel through different patterns that I'm involved in. Whether I'm working out or having a rest day, or I'm working very intellectually and writing. There's different things, and you're so good at that, breaking down. I've always felt like all your products serve to optimize someone's brain so they have what I think everyone really wants with energy. That is presence and stamina.

Dave Asprey: It's kind of funny. When you talk about how you don't have energy you generate energy. Your mitochondria, these little things in your cells, are what generate energy. A lot of the stuff that I talk about just for the brain, it's just because you have more mitochondria in the brain than everywhere else. When you do it up here in the brain, you get it throughout the body. There's stuff you can do for neurotransmitters and very specific, but the baseline; generate more energy now. Whether you use it to run or to think, it's your energy.

Brendon B: Yeah. We had your whole audience stand up. I said, "Close your eyes, don't move, let's see if you can use your mind to speed up how you feel. Could you just close your mind and make a decision to get more energy?" Now when I say that here maybe... but when you're in a room and you actually stand up, just close your mind
and say, "You know what, I'm going to take my level from ... I'm a level 2 energy, I want to go to level 10. Let me see if I can get 2 to 3, and 3 to 4." Without even moving. Without doing anything dramatic. People are like, "Oh my gosh, I feel better!" Because they had this intention to generate more energy.

Then we add breath, then we add movement, and all of that stacked on top of so much of what you teach especially, just getting the biology and your body figured out a little bit better so you have the fuel. Whether you've got the fats, whether you've got the nutrition supplementation, whether you've got the ability to maintain a physical energy as a base. Then everything amplifies.

Dave Asprey: What if you have energy but not clarity?

Brendon B: I think you'd become a pretty irresponsible person.

Dave Asprey: Exactly. That's why clarity's important, right?

Brendon B: I think that's half the people in Vegas.

Dave Asprey: Totally, right?

Brendon B: I think a lot of people do have that. I think a lot of youth have that.

Dave Asprey: Very much.

Brendon B: I think a lot of times when we do irresponsible things we have that. There's no person who's listening or watching who hasn't had a moment where they're like, "I can't believe I did that." Maybe they did have the energy to take the action but later on they're like, "Gosh, that wasn't who I wanted to be. That wasn't how I wanted to interact with people. That's not what makes me successful." I think all these things in high performance, they stack together just like everything that you fuel or eat or teach, all of that just adds to the success that your students are having. That's why I think your podcast just continues to grow.
Dave Asprey: That's the clarity plus energy. All right. Next talk about courage. What is the role of courage in high performance?

Brendon B: Everything, because without courage there's no real acceptance of challenge, and with no acceptance of challenge there's no growth. Courage isn't something you do, courage is willingness to do something. That make sense?

Dave Asprey: It's a willingness to fail, the way I think about it. "Okay, I'm going to do it, and I might not succeed. Oh well, I'm still going to do it." That's the essence of courage, whether it's saving someone's life or just trying something you're afraid of. You might not get what you wanted, but you're willing to try.

Brendon B: I think it's a willingness to not even just fail. Backing it up, it's a willingness to reach a new level of expression or application. Expression is, "You know what, I'm going to show people who I really am." Not in a metaphorical way. Be more explicit with your spouse about what you want. Tell your team your big idea. Share what you really think and feel and need and desire and dream of with your friends and your family. A lot of people right now feel like people don't understand them, and so they blame other people. "Well they don't understand me." I say, "Well, you didn't have courage to be expressive, explicit, and consistent enough with that communication for them to get it." A lot of people say, "I told her what I wanted." I'm like, "When?" "1944." That's not going to work.

It takes a lot of courage to be consistent in expressing who you are, and people forget that all the time. Courage isn't some grand act, it is the act of expressing who we really are and pursuing or applying the values we really believe. You and I saw the car accident. I'm sure twenty other people did, you and I were the first ones walking into the street. It's not, "We're courageous men." It's the application of something we believe in, and we're willing to do it when other people might have that same belief, but they don't apply it. Courage comes in the application of expressing ourselves or following our values.
Dave Asprey: Right. At the same time, there's also some risk, right? You go to a car accident, you have no idea what's going on, you have no idea, is there legal liability? Is someone going to bleed all over the place? Are you going to spend the rest of the day keeping CPR? You have no idea, you go and you do. It's a willingness to set that aside. "All right, I'm going to do what is in alignment with my clarity and my purpose." You help people when they need it.

Brendon B: It's a challenge. It sounds insensitive when I say it sometimes because I'm talking to high performers, so we have this ability to do this. Your audience preaches and loves this stuff as much I do. It's about, "Stop avoiding the risk and start pursuing your values. Period." When you're on the path of your values or your mission or your true character ethic, who you decided I want to be, then you're going to take those actions. People talk so much about risks. It's not about mitigating them, it's about realizing they don't need to hold so much on you. A lot of people are so focused on the negative or the concern, that they're lacking the approach to what they could gain. It's like in fear. People don't really have fear. Fear is often over spoken about without specificity.

Dave Asprey: Okay.

Brendon B: Fear is really concern about pain in three areas. Loss pain. "If I do that, I'm going to lose something. I'll lose status, prestige, my job, my office, the friends I like." Process pain, which is really hardship. "If I try that, it's going to be hard. It's going to be outside my capability or my competency, I'm going to be uncomfortable or get hurt."

Dave Asprey: Yeah. Fear of discomfort and pain.

Brendon B: Yup. The third one is outcome pain, which is a glorified phrase for disappointment. "Well what if the grass isn't greener and I went through all that? I did lose, I went through hardship, and I don't lose the weight, or I don't get the job, or she doesn't say yes." What we have to teach people is that's where the fear is coming from, those three things.
You got to take that loss and turn it towards the focus of, "Okay, be aware of that, but what's the gain? Are you as attached to that?"

What about that hardship? What if that could be joyful? You could find flow in something in that. What if you could really access that thing that might be hard, but approach it as a challenge, as a joyful journey, honor the struggle versus hating it.

What if instead of just envisioning the dire consequences of everything, you set up habits that allowed you, over a period of time, to ensure that you got what you wanted. You did take control of what you could and be okay with the outcome of where it turns out.

Just mentality that you have to teach people. I don't actually think people are as fearful as they think they are. I think they haven't thought enough about their fears to overcome them.

Dave Asprey: Was it Winston Churchill, "The only thing we have to fear is fear itself." There is that meta fear which drives a lot of people. Something happened last night, my daughter tore off like half of her thumbnail. She's eight. Kids at that age freak out, this is fear of pain. It's real pain, but she was more freaking out about the pain. Then she looked at me (I teach them body awareness), and she goes, "Daddy I feel something right up here on my chest. It's right up here." She was pointing to where the fear of pain was manifesting in her body. I was like, "Great job Annie, you found where the pain is, do you see that? That's your body being afraid of it hurting." She was like, "Oh, it is!" It was the coolest thing to watch.. Once she became aware that she was fearing the pain more than just feeling the pain, she stopped wigging out and started being, "All right, I guess we'll cut the nail."

Most of the time when I was a kid, no one ever taught me that, so I didn't understand that there was a manifestation of fear in the body. Just being aware of, "Okay, where am I feeling that right now?" When you have that discomfort I think can be really valuable.
Brendon B: Yeah, and what you did was you taught her not to run from it.

Dave Asprey: Yeah.

Brendon B: It's like, "Oh, it's there honey."

Dave Asprey: Yeah, "Good job finding it."

Brendon B: That's a huge thing. Most people they're running from the discomfort without ever looking at it. When I was a kid, (I just brought this up from your daughter), when I was probably around her age, I remember being terrified at night time of the bogey man or the bad guy in the closet. I remember one night specifically, I looked in the closet, it was dark, and there was a figure in the closet. I was terrified. I literally was laying there shaking, my physical body was shaking and terrified. I had the covers up over my head as if the super blanket's going to protect me from the murderer with the ax. I was just terrified.

It felt like hours, but it was probably only minutes, and I finally said, "This is crazy." I was in martial arts at the time as a little kid. I was like, "I got to go fight this demon." I throw off the covers, I turn on the light to go and fight this thing, and of course it's my baseball cap, my jacket. That's fear. It's this big scary thing until you flip the light on, look at it for what it really is, and then you're like, "That was it?" I think you were teaching her that, which is really cool.

Dave Asprey: That's incredible. I love getting to interview you because you always come up with the coolest stuff.

Dynamics of productivity, the next thing you talked about. What are the dynamics of productivity for high performers?

Brendon B: The biggest breakthrough we had at High Performance Academy, this was tracking 1,700 people, was we can get you 30% more productive if you will just stop looking at your email in the first sixty minutes of the day. It is so basic. The people we've taught this to, their lives have changed. Sixty minutes is a little bit
arbitrary, but that was the study. The reason philosophically makes sense. Most people wake up, smartphone owners 90% of them upon waking the first thing they do is grab their phone and check it. Check their email and social media. 90% of smartphone users in North America do it.

Dave Asprey: That's nasty.

Brendon B: What you do is you're checking out of your life, you're checking into your inbox, and now you're entering the world of reaction. I said on stage that the inbox is nothing but a convenient organizing system of other people's agendas.

Dave Asprey: That's a good quote.

Brendon B: You step out of your life agenda, into their life agenda, and now you're automatically framing the day for reaction. All day you're actually reacting without any vision, without any controlling of your life agenda. I always tell people, "Get up, get some water, move and stretch or if you do your workout do your workout, but if you don't work out that's fine. Stretch for fifteen minutes, (this was part of the study), take ten deep breaths, then sit down with a piece of paper, we call it the One Page Productivity Guide, people can find it on the internet. At the top there's a row and it says, "List out your projects, and what major things would you have to do to move forward to those projects?" It doesn't mean today, it just means in general.

Second row is your people row. Who do you need to reach out to today, and who are you waiting on for a decision from today?

Dave Asprey: Right.

Brendon B: Then bottom row is priorities. What must happen today? Just fill this out. That's really all you're doing is kind of journalism, but envisioning. "What are the major things I'm working on in my life? Okay, right." It's grounding yourself back into your life. "Who am I waiting on?" Your first action when you do email is you sort it by
who sent you emails looking for, "Did Sally send me the proposal? She didn't." The first email is, email Sally. "Sally, still waiting on the proposal. Now at the end of the day you're never like, "Oh I didn't. I forgot I was supposed to do these things, was supposed to send these emails to these people." You send them all in the morning, so now the day, anything else that comes in is just reaction.

In the morning you use the inbox you use the inbox as what it's supposed to be; a tool for you to communicate, manage, and get ahead of your life. Everything else in there is people trying to do that against you or with you, and you have to be attentive to that. I would say from there it's all about having cues throughout the day to keep you on track and to build energy and endurance throughout the day. I tell people every hour on the hour, (I do it every fifty minutes and so do our clients) but every hour at least, get up, move, take ten deep breaths, take a one to four minute break every hour even if you feel energized. You're like, "Dude I have so much energy." I'm like, "Still get up." Because the body needs to be open and replenished to have stamina at 4, 5, 6PM.

Just as much as you know if we're not getting the proteins and saturated fats early on enough in the day you're going to bonk in the afternoon. It's the same idea, the body needs movement, the mind needs to be closed, the breath needs activation, and if you're doing that every hour? I'm this annoying at 8PM.

Dave Asprey: Yeah, having that high energy is a different state. I didn't used to have it, in fact I had brain energy problems like chronic fatigue stuff. When you become aware of that and you don't let it dip throughout the day, and if you find it dipping you do something, it's something high performance people are going to do just like you had the audience do. Crank up your energy. You can do it cognitively, and if you try it cognitively and it fails, now it's biological, and then there are steps you can take there.

Brendon B: That's right, and most people just get it wrong. They try to replenish when they don't have the energy and it's too late, and
that is why we have you moving on the hour and breathing on the hour. Even high level fortune guys, I tell you, "Even if it's one to two minutes, that could literally be standing bouncing in place, closing your eyes, taking ten deep breaths, getting some water or a great snack, sitting down, and keep going. That's all.

Dave Asprey: You know what I do that’s super dorky, I have a Bulletproof vibe right behind my standing desk, so I'll literally go and I'll stand on that for...

Brendon B: Oh! The the platform that shakes.

Dave Asprey: Yeah, we manufacture it, it's a whole body vibration thing.

Brendon B: Yeah, you sent me one, I got one in my van, I used it. It's backstage at my last Performance Academy.

Dave Asprey: It gets your energy going, and so that's what I do when I'm taking those little breaks. You can do it on a little trampoline, you can jump up and down, you can shake your body, you can do whatever feels good. Jump rope. Any of those things is going to do it, but you might look kind of stupid in your suit and tie at a Fortune 500 company jumping rope, but-

Brendon B: Nope. We have them go into a conference room without windows or we have them go in the bathroom. It's funny because I had one executive say, "So you want me to go in the bathroom, stand and bounce in place and take ten deep breaths? That's going to be a little weird when people come in." I go, "I don't care about the impression, I care about the energy that you have to serve." I think it's really important. If you add to the power plate, the Bulletproof Vibration? Is that what you call it?

Dave Asprey: Bulletproof Vibe.

Brendon B: Vibe. I love that, Vibe. If you add to the Vibe, when you get off there make sure you close your eyes, and then you take your natural, bouncing rhythm, and take ten deep breaths that people could hear in another room. Through your nose, mouth closed, it's
like a hit of cocaine because it's super-oxygenation. In the body it activates everything that you and I both know, and we need to know, from our lymph system to giving our neurological system a little bit more of what it needs; blood flow, oxygenation, and you'll feel it. It'll be another level.

Dave Asprey: Yeah, absolutely it will. This is the sort of thing, people go into the bathroom, they hide it, but we're talking about what high performance people do, and this is what they do. I do this same kind of thing. There's a breath I learned from the Art of Living Academy. I used to do Art of Living breathing stuff every day. There's some breaths that energize you. I think they even call it the Caffeine Breath or something. You pull your arms down ... You can't see this if you're just listening. If you go to our YouTube channel you can see the exercise.

What you do is you put your arms above your head, almost like you're going to do a jumping jack, and then you bend your elbows and pull your elbows down to your rib cage while you're exhaling through the nose. You do that really fast three or four times, and it bam, it's this hit of energy. If you're really cratering like I used to in meetings, like, "I'm just going to run out real quick." You go out into the bathroom and do that three or four times, get a glass of cold water and go back in, and you can make it.

Brendon B: It's incredible. Your breath is dictating so much of your energy, and people lose sight of that all the time. Every high performer I know has breath work that they're doing. From extreme crazy people that Wim Hof method, that intense deep breath held over a period of time, intense flooding of the breath and releasing not all of it out so you almost get lightheaded.

Dave Asprey: It's funny you mention Wim Hof. He's making a cameo unscheduled appearance on Saturday. He's going to drop in during one of my keynotes.

Brendon B: Oh man. This is why people need to come to Bulletproof, really. We were walking over here and two or three of your friends, four
or five people I've wanted to meet, you're like, "Oh he's on stage, he's hanging out."

Dave Asprey: Oh yeah, Bill Harris, Lewis Howes. All kinds of cool people hanging out here.

Brendon B: Yeah, totally, I love it.

Dave Asprey: All right, we're coming up on the end of the show, and I'm trying to figure out what else. I think we covered all of the five things here.

Brendon B: Influence, we didn't cover influence.

Dave Asprey: Influence, let's talk about influence. Cover influence.

Brendon B: I think a lot of people want to have that, and just like energy you don't have that, you generate it.

Dave Asprey: What is influence? How do you define influence?

Brendon B: That's interesting. How I would define it, I define it as something that is achieved with another person when there is a high level of trust, but also direction of how that person thinks and feels and relates with you. I think that comes from basically two things. It's real influence. I tell people all the time, "Think of someone who really influenced in your life. I guarantee you they did these two things. One, they taught you how to think." But we're not conscious of what we're teaching people to think by our role modeling or by explicitly what we say.

That's why podcasts are so amazing, because we're just teaching people how to think about things. It's conversation, and in conversation they're learning how to think. If anyone said, "Bulletproof changed my life." It's because really we just taught them a new way to think, or we helped them access a different level of thinking for themselves.
First, be explicit. Tell your kids how they should think about school. Tell your teams how they should think about themselves, the company, the mission, the legacy, the competition, the economy. Tell your spouse how you feel like you should be thinking about this stage of your marriage, this stage of your life. If it's explicit and it comes out, then you're going to have an influence. If you're just implicit, hoping that people pick up on your hints, you'll never have the highest level of influence with them.

The second thing I guarantee that person did for you is they challenged you. Influence ultimately comes from challenge. Someone who influences you, they're asking you to engage your life, your relationships, your mission, your business, differently where you push yourself a little better. It's that, "You know kid, I think you can do better." When you get that from a parent, from a leader, from someone, it activates something in you. When it's shared in a caring, thoughtful, cheering-on way, but honest, it makes you rise to another level. I think that's where ultimate influence comes from.

Dave Asprey: When I think about it I think of it as the power to serve others effectively. You certainly have a ton of influence. You reach millions of people, Brendon, and challenge them and push them forward, and I love the High Performance Academy stuff that you do, and even Experts Academy, where you're taking people who haven't even made the first step, and they're doing it, which is admirable. You've mastered the influence thing I think better than huge numbers of people. What are the three most influential books about this kind of stuff that you've read? Other than the ones you wrote, 'The Motivation Manifesto' obviously would be on the list, but since you wrote it, it doesn't count.

Brendon B: That's so true.

Dave Asprey: Then there's the Bulletproof Diet in case you've read it.
Brendon B: I love handbooks from psychology on development of expert performance. If you just type in 'handbook of expert performance' there's always a series of those that come from psychological departments, but also people who are studying true acquisition of expertise and skill. At that level I'm an academic wonk. I love those handbooks. I would say in my personal practice 'The Power of Now' is really important to me from Eckhart Tolle. Because I already understood the concept and I already applied it, but that gave me more reason and more depth in it. I think real high performance ultimately in whatever you're doing comes from that engagement with a presence. I love 'Flow' by Mihály Csikszentmihályi. I think was really the quintessential original book. He didn't call it necessarily high performance, he called it 'optimal living', but Mihály's an amazing psychological grand master, one of the founders of positive psychology with Marty Seligman. I would say those three books truly shaped me.

Dave Asprey: Awesome. I think I've read at least ... I don't know the handbook of psychology but the other two I've read. Handbook of expert, you said?

Brendon B: Yeah, 'Handbook of Expert Development' or 'The Development of Expertise'. I can't remember which way it goes. It comes out every two or three years.

Dave Asprey: We'll put it in the show notes, I'll find it and make sure. That way everyone who listens can find it. The whole transcript of this is online for you anyway, so it's easy.

Brendon B: Then today just add, globally, anything you can get on neuroscience.

Dave Asprey: Anything on neuroscience. Amen.

Brendon B: Anything out on neuroscience right now is just changing the game, so I think at a global level that's my most intense reading in high performance. I know it is yours too.
Dave Asprey: Absolutely. Neuroscience matters. Half the speakers at the conference there are neuroscientists, right?

Brendon B: I know.

Dave Asprey: Now, there's something else, speaking of high performance and all that stuff, you just told me when you sat down that you've got something going on with Oprah, which is totally bad-ass. What's your deal with Oprah?

Brendon B: You know, I got introduced to them over a year or so at the Oprah Winfrey Network, and was just sharing some concepts of what we'd done in online courses. Then dear friend Arianna Huffington launched a course with them, and I supported that, and in the process this conversation came, "Brendon, we should do a course together." We kicked it back and forth over a period of time, and finally it was like, "Yes, let's do a course where we help people find what is that next bold move for themselves. What is the difference between people who can create the future they want, and those who can't?" It had a lot to do with high performance, it has a lot to do with psychology and productivity and physiology and purpose and their people skills. Some people seem to be able to create the future they want, other people struggle. What would that be?

We created a four week online course, and it breaks it down, from helping you in Module 1 really develop clarity in these different areas of your life, 2 helping you make better decisions for yourself, your family, your mission, your dream. How do you evaluate opportunities? We're all flooded with so many things, and part of the distraction is people just don't know where to go because they don't know how to evaluate opportunities. How do you gain real massive momentum every single day with your habits?

The course is called, 'Your Next Bold Move'. It's on oprah.com, and I'm really thrilled about it, because it's a life long dream and ambition to have met her, met Oprah, and I'd actually shot and
filmed the whole course by the time I met her. Talk about high performance, because you get the call, and I'd been traveling. I'd been working, and it's like, "Could you be over in New York in-
Whatever it was, 48, 72 hours, after I'd just finished five days on stage, "And come and meet Oprah." I thought, yeah well A) I'll get there, but then B) I thought, "Oh my gosh, I hope I have enough energy." And I stopped myself. "Okay, I got 48 hours. What would I need to start doing right now to condition my energy so that when I went in there I was my best self?" My best place. If I didn't know the things that you teach, supply, espouse, the same things-

Dave Asprey:  The things that you know as well.

Brendon B:  If I didn't know all the high performance habits, I would've been a total train wreck. That's why I tell people to have these things. Like we said about influence, it's the power to serve. High performance to me is so much of that. It's having the power to be your best self when life demands of it.

Dave Asprey:  Yes.

Brendon B:  Right now, life demands it all the time. We have to teach people how to access that. The course helps tremendously with that.

Dave Asprey:  From what you were saying it sounds kind of like a mini version of what you teach at Experts Academy, which is a very high end event.

Brendon B:  High Performance Academy, yeah.

Dave Asprey:  Sorry, I said Experts, I mean High Performance Academy.

Brendon B:  Yeah. I laugh about it because we were sitting there recording it, my videographer was like, "You usually teach that at your $1,000-level stuff." I said, "Yeah, but one of the things I love about Oprah Winfrey Network is their desire to bring these concepts to the masses. Because like I said, it's not a luxury any more. This is a need to figure out, "How do I optimize my life?" Most importantly
I think everyone is looking to tomorrow these days, and they're a little skittish about it.

Dave Asprey: Yeah.

Brendon B: They're worried about how it might be and what their tomorrow might be like. Again, it was like, "No, you can generate your future. You don't have to have this experience. You could start doing habits and behaviors, use tools and strategies today to create an extraordinarily compelling and amazing tomorrow. You just need to know those things." That's what I'm trying to reveal in our work, and I know you and I do this together on the podcasts as well.

Dave Asprey: Awesome. I'm going to ask the team to put together a URL. I know Oprah tracks where good stuff comes from, so if you like this, track it; bulletproof.com/Brendon or bulletproof.com/Oprah, just so you can find it quickly, so if you're at work or driving you can type that in and it'll take you there.

Brendon, I don't even know if we have some sort of affiliate thing set up on this, that's not why I'm doing that, just to let people find it. We'll work on that afterwards. This is completely ad hoc. It is cool, and if everyone listening goes to that URL; bulletproof.com/Brendon, who knows, maybe I'll get to meet Oprah someday. That'd be awesome.

Brendon B: Yeah. Ultimately people who are spreading great messages for other people, they get recognized. I've always seen it. I mean, my whole life, I feel like you and I met because of that.

Dave Asprey: Absolutely.

Brendon B: We met people who both you and I helped and served, and then they connected us. I really believe that. Deliver, support, promote great messages. Whether it's, when you finish this podcast today send it to five people. Just email your five best friends, "I like this
session, listen to it." It all comes back to all of us, I really believe it. We spread good things in the world, they come back.

Dave Asprey: Very well said, Brendon Burchard. Thanks for being on the show, man. Always good to see you.

Brendon B: Yeah, great seeing you. Thanks buddy.

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Setting up triggers
Neurotransmitters
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Flow
Winston Churchill
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Breath techniques
Art of Living
Handbook of Expertise and Expert Performance
Power of Now
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