

PRESENTER: It's my privilege and pleasure to share with you today a little bit about the mind, about performance psychology. We're calling this program today Crossing the Line First: the Five Hurdles Every Leader Must Clear to Win. Would everyone please stand up with me now? Go ahead and stand up with me. When you can answer no to one of the following questions, then you may sit down. When you can answer no, OK?

Have you experienced stress? Has anyone ever experienced insomnia? Insomnia-- tossing and turning the middle the night. Never experienced it. OK? Anybody ever experience a little bout with anxiety-- start sweating a little bit, heart starts pumping a little bit? A little anxiety? If you've ever experienced anxiety, you can sit down.

Anyone ever come home and have a little tension with a loved one, with a family member-- a little spat over something. You got so heated but you couldn't understand exactly what it was. If you've never had that, you can sit down. Very good. Does anybody here know what a brain wave is? If you understand what a brain wave is, you can stand. If you don't, please sit down. Brain wave.

Has anyone here ever heard of the preconscious mind? If you've never heard of the preconscious mind, you may sit down. Preconscious mind, if you never-- don't know what that is, you may sit down. If you don't know what it is, please sit down. Fear-fear model. Has anyone ever heard of the fear-fear model of panic attacks, anxiety attacks. Fear fear. If you've never heard of that, please sit down. Please sit down. Great. If anyone here are thinks that Gordy Mauer is definitely going to be in the sexiest man alive with these shorts on here today-- if you don't think so, please sit down. [LAUGHTER] I love those shorts. They are awesome.

AUDIENCE: My wife and daughter picked them.

AUDIENCE: You're still standing.

PRESENTER: Yes. Guys, I am thrilled to be able to share with you a little bit about the topics we just discussed there. Certainly we've all experienced some anxiety, some insomnia, and particularly in today's world-- 2009-- man, we've got a lot going on. And issues just keep kind of cropping up on us. Little stressors come out of nowhere. It's like if you imagine as though like this little handkerchief here represents a little stressor, these things kind of come up in our life and we don't know what to do with them. We don't want to carry them around with us.

Maybe it's a little anxiety. Maybe it's a little insomnia. We want to get rid of this, right? Maybe it's a little tension with a family member. Hopefully the skills that you'll learn here today will be able to apply to your own personal life, your home life, your business life. By doing this stuff, hopefully, eventually, they just disappear. They're gone. They're gone. You don't have to worry about it anymore. Thank you very much. Appreciate that. Thank you. OK.

The key to better performance is having a clear preconscious mind. On the count of three, say preconscious. One, two, three. Preconscious. That's the key word here for today-- the preconscious mind. If there's only one thing you get from today's seminar, I want it to be that you

are aware of the preconscious mind and how important it is as a leader to have a clear preconscious mind. A clear preconscious mind is the key to better performance.

You've all heard of the conscious mind, right? We've all heard of the unconscious mind. But what isn't talked about that much in the world today-- or even in psychology-- is this little known part of the mind called the preconscious mind. The preconscious mind is that part of our minds that's outside our immediate awareness. It's the back burner, where we store everything that's going on in this world but we don't have time to think about it.

An example would be, right now, you are very much in the conscious mind. You are listening to what I'm saying, but there's a lot on your mind that you've got to get to this afternoon or when you get home. And all that stuff right now is going in the preconscious mind. So that's a very good looking preconscious mind. Those little red dots there, there's not that many. And when the preconscious mind looks like that, your performance is up, your productivity, your energy, your mood. You're more fun to be around. People like you.

With a preconscious mind that's clear and less cluttered, your energy is up. You're so much more your better self when your preconscious mind is clear. But unfortunately, as a leader today, I can bet they nearly everybody in this room has a preconscious mind that looks like this. Because you're a leader, you can take on more stress. You can figure out more things. But where does it go? How does it affect us? When the preconscious mind is flooded with all these red dots, our mind is flooded. And it affects us in so many ways. What are those dots?

Check this out. Listen very carefully. These dots are often feelings. Now, I know, here I am in a room, talking to a lot of men in the room. And I'm about to talk, for the next couple hours, about feelings. About feelings. How do you feel about that? Does it make you uncomfortable? Man, this guy's talking-- yeah, exactly. Take your pulse. If you want to leave, this is the time. They already blocked the door. Sorry, you can't. We're talking about feelings. And most of the time, as men, we don't exactly know how to express our feelings. We don't have the vocabulary to describe these feelings, right?

Anger is hurt. And in your handout, you have all these slides. I'm going to encourage you to write things down next to these slides. There's going to be more stuff in this presentation that sits on the side. You're going to want to make notes about this. And if you don't have a pen or pencil, just raise your hand. We've got plenty of people in the back that's going to bring them around to you right now.

But anger is hurt. We talk about anger management, we're talking about hurt management. We're talking about hurt management. Managing your hurt. Look, could you imagine a guy walking up to another guy, being like, you know, what you said yesterday was very demeaning. And I just felt like it was very dismissive and it just hurt my feelings very badly. And I just-- I really want you to say sorry and apologize. Could you imagine that? I mean, it just doesn't happen. We might teach our little kids that, but it doesn't happen among the-- we have not been conditioned to express our feelings in a healthy way. And the problem is that our emotional pain will manifest itself in a physical symptom, and then as a leader that will undermine your performance.

Hurt held inward is depression. Anxiety is fear of the unknown. When we're anxious it's because there's a lot of unknowns. Lot of unknowns. And hate is the strongest of the emotions. And hate's when we feel threatened by somebody. When you hear a kid say, man, I hate him. I hate him. What they're really saying is, I feel threatened by that person-- socially, emotionally, physically. But these are the things that clutter our preconscious mind.

When I work with leaders and I'm coaching them, again and again and again what I see is anxiety. I see unknowns. I see threats. And I see hurts. And that's what clutters our preconscious mind. That's what weighs us down. Here's the kicker. Here's the kicker. Check this out. You may dismiss what I'm saying so far, but you cannot dismiss this. Time has no meaning in the preconscious mind. No meaning in the preconscious mind.

So it may have been a hurt from your childhood, but it's in there. And it may feel like it's right there on the back burner. You may think about it when you're driving the car. It may be a relationship with your father that's just full of tension. And somehow, despite all your accomplishments, you may put your head down at night and think about it.

There are anxieties that we have. All of these things from long ago may come up in the preconscious mind and make it flooded. As we get older, it gets a little bit more difficult because we take on more and more and more, and the preconscious mind gets flooded with lots of other past experiences. What do we do about that? What do we do about that?

There's a five step process that I walk people through again and again and again, and this is vital. OK, Jack. Great, I'm with you. OK, so my preconscious mind is flooded. What do I do about that? Great, OK. Tell me what to do. Well, if you said-- just give it to me in a sentence, I'd say talk about your feelings. Talk about your feelings.

Well, who am I going to talk to somebody about my feelings about? I'm not going to talk about my feelings. I'll just suck it up and push through and deal with it. You ever been there? You ever get those messages as a kid? Don't cry. We don't cry. Right? Push through the pain. I got all those messages, just like you did.

But what we need to do in order to perform at our best is we first need to become aware of the things in our preconscious mind. Those dots-- when they're in the preconscious mind, we're not aware of them. We need to raise our awareness. We need to kind of get that time, that space for us to think about it, to allow it to come up. But if you're too busy running from work, running the home, hop in the minivan, get to that softball game, get over here-- we don't have time to be aware of these things. After we're aware of them, we need to process them. We need to work them through.

Did you ever have a conversation with somebody, and you talked about something personal? Something personal with somebody and afterwards you just felt better? When I was growing up, I used to go to the-- well, when I reached a certain age-- I'd go to the bar with my father. And in the bar, I'd see other guys having a beer and talking to other guys. There were talking. I was like, oh, this is where people are talking. It was more socially acceptable to talk about something there, to process something. And that was good back then, but in this day and age, we've got

more information coming in and they're healthier ways to process it. We've got to talk about it. We've got to write about it.

The next is commune. This is when you take that issue in your mind, that you're now aware of. Maybe you talked to your spouse about it. There's still not any peace, and you commune. You take that and you have a conversation with something greater than yourself, something outside of yourself. And you link it to a broader picture. For some people, that may be having a conversation with God or that may be prayer. For others, that may be a conversation or linking this thing with mother nature. Whatever it may be for you, there's some communing that goes on. So it's not just in your head, but it's linked with a larger world view.

Once you've had that, we need to integrate that back. Where's it going to go now that it's in the conscious mind? You've got to integrate it back. And integrating it back is not as easy as it seems. I thought it was, but after years and years of schooling and years of training and years of psychoanalysis, I realize that that integration is a significant step where we can find peace with that issue, even if it's not resolved. But if we integrate it back in, now we can feel better. Now it's not at the top of the preconscious mind. Now it's going down to the bottom of the preconscious, and maybe even down to the unconscious mind. And when that occurs, and the preconscious mind is clear and less cluttered, we can perform well. We can perform even better. Want proof? Probably the best athlete on the planet today is who? Yes?

AUDIENCE: Tiger.

PRESENTER: Tiger Woods.

AUDIENCE: I was going to ask you back about integration--

PRESENTER: Sure.

AUDIENCE: Can you give an example of what you mean as far as integrating something back in?

PRESENTER: Yeah. A good example may be that-- I'll give you a traumatic example. Maybe somebody was in a traumatic car accident, and it was just awful. And it was just awful. And they have difficulty performing the task of driving a car again. They're very aware of their anxiety. They've talked it through, they've worked it through. They've communed about it. But eventually they've realized, I want to drive a car again. And so, I've got to come to peace with that.

And so sometimes that involves going through these stages of loss-- shock, denial, anger, bargaining, acceptance-- but that integration to say, OK, I'm at peace with it. I know that. Let's just put a bit of a religious slant. Maybe somebody will say, well, you know, God will take care of me in this situation. It was just an accident. I've grown from that. I've learned from that. And consequently, I don't like driving right now, but I'm OK enough to drive knowing that I feel that I'm going to be protected and that I can do it. That's the integration side. And you begin to work that through a little bit more and a little bit more.

And when I worked with somebody in a car accident, like this situation I'm sharing with you, eventually it got to the point where it's like, yeah I can drive. No problem. I don't need you to come in. And they fired me, which is great. My job is get fired. When somebody says, Jack, I don't need to talk to you anymore, I say great, you're on your way. And so, I want you to thrive. I want you to finish the race feeling great.

I tell people when I'm doing coaching, it's like, I don't want you feeling better. I want you thriving. I'm in the business of getting people at the highest levels to excel what they even thought was possible, to get a feeling like that. Or maybe in the business world, it might actually look a bit like that. OK. Yeah. But this is what I'm trying to avoid. I don't want to have that happen. And so too often we see great leaders stumble. And sometimes, no matter how much we work at something, it gets even worse. Yeah. So that's what we're trying to avoid.

What are the five hurdles? Here they are. They're in your handout. And the first is insomnia.

When I work as a doctor, one of the very first things I have to do is focus on sleep because if the sleep isn't in place, if a person's not sleeping well, no matter what else I do it's not going to really work out so well. You know this as well. If you're not well rested, you're not even close to your best.

The evidence of this is if we look at people that have just recently had a baby. Is there anybody in the room here that just became a father, mother in the last year? We've got a couple people back here. Yeah. You know that sleep deprivation creeps in, right? I mean, it's tough, isn't it? I mean, when you're sleep deprived, when you're trying to go to work as a doctor, it can be rough. And so sleep has got to be the first thing that we tackle. Sleep is a major problem for leaders. We don't need to look too far, do we? It's on the news every night.

Michael Jackson was such an incredible human being, so talented. He processed so much more information. He had so much more coming at him than you or I could ever imagine. And time had no meaning in his preconscious mind, and we know that there was a lot of stuff. And so at night when you go to bed, he'd try to go to bed too. And his mind wouldn't allow him to do so. He couldn't get the great rest, so as all the signs are indicating, he tried lots of different measures to try to get good sleep. Now, none of us in the rumors that extreme is, having a preconscious mind that flooded or going to that extreme to try to get sleep.

But it's everywhere, and lots of people struggle with sleep. One out of three, according to one website. 72% of Americans get less than eight hours. I mean, we heard that growing up, right? Eight hours of sleep is what we need. Did you get it? Do you get it? Are you lucky if you get seven?

I mean, we live in an economy today-- a world today-- where we are walking around chronically tired. And there's something in psychology that we call-- listen closely-- accumulated tiredness. Accumulated tiredness. You may say to your loved one, man, I am so tired. They'll say, you just had a vacation. You relaxed all week. Why are you tired? Accumulated tiredness. The more we push, the more we work, the more we strive, it takes its toll. And accumulated tiredness is a major problem.

There's a bunch of information I want to share with you about insomnia. First we need to understand it. Then we need to combat it. And so one of the first things we need to understand are brain waves. Brain waves. Brain waves are basically the brain's electrical activity. The amount of electrical activity in the brain is indicated by what we call brain waves.

So right now, you're in something called beta. And so, I want you to repeat these words after me-- beta, alpha, theta, delta. Ready, go. Beta, alpha, theta, delta. You need to commit those to memory-- beta, alpha, theta, delta-- and if you do, then you'll be in a fraternity with us. This is our new beta, alpha, delta fraternity. This is great. This is great. So beta is what you're in right now. Brain wave states are high. They're moving, they're processing.

Problem for you is this-- like me, when you wake up in the morning, you go into beta. And it's beta, beta, beta, beta, beta until about about 10, 11 o'clock at night. And then, we try to shut down and we have trouble falling asleep. We have trouble shutting down. You been there? You've been there? What we're trying to do is we're trying to go to alpha.

Now, alpha is kind of like when you're watching TV. When you're mindlessly watching TV-- you know, before I go to bed at night I like to turn on the TV set and I watch like Discovery channel or History channel. Anybody watch that stuff? Just kind of like mindless TV. You don't really have to pay attention. They're talking about a moose walking around in Yellowstone. You've been there. You know. It's boring, but that's what you want. And so that's alpha and you're bringing yourself down.

Now, theta is kind of like you're in and you're out. You're in and you're out. You ever watch a movie at night, at home, and you didn't really want to watch a movie but you started watching the movie? And so you kind of fell asleep, and then you woke, and then you're in, you're out. And maybe you're watching it with your loved one, and he or she says, oh baby, what'd you think about that? And you're like oh, yeah yeah, yeah. And you subtly come through. And you feel like you didn't miss that much, but you're not sure how much you nodded off? Been there? That's theta. That's theta.

And then, of course, delta is when we're asleep. And we've got to learn to shut down our brains the amount that we're thinking in order to get good sleep. But we live in a society now where we just stimulate-- beta, beta, beta, beta, beta-- and our parasympathetic nervous system isn't as developed to help us shut that down.

This is a desktop. Look like anybody's? That's all the stuff that we take on in our minds during a day. And so, when do we process that? Just like having a cluttered desktop, your mind wants everything put away. Nice, clear desktop. And so, that's like a flooded preconscious mind, and this is what your mind wants it to look like.

So ideally if you got eight hours of rest, when you sleep, the conscious mind goes to sleep but the preconscious mind is working. It's processing everything in order to make it look like that. But if we're not getting the sleep, it can't process what we need to process.

When we go to sleep at night, it's like our mind's going through a checklist. A, check. B, check. C-- all the way down. We know that at 4.5 hours in sleep, the body begins to release chemicals to burn fat. And so if a person's not getting to that point, they're not necessarily going to get as much of that fat burning process. It just goes right on down.

That's why we need a good solid night's rest. It's got to go through that whole process. But when the preconscious mind is flooded with so much stuff that it begins to wake you up because it's threatening material, then you lie in bed like this. Is that you? Could be any of us. I mean, that's an awful place to be.

Now ideally, in the middle of the night, we have some experiences like this-- an aha experience. I talked with one Lehigh Valley business owner who said to me, I guess some of the best ideas in the middle of the night. And I've got a little journal by my bed, and I'll write that stuff down. See, when the conscious mind is at rest and the door to the preconscious is open, a lot of this negative junk can come up.

But when the preconscious mind is clear, a lot of that creativity can come up. A lot of those great ideas can come up. And so I really encourage you to see how this works on the flip side, on the positive side. And so some people say that if they get up early in the morning after feeling well rested, to have some quiet time and their mind's still quiet, they get some of the best prayer time, or some of the best quiet time, or they read the newspaper, and they just feel great. Or some great ideas come to them.

But something changed in our society about 20 years ago that dramatically impacted sleep. It was this. When this occurred, we now know that we can work 24/7. How many of us-- raise your hand-- have ever gotten up in the middle of the night or extra early in the morning and gone down to the computer. Raise your hand. Yeah. Yep, can't sleep. Might as well work. You ever see that? And that's changed everything.

Sure, the light bulb changed things, but not like the computer. And this is how we often look at our world today. And where does that information go? It goes to our preconscious mind and undermines our sleep. So now that you understand it, let's combat it. Let's combat it. Pay real close attention to what I'm going to share with you next. You're not going to want to miss this part.

Remember this. It is the consistency of our sleep that matters the most. Our consistency of the sleep. What time do you go to bed? And what time do you wake up? And how consistent can you be with that? It's almost as though your body has a natural circadian rhythm, that you know what time you ideally like to fall asleep.

I ideally like to fall asleep at 10:22. I know, it's crazy. 10:22, almost every time I can tell, it's about 10:20. I'm clicking off that TV, I'm falling asleep. I know that ideally I'd sleep to 6:42. Don't ask me why it's a two, but that's just happens to be my rhythm. And so if I could get to there, I feel great. What's your rhythm and how consistent is your sleep?

The problem in America is that we don't have consistent sleep. Think about it. What's the day of the week that we feel the best? What day of the week do we feel the best, generally? Sunday, for some. How about during the week? Weekdays.

AUDIENCE: Friday.

PRESENTER: Friday. Thank god it's Friday. Thursday, right? So if you're doing business, I always say man, Thursday's a great day to do business. We're feeling good on Thursday. Friday, people are feeling great. It's great. Monday-- not so good. Here's why. In America, we go to bed, oftentimes, Monday a certain time. We get up Monday morning at a certain time, go to bed at a certain time. Get up Tuesday at the same time. All the way through the week.

By about Thursday, we feel pretty good. Unfortunately, on Friday we stay up late, sleep in Saturday. Stay up late Saturday night. Sunday, we lay around the house watching football or something. Don't really do much.

Then we try to go to bed at 10 o'clock on Sunday, and we say, I don't understand why I can't fall asleep. We threw off our sleep cycle. And then Monday, we wake up, and Monday morning is when more heart attacks occur during any other time during the week. More people have heart attacks Monday morning. They're driving to work-- oh, man, I hate my job, I'm so tired. They didn't get good sleep.

Monday nights, restaurants close. Why? People don't go out Monday nights. They're tired. Think about it. You just want to go home Monday night and just get some rest. You ever been there? And after getting consistent sleep-- it's not that we're so good on Thursdays and Fridays because the weekend's coming. It's because we finally had this good sleep. Got up the same time, went to bed the same time.

Consistency of sleep matters. But what happens if you try to go to bed but your preconscious mind is flooded, and you can't? Anyone ever been in this situation? That the only solution there is meds. I talked to one professional athlete this week, and she said to me oh man, I had such a big game. I was so excited. It was going to be on ESPN. And it was about three o'clock in the morning and I just sleep so I took a Tylenol PM. And I got some sleep, but man, I tell you, the next day I just felt groggy and my performance wasn't the same.

You see, these medicines work great and they help us go to sleep at night. But we need to take them as prescribed. And so like a Tylenol PM is a great over the counter medicine. And so sometimes when I need to get a great night's rest, I'll take my Tylenol PM. But I know that I need to take it about 7, 8, 9 o'clock at night. If it's after 9 o'clock at night, forget about it because the next morning when I wake up, I'm going to be groggy. You ever been there? Sometimes in the middle of the night, you feel so tired and you take one, but now you're groggy. So you've got to take it early.

And sometimes sleep meds can be very helpful in getting us to the consistency of sleep. But, listen carefully. It's a jumpstart. It's not the solution. It's not the solution. And we can get addicted to this stuff. And so we've got to be very careful to use it to help us get to the

consistency. But ultimately, we've got to clear out the preconscious mind so that we can get the better sleep. Sometimes people will say to me, Jared, you don't know what it's like, man.

I lay in bed all day long, all night long, thinking and thinking and thinking, and what I say to people-- and this is different advice than you might hear from some other doctors-- but I always say, stay down. Stay down. Think about Rocky Balboa when he was getting beat up by Clubber Lang. Remember that great fight? Who did not see Rocky III? So when he got beat, and Mick was saying, just stay down. It's better if you stay down. If you get up, boy, it's going to be worse. So Mick was just saying, stay down.

I use that in my head when it's like four o'clock in the morning and I'm wide awake and I'm thinking about stuff. And I know that if I get up and go to that computer, I'm going to pay for about 3 o'clock. Or I know that at 7 o'clock the following night, when I'm home with my wife and kids, they're going to get my worst because I'm going to be so fatigued. So I tell myself, stay down. Why? Listen carefully. It's better to get two or three hours of alpha brain wave state or theta brain wave state than beta. You see that?

Look, if we can't get the good delta sleep, at least get an alpha or theta. At least get that. In the long run, we're going to feel a little bit better. And it's going to make our consistency of sleep more likely. Is this making sense? Do you see how it's linked together? But sometimes, when you're lying there thinking, it's like OK, Jared. I'm staying down. And I'm trying to do all the right things, but my mind keeps racing.

Now, you've heard this all before, right? Take the slow deep breaths. Slow down the breathing. Have you tried? Man, when you train your breath, when you train your breathing to elicit the parasympathetic nervous system, and you get so good at it that when you go [TAKES BREATH], it's like a rush of all the feel good chemicals because you're stimulating the parasympathetic nervous system. It does wonders for us.

You see, we've got this brain, spinal cord, central nervous system. Two branches. But we live in a society that mostly just develops one. That's the sympathetic. The sympathetic is your go, go, go, go, go. The parasympathetic is relax, relax, relax. Now, I don't know about you, but sometimes when people say, well what did you do? Well, I was just relaxing. Oh, must be nice. Where'd you go? I went on vacation, took it easy. Must be nice.

We don't oftentimes get valued for having the parasympathetic developed, but it's very important. And breathing is the first step. And when you're struggling at night because your mind's racing, stay down and keep that breathing going. If you can't, then use another technique, like music. Music is powerful at impacting brain waves.

So there is that music that gets us all fired up and gets us all excited. And that puts us in the beta brain wave state. But there's also music that helps us relax, and so that's more the sleep music. And so I want to share with you now a little bit about music and how it affects brain waves. So on the way, in a couple people shared with us some of their favorite songs. And so, Maureen was one.

David here-- we'll play David Olson's since we're sticking with David. And this is what he was singing in that picture. This is a-- whoops, I'm going to pull that down here a little bit here. There we go. This is "Where the streets have no name." This gets the brain wave states going to beta. Can you feel that rush already coming? Gets that heart rate? Listen to the beat. It's like that base drum.

So this is the music that you want when you need to get fired up, when you want that sympathetic nervous system going. This really matters. So if you're working out, listen to this. If you're singing karaoke with some friends, you want to feel good. Get something like this that gets your heart rate going. But don't listen to this before you fall asleep at night. This is not what you want to fall asleep at night.

Here's another beta wave music. This is a great one. You ever go to a Penn State football game? And they're playing this? Feel that beat again. That's corresponding with our heart. It gets our heart beating to that. So if you're working out, you want your heart rate up. Play this music and it gets in sync. You see that?

Maureen, she was so kind to share with us one of her favorite relaxing songs, is this. Probably not the best song to go running to. Imagine, you'd just be like, I think I'll walk. You're looking at the birds, right? You don't feel that, in that heart rate. Very slow. Very slow. It's bringing us down into alpha state, isn't it? A slow dance. Very slow. This would be great if you're relaxing at night. Put this on.

But even if you want to fall asleep, listen to this type of music here. Stuff where there's no words. No words. A very gentle, positive kind of feel. A little melody that's uplifting. The words sometimes bother our preconscious mind, so no words in your music. Put this on.

When I was working on my doctorate and I learned about this stuff, man, I would listen to this stuff every night while I would actually be writing my papers and studying because I knew that my anxiety would get high. I'd get all nervous and I'm working on this paper, so I'd put this stuff on the background. And it would bring me down enough so that I could focus and get my stuff done.

Sometimes you might call this elevator music. Why do they put it in elevators? Lower anxiety. I worked in an ER. We had this stuff blaring in the ER. So you'd come into the ER where there's craziness, and there's this kind of music going on. Why? It calmed people down. It calms people down. It makes them relax. And it can help you fall asleep at night if you're in high beta and you need to shift.

Or maybe on your car ride home, and you're about to walk in your house a few minutes but you are feeling a little too fired up. Yeah? You been there? No. No, you were falling asleep. [LAUGHTER] No falling asleep just yet. This is powerful stuff. Tiger Woods-- allegedly, his father would have him listen to music, and even stuff like this with subliminal messages in it. All this stuff to help a person get good sleep. Might you consider putting this on sometime?

When I work with athletes, I get all the athletes to put this kind of stuff on their iPod. I spoke at a couple camps last week-- it's that season-- and one athlete said to me, boy, I get all fired up before the game and then I don't feel like I have enough energy. And I said, that's because you're probably listening to all your music to get you fired up too soon. He said yeah, about five hours before the game. I said, put this on.

So I always make them get some relaxing music. I say, listen this on your bus ride. And then when you get there, then you put your music on and it gets you all fired up. And then you'll have more energy to perform well. Is this making sense? How about some questions about this stuff? Anybody?

I want to share this with everybody. We're talking about music here. We're talking about how it affects brain wave state. We talked about this idea of imagery-- think of yourself in a beautiful, relaxing place in the middle of the night to help you fall asleep. Or think of one topic. But Dave, I want to share this with everybody here because I actually picked this up from you. I don't know if you recall this or not, but there's a book called Brain Rules.

And in this book Brain Rules was a study that caught my attention out of NASA. And what this study that came out of NASA showed was that they did an experiment where their pilots took a 26 minute nap during the middle of the day. 26 minutes. And they received a 34% improvement in their performance from those pilots that took a 26 minute nap.

Isn't that incredible? 26 minute nap, 30% improvement in their overall performance. 26 minutes is about right. You don't want to go much more than that because when you nap, you're going from beta, alpha, theta, delta, and then you're going into your sleep cycle, stage one, two, three.

But what happens is if you go too long, you'll go one, two, three, four. You hit that deep sleep, and then you try to come back up. You feel awful because you're not going to go through the whole sleep cycle. So you want to come down-- beta, alpha, theta, delta-- maybe get down to one or two, and then come back up. So it's a very light sleep.

But when we go down too far, knowing that we're not going to go for eight hours, that's not going to be helpful. And now we have the opposite effect. And now we threw off our sleep cycle. Only a 20 minute, maybe a 26 minute nap. Key to sleeping better is having a clear preconscious mind. A clear preconscious mind.

I want to shift now into hurdle two. The second hurdle. This one here is anxiety attacks. Anxiety attacks are powerful. They're disruptive. And what you might not know, particularly as a man in the room, is that so many of us have struggled with anxiety attacks. But we don't often talk about it as guys. It scares us because it feels a little bit like-- or a lot like-- a heart attack. But we don't get help for it.

When I work with coaching leaders, these are the five hurdles that I see again and again. And one of them is anxiety. It's very embarrassing and people oftentimes don't get the help. This is an astounding study. So few people that would experience it ever get the help for it.

I want to share with you that I spoke with an individual last week-- a tremendous, wonderful leader. So many great qualities. A fantastic human being. And boy, how the mighty has fallen. If you go back and trace all the sequence of events backwards to what began this whole process-- where did they get off the path-- it was that their preconscious mind was flooded.

That they weren't talking about their feelings about the amazing number of things that were coming in. And when the preconscious mind got flooded, the anxiety started happening. Would wake up in the middle of the night, he couldn't sleep. Had to go outside and walk around because not only was there insomnia, now there was anxiety attacks on top of it.

You would be amazed at how many guys have experienced this. Anxiety attacks are false alarms-- the body's false alarm saying that there's a real threat. It's a rush of the sympathetic nervous system. It's that go, go, go, go, go, go, go. And it's go now. It is go time. And that is a problem. It is a fight or flight response.

If you've never heard of that, that's the body's response-- like if we saw saber-toothed tiger back in the day and all of a sudden you saw it in the jungle, you'd say, I either need to fight this tiger or I'm going to run from this tiger. But either way, I'm sweating and I'm vomiting. Right? That type of response. We clear out our digestive system on both ends. We start sweating so that if we were to wrestle, it would just come off of us. Or if we were going to run, it would cool us down.

And so, we have all of these profound symptoms from an anxiety attack. The sweating, the chest pain-- oh, the chest pain. Have you ever been there? You feel that tightness in your chest. You're driving the car. You're just like-- what is that? You know? You know it's not a heart attack because you're not necessarily maybe the candidate to have it just now, but all of a sudden you're like, I don't know what it is but I'm tight here.

You'd be amazed at how many guys in particular I talk to that tell me, I get that, Jared. And I tell you, it scares me. It scares me. I don't want have a heart attack, but it scares me. What is that? That's the anxiety attack. The breathing gets rapid. Man, it's scary.

All these symptoms begin to occur. 98% of people have this rapid heart rate. 93% feel like they're dizzy. They might even faint. 93% say, I feel like I'm going to go crazy. I got to get out of the room. I just got to get out of there. I talked to one person recently who said to me, Jared, sometimes I would be in that room and if I didn't get out of there, it would be so bad and I would be so embarrassed. And they had no idea I was even going through it. They just thought I was fine. But on the inside, I felt like I was about to explode. That's the anxiety attack.

There was a gentleman that I had the privilege of working with. He's a very top exec. We'll call him Joe. And we'll say that he's from Wyoming. And of course I'm changing his information. But Joe shared this with me. He called me up and said Jared, we gotta do some phone sessions.

He said, man, I'm experiencing anxiety attacks. And I don't want anybody else in the office to know, but I'm telling you, sometimes we're in meetings and I can't take it. I can't take it. And it's affecting me so much now that when I get on an airplane, I need to take a Xanax because I can't

get on that plane. I'm just so afraid. And now it's affecting my business. What do I do? What's going on?

So I start talking to this man a little bit about his life and boy, he was a typical American CEO. It was go, go, go, go, go. Man, this guy didn't take any downtime. He didn't developed his parasympathetic nervous system. He came out of the sports world like many business people have, and it's all those internalized messages. Just driving, driving, driving.

Eventually, as I shared with him about his preconscious mind being flooded and about how he needs to take the breaks, he began to override this problem. He began to breathe his way through it. He learned that this is a false alarm, and if I can just wait two or three minutes, it'll reach its peak and then it'll come down.

It's about a 20 minute duration for the anxiety attacks. And at 20 minutes, if you've ever felt it, man, it feels like two or three hours. And afterwards, man you just want to nap. But it comes on and then it kind of goes down and goes away. And you've got to breathe your way through it. You've got to elicit this parasympathetic nervous system.

Maybe change your location. That's always a great technique. Get out of that venue that you're in. Visualize something positive, have that place that you go to. I always love go to the Caribbean in my mind, and that's where I go if I ever need to escape an anxiety.

All this is very important because we're trying to override this fear-fear response. Think about it. Get the heart rate going. If you've never had treatment for an anxiety attack, you start saying, uh oh. Here it goes again. Hope nobody notices. And you try to do some stuff, but it's not working.

You're doing the best you can, but you're really saying to yourself, what if I lose control? What if it gets worse? What if other people notice? And then the anxiety gets worse and worse and worse. Symptoms increase, and around and around we go. And then people end up in the ER. Hear it all the time. People end up in the ER. It was an anxiety attack.

But when you talk to the person, they'll say, man I swear to you, it felt like a heart attack. I thought this was it. I thought this was the big one. And sometimes they are like that, and other times they're not full blown panic attacks but they're just smaller versions. Waves of anxiety-- not full blown, but it's an indicator that something's wrong.

And we had this negative thinking that goes on during this anxiety attack. What we want to do is we want to shift some of that to more positive thinking. So if you are one of these individuals that have ever wrestled a little bit with some anxiety, if you've ever experienced an anxiety attack, I'm going to encourage you to go with the flow.

Say to yourself, if I could just ride this out-- not tensing up, not fighting it, but just ride it out by slowing down my breathing, I can make it through that peak. And once you get to that peak and it comes out the other end, it's much better. Focus on the relaxation. Focus on the parasympathetic nervous system. All of this stuff is important in developing the relaxation response.

This CEO Joe, from Wyoming, he ended up going one step further. He said, Jared, I can't have this undermining my business. So he said, what else can I do? I said, Joe you've got to build in the relaxation into your day. He said OK. Every day at 2 o'clock on my schedule, I am breathing and meditating for 20 minutes. Every day at 2 o'clock, it is on his schedule. And he started doing this day after day after day. And man, what a difference.

He said, Jared, this isn't enough though. I need more. Give me something more. I said, have you ever had a massage? Have you ever have a massage? He said, no. I said, man, you are in for a treat. And so he said, well I don't know if I want to get a massage. I hear sometimes about these people getting a massage and they're kind of shady and they're hitting on you and all that.

I said, man, it ain't like that. I said, why don't you bring your wife with you to meet this person, and if she feels comfortable with it, that's fine. He said, OK, I'll do that. And sure enough, now he and his wife are both getting massages every Friday. She bought right into that idea.

And he experienced the massage and it's a intensely parasympathetic experience. It's very relaxing. It's really stimulating the parasympathetic nervous system-- so much so that when I get a massage I've got to fight from falling asleep. Sometimes I get up and say, man, I'm so sorry. I was snoring, wasn't I?

So he started doing that. He built that into his life. He started reading the books on anxiety. He started hanging out with people that would help him feel a little bit more relaxed. And ultimately, he had great coping with the anxiety. Great coping with the anxiety. But then he said this to me-- I think I'm going to have more of them. And I don't understand why I got it in the first place. I don't understand why I got it in the first place. Can you explain it to me, Jared? And I said to him, I think I can.

Step two for the anxiety attack treatment-- and this is a place that some people don't want to go, but it is a place you've got to go if you really want to getting anxiety attacks and get rid of it. It's the preconscious mind being too flooded. When the preconscious mind is flooded with a lot of stuff that's unresolved, it elicits that anxiety response.

Remember, time has no meaning. So it could have been something from years ago, but it still is there. And so anytime that gets stimulated, that gets triggered-- maybe it's something like you interacted with a person today that was completely bullying, and it just makes you so angry and it brings up all that other experiences about being bullied. And maybe that's what tips your preconscious mind and now it's a little too flooded.

With this CEO, we ended up going into his past and working on an issue-- a stuck point. Man, when he worked that out-- gone. It took us a few coaching sessions to get rid of that, but now he's like, man, Jared, I'm fine. He said, matter of fact, I'm flying up here for a month and I won't be around and I feel great. In fact, I don't need to talk to you anymore. I said, great, man. My job is to get fired. He's on his way.

Then he called me up and said, hey, Jared, now that I'm in the club and I've talked to a coach and I talked to somebody about this anxiety, he's like, I can't tell you how many other people have

the same thing. I got two or three other people that I talked to that said man, I've got to figure this out. And he shared it with them and he brought some people to me. It's amazing how guys-- we don't talk about this or share this. But when we do, we realize we're not alone. And there's help out there, and we can beat this hurdle. It is a major hurdle because the preconscious mind, for you as a leader, gets flooded.

These five hurdles-- this number three is the one that hurts the most. This one hurts the most-- home life energy. Check this out. 44% of working moms report being preoccupied about work while at home. I asked a few women about this and they said, oh yeah. That's true. They may be home but their mind is thinking about work. 37% of all working dads would consider less pay for better balance. Who among us would want to have better balance? Being able to get that work out in every day, being able to have dinner together as a family, right? This really matters. But you know and I know, boundaries are blurred.

There's a definition now in the dictionary for crackberry. Have you heard of that? Yeah, crackberries. And we're all becoming gradually crackberries. And so it's very difficult. And where is it affecting us the most? Right where it hurts the most. You see, I put on a nice suit and you guys are all dressed up. And we all come out here, and we're successful, because as men, we say, hi, I'm so and so. What do you do? What we do kind of measures us.

But really, the measure of a man is what's going on at home, to a certain degree. And that's really our heart. How are things there and how can we make a little bit better? And those are things that really matter to a guy the most, to a person the most. But sometimes when we are worn out, when our preconscious mind is flooded, we're less than our best. And I'll be the first to raise my hand and say to you that man, it just pains me at times.

When I come home and I'm just completely wiped out, and I know that my kids are going to get my worst, and that I'm trying to help with bedtime routine and my frustration tolerance is just so low. And maybe I snap. Maybe I say something. Man, I regret it as it's rolling off my tongue. And maybe one of the kids cries. And I think, there I did it again. And so, dads do this. Moms do this. We don't want to be in this situation. It's not necessarily the kid. It's more us.

How's your frustration tolerance? How's your frustration tolerance? I say, on a scale of zero to 100, how's your energy level? If you're in the 90s, that's great. If you're 80s, that's great. 70s, that's C'sville, 60s, that's D'sville. You start getting down to 60 or below, but unfortunately, we may put our best effort serving everybody else all day long. We walk in the house and then unfortunately, you know sometimes our energy's down and our families get the worst of us. Bad, right? And so, these images are images that impact us because we've all been there at some point in time, and regrettably so.

In fact, what I hear-- and listen closely to this point-- what I often hear from kids, sometimes of the successful families, is sometimes more disturbing than what I would hear from a family that's maybe poor or less privileged and we might expect some of that. Because, see, wealth and fame and prestige sometimes bring a lot of excuses to the table for why a person can get away with what they're like at home. And it can be very uncomfortable. And so some of the most horrific

stories I've heard from kids have come from some very prominent families-- that boy, so and so is such a respected person, this and that. But at home, what are they like?

You see, in psychology, they often talk about the shadow side of our personality. The shadow side. And so the shadow side is very important because what you see in front of you right now is a man who's sharing a lot of stuff with you, great words of wisdom. But what's behind me is this big shadow. And it's all the stuff that I don't want you to know about me. I don't want you to know that stuff. It's embarrassing. I'm uncomfortable with it. It's the stuff I like to hide from the world.

But you know, when we're at home, it's like my wife and kids have this big spotlight and they just like shine right on it, and it forces me at times, when I'm at my worst, to look at the aspects of myself that I don't even want to look at myself. And that's what happens when we're at home. We tend to be at our worst at home. And a good loving relationship with a spouse-- we could look at our shadow side and we could work it through and talk about it, and the more we do that, the better off we are. So it becomes very important to be so mindful of our energy levels.

So that when we are at home, we're not always having that flooded preconscious mind that's undermining our relationships with the people we love the most. And here's the most important thing. Check this out. You may not have ever been exposed to this before but this is very important. You see, the stuff in the preconscious mind, those issues that are going on, maybe you've got something going on with a kid right now. One of your children. Maybe a family member.

And so what's difficult about this stuff is that these issues here, especially in parenting, so let's talk parenting right now. That's an issue maybe with a kid and schoolwork. And down here in the unconscious mind are all these little experiences that you had with school, or maybe when you were 14 years old or your performance. And when this comes up into the conscious mind, it's loaded. It drags up all of this with it. You see that?

And so this comes up to the conscious mind and all this stuff in the unconscious came up to the preconscious, and now you're even more stressed. So you get all fired up saying, man, I don't know why I'm so mad about so and so. And maybe your loved one, your spouse, even, says to you, you're overreacting. And you say, no, this is the way it is.

You've been there? It's because it's a loaded issue for you. It's brought it up into the conscious mind. And when it loaded issues come up into the conscious mind, it starts this flood. And then we begin to unravel. Then a lot of this other stuff in the preconscious comes up, and away we go.

Loaded issues are dangerous for us, in our home life especially. Is this making sense? Is this making sense? So more than ever, you can handle the loaded issue if your preconscious mind is clear and less cluttered because there's space. There's space in there. Your frustration tolerance isn't pushed to the limit. And so, you want to make sure that you're processing stuff to keep your preconscious mind clear and less cluttered. But when it gets to a certain level and you realize it's really emotionally charged-- it's more than you can bear-- it's probably because it's a loaded issue. A loaded issue. And loaded issues are dangerous for you as a family man.

You know, that scale of zero to 100, rate yourself. You're going home today. Rate yourself. Where are you at? Because if you walk in the door at 80s or 90s, man, it's a great night at home. There's nothing in the world that can upset you. You got it. But if you're walking in the door at about a 50, that's when I say to my wife, you know what, sweetheart? I have nothing in the tank. I've got nothing in the tank and I'm going to be counterproductive here. And she'll say, OK, I got it. And so rather than try--

AUDIENCE: [INAUDIBLE]

SPEAKER: You got a 25 year tank?

AUDIENCE: She only has 25 and you've got 50.

SPEAKER: Those are nights that happen. We've all are there. She'll say to me, yeah, I don't have much either. Then we're in trouble. [LAUGHS]

AUDIENCE: Can you give me an example of a loaded issue when you were talking about that? What do you mean by-- I mean, you mentioned like, say you've got a teenager that's--

SPEAKER: Yes.

AUDIENCE: --you were having tension with [INAUDIBLE]. Or you've got an employee that [INAUDIBLE] driving nuts. Is that what you mean?

SPEAKER: Yes. A loaded issue. That it brings up your own stuff. It brings up your own stuff. And so it's the rest of the stuff the world won't necessarily know about, but it brings it up for you. And so a lot of it, quite frankly, goes back to parenting. So I'll be like, well, I remember my dad used to say it this way. He used to always get on me about this. And it used to bother you, it used to make you upset.

And so what comes up is the emotion into the preconscious mind. You may not be consciously aware of it. You just know that you're emotionally charged about the situation. You're more volatile about this one particular-- and you may not be fully aware of it. Of course, that's where the coaching really comes in in a safe environment.

Or, as Dave mentioned, in a small group of people where it's safe to talk about things, you become aware of stuff and you process it. And you realize, man, I'm not the only one that felt that way. But it's your loaded issues that will trip you up just like it's my loaded issues that trip me up. And we need to be aware of this stuff.

There's something called EQ versus IQ. Nearly everyone in the room here has got a very high IQ, which makes you very successful. Intellectual intelligence. But what we don't often talk about is EQ. And that's getting more attention. What's your emotional maturity level? What's your emotional development? Now, that's very important because even though a person intellectually can handle a lot, how much can you handle emotionally? I happen to be a nerd. So

intellectually, in my head-- yeah, I'm a nerd. I am a nerd. I'm coming, I'm telling you, man. I'm a nerd.

AUDIENCE: Out of the closet.

SPEAKER: I'm out of the closet with this one. I'm a big nerd. I'm a geek, and that's just the way I am. It in my geeky mind, I think, yeah, I can do that. Oh yeah, I can figure that out, no problem. No problem.

You know what slows me down? You know what trips me up? My emotional ability. My emotional ability. I like to think that I'm very emotionally mature. But when I'm taxed, when my preconscious mind is flooded, my emotional maturity, my EQ goes [BALLOON BURSTING SOUND]. Right on down. Does that happen to you? And so suddenly, you're acting like you're 14 again. You're acting like you're 14 again. EQ is very important.

And so we often admire people about their IQ, but it's really their EQ that's significant in their home life and managing that home life energy. Keep your energy up. Focus on those things that energize you. Avoid those things that drain you. If you can do that, the positive symptoms of you-- all of us, we can be really silly at times. Behind closed doors with our family. My kids love it when I'm silly. I want to be silly. But I've got to feel good to be silly.

Humor is one of the best psychological signs of a healthy person. The funnier they are, the wittier they are-- they just come up with stuff. Their preconscious mind is clear. And so, it's great. If you know somebody that's funny and witty, hang out with that person. It's likely their preconscious mind is clear. Yeah? There's a person. So this is what we're talking about.

But again, it's one thing for me to stand before you and share this with you about this intellectual-- it's a whole another process-- there's that word, process. If you just take a few minutes and go inside and pull some of this to your awareness, process it and capture it on paper. And that's what I'm going to ask you to do now.

Let's shift to number four. The fourth hurdle is misguided tension. Misguided tension. This is a picture I took of myself earlier today. We live in a society that's running on Dunkin, right? Caffeine and carbs keep us going. There's a problem with that. You know, inside we have a lot of tension. Do you know anybody that you would describe as intense? Intense? Think about that word. Intense. Tension inside. They've got a lot of tension inside.

Sometimes you can even feel it. You put your arm on a person and it's like, oh man. Boy, you can always feel sometimes the tension that's inside. And that tension that's inside-- intention-- is tension that we've got to get out in a healthier way. It's going to come out. Tension that's inside, AKA a flooded preconscious mind. What's inside that's intense? It's the feelings, the hurts, the unknowns, right? The threats. This stuff that's in there is going to come out. And this is what breaks my heart.

When we see leaders fall, great leaders, any one of us could step into any one of these vices. There are lots of ways that tension comes out that's somewhat inappropriate. Here are just a few.

This is one from the news just a few weeks ago. Senator-- great senator. Potential republican candidate for president in a tough situation. He's not the only one that was looking to be a president. This situation had developed with John Edwards. And it's not there-- [LAUGHTER] No internet pornography here.

But some people just get in love with the images that they see. And I tell you, you'd be surprised that behind the scenes, just how rampant this really is. You start talking to people and you realize that this is an incredible vice, especially with kids. Man, young people before never had to deal with this but it is out there all the time. So the sexual images and such, a real vice. And so tension comes out in that way.

Another way is just anger. Gambling is another vice which, in excess, becomes really a dangerous place. And a lot of times, people will misplace their tension in searching for something that they're not going to find there. Money being a big part of that. Food being another problem as well. We live in a country where obesity is just on the rise. I think it's 25% of Pennsylvanians we just found out are obese. It's very difficult because we live in a society where we're very privileged. We go out all we want, and so food is a big problem.

And when I was working-- check this out. When I was working on my doctorate in health psychology, mind body kind of medicine, I learned from a more clinical angle something that I had already known in my heart and mind, which is that our emotional pain will manifest itself in physical symptoms. Our emotional pain will manifest itself in physical symptoms. At some point in time, if we're not clearing out the preconscious mind, if we're not dealing with those private hurts, those feelings, those tensions, then it's going to manifest itself.

Does anybody ever experience that? Does anybody get a tight neck? I get a tight neck. That's where it hits me. Where on your body is your emotional thermometer for your tension? Some people, it's their low back. Right? For some people, it's their neck and shoulders. Some people, it's a headache. It could be lots of things for lots of people.

But our physical symptoms become our emotional thermometer. And so, the more we can clear out our preconscious mind and talk about these things in a safe, confidential environment, the better off we are because we're getting rid of the tension. The tension is inside of us.

So in this picture here, there's tension. And in there, and the tension is likely coming from his mind. Likely coming from his mind. See how that works? Don't take my word for it. This is a study right from WebMD.com. And so this is powerful stuff here. 90% of all doctor visits are for stress related ailments or complaints.

That's probably not surprising to you, right? That there's some psychological component to this. I'm going to even be so bold to ask our resident physician in the room if-- I want to talk to Kevin [INAUDIBLE] about this here. Kevin, 90% of-- you work as a doctor and you see stuff. Would you agree that so much of it is stress related? Yeah.

AUDIENCE: Then why aren't we counseled for that? I mean, of all the times I've ever gone to a doctor's office, I've never had a guy say, [INAUDIBLE].

SPEAKER: That is a great question. And part of the reason is because we live in a society where psychology's in its infancy stage. We're just starting to talk about stuff. In the '70s, people weren't talking. Now we've got great medicine and counselors and sports psychologists and all kinds of stuff.

And so we've got to train people to come up. And so as I was going through my doctoral program, I'd ask my friends in med school, hey, have you had a class in psychology yet? Have you learned about the mind or [INAUDIBLE]? And they'd say, no, no, no, but I'll get to my residency or my internship in psychiatry. I said, well that's great but that's not exactly what I'm talking about here.

Nowadays, we are bringing up our young doctors in this way. In fact, Kevin is here today and Kevin talked about bringing some of your fellows. Is that right? They're here with us? Yeah. And so we've got two young docs that Kevin, being a doctor that values what we're talking about here, is bringing in his fellows to say, this stuff is important. And as you go out and serve people in medicine, pay attention to this stuff. And so, there are not enough doctors like Kevin that value this, or these fellows that would come here, but more and more were developing that.

In psychology, the doctoral program that I was in, health psych is bridging that gap between the mind and the body. It would be great if insurance companies would reimburse this stuff as well. The problem is that preventative medicine would be very helpful, but oftentimes isn't reimbursed by the insurance companies. Sometimes you hear about, you know, dentist visits aren't covered. The chiropractic visits might not be covered. Counseling might not be covered. And yet we know all this stuff is very helpful in preventing heart disease or problems with anxiety or cancer and such. See how this works?

And so, when we're talking about this stuff, we're talking about needing an outlet. Think about this. Think about this. Outlet. We need an outlet. We need an outlet. We need to let out what? See that? Let out. What are we letting out? We're letting out our tension. What's the tension? It's those feelings. What are the feelings? They're probably negative feelings. The strong and negative feelings.

That hurts. The fears. The unknowns, the threats. We gotta let this stuff out. What's your outlet? What do you do to let out your stuff? Something like pottery. Simple. I know somebody very close to me that this is a great outlet for this person. Just loves pottery. Very therapeutic. Great outlet. What's your outlet?

And do you work out? Do you work out? Think about it again. Think about it. Work out. I'm going to go work out. What are you going to work out? What are you working out? You're really working out your mind. You're working out your tension. You're getting it out. You're clearing out that preconscious mind. When you run on the treadmill, without a beer, when you run on the treadmill your serotonin level goes up. Your focus gets higher. Your beta wave brain wave state gets even higher. There's high levels of beta.

And you're focused, so your problem solving skills get better. You ever notice that? You go for run and at the end, you're walking in the driveway and you just feel great. Because you thought

about all those problems at a very high level brainwave state where your focus was even sharper and you solved those problems. You cut through them better, and you released a lot of tension. Sweating. You got rid of it. We work out.

Is this making sense? Do you get it? What is your outlet? How do you let go of some of your tension? And I'm curious, does anybody have a creative outlet. Something that they'd be willing to share with other people, to say, you know what? This is one way that I let out tension. Just like Gordy said that he would go and sit by water and let out some tension there. Does anybody have something? Anybody? Yeah.

AUDIENCE: I write poetry.

SPEAKER: You write poetry? Impressive.

AUDIENCE: Never knew that, did you?

SPEAKER: Never knew that. Never knew that. And yet, typically, as a man, that might not be something that would be traditionally accepted or valued. But it's brilliant. And you're not alone. And writing poetry is the expression of feelings, isn't it? Private matters, going inward and capturing it on paper. Profound outlet. Somebody else?

AUDIENCE: I chop wood.

SPEAKER: You chop wood? Chop wood. Good for you. Good for you. That analogy is one that Rutgers University football team has adopted for their mantra. They say, we're chopping wood. The same thing, again and again. We just do it over and over again. So they have this whole section in their student section, and they're chopping wood.

And they said, you know, for their program it's very important for them to be very methodical and go out there and do the right thing again and again and again. But they're working out their tension and using this metaphor of chopping wood. Chopping wood is excellent.

Last is a trusted confidant. Last is this. This is the hurdle. In our life, we have this thing where we progress. And we invest so much time into our work, into what we're doing, and relationships begin to kind of fall away.

And what we really need in this world is somebody that we feel safe with, that we can talk to. Now, ideally maybe that's a family member. But that may not always be the case for everybody. And even sometimes with a family member, we can't talk to them because they're part of the problem.

And so, having somebody in your life that you can truly bear your heart with-- that has no direct bearing on your life if you say something that's going to maybe offend them or affect them-- is such a wonderful profound thing. A trusted confidant goes a long, long way.

Have you ever had a one-sided conversation, where somebody was there focused solely on you? Solely focused on what you need, hearing you, validating you, empathizing with you, explaining things to you, giving you outside perspective. Have you ever experienced this? It's wonderful. And if you haven't had it in a professional setting yet, it's a whole different ball game.

Coaching is profound, and the evidence is clear. And when somebody's focused solely on you, that's profound. And I don't care how tough you are, everybody can benefit. If you haven't seen this movie, this is *Analyze This*, where Robert De Niro is a big mob boss. And he happens to bump into Billy Crystal, who is a therapist.

So this is a great movie about a big tough guy with high machismo who was having some of these panic attacks-- although he didn't want them called panic attacks. And so this is a great movie that helped tear down those walls about men and talking about their feelings. Check out this movie. It relates to hurdle number two-- anxiety attacks.

Check out this study. Harvard Business Review-- a pretty solid source. Investing so much money in coaching. They know it. They get it. This one here is Fortune 1,000 companies. Productivity is up. Retention is up. We know this. Because when somebody's getting coached, and they're clearing out their preconscious mind, all that good stuff can come out.

It's so much better to keep somebody on board with you, help them clear out that preconscious mind, and it creates a path for all that good stuff to come out. Fortune magazine. Business coaching is attracting America's top CEOs, because it works. Six times what the coaching had cost their companies is the return on the investment. Profound. Six times. Again, coaching works.

This is a global study of business leaders worldwide. 529% ROI. Who's coaching you? Who's coaching the people on your staff? What are you doing behind the scenes to release that tension, to work out these issues? The more you can do this stuff, the better off you're going to be. These five hurdles have something in common. It's that common thread of a clear preconscious mind.

I know that in my life, when the right time came and the right person appeared, and I said, you know what, I think I need to get some coaching, it transformed me. It made my marriage better. I saw parenting in a different way. I could guard my emotional energy better. I became aware of the signs and the triggers that would trip me up. I became open to the path.

I'm urging you, in this day and age, as you move forward, however you need to do this, find somebody. Find some small groups, especially as men. Get in that environment where you can talk about your feelings in a safe way, in a trusted way. If you do this, you'll be amazed at what you can do and how well you can do it.

I want to close with a little story. It's a corny little story. You may have heard this one already before. But it's of these little kids who lived in a village some years ago. And high on the mountain top, there was a monastery with a monk there. And this monk seemed to know everything there was about life.

And the kids thought about coming up with a way to stump this monk, to prove that he wasn't so sharp. And so they thought about it and they came up this idea that they had a little chicken, just a baby chick. And they said, we're going to take this baby chick and put it behind our back, and walk up there to this monk. And we're going to ask him, is this baby chick alive or is it dead?

They said if the monk responded with it's alive, they would just snap the baby chick's neck and pull it out and show him that it was dead. And if they said it was dead, they'd pull it out and show him that it was alive. They came up with a brilliant way to stump this monk.

And so they got all these people together and they went up to the mountaintop, and they talked to the monk. And they asked him very simply, is this baby chick alive or is it dead? The monk thought about it for a minute. And he thought about it some more, and he thought about it some more.

And then eventually, he responded. And he said to them these words, the answer you seek does not lie within me, but rather the answer is in your hands. The answer is in your hands. They were ticked off. He stumped them. He got them.

And so I close with that story here today because it's in your hands. We covered a lot of material today, about insomnia and how important it is to have consistency of sleep. We talked about if sleep isn't right, then nothing else is going to fall into place. We've talked about anxiety and about that fear-fear model, and how it affects us so much, and how so many people struggle with this, but yet we don't talk about. But what it's really about is repressed issues. We talked about the home life energy and how important it is for you to be aware of your loaded issues, and to gravitate to what energizes you and try to filter out what drains you.

We moved along and we talked a little bit about misguided tensions, those misguided tensions that we all have. Sometimes we feel intense and I'm again just suggesting that you get an outlet. That you work out, that you get this out. And the best way to do this is by having somebody in your life that you can have as a trusted confidant. And the more you can talk about your feelings with your family members or your children or your inner circle of people, the better off you're going to be.

It's been a privilege and a pleasure. Truly, a pleasure for me, to stand in front of you here today and to just impart with you some of what I've learned on this path, hoping and praying that this would make a huge difference in your life. Thank you so much for listening and being here today. Thank you.