



1
00:00:05,570 --> 00:00:01,899
you know one of the things that is

2
00:00:08,509 --> 00:00:05,580
pretty unique and about your show and

3
00:00:11,810 --> 00:00:08,519
your approach is it's this two-part

4
00:00:15,049 --> 00:00:11,820
thing where you engage people in a

5
00:00:17,540 --> 00:00:15,059
storytelling component or they're just

6
00:00:20,630 --> 00:00:17,550
basically telling their story and then a

7
00:00:24,259 --> 00:00:20,640
second part where you're and I love this

8
00:00:28,460 --> 00:00:24,269
I mean you're engaging right you're

9
00:00:31,070 --> 00:00:28,470
doing what I guess I wanted to hear and

10
00:00:34,340 --> 00:00:31,080
what I was advocating before is you're

11
00:00:36,319 --> 00:00:34,350
engaging them and poking them and not in

12
00:00:38,299 --> 00:00:36,329
a confrontational way but just in a way

13
00:00:40,940 --> 00:00:38,309

of saying hey how does this really

14

00:00:43,190 --> 00:00:40,950

relate you're engaging them in the

15

00:00:46,910 --> 00:00:43,200

process that they went through

16

00:00:49,750 --> 00:00:46,920

you're not leaving it at story you know

17

00:00:52,970 --> 00:00:49,760

because I think we do that too much we

18

00:00:55,900 --> 00:00:52,980

we we so want to say your experience

19

00:00:58,779 --> 00:00:55,910

your experience and part of that is a

20

00:01:00,680 --> 00:00:58,789

very appropriate response to this

21

00:01:02,180 --> 00:01:00,690

biological robot meaningless universe

22

00:01:04,399 --> 00:01:02,190

thing that says you have no experience

23

00:01:06,050 --> 00:01:04,409

oh that's not even really you know

24

00:01:08,539 --> 00:01:06,060

really when we get down to it you don't

25

00:01:10,399 --> 00:01:08,549

really have an experience so we need to

26
00:01:12,920 --> 00:01:10,409
celebrate the fact that we do have

27
00:01:15,740 --> 00:01:12,930
experience but then I like where you're

28
00:01:18,560 --> 00:01:15,750
at which is coming around it at the at

29
00:01:21,859 --> 00:01:18,570
the end and say okay let's dive in and

30
00:01:24,590 --> 00:01:21,869
let's put a whole process which you do

31
00:01:28,010 --> 00:01:24,600
in the weeks beyond the the story in

32
00:01:30,170 --> 00:01:28,020
terms of deconstructing that story and

33
00:01:33,469 --> 00:01:30,180
what the lessons are and how we move

34
00:01:35,660 --> 00:01:33,479
forward from it so can you talk to all

35
00:01:39,340 --> 00:01:35,670
of that and what you're trying to do and

36
00:01:41,420 --> 00:01:39,350
how you see that going yeah it really

37
00:01:44,630 --> 00:01:41,430
follows a lot of other things that I

38
00:01:48,170 --> 00:01:44,640

believe and inform my work I've tried to

39

00:01:49,789 --> 00:01:48,180

translate into media and so we start

40

00:01:51,920 --> 00:01:49,799

with the story because I want people to

41

00:01:53,990 --> 00:01:51,930

feel what that person went through but

42

00:01:55,280 --> 00:01:54,000

it's but nobody will deny someone's

43

00:01:57,200 --> 00:01:55,290

experience right like if someone has a

44

00:01:58,730 --> 00:01:57,210

near-death experience and you hear the

45

00:02:00,440 --> 00:01:58,740

story and it's a compelling story you're

46

00:02:02,630 --> 00:02:00,450

not gonna say all that didn't happen

47

00:02:04,280 --> 00:02:02,640

you're just gonna say you know if you're

48

00:02:05,840 --> 00:02:04,290

skeptical or you're a materialist you

49

00:02:07,310 --> 00:02:05,850

might say well I'm gonna try to explain

50

00:02:10,309 --> 00:02:07,320

how this happened but you might still

51
00:02:12,110 --> 00:02:10,319
engage with the story and by doing that

52
00:02:13,610 --> 00:02:12,120
what we're doing is we're disarming

53
00:02:15,320 --> 00:02:13,620
people from from a

54
00:02:17,030 --> 00:02:15,330
immediately rejecting the content

55
00:02:18,830 --> 00:02:17,040
outright we're bringing them on a

56
00:02:20,330 --> 00:02:18,840
journey we're having them feel what it

57
00:02:21,649 --> 00:02:20,340
feels like by identifying with the

58
00:02:24,890 --> 00:02:21,659
character in the story who's a real

59
00:02:28,250 --> 00:02:24,900
person and in going on that journey so

60
00:02:29,720 --> 00:02:28,260
so in in in a sense the story enables

61
00:02:32,600 --> 00:02:29,730
the initial transformation through

62
00:02:35,569 --> 00:02:32,610
emotion the follow-up interview is to

63
00:02:37,670 --> 00:02:35,579

then inform some of the the process some

64

00:02:40,220 --> 00:02:37,680

of the how some of the the details that

65

00:02:42,410 --> 00:02:40,230

went there some of the more tangible

66

00:02:43,880 --> 00:02:42,420

stuff so that people can then not only

67

00:02:45,949 --> 00:02:43,890

feel it but then have something to walk

68

00:02:48,020 --> 00:02:45,959

away with and then of course every week

69

00:02:49,400 --> 00:02:48,030

thereafter we send follow-up content and

70

00:02:51,170 --> 00:02:49,410

we're always deconstructing over the

71

00:02:52,849 --> 00:02:51,180

course of the month because we want to

72

00:02:56,630 --> 00:02:52,859

keep that process going keep keep

73

00:02:58,750 --> 00:02:56,640

expanding those those those avenues and

74

00:03:02,030 --> 00:02:58,760

opening people up so so we're really

75

00:03:04,449 --> 00:03:02,040

it's it is very thought-out is it gonna

76

00:03:06,470 --> 00:03:04,459

work I don't know it's still too early

77

00:03:08,000 --> 00:03:06,480

it'll probably look different in the

78

00:03:11,210 --> 00:03:08,010

future but that's kind of the goal is

79

00:03:12,410 --> 00:03:11,220

how do we use media in a way that can

80

00:03:14,210 --> 00:03:12,420

help somebody actually go on a

81

00:03:16,069 --> 00:03:14,220

transforming experience how can they how

82

00:03:18,050 --> 00:03:16,079

can I get somebody in an episode in over

83

00:03:20,150 --> 00:03:18,060

a course of a month to go from skeptical

84

00:03:24,740 --> 00:03:20,160

episode one to skip so skeptical episode

85

00:03:27,080 --> 00:03:24,750

400 and feel okay about that and so some

86

00:03:29,000 --> 00:03:27,090

of those topics I want to be getting

87

00:03:30,770 --> 00:03:29,010

into or some of these bigger topics and

88

00:03:31,599 --> 00:03:30,780

you know things like near-death

89

00:03:35,420 --> 00:03:31,609

experience

90

00:03:36,559 --> 00:03:35,430

mediumship you know the reincarnation

91

00:03:37,789 --> 00:03:36,569

stuff like these some of these things

92

00:03:39,440 --> 00:03:37,799

that I find a really fascinating

93

00:03:41,569 --> 00:03:39,450

philosophy Bernardo Kass trips work like

94

00:03:43,610 --> 00:03:41,579

this I want to bring that into an

95

00:03:45,349 --> 00:03:43,620

environment where we can deconstruct it

96

00:03:46,759 --> 00:03:45,359

through a story so people have reference

97

00:03:49,670 --> 00:03:46,769

they won't deny it they won't say this

98

00:03:51,199 --> 00:03:49,680

is not true they can make their

99

00:03:53,240 --> 00:03:51,209

determination about it but I'm trying to

100

00:03:55,280 --> 00:03:53,250

kind of find that way of helping them

101
00:03:58,699 --> 00:03:55,290
take a step forward without it being an

102
00:04:01,520 --> 00:03:58,709
immediate rejection so this is BS or you

103
00:04:03,979 --> 00:04:01,530
know it is just not possible that's

104
00:04:06,050 --> 00:04:03,989
awesome it really is and it shines

105
00:04:08,390 --> 00:04:06,060
through just brilliantly in the first

106
00:04:11,530 --> 00:04:08,400
two episodes which are terrific and

107
00:04:14,119 --> 00:04:11,540
really encourage people to check out

108
00:04:16,060 --> 00:04:14,129
transcend experience it's pretty easy to

109
00:04:18,890 --> 00:04:16,070
find you'll find it in the show notes so

110
00:04:22,520 --> 00:04:18,900
Jeff and the time that we have left and

111
00:04:24,170 --> 00:04:22,530
you know tell us more about you you did

112
00:04:26,360 --> 00:04:24,180
kind of tee up where you're going with

113
00:04:27,350 --> 00:04:26,370

this tell us how it's going so far you

114

00:04:29,570 --> 00:04:27,360

said it kind of

115

00:04:33,439 --> 00:04:29,580

gotten off to a really good start which

116

00:04:35,390 --> 00:04:33,449

is great news so how is it going it's

117

00:04:38,240 --> 00:04:35,400

it's a process I mean I'm treating this

118

00:04:40,670 --> 00:04:38,250

like like a startup company in the sense

119

00:04:42,559 --> 00:04:40,680

of how I'm approaching it so it's a lot

120

00:04:44,600 --> 00:04:42,569

of learning a lot of failing as quickly

121

00:04:48,050 --> 00:04:44,610

as I can and and that means that there's

122

00:04:50,059 --> 00:04:48,060

some tough days working on it but every

123

00:04:51,559 --> 00:04:50,069

day at the end I walk away grateful that

124

00:04:53,809 --> 00:04:51,569

I get to do this and it's something I'm

125

00:04:55,100 --> 00:04:53,819

really proud of and excited about and

126

00:04:56,360 --> 00:04:55,110

it's something I'm happy to talk about

127

00:04:57,709 --> 00:04:56,370

when someone asked me what do you do I

128

00:05:01,159 --> 00:04:57,719

actually if something I can share now

129

00:05:03,610 --> 00:05:01,169

that that feels good and and my wife

130

00:05:05,809 --> 00:05:03,620

won't get mad at me for being creepy so

131

00:05:08,269 --> 00:05:05,819

yeah I don't know where it's gonna go

132

00:05:09,860 --> 00:05:08,279

you know what does it gonna look like in

133

00:05:12,140 --> 00:05:09,870

10 years I don't know but I have a 10

134

00:05:13,820 --> 00:05:12,150

year time horizon I'm not gonna let up

135

00:05:16,429 --> 00:05:13,830

on this project I think it's worthwhile

136

00:05:18,290 --> 00:05:16,439

and I think there's some really exciting

137

00:05:20,360 --> 00:05:18,300

opportunities to explore people's

138

00:05:22,760 --> 00:05:20,370

experience but do it in a way that takes

139

00:05:25,429 --> 00:05:22,770

that next step and and so keep chugging

140

00:05:26,600 --> 00:05:25,439

along and being right there and having

141

00:05:28,790 --> 00:05:26,610

my own transformation through the

142

00:05:29,990 --> 00:05:28,800

process and continuing to you know be

143

00:05:31,879 --> 00:05:30,000

curious about that question of what does

144

00:05:32,740 --> 00:05:31,889

it mean to transcend and we'll see where

145

00:05:35,180 --> 00:05:32,750

it goes