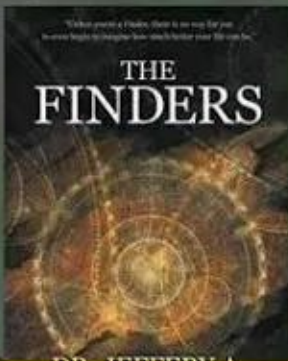


Jeffery Martin

skeptiko #456



Shifting Our Ego-Centric Culture

- Skeptiko Topics:**
Consciousness Science
Parapsychology
Near-Death Experience
Spirituality
Skeptics/Skepticism
Psi
Psychics & Mediums
Atheism
UFO
Neuroscience
Conspiracy Theories
Contactee Experience
OBE

1
00:00:04,630 --> 00:00:02,629
i don't know you know uh you'll probably

2
00:00:05,990 --> 00:00:04,640
be about as good as i was

3
00:00:07,990 --> 00:00:06,000
that's kind of the way it works you know

4
00:00:10,230 --> 00:00:08,000
and i i was below average

5
00:00:11,910 --> 00:00:10,240
you know so so you'll probably

6
00:00:13,589 --> 00:00:11,920
ultimately rank

7
00:00:14,789 --> 00:00:13,599
somewhere around there you know i don't

8
00:00:17,269 --> 00:00:14,799
want you out here shooting this ball

9
00:00:20,790 --> 00:00:17,279
around all day and night all right

10
00:00:28,830 --> 00:00:24,500
all right glare hey

11
00:00:31,189 --> 00:00:28,840
[Music]

12
00:00:32,709 --> 00:00:31,199
period that's will smith from the

13
00:00:35,110 --> 00:00:32,719

pursuit of happiness boy

14

00:00:37,590 --> 00:00:35,120

i love that movie and as far as how it

15

00:00:40,709 --> 00:00:37,600

fits how it connects with today's

16

00:00:41,350 --> 00:00:40,719

very long but i think insightful in so

17

00:00:45,190 --> 00:00:41,360

many ways

18

00:00:47,029 --> 00:00:45,200

interview with dr jeffrey martin well

19

00:00:48,389 --> 00:00:47,039

i i think that's kind of an easter egg

20

00:00:50,310 --> 00:00:48,399

we're all gonna have to kind of find

21

00:00:51,750 --> 00:00:50,320

that and figure out if there is that

22

00:00:54,150 --> 00:00:51,760

connection or not though

23

00:00:55,350 --> 00:00:54,160

but at least i think there is so see

24

00:00:56,310 --> 00:00:55,360

what you think

25

00:00:57,750 --> 00:00:56,320

all right here's a clip from the

26
00:00:59,510 --> 00:00:57,760
interview and i picked one from this is

27
00:01:00,790 --> 00:00:59,520
such a long interview i pick one from

28
00:01:02,950 --> 00:01:00,800
almost the end

29
00:01:04,469 --> 00:01:02,960
so maybe you get an idea that there's a

30
00:01:07,030 --> 00:01:04,479
reason to stick around

31
00:01:08,230 --> 00:01:07,040
to the end and so dean and i were

32
00:01:09,830 --> 00:01:08,240
talking about is he was doing like

33
00:01:11,270 --> 00:01:09,840
chocolate intention experiments or

34
00:01:12,550 --> 00:01:11,280
something at that time and he like gave

35
00:01:14,230 --> 00:01:12,560
me this piece of chocolate that was

36
00:01:15,590 --> 00:01:14,240
infused with the intention of love or

37
00:01:16,710 --> 00:01:15,600
something and

38
00:01:18,550 --> 00:01:16,720

you know he gives me the chocolate and

39

00:01:19,590 --> 00:01:18,560

asking if i feel any different and you

40

00:01:20,950 --> 00:01:19,600

know stuff like that

41

00:01:22,870 --> 00:01:20,960

and i love chocolate so i was just

42

00:01:23,510 --> 00:01:22,880

grateful for the chocolate i was hungry

43

00:01:25,510 --> 00:01:23,520

but

44

00:01:28,149 --> 00:01:25,520

ions took a while to get to longer than

45

00:01:29,910 --> 00:01:28,159

i thought it would take to drive

46

00:01:31,510 --> 00:01:29,920

and i was like well before she leaves

47

00:01:33,670 --> 00:01:31,520

let's look at her data

48

00:01:35,830 --> 00:01:33,680

you know and so we go to the other room

49

00:01:37,429 --> 00:01:35,840

and it's got like these bar graphs sort

50

00:01:38,710 --> 00:01:37,439

of on the screen

51
00:01:40,069 --> 00:01:38,720
so it's walking her through the trial

52
00:01:41,429 --> 00:01:40,079
and he's like what did you do on this

53
00:01:42,789 --> 00:01:41,439
one do you remember what you did on this

54
00:01:44,230 --> 00:01:42,799
one did you remember what you did on

55
00:01:46,069 --> 00:01:44,240
this one so on and so forth

56
00:01:47,670 --> 00:01:46,079
and all of them were like i don't know

57
00:01:49,030 --> 00:01:47,680
kind of middle of the road bars and then

58
00:01:50,310 --> 00:01:49,040
there was this one bar that was like

59
00:01:51,670 --> 00:01:50,320
kind of off the charts

60
00:01:53,190 --> 00:01:51,680
he gets to that when he's like do you

61
00:01:55,510 --> 00:01:53,200
remember what you did with this one and

62
00:01:57,429 --> 00:01:55,520
she just sort of looked at him

63
00:01:59,190 --> 00:01:57,439

and then she sort of looked over at me

64

00:01:59,510 --> 00:01:59,200

and the other person from our lab that

65

00:02:02,630 --> 00:01:59,520

was

66

00:02:04,389 --> 00:02:02,640

visiting with me um and you could tell

67

00:02:07,350 --> 00:02:04,399

that she didn't want to say

68

00:02:09,029 --> 00:02:07,360

you know and so she tried to give like

69

00:02:11,910 --> 00:02:09,039

some sort of half-assed

70

00:02:12,550 --> 00:02:11,920

sort of response to it um and i'm like

71

00:02:14,390 --> 00:02:12,560

well

72

00:02:16,309 --> 00:02:14,400

i'm not gonna you know settle for that

73

00:02:17,589 --> 00:02:16,319

like you know you were really precise on

74

00:02:18,869 --> 00:02:17,599

the other ones like you know what did

75

00:02:20,470 --> 00:02:18,879

you do on this one and she's like it

76

00:02:21,350 --> 00:02:20,480

says she thinks that she pauses for a

77

00:02:22,869 --> 00:02:21,360

while

78

00:02:26,790 --> 00:02:22,879

and she looks at us some more and she

79

00:02:34,710 --> 00:02:30,150

there's this thing i can do

80

00:02:36,630 --> 00:02:34,720

where i can kind of make myself go away

81

00:02:38,150 --> 00:02:36,640

you know she describes like basically

82

00:02:40,470 --> 00:02:38,160

being able to put herself into this

83

00:02:42,949 --> 00:02:40,480

temporary non-symbolic experience

84

00:02:45,270 --> 00:02:42,959

um and she's like that's what i was

85

00:02:47,430 --> 00:02:45,280

doing when i did that bar

86

00:02:48,550 --> 00:02:47,440

um i thought i thought that's very

87

00:02:50,229 --> 00:02:48,560

interesting

88

00:02:52,630 --> 00:02:50,239

welcome to skeptico where we explore

89

00:02:55,110 --> 00:02:52,640

controversial science and spirituality

90

00:02:57,110 --> 00:02:55,120

with leading researchers thinkers and

91

00:02:58,149 --> 00:02:57,120

their critics i'm your host alex sacaris

92

00:03:01,110 --> 00:02:58,159

and today

93

00:03:02,390 --> 00:03:01,120

we welcome back dr jeffrey martin to

94

00:03:05,990 --> 00:03:02,400

skeptico

95

00:03:07,110 --> 00:03:06,000

in case you don't remember dr martin is

96

00:03:09,750 --> 00:03:07,120

a harvard trained

97

00:03:10,949 --> 00:03:09,760

social scientist author of the book the

98

00:03:13,030 --> 00:03:10,959

finders

99

00:03:14,869 --> 00:03:13,040

which as we mentioned in the previous

100

00:03:17,990 --> 00:03:14,879

interview has been

101
00:03:19,830 --> 00:03:18,000
widely widely praised by tons of very

102
00:03:22,790 --> 00:03:19,840
prominent well-respected names in

103
00:03:26,149 --> 00:03:22,800
psychology neuroscience and just

104
00:03:28,789 --> 00:03:26,159
i don't know thinking people in general

105
00:03:30,470 --> 00:03:28,799
jeffrey and his team are also the

106
00:03:33,910 --> 00:03:30,480
creators of the finders

107
00:03:35,670 --> 00:03:33,920
course which is a rather intensive

108
00:03:37,030 --> 00:03:35,680
16 week although we're going to have to

109
00:03:38,789 --> 00:03:37,040
talk about that because there's kind of

110
00:03:41,350 --> 00:03:38,799
a new course coming out

111
00:03:43,190 --> 00:03:41,360
meditation and mind training course

112
00:03:45,110 --> 00:03:43,200
although that's kind of pigeonholing it

113
00:03:47,589 --> 00:03:45,120

maybe in a way that

114

00:03:49,430 --> 00:03:47,599

we wouldn't have to but it's a course

115

00:03:52,470 --> 00:03:49,440

that claims to do nothing

116

00:03:55,429 --> 00:03:52,480

less than permanently shift

117

00:03:56,949 --> 00:03:55,439

your sense of well-being probably about

118

00:03:57,589 --> 00:03:56,959

the biggest thing you could do in your

119

00:03:59,750 --> 00:03:57,599

life

120

00:04:00,949 --> 00:03:59,760

and as we explored in the last interview

121

00:04:04,149 --> 00:04:00,959

you know the thing about

122

00:04:05,910 --> 00:04:04,159

jeffrey is from the beginning

123

00:04:08,390 --> 00:04:05,920

he's been all about the science all

124

00:04:11,270 --> 00:04:08,400

about the numbers and by the best

125

00:04:12,710 --> 00:04:11,280

standards we have the gold standard type

126

00:04:15,750 --> 00:04:12,720

standards within

127

00:04:17,990 --> 00:04:15,760

psychology and the social sciences it's

128

00:04:20,949 --> 00:04:18,000

hard to argue that he hasn't

129

00:04:21,990 --> 00:04:20,959

really cracked the code here so it's an

130

00:04:24,230 --> 00:04:22,000

interesting

131

00:04:25,670 --> 00:04:24,240

body of work fascinating and we chatted

132

00:04:27,909 --> 00:04:25,680

a little bit before the interview and

133

00:04:28,310 --> 00:04:27,919

i'm going to plug that in at some point

134

00:04:30,790 --> 00:04:28,320

but

135

00:04:32,790 --> 00:04:30,800

let me just start with welcome you back

136

00:04:34,870 --> 00:04:32,800

dr martin thanks for coming back on

137

00:04:38,790 --> 00:04:34,880

skeptico

138

00:04:44,950 --> 00:04:42,070

so in the last interview we

139

00:04:47,110 --> 00:04:44,960

talked about a lot of stuff and i think

140

00:04:48,469 --> 00:04:47,120

there's a lot to kind of pick up on just

141

00:04:50,150 --> 00:04:48,479

from where we left off because there's a

142

00:04:52,230 --> 00:04:50,160

lot of things going on in

143

00:04:53,510 --> 00:04:52,240

your world and in the world in general

144

00:04:58,590 --> 00:04:53,520

that i think are

145

00:05:05,110 --> 00:05:02,469

self-development meditation

146

00:05:07,189 --> 00:05:05,120

training mind training but let's start

147

00:05:10,230 --> 00:05:07,199

with just some of the basics i i

148

00:05:11,110 --> 00:05:10,240

maybe did a very brief sketch of who you

149

00:05:14,710 --> 00:05:11,120

are

150

00:05:17,590 --> 00:05:14,720

remind people about who is

151
00:05:19,029 --> 00:05:17,600
jeffrey martin and in particular how you

152
00:05:22,469 --> 00:05:19,039
came about

153
00:05:25,350 --> 00:05:22,479
doing this developing this course and

154
00:05:28,710 --> 00:05:25,360
the book that that you wrote

155
00:05:32,070 --> 00:05:28,720
you know i'm someone who was in media

156
00:05:35,350 --> 00:05:32,080
and advertising and technology and

157
00:05:36,150 --> 00:05:35,360
built businesses in those types of

158
00:05:38,790 --> 00:05:36,160
spaces

159
00:05:41,029 --> 00:05:38,800
for many years i had a lot of success

160
00:05:44,230 --> 00:05:41,039
and at the end of all of that

161
00:05:44,950 --> 00:05:44,240
which was in my mid-30s i was not that

162
00:05:47,990 --> 00:05:44,960
happy

163
00:05:49,590 --> 00:05:48,000

obvious to me that there were people

164

00:05:53,830 --> 00:05:49,600

that were a lot happier

165

00:05:56,870 --> 00:05:53,840

than i was and um you know being a

166

00:05:59,029 --> 00:05:56,880

you know type a overachiever

167

00:06:01,110 --> 00:05:59,039

person at that point in my life i

168

00:06:03,430 --> 00:06:01,120

basically just

169

00:06:04,950 --> 00:06:03,440

quit everything that i was doing and

170

00:06:08,150 --> 00:06:04,960

went back to school

171

00:06:10,150 --> 00:06:08,160

and tried to figure out

172

00:06:11,350 --> 00:06:10,160

how i could have the happiness and

173

00:06:13,510 --> 00:06:11,360

fulfillment

174

00:06:15,909 --> 00:06:13,520

that as a type a person i felt i so

175

00:06:18,309 --> 00:06:15,919

rightly deserved

176

00:06:19,510 --> 00:06:18,319

and if i can let me add another part to

177

00:06:21,830 --> 00:06:19,520

this story because

178

00:06:22,950 --> 00:06:21,840

it's not hidden you shared it in an

179

00:06:25,029 --> 00:06:22,960

interview before

180

00:06:26,070 --> 00:06:25,039

but it's a very personal part that i

181

00:06:28,070 --> 00:06:26,080

think

182

00:06:29,909 --> 00:06:28,080

anyone without being an armchair

183

00:06:32,550 --> 00:06:29,919

psychologist would have to see

184

00:06:34,710 --> 00:06:32,560

factors into that and that's that during

185

00:06:35,189 --> 00:06:34,720

your upbringing you were exposed to some

186

00:06:39,189 --> 00:06:35,199

rather

187

00:06:41,510 --> 00:06:39,199

um i don't know intense religious

188

00:06:43,110 --> 00:06:41,520

kind of experiences televangelist

189

00:06:44,950 --> 00:06:43,120

experiences and you kind of saw

190

00:06:46,870 --> 00:06:44,960

some of the dark side of spiritual

191

00:06:48,469 --> 00:06:46,880

salesmanship but at the same time i'm

192

00:06:52,629 --> 00:06:48,479

sure you were exposed to

193

00:06:53,270 --> 00:06:52,639

the potential of this well-being change

194

00:06:56,230 --> 00:06:53,280

this

195

00:06:57,589 --> 00:06:56,240

uh awareness awakening kind of thing

196

00:06:59,670 --> 00:06:57,599

whether it comes through

197

00:07:01,670 --> 00:06:59,680

the televangelist on the screen or

198

00:07:05,830 --> 00:07:01,680

whether it comes through meditation

199

00:07:07,670 --> 00:07:05,840

so how did that had to be a factor

200

00:07:09,110 --> 00:07:07,680

just through your upbringing that were

201
00:07:12,550 --> 00:07:09,120
you do you think you were a seeker

202
00:07:15,990 --> 00:07:12,560
all along or a tainted seeker absolutely

203
00:07:18,629 --> 00:07:16,000
skeptical seeker if you will i was

204
00:07:20,870 --> 00:07:18,639
well at one point an enthusiastic seeker

205
00:07:22,870 --> 00:07:20,880
at another point a skeptical seeker

206
00:07:24,790 --> 00:07:22,880
a disillusion seeker you know i think i

207
00:07:25,670 --> 00:07:24,800
went through all the phases that so many

208
00:07:27,589 --> 00:07:25,680
people do

209
00:07:29,189 --> 00:07:27,599
i think everyone is a seeker you know

210
00:07:30,230 --> 00:07:29,199
that's in hindsight that's what makes

211
00:07:32,629 --> 00:07:30,240
advertising work

212
00:07:34,309 --> 00:07:32,639
right is that everybody's out there

213
00:07:36,950 --> 00:07:34,319

looking for something we all feel that

214

00:07:38,550 --> 00:07:36,960

sense of fundamental discontentment

215

00:07:39,909 --> 00:07:38,560

you know we've all got goals if you

216

00:07:41,589 --> 00:07:39,919

don't think you feel some sort of

217

00:07:42,950 --> 00:07:41,599

discontentment then ask yourself is

218

00:07:44,550 --> 00:07:42,960

there something you want and then ask

219

00:07:45,589 --> 00:07:44,560

yourself why is it that you want that

220

00:07:46,710 --> 00:07:45,599

right it's because there's some sort of

221

00:07:48,790 --> 00:07:46,720

discontentment

222

00:07:49,749 --> 00:07:48,800

there's a reason why we can make a ford

223

00:07:53,350 --> 00:07:49,759

truck

224

00:07:54,950 --> 00:07:53,360

you know and map that over into what's

225

00:07:57,510 --> 00:07:54,960

going to

226
00:07:58,070 --> 00:07:57,520
you know in your own imagination make

227
00:07:59,670 --> 00:07:58,080
you believe

228
00:08:01,110 --> 00:07:59,680
that it's going to dramatically change

229
00:08:01,749 --> 00:08:01,120
everything for your life if you could

230
00:08:05,350 --> 00:08:01,759
just get

231
00:08:07,029 --> 00:08:05,360
the 2020 ford truck or whatever right

232
00:08:09,189 --> 00:08:07,039
let's talk about that for a minute

233
00:08:11,670 --> 00:08:09,199
because this is like really basics but

234
00:08:12,869 --> 00:08:11,680
it's easy to kind of slip past this and

235
00:08:15,749 --> 00:08:12,879
i think it's almost

236
00:08:16,550 --> 00:08:15,759
it's so embedded in what you do that it

237
00:08:18,550 --> 00:08:16,560
deserves

238
00:08:20,070 --> 00:08:18,560

kind of pulling apart and that's the

239

00:08:20,550 --> 00:08:20,080

it's almost like you're talking to two

240

00:08:22,869 --> 00:08:20,560

different

241

00:08:25,029 --> 00:08:22,879

audiences you're talking to one audience

242

00:08:28,150 --> 00:08:25,039

which is just

243

00:08:30,309 --> 00:08:28,160

the the first life kind of people

244

00:08:31,510 --> 00:08:30,319

and i i have to kind of disagree with

245

00:08:33,829 --> 00:08:31,520

you there

246

00:08:35,829 --> 00:08:33,839

i know and i think most people who feel

247

00:08:37,589 --> 00:08:35,839

like they're a spiritual seeker

248

00:08:39,430 --> 00:08:37,599

on spiritual path one of the things that

249

00:08:42,230 --> 00:08:39,440

they'll tell you is it's frustrating

250

00:08:42,630 --> 00:08:42,240

that they encounter so many people who

251
00:08:45,829 --> 00:08:42,640
know

252
00:08:49,110 --> 00:08:45,839
that that for truck they are convinced

253
00:08:50,630 --> 00:08:49,120
that that is all that they need and when

254
00:08:52,150 --> 00:08:50,640
they get the ford truck

255
00:08:53,990 --> 00:08:52,160
and the experience which we all

256
00:08:56,470 --> 00:08:54,000
experience which is for the first week

257
00:08:58,949 --> 00:08:56,480
it's extremely exciting man and you show

258
00:09:00,630 --> 00:08:58,959
all your friends and you're driving

259
00:09:02,550 --> 00:09:00,640
and then about three weeks like man

260
00:09:05,430 --> 00:09:02,560
let's start feeling like a lot of my

261
00:09:05,910 --> 00:09:05,440
like like my last truck but where that

262
00:09:09,269 --> 00:09:05,920
leaves

263
00:09:10,150 --> 00:09:09,279

most people is they just substitute it

264

00:09:12,150 --> 00:09:10,160

for the next

265

00:09:13,350 --> 00:09:12,160

thing that they want the next

266

00:09:15,269 --> 00:09:13,360

distraction

267

00:09:16,710 --> 00:09:15,279

and then there's so that's one group of

268

00:09:18,070 --> 00:09:16,720

people and i think people who are

269

00:09:20,790 --> 00:09:18,080

seekers

270

00:09:22,550 --> 00:09:20,800

they go man wake up i mean at least feel

271

00:09:25,670 --> 00:09:22,560

the angst that i feel

272

00:09:27,030 --> 00:09:25,680

to in realizing that i'm on this wheel

273

00:09:29,190 --> 00:09:27,040

and then it seems like you're talking to

274

00:09:32,310 --> 00:09:29,200

this other group of people who are like

275

00:09:33,190 --> 00:09:32,320

man he's right when they when jeffrey

276

00:09:35,829 --> 00:09:33,200

says

277

00:09:37,509 --> 00:09:35,839

fundamental discontentment it just boom

278

00:09:38,790 --> 00:09:37,519

it hits you in my stomach it's like god

279

00:09:40,070 --> 00:09:38,800

no matter what i do

280

00:09:42,389 --> 00:09:40,080

i still have this fundamental

281

00:09:45,350 --> 00:09:42,399

discontentment i gotta somehow

282

00:09:46,550 --> 00:09:45,360

find a way beyond that and that's why i

283

00:09:49,269 --> 00:09:46,560

think

284

00:09:49,990 --> 00:09:49,279

your your course in your book is really

285

00:09:51,590 --> 00:09:50,000

talking to you

286

00:09:53,670 --> 00:09:51,600

do you want to speak to that uh you know

287

00:09:55,750 --> 00:09:53,680

because i think you know that's exactly

288

00:09:57,430 --> 00:09:55,760

right i think it's challenging to figure

289

00:10:00,870 --> 00:09:57,440

out how to reach

290

00:10:02,230 --> 00:10:00,880

uh people who are stuck so deeply in

291

00:10:05,030 --> 00:10:02,240

culture which frankly

292

00:10:07,110 --> 00:10:05,040

you know i had a role in creating for

293

00:10:09,670 --> 00:10:07,120

many years early in my life

294

00:10:10,470 --> 00:10:09,680

um getting people on that treadmill

295

00:10:11,910 --> 00:10:10,480

keeping people

296

00:10:14,069 --> 00:10:11,920

on that treadmill keeping them

297

00:10:15,350 --> 00:10:14,079

distracted you know getting them to

298

00:10:17,509 --> 00:10:15,360

think listen it's

299

00:10:18,870 --> 00:10:17,519

your relationship it's that you need

300

00:10:21,190 --> 00:10:18,880

this education

301

00:10:21,990 --> 00:10:21,200

it's that you need this next house or a

302

00:10:24,870 --> 00:10:22,000

car or

303

00:10:25,910 --> 00:10:24,880

if you only had this watch or you know

304

00:10:29,750 --> 00:10:25,920

whatever else

305

00:10:32,870 --> 00:10:29,760

and culture is so effective

306

00:10:36,470 --> 00:10:32,880

at you know basically

307

00:10:40,470 --> 00:10:36,480

keeping people distracted by that

308

00:10:43,030 --> 00:10:40,480

that you know they don't have a chance

309

00:10:44,150 --> 00:10:43,040

to oftentimes ask the deeper questions

310

00:10:46,310 --> 00:10:44,160

and so

311

00:10:47,750 --> 00:10:46,320

absolutely you know that's a that's been

312

00:10:51,030 --> 00:10:47,760

a big challenge and a big

313

00:10:52,870 --> 00:10:51,040

i'd say frustration since i've been in

314

00:10:55,350 --> 00:10:52,880

this line of work the advertising line

315

00:10:57,910 --> 00:10:55,360

of work turned out to be incredibly easy

316

00:10:58,630 --> 00:10:57,920

you know compared to this line of work

317

00:11:01,590 --> 00:10:58,640

because it had

318

00:11:03,269 --> 00:11:01,600

all of culture behind it and going for

319

00:11:03,750 --> 00:11:03,279

it right and this is going completely

320

00:11:05,670 --> 00:11:03,760

against

321

00:11:07,910 --> 00:11:05,680

all of that it's interesting although

322

00:11:09,910 --> 00:11:07,920

it's funny i was at uh this event called

323

00:11:11,829 --> 00:11:09,920

stream asia many years ago now

324

00:11:13,269 --> 00:11:11,839

maybe in 2010 or something and stream

325

00:11:15,110 --> 00:11:13,279

asia was um

326

00:11:16,069 --> 00:11:15,120

the guy who built uh the one of the

327

00:11:18,150 --> 00:11:16,079

world's largest advertising

328

00:11:21,590 --> 00:11:18,160

conglomerates wpp

329

00:11:24,389 --> 00:11:21,600

um named marty sorrell and

330

00:11:26,069 --> 00:11:24,399

sir martin sorrell and um he had this

331

00:11:29,430 --> 00:11:26,079

thing where he would basically

332

00:11:30,230 --> 00:11:29,440

take people a hundred people once or

333

00:11:33,350 --> 00:11:30,240

twice a year

334

00:11:35,190 --> 00:11:33,360

to some exotic location and basically

335

00:11:37,990 --> 00:11:35,200

put them in a pot and stir

336

00:11:39,829 --> 00:11:38,000

right and so i went there and i was in

337

00:11:41,990 --> 00:11:39,839

the middle of this research

338

00:11:43,910 --> 00:11:42,000

got invited you know more because of

339

00:11:45,990 --> 00:11:43,920

what i was doing before obviously

340

00:11:47,590 --> 00:11:46,000

than this particular research right but

341

00:11:49,190 --> 00:11:47,600

as as somebody who went

342

00:11:51,350 --> 00:11:49,200

you more or less everybody more or less

343

00:11:53,430 --> 00:11:51,360

had to give some presentation right

344

00:11:55,110 --> 00:11:53,440

and so i gave a presentation on what i

345

00:11:57,350 --> 00:11:55,120

was working on

346

00:11:58,470 --> 00:11:57,360

which was sort of the opposite of what

347

00:12:01,110 --> 00:11:58,480

everybody else

348

00:12:02,470 --> 00:12:01,120

was working on at this event right and

349

00:12:04,150 --> 00:12:02,480

you had you know it's like that

350

00:12:05,910 --> 00:12:04,160

this one was in thailand and so it had

351

00:12:07,910 --> 00:12:05,920

like all the people who ran the top

352

00:12:09,430 --> 00:12:07,920

the googles of china and the facebooks

353

00:12:11,110 --> 00:12:09,440

of china and all of that in addition to

354

00:12:14,310 --> 00:12:11,120

all the ad people and all that

355

00:12:15,590 --> 00:12:14,320

um and afterwards you know marty came up

356

00:12:17,509 --> 00:12:15,600

with like his

357

00:12:19,190 --> 00:12:17,519

main lieutenant which was an r d guy the

358

00:12:22,310 --> 00:12:19,200

main r d guy and stuff and

359

00:12:25,509 --> 00:12:22,320

he was like a little concerned

360

00:12:26,150 --> 00:12:25,519

about you know what i might be on to or

361

00:12:28,389 --> 00:12:26,160

up to

362

00:12:30,389 --> 00:12:28,399

and how it would affect the global

363

00:12:31,190 --> 00:12:30,399

advertising industry if there was ever a

364

00:12:33,590 --> 00:12:31,200

success

365

00:12:34,389 --> 00:12:33,600

and then later i had a meal with a guy

366

00:12:37,030 --> 00:12:34,399

who was like

367

00:12:38,230 --> 00:12:37,040

the top economist at like the imf or the

368

00:12:39,509 --> 00:12:38,240

world bank or something like that i

369

00:12:40,150 --> 00:12:39,519

can't remember it's been so many years

370

00:12:41,829 --> 00:12:40,160

ago now

371

00:12:43,670 --> 00:12:41,839

and that guy was like you know a three

372

00:12:44,949 --> 00:12:43,680

percent drop in global consumption and

373

00:12:47,430 --> 00:12:44,959

pretty much it's all over

374

00:12:48,230 --> 00:12:47,440

like what are you working on here buddy

375

00:12:50,629 --> 00:12:48,240

so it's

376

00:12:53,030 --> 00:12:50,639

there's like this massive pushback not

377

00:12:54,949 --> 00:12:53,040

just at a grassroots cultural level

378

00:12:56,550 --> 00:12:54,959

but like if you're at the top level of

379

00:12:58,310 --> 00:12:56,560

the system and you kind of understand

380

00:12:59,910 --> 00:12:58,320

how it all works and whatever else this

381

00:13:01,750 --> 00:12:59,920

is a little freaky to you too

382

00:13:03,350 --> 00:13:01,760

i told marty listen you know the people

383

00:13:04,389 --> 00:13:03,360

that i know they still buy new cell

384

00:13:07,670 --> 00:13:04,399

phones

385

00:13:09,590 --> 00:13:07,680

that's a great story that is

386

00:13:11,030 --> 00:13:09,600

i don't want to go there too far because

387

00:13:14,790 --> 00:13:11,040

we could fall into that

388

00:13:17,670 --> 00:13:14,800

and kind of never get out but right

389

00:13:19,269 --> 00:13:17,680

it is it's almost too hard to resist

390

00:13:22,870 --> 00:13:19,279

because

391

00:13:26,949 --> 00:13:22,880

the intersection between culture

392

00:13:29,509 --> 00:13:26,959

culture shaping and business is

393

00:13:31,990 --> 00:13:29,519

is so much more than i think people

394

00:13:33,350 --> 00:13:32,000

realize and it does come into play

395

00:13:35,509 --> 00:13:33,360

with regard to these things that we're

396

00:13:36,069 --> 00:13:35,519

talking about and it may even explain

397

00:13:37,269 --> 00:13:36,079

why

398

00:13:39,110 --> 00:13:37,279

you know as we were chatting about

399

00:13:40,550 --> 00:13:39,120

before we kind of hit the record button

400

00:13:43,350 --> 00:13:40,560

actually i had already hit the record

401
00:13:46,470 --> 00:13:43,360
button but we're chatting about is

402
00:13:49,990 --> 00:13:46,480
you know it's almost like you

403
00:13:51,829 --> 00:13:50,000
are now put in the position of marketing

404
00:13:53,670 --> 00:13:51,839
against those guys

405
00:13:55,750 --> 00:13:53,680
and i guess that's what you're saying

406
00:13:56,550 --> 00:13:55,760
and that's a tough road to hoe and i

407
00:13:58,790 --> 00:13:56,560
almost wonder

408
00:14:02,310 --> 00:13:58,800
it is you know i said this kind of at

409
00:14:05,750 --> 00:14:02,320
the beginning of the interview and i i

410
00:14:08,870 --> 00:14:05,760
every time i talk to you jeffrey i

411
00:14:11,590 --> 00:14:08,880
halfway expect you to be a lot

412
00:14:12,710 --> 00:14:11,600
further down this path not not in terms

413
00:14:15,030 --> 00:14:12,720

of the work that you've done

414

00:14:17,030 --> 00:14:15,040

or the course which is fantastic but in

415

00:14:18,870 --> 00:14:17,040

terms of its acceptance of it

416

00:14:20,949 --> 00:14:18,880

and kind of when you say that the light

417

00:14:23,430 --> 00:14:20,959

bulb goes off and it's like

418

00:14:25,189 --> 00:14:23,440

man you have a tough road to hoe because

419

00:14:27,189 --> 00:14:25,199

people are being told

420

00:14:29,350 --> 00:14:27,199

no matter how good it is you don't want

421

00:14:30,069 --> 00:14:29,360

to go there you don't want to give up on

422

00:14:36,550 --> 00:14:30,079

your

423

00:14:38,389 --> 00:14:36,560

think you're going to have to give up on

424

00:14:39,590 --> 00:14:38,399

and that's of course not true they don't

425

00:14:42,949 --> 00:14:39,600

give up on it

426

00:14:45,670 --> 00:14:42,959

and it's it's even made worse

427

00:14:47,670 --> 00:14:45,680

by a lot of the people that are in the

428

00:14:48,069 --> 00:14:47,680

traditional marketplace around this

429

00:14:50,310 --> 00:14:48,079

stuff

430

00:14:51,430 --> 00:14:50,320

right and so one of the things that we

431

00:14:54,230 --> 00:14:51,440

did not long ago

432

00:14:55,509 --> 00:14:54,240

is i did the survey of serious seekers

433

00:14:58,790 --> 00:14:55,519

because i started to

434

00:15:00,629 --> 00:14:58,800

just wonder more about like you know

435

00:15:03,189 --> 00:15:00,639

what's preventing even the people who

436

00:15:05,670 --> 00:15:03,199

are really who say they really want

437

00:15:07,590 --> 00:15:05,680

to get to the type of stuff that we

438

00:15:09,269 --> 00:15:07,600

research what's preventing them from now

439

00:15:10,790 --> 00:15:09,279

we know from our research that it's not

440

00:15:12,790 --> 00:15:10,800

that hard to get to

441

00:15:14,790 --> 00:15:12,800

right i mean you know we we just ran

442

00:15:16,790 --> 00:15:14,800

this new experiment which was a six week

443

00:15:19,910 --> 00:15:16,800

experiment that transitioned

444

00:15:22,629 --> 00:15:19,920

like 65 percent of people that took it

445

00:15:23,350 --> 00:15:22,639

in six weeks right so this idea that

446

00:15:26,150 --> 00:15:23,360

this is like

447

00:15:27,110 --> 00:15:26,160

in some way gonna suck decades of your

448

00:15:29,590 --> 00:15:27,120

life

449

00:15:31,110 --> 00:15:29,600

or whatever else away it's it's what is

450

00:15:32,870 --> 00:15:31,120

it that i was thinking to myself what is

451
00:15:35,829 --> 00:15:32,880
it that's really preventing at this

452
00:15:38,629 --> 00:15:35,839
point someone who's a serious seeker

453
00:15:40,389 --> 00:15:38,639
from reaching this and it was a

454
00:15:44,150 --> 00:15:40,399
fascinating answer

455
00:15:45,749 --> 00:15:44,160
um i didn't realize how pervasive it was

456
00:15:47,189 --> 00:15:45,759
but for the people who are really

457
00:15:48,870 --> 00:15:47,199
immersed in this like they're watching

458
00:15:50,310 --> 00:15:48,880
all the videos and they're reading the

459
00:15:52,069 --> 00:15:50,320
books and

460
00:15:54,030 --> 00:15:52,079
you know they're just like this is the

461
00:15:57,990 --> 00:15:54,040
thing they're

462
00:16:00,389 --> 00:15:58,000
terrified of having success

463
00:16:01,269 --> 00:16:00,399

with this and the reason is because of

464

00:16:04,069 --> 00:16:01,279

the way

465

00:16:05,829 --> 00:16:04,079

the people that are in that marketplace

466

00:16:07,829 --> 00:16:05,839

talk about it you know they cut they're

467

00:16:08,949 --> 00:16:07,839

constantly saying things like you go

468

00:16:11,990 --> 00:16:08,959

away

469

00:16:12,949 --> 00:16:12,000

and you know there is no me and things

470

00:16:15,189 --> 00:16:12,959

like that and

471

00:16:16,710 --> 00:16:15,199

it turns out that that even for seekers

472

00:16:20,069 --> 00:16:16,720

who have absorbed a

473

00:16:22,230 --> 00:16:20,079

ton of that material that's

474

00:16:23,829 --> 00:16:22,240

kind of a horrifying thing to hear so

475

00:16:25,350 --> 00:16:23,839

imagine how horrifying it is for the

476

00:16:26,949 --> 00:16:25,360

average person

477

00:16:29,030 --> 00:16:26,959

break that down a little bit just so

478

00:16:30,790 --> 00:16:29,040

people we make sure that people

479

00:16:31,990 --> 00:16:30,800

understand what we're talking about when

480

00:16:35,350 --> 00:16:32,000

we say words like

481

00:16:37,590 --> 00:16:35,360

transition and the other people in that

482

00:16:39,269 --> 00:16:37,600

community and stuff like that so

483

00:16:41,110 --> 00:16:39,279

again back to the basics you know

484

00:16:42,870 --> 00:16:41,120

there's the guy who's

485

00:16:44,710 --> 00:16:42,880

and not the guy because when you put

486

00:16:47,829 --> 00:16:44,720

ford truck it's like we're putting down

487

00:16:49,910 --> 00:16:47,839

some you know bumpkin out in the country

488

00:16:52,870 --> 00:16:49,920

man i live in southern california and

489

00:16:54,870 --> 00:16:52,880

it's you know it's the porsche

490

00:16:56,310 --> 00:16:54,880

it's the mercedes it's whatever you want

491

00:16:58,389 --> 00:16:56,320

to put in there it's just

492

00:17:00,230 --> 00:16:58,399

one thing substitute after another and

493

00:17:03,430 --> 00:17:00,240

as you said i think

494

00:17:03,990 --> 00:17:03,440

quite honestly and quite correctly you

495

00:17:07,029 --> 00:17:04,000

were

496

00:17:10,230 --> 00:17:07,039

fine-tuning your skills to replace

497

00:17:11,909 --> 00:17:10,240

one artificial materialistic need after

498

00:17:15,110 --> 00:17:11,919

another as part of your

499

00:17:16,870 --> 00:17:15,120

marketing profession so you're over in

500

00:17:17,750 --> 00:17:16,880

this thing and you say okay i really

501
00:17:19,669 --> 00:17:17,760
want to

502
00:17:21,029 --> 00:17:19,679
get at this fundamental sense of

503
00:17:22,630 --> 00:17:21,039
discontentment that people

504
00:17:24,150 --> 00:17:22,640
feel as soon as they wake up even a

505
00:17:25,350 --> 00:17:24,160
little bit and they say wow now that's

506
00:17:28,230 --> 00:17:25,360
really

507
00:17:30,390 --> 00:17:28,240
doing it for me and one of the things we

508
00:17:32,070 --> 00:17:30,400
should remind people of

509
00:17:34,630 --> 00:17:32,080
that your methodology which i think is

510
00:17:36,150 --> 00:17:34,640
just super duper from an entrepreneur's

511
00:17:36,870 --> 00:17:36,160
standpoint i just always thought was

512
00:17:39,190 --> 00:17:36,880
brilliant

513
00:17:40,789 --> 00:17:39,200

you went around the country went around

514

00:17:44,390 --> 00:17:40,799

the world and went to

515

00:17:46,549 --> 00:17:44,400

the best teachers you could find who

516

00:17:48,870 --> 00:17:46,559

claimed that they knew something about

517

00:17:50,390 --> 00:17:48,880

enlightenment about well-being

518

00:17:52,470 --> 00:17:50,400

improvement and you said

519

00:17:54,870 --> 00:17:52,480

okay show me what you show me what you

520

00:17:56,870 --> 00:17:54,880

know and you did these intensive deep

521

00:17:58,630 --> 00:17:56,880

you know 12-hour interviews with these

522

00:18:00,950 --> 00:17:58,640

people and then because you're a

523

00:18:02,549 --> 00:18:00,960

top-notch social scientist and you went

524

00:18:04,630 --> 00:18:02,559

to harvard and you

525

00:18:05,909 --> 00:18:04,640

are really smart you just compiled all

526

00:18:07,830 --> 00:18:05,919

that down and said i'm gonna take the

527

00:18:09,430 --> 00:18:07,840

best of best it's like a guy who wants

528

00:18:11,750 --> 00:18:09,440

to open up a pizza restaurant

529

00:18:13,750 --> 00:18:11,760

and goes to the best pizza restaurants

530

00:18:15,110 --> 00:18:13,760

and goes in the back and sees the pizza

531

00:18:17,350 --> 00:18:15,120

maker and says okay

532

00:18:18,150 --> 00:18:17,360

show me how you do it and then goes back

533

00:18:20,950 --> 00:18:18,160

and says well i

534

00:18:23,750 --> 00:18:20,960

you know i i ought to be good i just sat

535

00:18:26,390 --> 00:18:23,760

down with 100 of the best pizza makers

536

00:18:27,430 --> 00:18:26,400

so that is really the origins of this

537

00:18:30,070 --> 00:18:27,440

course

538

00:18:30,549 --> 00:18:30,080

and then i think that puts some context

539

00:18:33,750 --> 00:18:30,559

into

540

00:18:35,990 --> 00:18:33,760

what you're talking about in terms of

541

00:18:37,350 --> 00:18:36,000

you know the pushback from people that

542

00:18:39,510 --> 00:18:37,360

are

543

00:18:40,710 --> 00:18:39,520

kind of in this space and and we should

544

00:18:41,990 --> 00:18:40,720

fill in the gap there i mean you're

545

00:18:46,070 --> 00:18:42,000

talking about like

546

00:18:48,150 --> 00:18:46,080

if you go a guy who has a buddhist

547

00:18:49,669 --> 00:18:48,160

group you know and and buddhists kind of

548

00:18:51,510 --> 00:18:49,679

go all over the place especially in the

549

00:18:54,150 --> 00:18:51,520

west but you know has his little

550

00:18:55,270 --> 00:18:54,160

buddhist training and and that or you

551
00:18:57,430 --> 00:18:55,280
know whether it's

552
00:18:58,470 --> 00:18:57,440
i'm sure it's also new christian

553
00:19:00,710 --> 00:18:58,480
movements as well

554
00:19:02,070 --> 00:19:00,720
you know they're all out there if you

555
00:19:05,430 --> 00:19:02,080
think about it

556
00:19:07,830 --> 00:19:05,440
in a way they're a competitor

557
00:19:09,110 --> 00:19:07,840
saying that we can increase your sense

558
00:19:12,789 --> 00:19:09,120
of well-being

559
00:19:15,990 --> 00:19:12,799
if you come to believe what we believe

560
00:19:18,150 --> 00:19:16,000
so did i accurately kind of

561
00:19:19,350 --> 00:19:18,160
put some of those pieces in place in

562
00:19:21,430 --> 00:19:19,360
terms of where you

563
00:19:23,270 --> 00:19:21,440

fit in terms of coming along and say

564

00:19:23,990 --> 00:19:23,280

well maybe you ought to try this because

565

00:19:27,110 --> 00:19:24,000

at least i've

566

00:19:28,950 --> 00:19:27,120

tried my best to quantify the

567

00:19:30,630 --> 00:19:28,960

effectiveness of this and

568

00:19:33,270 --> 00:19:30,640

the other ones you're following haven't

569

00:19:35,110 --> 00:19:33,280

really done that

570

00:19:36,789 --> 00:19:35,120

yeah we're the first ones to apply

571

00:19:39,350 --> 00:19:36,799

science to it basically that's the only

572

00:19:41,350 --> 00:19:39,360

thing that's different about us

573

00:19:42,390 --> 00:19:41,360

and many people tried to apply science

574

00:19:44,230 --> 00:19:42,400

to it in the past

575

00:19:45,990 --> 00:19:44,240

i feel like we just came along at the

576

00:19:47,430 --> 00:19:46,000

right time with the internet and global

577

00:19:49,350 --> 00:19:47,440

travel and

578

00:19:51,430 --> 00:19:49,360

you know it was like the moment where

579

00:19:53,110 --> 00:19:51,440

you could do what we did

580

00:19:54,470 --> 00:19:53,120

and so that that's i think that's

581

00:19:57,909 --> 00:19:54,480

exactly right

582

00:20:00,470 --> 00:19:57,919

but in the in the real hardcore of this

583

00:20:01,350 --> 00:20:00,480

of this there is this notion that people

584

00:20:04,070 --> 00:20:01,360

talk about that

585

00:20:05,990 --> 00:20:04,080

that sounds terrifying to the average

586

00:20:09,909 --> 00:20:06,000

person and it turns out it's even

587

00:20:11,270 --> 00:20:09,919

scary to the seeker of this you go away

588

00:20:13,830 --> 00:20:11,280

there you know there is no

589

00:20:15,990 --> 00:20:13,840

me there it's it's almost like it's this

590

00:20:18,789 --> 00:20:16,000

it's this badge of honor or this

591

00:20:19,669 --> 00:20:18,799

benchmark sort of notion among all of

592

00:20:22,549 --> 00:20:19,679

these folks and

593

00:20:23,830 --> 00:20:22,559

the average person you know spends their

594

00:20:27,190 --> 00:20:23,840

entire life

595

00:20:29,909 --> 00:20:27,200

building up them it's like the one

596

00:20:30,950 --> 00:20:29,919

thing that everybody is no matter who

597

00:20:34,310 --> 00:20:30,960

you are

598

00:20:36,310 --> 00:20:34,320

right you're engaged from a young age

599

00:20:38,390 --> 00:20:36,320

probably around age three or something

600

00:20:42,070 --> 00:20:38,400

when episodic memory kicks in

601
00:20:45,669 --> 00:20:42,080
um from that point on in

602
00:20:47,669 --> 00:20:45,679
you know building you

603
00:20:49,430 --> 00:20:47,679
so this notion that this thing that

604
00:20:52,549 --> 00:20:49,440
you've spent your entire

605
00:20:54,390 --> 00:20:52,559
life building up is going to go away is

606
00:20:56,070 --> 00:20:54,400
a horrifying because that's your entire

607
00:20:57,669 --> 00:20:56,080
interface to the world it's what makes

608
00:20:59,029 --> 00:20:57,679
you effective at work it's what makes

609
00:21:00,149 --> 00:20:59,039
your marriage work it's what makes you a

610
00:21:02,630 --> 00:21:00,159
good parent

611
00:21:03,430 --> 00:21:02,640
like it just sounds so terrifying and

612
00:21:06,630 --> 00:21:03,440
it's so

613
00:21:09,110 --> 00:21:06,640

incorrect let's talk about that

614

00:21:10,630 --> 00:21:09,120

how incorrect is it and because i also

615

00:21:12,710 --> 00:21:10,640

want to mention that

616

00:21:14,630 --> 00:21:12,720

if we really get to the core of it that

617

00:21:17,350 --> 00:21:14,640

is also the pitch

618

00:21:17,750 --> 00:21:17,360

from the church down on the corner is

619

00:21:21,990 --> 00:21:17,760

that

620

00:21:25,110 --> 00:21:22,000

somehow lose the former

621

00:21:27,669 --> 00:21:25,120

you so this is a constant theme

622

00:21:28,230 --> 00:21:27,679

and isn't there a kernel of truth in it

623

00:21:29,750 --> 00:21:28,240

as well

624

00:21:31,430 --> 00:21:29,760

and that you know we all talked about

625

00:21:34,870 --> 00:21:31,440

that shift from the

626

00:21:37,430 --> 00:21:34,880

i want the ford truck to

627

00:21:39,190 --> 00:21:37,440

there's something more is a certain

628

00:21:42,870 --> 00:21:39,200

dying of that self

629

00:21:44,710 --> 00:21:42,880

isn't there some reality to that as well

630

00:21:46,549 --> 00:21:44,720

yeah and i churches are a little tricky

631

00:21:48,149 --> 00:21:46,559

these days because you know it's hard to

632

00:21:49,430 --> 00:21:48,159

hear this kind of a message in a mega

633

00:21:51,110 --> 00:21:49,440

church which has become

634

00:21:52,950 --> 00:21:51,120

you know more of the dominant type of

635

00:21:53,990 --> 00:21:52,960

church the other smaller churches that

636

00:21:56,950 --> 00:21:54,000

talk about this stuff

637

00:21:58,230 --> 00:21:56,960

kind of dying out um in america

638

00:22:00,149 --> 00:21:58,240

certainly um

639

00:22:01,510 --> 00:22:00,159

and so christianity is is a little bit

640

00:22:04,549 --> 00:22:01,520

of an exception i feel like they

641

00:22:05,830 --> 00:22:04,559

got better at talking about this um you

642

00:22:08,870 --> 00:22:05,840

know they had

643

00:22:11,990 --> 00:22:08,880

jesus invite jesus into your heart

644

00:22:13,590 --> 00:22:12,000

um the transformation was just

645

00:22:15,270 --> 00:22:13,600

kind of talked about and i think

646

00:22:18,310 --> 00:22:15,280

different and i would say much

647

00:22:20,149 --> 00:22:18,320

friendlier um one could even say much

648

00:22:23,510 --> 00:22:20,159

more practical

649

00:22:25,350 --> 00:22:23,520

kind of ways probably um you know

650

00:22:26,549 --> 00:22:25,360

and you think about joel osteen's

651
00:22:28,470 --> 00:22:26,559
prosperity gospel

652
00:22:29,990 --> 00:22:28,480
and you know things like that where you

653
00:22:32,310 --> 00:22:30,000
know

654
00:22:33,830 --> 00:22:32,320
jesus and god want you to have a great

655
00:22:34,710 --> 00:22:33,840
life you know they don't want you to

656
00:22:36,710 --> 00:22:34,720
live in lack

657
00:22:38,789 --> 00:22:36,720
kind of giving them a pass there jeffrey

658
00:22:41,909 --> 00:22:38,799
a little bit i mean because they're

659
00:22:44,310 --> 00:22:41,919
they're using that to

660
00:22:45,990 --> 00:22:44,320
slip in a lot of other stuff where

661
00:22:51,430 --> 00:22:46,000
you're explicitly

662
00:22:52,870 --> 00:22:51,440
trying to strip it down

663
00:22:54,710 --> 00:22:52,880

away from that so i just want to make

664

00:22:56,549 --> 00:22:54,720

sure we make it i just mean around the

665

00:22:57,510 --> 00:22:56,559

sense of self-type stuff you know i feel

666

00:22:59,270 --> 00:22:57,520

like

667

00:23:00,549 --> 00:22:59,280

christianity in some sense is a little

668

00:23:03,270 --> 00:23:00,559

different in terms of what they

669

00:23:04,789 --> 00:23:03,280

say than like buddhism or hinduism or

670

00:23:07,029 --> 00:23:04,799

the whole non-dual crowd

671

00:23:08,630 --> 00:23:07,039

but how about back to that crowd how

672

00:23:10,070 --> 00:23:08,640

about back to that that point though

673

00:23:14,549 --> 00:23:10,080

what do you think

674

00:23:17,750 --> 00:23:14,559

in terms of this this transformation

675

00:23:21,270 --> 00:23:17,760

is ultimately there isn't an

676

00:23:23,830 --> 00:23:21,280

element of letting go of yourself

677

00:23:24,710 --> 00:23:23,840

letting go of the self that you've built

678

00:23:26,470 --> 00:23:24,720

up so

679

00:23:27,590 --> 00:23:26,480

you know you're kind of saying hey hey

680

00:23:29,029 --> 00:23:27,600

don't worry you can still have your

681

00:23:29,909 --> 00:23:29,039

iphone and you don't have to divorce

682

00:23:32,789 --> 00:23:29,919

your wife and

683

00:23:33,510 --> 00:23:32,799

or your husband or whatever but there is

684

00:23:37,190 --> 00:23:33,520

a sense

685

00:23:40,230 --> 00:23:37,200

of reintegration when you

686

00:23:42,310 --> 00:23:40,240

redefine who you are that's it

687

00:23:43,990 --> 00:23:42,320

yeah that's such a great that's such a

688

00:23:45,909 --> 00:23:44,000

great thread for us to pull on i don't

689

00:23:47,750 --> 00:23:45,919

know that we've pulled on it before

690

00:23:49,430 --> 00:23:47,760

um in previous interviews and it's such

691

00:23:53,029 --> 00:23:49,440

an important part of our work

692

00:23:56,070 --> 00:23:53,039

right now because what's there is

693

00:23:59,510 --> 00:23:56,080

definitely with many forms

694

00:24:01,830 --> 00:23:59,520

of this experience what feels like the

695

00:24:03,590 --> 00:24:01,840

reason people talk about you go away

696

00:24:05,590 --> 00:24:03,600

right is because there's an element of

697

00:24:08,789 --> 00:24:05,600

it that feels like that

698

00:24:11,590 --> 00:24:08,799

internally for sure right but

699

00:24:12,230 --> 00:24:11,600

what they don't often then go on to say

700

00:24:15,430 --> 00:24:12,240

is

701

00:24:18,390 --> 00:24:15,440

um but you know i still love golf and

702

00:24:19,350 --> 00:24:18,400

you know like shrimp is still my

703

00:24:21,110 --> 00:24:19,360

favorite meal

704

00:24:22,710 --> 00:24:21,120

and it's like it's like okay well where

705

00:24:24,630 --> 00:24:22,720

does all of that come from

706

00:24:26,390 --> 00:24:24,640

where does shrimp is my favorite meal

707

00:24:27,909 --> 00:24:26,400

where does i still wear polo shirts

708

00:24:28,789 --> 00:24:27,919

instead of running around the woods

709

00:24:30,470 --> 00:24:28,799

naked

710

00:24:32,549 --> 00:24:30,480

you know where does all of that come

711

00:24:34,310 --> 00:24:32,559

from if it wasn't

712

00:24:36,390 --> 00:24:34,320

that sense of self thing that you're

713

00:24:37,909 --> 00:24:36,400

talking about went away because like

714

00:24:39,510 --> 00:24:37,919

you know i mean i haven't forgotten how

715

00:24:41,590 --> 00:24:39,520

to do math

716

00:24:43,190 --> 00:24:41,600

you know or like well those are all

717

00:24:46,310 --> 00:24:43,200

things that when people think about

718

00:24:47,350 --> 00:24:46,320

i'm building up me and who i am in the

719

00:24:48,950 --> 00:24:47,360

world

720

00:24:51,029 --> 00:24:48,960

you know i think when you say you go

721

00:24:52,230 --> 00:24:51,039

away they think wow my ability to do

722

00:24:54,149 --> 00:24:52,240

math will go away

723

00:24:56,070 --> 00:24:54,159

right my ability to dress and feed

724

00:24:58,070 --> 00:24:56,080

myself will go like these are all things

725

00:25:00,390 --> 00:24:58,080

that are part of the story of who we

726

00:25:01,750 --> 00:25:00,400

are and how we show up in the world and

727

00:25:03,669 --> 00:25:01,760

what makes it so terrifying and

728

00:25:06,149 --> 00:25:03,679

obviously none of those things

729

00:25:07,269 --> 00:25:06,159

uh you know go away unless there's some

730

00:25:08,950 --> 00:25:07,279

head trauma or something that's

731

00:25:10,789 --> 00:25:08,960

associated with the person's transition

732

00:25:11,430 --> 00:25:10,799

to fundamental well-being or whatever

733

00:25:14,549 --> 00:25:11,440

right

734

00:25:18,149 --> 00:25:14,559

uh and so realistically

735

00:25:19,990 --> 00:25:18,159

there is a sense no doubt

736

00:25:23,029 --> 00:25:20,000

that it's what people are trying to

737

00:25:25,510 --> 00:25:23,039

convey something fundamentally changes

738

00:25:26,870 --> 00:25:25,520

in your sense of self that old sort of

739

00:25:29,830 --> 00:25:26,880

neurotic

740

00:25:30,549 --> 00:25:29,840

cluster of i think of it as habit

741

00:25:34,470 --> 00:25:30,559

patterns

742

00:25:35,830 --> 00:25:34,480

that that's been built up probably since

743

00:25:38,310 --> 00:25:35,840

about age two and a half

744

00:25:40,470 --> 00:25:38,320

three when episodic memory kicks in you

745

00:25:41,990 --> 00:25:40,480

know there's a profound rewiring that

746

00:25:44,710 --> 00:25:42,000

goes on in the brain

747

00:25:47,029 --> 00:25:44,720

that starts to you know bypass a lot of

748

00:25:49,669 --> 00:25:47,039

that stuff and how it feels

749

00:25:50,070 --> 00:25:49,679

in some forms of this experience is like

750

00:26:05,990 --> 00:25:50,080

a

751
00:26:07,990 --> 00:26:06,000
right

752
00:26:10,149 --> 00:26:08,000
you can have such a powerful it's very

753
00:26:12,230 --> 00:26:10,159
very small minority of people

754
00:26:14,070 --> 00:26:12,240
that have such a powerful transition to

755
00:26:15,909 --> 00:26:14,080
this that they do lose functionality for

756
00:26:18,870 --> 00:26:15,919
a period of years even while their

757
00:26:19,830 --> 00:26:18,880
brain is rewiring uh you know you you

758
00:26:22,070 --> 00:26:19,840
think about

759
00:26:23,669 --> 00:26:22,080
the famous uh spiritual teacher eckhart

760
00:26:25,350 --> 00:26:23,679
tolle talks about how he would sit on a

761
00:26:26,870 --> 00:26:25,360
park bench for a couple years outside

762
00:26:30,549 --> 00:26:26,880
the library or whatever

763
00:26:33,909 --> 00:26:30,559

and you know um just sort of

764

00:26:35,830 --> 00:26:33,919

trying to let a system reboot or regrock

765

00:26:37,350 --> 00:26:35,840

or whatever else so yeah you can have

766

00:26:39,750 --> 00:26:37,360

that kind of powerful experience

767

00:26:40,549 --> 00:26:39,760

i think the downside for most people is

768

00:26:42,390 --> 00:26:40,559

that

769

00:26:44,390 --> 00:26:42,400

it's people who had those types of

770

00:26:46,710 --> 00:26:44,400

experiences who have tended in the west

771

00:26:48,950 --> 00:26:46,720

to be more likely to become the teachers

772

00:26:51,430 --> 00:26:48,960

to write the books to whatever else and

773

00:26:52,230 --> 00:26:51,440

so it leaves people with this sense of

774

00:26:54,710 --> 00:26:52,240

like oh

775

00:26:56,870 --> 00:26:54,720

well what happens after you transition

776

00:26:58,789 --> 00:26:56,880

is you wind up sitting on a park bench

777

00:27:00,789 --> 00:26:58,799

for a couple of years trying to sort of

778

00:27:03,590 --> 00:27:00,799

regrock your life and

779

00:27:04,789 --> 00:27:03,600

you know and in reality you know that's

780

00:27:06,710 --> 00:27:04,799

what happens to a

781

00:27:08,549 --> 00:27:06,720

tiny tiny we've never had a single

782

00:27:10,710 --> 00:27:08,559

person in our experiments like

783

00:27:11,990 --> 00:27:10,720

i don't know 1500 2 000 people something

784

00:27:14,149 --> 00:27:12,000

like that in our experiments at this

785

00:27:14,870 --> 00:27:14,159

point of inducing this of transitioning

786

00:27:16,630 --> 00:27:14,880

people to this

787

00:27:17,909 --> 00:27:16,640

we've never had a single person have the

788

00:27:21,350 --> 00:27:17,919

park bench

789

00:27:23,909 --> 00:27:21,360

experience right an incredibly rare

790

00:27:25,510 --> 00:27:23,919

experience to have the average person

791

00:27:27,430 --> 00:27:25,520

just goes on with their life

792

00:27:29,510 --> 00:27:27,440

they don't stop to become a spiritual

793

00:27:31,350 --> 00:27:29,520

teacher they go back to work

794

00:27:33,669 --> 00:27:31,360

hold on because i mean there's there's

795

00:27:37,590 --> 00:27:33,679

kind of two two parts of this

796

00:27:39,830 --> 00:27:37,600

one is i can understand

797

00:27:41,029 --> 00:27:39,840

uh the importance of what you're saying

798

00:27:43,430 --> 00:27:41,039

is that

799

00:27:45,350 --> 00:27:43,440

you know you offer this course people go

800

00:27:46,789 --> 00:27:45,360

through this course your experience is

801
00:27:48,389 --> 00:27:46,799
that it's safe

802
00:27:49,909 --> 00:27:48,399
and people come out the other side and

803
00:27:51,110 --> 00:27:49,919
they're able to reintegrate it in their

804
00:27:53,350 --> 00:27:51,120
life and in general

805
00:27:54,950 --> 00:27:53,360
they feel really great i would say that

806
00:27:58,070 --> 00:27:54,960
not just with the course with

807
00:27:59,909 --> 00:27:58,080
i mean we had 1200 plus research

808
00:28:02,549 --> 00:27:59,919
subjects before the course

809
00:28:04,470 --> 00:28:02,559
you know even among that population this

810
00:28:06,789 --> 00:28:04,480
is an extremely

811
00:28:08,950 --> 00:28:06,799
rare when we started getting to people

812
00:28:10,549 --> 00:28:08,960
that were just you know

813
00:28:12,549 --> 00:28:10,559

working at a meatpacking plant in

814

00:28:14,389 --> 00:28:12,559

oklahoma instead of

815

00:28:16,149 --> 00:28:14,399

you know writing books and making

816

00:28:16,710 --> 00:28:16,159

youtube videos about this and whatever

817

00:28:19,669 --> 00:28:16,720

else

818

00:28:20,710 --> 00:28:19,679

you don't hear i was i had to go sit on

819

00:28:23,029 --> 00:28:20,720

a park bench

820

00:28:24,310 --> 00:28:23,039

for two years right i mean the average

821

00:28:25,990 --> 00:28:24,320

person

822

00:28:27,430 --> 00:28:26,000

when totally talks about being on the

823

00:28:29,990 --> 00:28:27,440

park bench

824

00:28:31,669 --> 00:28:30,000

he talks about as being some of the best

825

00:28:34,070 --> 00:28:31,679

moments of his life

826

00:28:35,750 --> 00:28:34,080

right that is eckhart tolle's account is

827

00:28:38,470 --> 00:28:35,760

that he was in complete

828

00:28:39,830 --> 00:28:38,480

bliss on that park bench so we kind of

829

00:28:41,669 --> 00:28:39,840

got to be careful

830

00:28:42,950 --> 00:28:41,679

how we talk about this stuff i totally

831

00:28:43,269 --> 00:28:42,960

accept what you're saying and i think

832

00:28:46,070 --> 00:28:43,279

it's

833

00:28:47,830 --> 00:28:46,080

important to get it out there but i

834

00:28:49,990 --> 00:28:47,840

think that this

835

00:28:51,430 --> 00:28:50,000

larger question about what's really

836

00:28:52,789 --> 00:28:51,440

going on because the other thing that i

837

00:28:53,909 --> 00:28:52,799

hear you saying that you know i don't

838

00:28:56,389 --> 00:28:53,919

want to kind of jump

839

00:28:57,350 --> 00:28:56,399

all over words and lead us down a rabbit

840

00:29:00,389 --> 00:28:57,360

hole but this

841

00:29:04,310 --> 00:29:00,399

rewiring of the brain we don't totally

842

00:29:06,789 --> 00:29:04,320

understand that that is what's happening

843

00:29:08,070 --> 00:29:06,799

and even the neurological models that we

844

00:29:10,950 --> 00:29:08,080

would apply to it and

845

00:29:12,149 --> 00:29:10,960

pop somebody into an fmri and see what's

846

00:29:13,990 --> 00:29:12,159

happening in their brain

847

00:29:16,149 --> 00:29:14,000

we don't really understand what the

848

00:29:17,510 --> 00:29:16,159

relationship would be between what we'd

849

00:29:20,950 --> 00:29:17,520

be measuring there

850

00:29:23,510 --> 00:29:20,960

and consciousness as it's somehow

851
00:29:24,070 --> 00:29:23,520
emerging or interacting between the

852
00:29:26,070 --> 00:29:24,080
brain

853
00:29:27,510 --> 00:29:26,080
and this consciousness field and i'm

854
00:29:29,269 --> 00:29:27,520
going to get into a whole bunch of terms

855
00:29:31,990 --> 00:29:29,279
that we're not even going to visit

856
00:29:32,950 --> 00:29:32,000
but i would say that this integration

857
00:29:35,190 --> 00:29:32,960
problem

858
00:29:36,389 --> 00:29:35,200
it pops up all over the place like in

859
00:29:38,710 --> 00:29:36,399
some of the other like you go to

860
00:29:41,190 --> 00:29:38,720
near-death experience stuff which i've

861
00:29:41,909 --> 00:29:41,200
researched it a ton that's interesting

862
00:29:43,909 --> 00:29:41,919
and you'll

863
00:29:45,750 --> 00:29:43,919

what you'll hear is no one talks about

864

00:29:48,310 --> 00:29:45,760

it and then somebody like

865

00:29:49,350 --> 00:29:48,320

dr pmh atwater this woman who's kind of

866

00:29:50,950 --> 00:29:49,360

a little bit

867

00:29:53,269 --> 00:29:50,960

likes to be out there on the edge she

868

00:29:56,230 --> 00:29:53,279

goes no man this is a major

869

00:29:57,669 --> 00:29:56,240

issue look at incidents of depression

870

00:29:59,750 --> 00:29:57,679

incidents of divorce

871

00:30:01,830 --> 00:29:59,760

incidents of all these things people

872

00:30:02,710 --> 00:30:01,840

would never change their near-death

873

00:30:05,110 --> 00:30:02,720

experience

874

00:30:06,310 --> 00:30:05,120

but they have a tremendous problem

875

00:30:08,789 --> 00:30:06,320

reintegrating

876

00:30:09,350 --> 00:30:08,799

that's interesting transformation into

877

00:30:10,950 --> 00:30:09,360

the life

878

00:30:12,389 --> 00:30:10,960

in a lot of the same ways that you're

879

00:30:15,669 --> 00:30:12,399

talking about in it

880

00:30:17,269 --> 00:30:15,679

it would even seem to suggest without

881

00:30:18,950 --> 00:30:17,279

this is kind of a leap but i don't think

882

00:30:22,389 --> 00:30:18,960

it is too much of one

883

00:30:23,190 --> 00:30:22,399

is the you're offering people a safer

884

00:30:27,350 --> 00:30:23,200

path

885

00:30:29,430 --> 00:30:27,360

of reintegration

886

00:30:31,190 --> 00:30:29,440

versus if you have that near-death

887

00:30:32,149 --> 00:30:31,200

experience and you're not the one

888

00:30:34,149 --> 00:30:32,159

driving it

889

00:30:35,350 --> 00:30:34,159

you're just boom you're set back in the

890

00:30:37,590 --> 00:30:35,360

middle of

891

00:30:38,470 --> 00:30:37,600

a new life and you have to pick up the

892

00:30:40,789 --> 00:30:38,480

pieces

893

00:30:41,909 --> 00:30:40,799

so i don't know if we can make those

894

00:30:43,510 --> 00:30:41,919

connections but

895

00:30:45,269 --> 00:30:43,520

in some sense maybe like a near-death

896

00:30:47,029 --> 00:30:45,279

experience is sort of more like having

897

00:30:48,310 --> 00:30:47,039

one of these more extreme transitions is

898

00:30:49,750 --> 00:30:48,320

what you're saying which is that's

899

00:30:51,590 --> 00:30:49,760

that's really interesting information

900

00:30:53,830 --> 00:30:51,600

that's what they report

901
00:30:55,830 --> 00:30:53,840
wow that's fascinating for you know i

902
00:30:56,230 --> 00:30:55,840
think most people just transition to

903
00:30:58,789 --> 00:30:56,240
this

904
00:30:59,590 --> 00:30:58,799
and it's and they go on with their life

905
00:31:03,110 --> 00:30:59,600
um

906
00:31:05,430 --> 00:31:03,120
it is it so one of the things that

907
00:31:06,630 --> 00:31:05,440
that we've been working with lately has

908
00:31:08,230 --> 00:31:06,640
been since you bring up the word

909
00:31:10,070 --> 00:31:08,240
integration i actually think integration

910
00:31:12,630 --> 00:31:10,080
is incredibly important

911
00:31:14,470 --> 00:31:12,640
and that's a big focus of our work it's

912
00:31:15,110 --> 00:31:14,480
been a big focus of our work for several

913
00:31:16,310 --> 00:31:15,120

years now

914

00:31:18,630 --> 00:31:16,320

mostly because when we started

915

00:31:21,110 --> 00:31:18,640

transitioning people years ago

916

00:31:22,389 --> 00:31:21,120

um it just became something that we had

917

00:31:23,990 --> 00:31:22,399

you know we had to sort of help them on

918

00:31:25,830 --> 00:31:24,000

the other side of it if you will

919

00:31:27,750 --> 00:31:25,840

to sort of recontextualize their

920

00:31:28,630 --> 00:31:27,760

experience and it was just i didn't see

921

00:31:30,870 --> 00:31:28,640

it coming

922

00:31:32,470 --> 00:31:30,880

at the time this might be a good point

923

00:31:34,950 --> 00:31:32,480

to kind of again

924

00:31:35,830 --> 00:31:34,960

take a step back and tell people what

925

00:31:39,029 --> 00:31:35,840

this process

926

00:31:39,830 --> 00:31:39,039

is like so you s you're interested now

927

00:31:42,149 --> 00:31:39,840

from

928

00:31:43,669 --> 00:31:42,159

in this course that you're offering they

929

00:31:46,149 --> 00:31:43,679

sign up for the course

930

00:31:47,830 --> 00:31:46,159

they pay their money whatever it is now

931

00:31:49,190 --> 00:31:47,840

whatever it will be in the future and

932

00:31:51,190 --> 00:31:49,200

i want you to tell those numbers because

933

00:31:52,149 --> 00:31:51,200

you're not trying to hide any numbers or

934

00:31:54,070 --> 00:31:52,159

anything like that

935

00:31:56,149 --> 00:31:54,080

and then they get a group that they're

936

00:31:58,230 --> 00:31:56,159

kind of assigned to their cohort

937

00:31:59,990 --> 00:31:58,240

which is a part of this process we you

938

00:32:02,470 --> 00:32:00,000

you know it's part of the secret

939

00:32:03,350 --> 00:32:02,480

sauce is that you have a if you form a

940

00:32:04,470 --> 00:32:03,360

community of

941

00:32:06,710 --> 00:32:04,480

people who are going to go through this

942

00:32:08,710 --> 00:32:06,720

process together it's going to help you

943

00:32:10,789 --> 00:32:08,720

make this transition and then you go

944

00:32:11,990 --> 00:32:10,799

through and you practice and you have to

945

00:32:13,509 --> 00:32:12,000

work at this stuff

946

00:32:15,509 --> 00:32:13,519

pretty hard and i want you to speak to

947

00:32:18,149 --> 00:32:15,519

all that and then you're saying

948

00:32:18,950 --> 00:32:18,159

at the end of that a good percentage of

949

00:32:21,509 --> 00:32:18,960

people

950

00:32:23,269 --> 00:32:21,519

feel a positive change in their life but

951
00:32:25,830 --> 00:32:23,279
then you're saying they did face this

952
00:32:27,190 --> 00:32:25,840
issue of wow i've really redefined my

953
00:32:29,269 --> 00:32:27,200
life

954
00:32:31,350 --> 00:32:29,279
i'm not sure i can deal with that on

955
00:32:34,549 --> 00:32:31,360
kind of more of a day-to-day

956
00:32:39,269 --> 00:32:34,559
psychological psychology today kind of

957
00:32:42,389 --> 00:32:39,279
thing where are my neuroses

958
00:32:44,149 --> 00:32:42,399
why don't i want the truck anymore why

959
00:32:47,029 --> 00:32:44,159
aren't i willing to sacrifice

960
00:32:48,310 --> 00:32:47,039
20 hour work days to get the truck one

961
00:32:50,870 --> 00:32:48,320
of the things that can happen

962
00:32:53,269 --> 00:32:50,880
with the transition to this is and that

963
00:32:53,750 --> 00:32:53,279

that has been encouraged i think for a

964

00:32:56,789 --> 00:32:53,760

really

965

00:32:59,029 --> 00:32:56,799

long time is so we use the term in the

966

00:33:00,789 --> 00:32:59,039

public these days fundamental well-being

967

00:33:02,389 --> 00:33:00,799

you know our academic term is persistent

968

00:33:04,149 --> 00:33:02,399

non-symbolic experience or ongoing

969

00:33:05,830 --> 00:33:04,159

non-symbolic experience

970

00:33:07,269 --> 00:33:05,840

but that's kind of a mouthful for the

971

00:33:08,710 --> 00:33:07,279

average person and so when we wrote the

972

00:33:10,070 --> 00:33:08,720

book you know i had to kind of think of

973

00:33:11,669 --> 00:33:10,080

a term that i thought expressed

974

00:33:13,750 --> 00:33:11,679

it well that we could use in the public

975

00:33:15,750 --> 00:33:13,760

and so fundamental term is fundamental

976

00:33:17,110 --> 00:33:15,760

well-being is sort of the bucket term

977

00:33:18,789 --> 00:33:17,120

for all of these different things that

978

00:33:21,190 --> 00:33:18,799

we studied and there are

979

00:33:23,190 --> 00:33:21,200

hundreds and hundreds of terms you know

980

00:33:24,630 --> 00:33:23,200

non-duality enlightenment persistent

981

00:33:27,430 --> 00:33:24,640

mystical experience

982

00:33:29,029 --> 00:33:27,440

shamanic ecstasy i mean you name it we

983

00:33:30,389 --> 00:33:29,039

just catalogued a ton of terms

984

00:33:32,149 --> 00:33:30,399

all around the world that people use for

985

00:33:33,269 --> 00:33:32,159

this so that's our one bucket term so

986

00:33:34,870 --> 00:33:33,279

when you hear me use the word

987

00:33:36,710 --> 00:33:34,880

fundamental well-being basically that's

988

00:33:38,950 --> 00:33:36,720

what i'm referring to

989

00:33:41,430 --> 00:33:38,960

so from a fundamental well-being

990

00:33:43,509 --> 00:33:41,440

standpoint for the most part it has been

991

00:33:44,950 --> 00:33:43,519

fundamental well-being for fundamental

992

00:33:47,029 --> 00:33:44,960

well-being sake

993

00:33:48,630 --> 00:33:47,039

that has been advocated right and so

994

00:33:49,990 --> 00:33:48,640

when you transition to fundamental

995

00:33:53,029 --> 00:33:50,000

well-being your goal

996

00:33:55,190 --> 00:33:53,039

is to sit on that park bench in bliss

997

00:33:56,870 --> 00:33:55,200

right i mean one of the things that that

998

00:33:57,590 --> 00:33:56,880

you know when you hear eckert talking

999

00:33:59,669 --> 00:33:57,600

about

1000

00:34:02,870 --> 00:33:59,679

that and how it was one of the greatest

1001
00:34:06,950 --> 00:34:02,880
times of his life or whatever

1002
00:34:08,069 --> 00:34:06,960
sitting just sinking in to fundamental

1003
00:34:11,589 --> 00:34:08,079
well-being

1004
00:34:14,710 --> 00:34:11,599
can absolutely be phenomenal

1005
00:34:16,629 --> 00:34:14,720
and if you've got enough money and your

1006
00:34:17,829 --> 00:34:16,639
life situation that affords you if

1007
00:34:19,510 --> 00:34:17,839
you're like him you're not married and

1008
00:34:21,430 --> 00:34:19,520
don't have kids

1009
00:34:23,669 --> 00:34:21,440
and you've got some savings you know

1010
00:34:25,270 --> 00:34:23,679
that you can live on to rent a room in a

1011
00:34:26,629 --> 00:34:25,280
flat and go back and sleep in at night

1012
00:34:29,750 --> 00:34:26,639
or whatever else

1013
00:34:30,869 --> 00:34:29,760

then that's certainly a valid life

1014

00:34:32,470 --> 00:34:30,879

choice

1015

00:34:34,069 --> 00:34:32,480

that someone can make you could sit on

1016

00:34:36,629 --> 00:34:34,079

that park bench for the next

1017

00:34:37,349 --> 00:34:36,639

40 years if you've got enough savings to

1018

00:34:39,589 --> 00:34:37,359

do it

1019

00:34:41,270 --> 00:34:39,599

uh and if that's the way that you want

1020

00:34:42,069 --> 00:34:41,280

your life to unfold from that point

1021

00:34:44,710 --> 00:34:42,079

that's fine

1022

00:34:46,869 --> 00:34:44,720

and a lot of this has been sort of

1023

00:34:47,750 --> 00:34:46,879

what's advocated the hindus came up with

1024

00:34:49,669 --> 00:34:47,760

a great

1025

00:34:51,190 --> 00:34:49,679

way of dealing with this you know where

1026
00:34:52,550 --> 00:34:51,200
they basically said don't even think

1027
00:34:54,470 --> 00:34:52,560
about transitioning to fundamental

1028
00:34:55,829 --> 00:34:54,480
well-being until you were retired

1029
00:34:57,349 --> 00:34:55,839
you know there's a stage in your life

1030
00:34:58,550 --> 00:34:57,359
where you're growing up there's a stage

1031
00:34:59,589 --> 00:34:58,560
where you're going to school there's a

1032
00:35:00,790 --> 00:34:59,599
stage where you're working and

1033
00:35:02,310 --> 00:35:00,800
you're raising your family and when

1034
00:35:03,510 --> 00:35:02,320
you're done with all of that fine then

1035
00:35:05,030 --> 00:35:03,520
transition to this

1036
00:35:06,710 --> 00:35:05,040
and you can sit on your porch sink into

1037
00:35:08,230 --> 00:35:06,720
bliss for the rest of your life you know

1038
00:35:10,150 --> 00:35:08,240

if that's what

1039

00:35:11,510 --> 00:35:10,160

if you've done a good job with the other

1040

00:35:11,990 --> 00:35:11,520

things with the other elements in your

1041

00:35:13,589 --> 00:35:12,000

life

1042

00:35:14,870 --> 00:35:13,599

up to that point and you do get to a

1043

00:35:15,990 --> 00:35:14,880

place where you can retire and all of

1044

00:35:18,150 --> 00:35:16,000

that right

1045

00:35:19,349 --> 00:35:18,160

and so that's totally fine and i don't

1046

00:35:21,750 --> 00:35:19,359

want to disparage that

1047

00:35:23,829 --> 00:35:21,760

as a legitimate wife choice and life

1048

00:35:26,150 --> 00:35:23,839

path or whatever in any way because i

1049

00:35:29,109 --> 00:35:26,160

think that's perfectly valid

1050

00:35:30,950 --> 00:35:29,119

but for the vast majority of people

1051

00:35:33,190 --> 00:35:30,960

that's really not an option

1052

00:35:34,550 --> 00:35:33,200

you know they're they're not living in a

1053

00:35:36,710 --> 00:35:34,560

life circumstance

1054

00:35:38,550 --> 00:35:36,720

where this traditional notion where it's

1055

00:35:39,829 --> 00:35:38,560

all about fundamental well-being for

1056

00:35:45,030 --> 00:35:39,839

fundamental well-being

1057

00:35:46,950 --> 00:35:45,040

sake is something that is even possible

1058

00:35:48,390 --> 00:35:46,960

for them unless they want to go sleep

1059

00:35:49,190 --> 00:35:48,400

under a bridge for the rest of their

1060

00:35:50,870 --> 00:35:49,200

life or

1061

00:35:53,270 --> 00:35:50,880

you know something like that right

1062

00:35:55,510 --> 00:35:53,280

abandon raising their kids

1063

00:35:57,270 --> 00:35:55,520

um you know there's just there's so many

1064

00:35:59,349 --> 00:35:57,280

potential consequences

1065

00:36:00,790 --> 00:35:59,359

in the average person's life so does it

1066

00:36:01,910 --> 00:36:00,800

mean that you should just wait until

1067

00:36:03,829 --> 00:36:01,920

retirement

1068

00:36:05,510 --> 00:36:03,839

you know for this we're going to solve

1069

00:36:07,430 --> 00:36:05,520

it the way it was solved

1070

00:36:09,910 --> 00:36:07,440

uh you know in one region of the world

1071

00:36:10,550 --> 00:36:09,920

well that's one way that sort of one

1072

00:36:13,270 --> 00:36:10,560

culture

1073

00:36:13,990 --> 00:36:13,280

came you know to grips with this but i

1074

00:36:15,750 --> 00:36:14,000

think you know

1075

00:36:17,910 --> 00:36:15,760

in the same sense that science can sort

1076

00:36:21,030 --> 00:36:17,920

of wrap its arms around this

1077

00:36:24,390 --> 00:36:21,040

um and

1078

00:36:26,550 --> 00:36:24,400

tease out shorter more reliable

1079

00:36:28,950 --> 00:36:26,560

safer whatever sort of paths to get to

1080

00:36:30,710 --> 00:36:28,960

this i think science can also wrap its

1081

00:36:32,310 --> 00:36:30,720

way around this as an integration

1082

00:36:35,990 --> 00:36:32,320

problem and say you know

1083

00:36:37,589 --> 00:36:36,000

over here on this side of the fence

1084

00:36:39,109 --> 00:36:37,599

if we have fundamental well-being for

1085

00:36:41,829 --> 00:36:39,119

fundamental well-being sake

1086

00:36:43,270 --> 00:36:41,839

and over here on this side of the fence

1087

00:36:45,589 --> 00:36:43,280

if we have

1088

00:36:47,670 --> 00:36:45,599

you know traditional culture which is

1089

00:36:49,670 --> 00:36:47,680

narrative self-based which

1090

00:36:51,510 --> 00:36:49,680

is not going to yield it all to the

1091

00:36:51,910 --> 00:36:51,520

fundamental well-being side of the fence

1092

00:36:53,910 --> 00:36:51,920

like

1093

00:36:55,670 --> 00:36:53,920

you know there isn't the narrative self

1094

00:36:57,349 --> 00:36:55,680

side of the world the egoic side of the

1095

00:36:57,990 --> 00:36:57,359

world our traditional culture it's not

1096

00:36:59,270 --> 00:36:58,000

going to be like

1097

00:37:02,150 --> 00:36:59,280

tomorrow it's not going to wake up and

1098

00:37:04,470 --> 00:37:02,160

be like oh my god fundamental well-being

1099

00:37:05,270 --> 00:37:04,480

people you have completely figured it

1100

00:37:07,430 --> 00:37:05,280

out let's just

1101
00:37:08,470 --> 00:37:07,440
change everything about culture and

1102
00:37:10,550 --> 00:37:08,480
society

1103
00:37:12,150 --> 00:37:10,560
to adapt to you right the fundamental

1104
00:37:14,870 --> 00:37:12,160
well-being people have to adapt

1105
00:37:16,390 --> 00:37:14,880
themselves to the culture and you have

1106
00:37:17,589 --> 00:37:16,400
to sort of work your way to this

1107
00:37:19,670 --> 00:37:17,599
integration and so

1108
00:37:22,230 --> 00:37:19,680
a lot of our work these days is around

1109
00:37:25,190 --> 00:37:22,240
how in a modern context

1110
00:37:25,510 --> 00:37:25,200
do you optimize fundamental well-being

1111
00:37:28,310 --> 00:37:25,520
for

1112
00:37:29,589 --> 00:37:28,320
living a modern life and it's strangely

1113
00:37:32,870 --> 00:37:29,599

something that just

1114

00:37:34,790 --> 00:37:32,880

hasn't been worked on much

1115

00:37:36,310 --> 00:37:34,800

and i part of it is just because of that

1116

00:37:39,190 --> 00:37:36,320

intellectual and belief

1117

00:37:40,710 --> 00:37:39,200

inheritance around you know listen once

1118

00:37:42,470 --> 00:37:40,720

you get to this man

1119

00:37:44,870 --> 00:37:42,480

it's fundamental well-being for

1120

00:37:46,630 --> 00:37:44,880

fundamental well-being's sake it's like

1121

00:37:48,630 --> 00:37:46,640

you put your butt down on that park

1122

00:37:50,630 --> 00:37:48,640

bench and you know if that's

1123

00:37:52,150 --> 00:37:50,640

if your last possession is your shirt

1124

00:37:53,349 --> 00:37:52,160

man don't get off that park bench

1125

00:37:54,390 --> 00:37:53,359

because you've been waiting your whole

1126

00:37:56,310 --> 00:37:54,400

life for this

1127

00:37:57,829 --> 00:37:56,320

to sink into you know this sort of it

1128

00:37:58,710 --> 00:37:57,839

does it seems to me that there's no

1129

00:38:02,230 --> 00:37:58,720

reason

1130

00:38:04,390 --> 00:38:02,240

that these things cannot be integrated

1131

00:38:05,990 --> 00:38:04,400

essentially and so that's a that's a

1132

00:38:07,750 --> 00:38:06,000

huge piece of what we're working on

1133

00:38:09,510 --> 00:38:07,760

right now you know when someone gets out

1134

00:38:11,990 --> 00:38:09,520

of one of our programs

1135

00:38:12,710 --> 00:38:12,000

um i've just started i we've had a

1136

00:38:14,470 --> 00:38:12,720

program for this

1137

00:38:15,990 --> 00:38:14,480

for a long time it was an experiment in

1138

00:38:17,349 --> 00:38:16,000

this that we've been doing for years

1139

00:38:18,790 --> 00:38:17,359

called the explorers course because i

1140

00:38:21,109 --> 00:38:18,800

think that people go from fine

1141

00:38:22,470 --> 00:38:21,119

from seeking to finding and from finding

1142

00:38:24,470 --> 00:38:22,480

to exploring the world

1143

00:38:25,670 --> 00:38:24,480

from like a much greater sense of

1144

00:38:27,910 --> 00:38:25,680

freedom and

1145

00:38:30,310 --> 00:38:27,920

possibility than they had before they

1146

00:38:31,670 --> 00:38:30,320

don't they're not compulsively seeking

1147

00:38:32,069 --> 00:38:31,680

like they used to be but like there's

1148

00:38:34,630 --> 00:38:32,079

still

1149

00:38:35,829 --> 00:38:34,640

a world right i mean and so they're you

1150

00:38:37,349 --> 00:38:35,839

know how they're showing up in that

1151

00:38:39,829 --> 00:38:37,359

world is this kind of a

1152

00:38:40,550 --> 00:38:39,839

freer a more free explorer of sorts

1153

00:38:42,710 --> 00:38:40,560

right

1154

00:38:44,390 --> 00:38:42,720

and it what's occurred to me over the

1155

00:38:46,870 --> 00:38:44,400

years is that

1156

00:38:48,310 --> 00:38:46,880

that exploring metaphor is great and i

1157

00:38:50,550 --> 00:38:48,320

think it's very accurate

1158

00:38:51,670 --> 00:38:50,560

but it's not necessarily what the

1159

00:38:54,470 --> 00:38:51,680

average person

1160

00:38:55,430 --> 00:38:54,480

needs in the finders course four months

1161

00:38:57,910 --> 00:38:55,440

long

1162

00:38:59,349 --> 00:38:57,920

you know two to three thousand dollars

1163

00:39:01,589 --> 00:38:59,359

to go through

1164

00:39:02,870 --> 00:39:01,599

there were you know it's a it was a very

1165

00:39:04,870 --> 00:39:02,880

limited percentage of

1166

00:39:05,990 --> 00:39:04,880

people that could take advantage of the

1167

00:39:07,829 --> 00:39:06,000

finders course and

1168

00:39:09,910 --> 00:39:07,839

a lot of the people who could were

1169

00:39:14,230 --> 00:39:09,920

actually retired

1170

00:39:16,950 --> 00:39:14,240

right and so if you think about it

1171

00:39:19,030 --> 00:39:16,960

we had this pool of subjects that were

1172

00:39:21,829 --> 00:39:19,040

really sort of skewed in the direction

1173

00:39:22,950 --> 00:39:21,839

of retirees and they could just go to

1174

00:39:24,710 --> 00:39:22,960

the park bench

1175

00:39:26,230 --> 00:39:24,720

or they could just go to the cave they

1176

00:39:28,150 --> 00:39:26,240

were kind of set up for that they were

1177

00:39:29,829 --> 00:39:28,160

retirees that could shell out two to

1178

00:39:32,790 --> 00:39:29,839

three thousand dollars

1179

00:39:34,470 --> 00:39:32,800

for a program which most retirees can't

1180

00:39:35,349 --> 00:39:34,480

you know most retirees like if they have

1181

00:39:38,230 --> 00:39:35,359

a 200

1182

00:39:38,710 --> 00:39:38,240

expense it's like the end of the world

1183

00:39:40,950 --> 00:39:38,720

um

1184

00:39:42,870 --> 00:39:40,960

and so this is a very sort of unique

1185

00:39:43,829 --> 00:39:42,880

subset of people that were able to take

1186

00:39:46,550 --> 00:39:43,839

advantage

1187

00:39:47,910 --> 00:39:46,560

of our initial set of experiments did

1188

00:39:48,950 --> 00:39:47,920

you see that going in or is that

1189

00:39:52,230 --> 00:39:48,960

something you kind of

1190

00:39:53,430 --> 00:39:52,240

realized afterwards yeah i realized that

1191

00:39:55,030 --> 00:39:53,440

coming out of it really

1192

00:39:56,550 --> 00:39:55,040

you know realized that when we really

1193

00:39:59,829 --> 00:39:56,560

started to crunch those

1194

00:40:02,390 --> 00:39:59,839

numbers um and look at

1195

00:40:04,390 --> 00:40:02,400

i mean people didn't have kids for the

1196

00:40:06,309 --> 00:40:04,400

most part you know it was very rare for

1197

00:40:08,230 --> 00:40:06,319

someone to have young children

1198

00:40:10,069 --> 00:40:08,240

and to have taken the finders course

1199

00:40:12,309 --> 00:40:10,079

it's not that there was nobody

1200

00:40:13,270 --> 00:40:12,319

but you know if you've got young kids

1201
00:40:14,630 --> 00:40:13,280
and a job

1202
00:40:16,470 --> 00:40:14,640
and you're trying to hold your marriage

1203
00:40:17,190 --> 00:40:16,480
together and we're saying to you can you

1204
00:40:19,109 --> 00:40:17,200
just give us

1205
00:40:20,230 --> 00:40:19,119
three hours of your life every day for

1206
00:40:22,790 --> 00:40:20,240
four months

1207
00:40:23,990 --> 00:40:22,800
right i mean people are like hell no i

1208
00:40:25,829 --> 00:40:24,000
can't give you three hours

1209
00:40:27,750 --> 00:40:25,839
of my life every day for four months are

1210
00:40:29,589 --> 00:40:27,760
you insane like do you have any

1211
00:40:30,390 --> 00:40:29,599
realization of what my life is like

1212
00:40:34,390 --> 00:40:30,400
right

1213
00:40:36,790 --> 00:40:34,400

um and so you know just skewed to young

1214

00:40:38,150 --> 00:40:36,800

professionals that didn't have kids you

1215

00:40:40,150 --> 00:40:38,160

know that were

1216

00:40:41,510 --> 00:40:40,160

working nine to five jobs that paid them

1217

00:40:44,870 --> 00:40:41,520

reasonably well

1218

00:40:47,670 --> 00:40:44,880

and you know in a way that kind of

1219

00:40:49,430 --> 00:40:47,680

lends it kind of lends credibility and

1220

00:40:51,670 --> 00:40:49,440

support to

1221

00:40:52,950 --> 00:40:51,680

what you're all about from the beginning

1222

00:40:55,589 --> 00:40:52,960

in that like

1223

00:40:56,710 --> 00:40:55,599

if you would really put on more of your

1224

00:40:59,510 --> 00:40:56,720

marketing hat

1225

00:41:00,470 --> 00:40:59,520

from the beginning and said okay what's

1226

00:41:03,990 --> 00:41:00,480

the best price

1227

00:41:05,589 --> 00:41:04,000

reach this demographic

1228

00:41:07,990 --> 00:41:05,599

and how can we provide the least amount

1229

00:41:10,150 --> 00:41:08,000

of services in order to get the

1230

00:41:12,230 --> 00:41:10,160

best kind of reoccurring revenue stream

1231

00:41:14,150 --> 00:41:12,240

you wouldn't have done it that way

1232

00:41:15,750 --> 00:41:14,160

and i think it speaks to the fact that

1233

00:41:16,309 --> 00:41:15,760

you did it the other way around you're

1234

00:41:19,589 --> 00:41:16,319

saying

1235

00:41:22,069 --> 00:41:19,599

no you know this is a fundamental

1236

00:41:24,309 --> 00:41:22,079

cultural shift we're talking about i

1237

00:41:27,510 --> 00:41:24,319

love the way you put it i wrote it down

1238

00:41:31,670 --> 00:41:27,520

you know switching the culture

1239

00:41:34,630 --> 00:41:31,680

from a egocentric narrative-centric

1240

00:41:36,790 --> 00:41:34,640

mindset to uh what did you call it

1241

00:41:37,990 --> 00:41:36,800

fundamental well-being mindset

1242

00:41:40,630 --> 00:41:38,000

i mean i think you really got to let

1243

00:41:41,910 --> 00:41:40,640

that sink in culturally and as you said

1244

00:41:44,390 --> 00:41:41,920

in that story that was

1245

00:41:45,030 --> 00:41:44,400

fantastic story i mean the culture

1246

00:41:47,349 --> 00:41:45,040

shapers

1247

00:41:48,630 --> 00:41:47,359

will never let that happen i mean that

1248

00:41:51,910 --> 00:41:48,640

just will

1249

00:41:53,670 --> 00:41:51,920

not happen on a large scale but that

1250

00:41:56,309 --> 00:41:53,680

doesn't matter you could still

1251
00:41:57,510 --> 00:41:56,319
to use your term transition tens of

1252
00:42:00,390 --> 00:41:57,520
millions of people

1253
00:42:01,990 --> 00:42:00,400
and do it basically under the radar and

1254
00:42:02,550 --> 00:42:02,000
all the rest of them can go on and buy

1255
00:42:06,390 --> 00:42:02,560
their

1256
00:42:07,430 --> 00:42:06,400
mean it's not

1257
00:42:09,190 --> 00:42:07,440
like i said if you're just trying to

1258
00:42:10,870 --> 00:42:09,200
build a cult or if you're just trying to

1259
00:42:13,030 --> 00:42:10,880
make a money-making machine

1260
00:42:13,910 --> 00:42:13,040
you know the the way you did it wasn't

1261
00:42:16,390 --> 00:42:13,920
really

1262
00:42:18,069 --> 00:42:16,400
probably the best no that would have

1263
00:42:21,670 --> 00:42:18,079

been a very stupid way

1264

00:42:23,109 --> 00:42:21,680

to forget about that for sure

1265

00:42:24,950 --> 00:42:23,119

i mean there's such a there's a thing in

1266

00:42:26,470 --> 00:42:24,960

you know product design and marketing

1267

00:42:27,670 --> 00:42:26,480

and all of that called product market

1268

00:42:29,270 --> 00:42:27,680

fit right i mean

1269

00:42:31,910 --> 00:42:29,280

if you would have had to you could not

1270

00:42:34,069 --> 00:42:31,920

have possibly gotten

1271

00:42:35,510 --> 00:42:34,079

further from the concept of product

1272

00:42:37,910 --> 00:42:35,520

market fit

1273

00:42:40,230 --> 00:42:37,920

and come up with a protocol like the

1274

00:42:42,790 --> 00:42:40,240

finders chorus it's just like

1275

00:42:43,589 --> 00:42:42,800

it's it's that's that made it brutal you

1276

00:42:46,230 --> 00:42:43,599

know

1277

00:42:47,750 --> 00:42:46,240

for all of those years uh for sure but

1278

00:42:49,190 --> 00:42:47,760

that's one of the great you know but one

1279

00:42:51,750 --> 00:42:49,200

of the things that you do i was

1280

00:42:53,430 --> 00:42:51,760

i was with um a friend of mine who's a

1281

00:42:54,870 --> 00:42:53,440

venture capitalist out here in silicon

1282

00:42:58,390 --> 00:42:54,880

valley named tim chang who's

1283

00:43:00,470 --> 00:42:58,400

who's one of the greats i think

1284

00:43:01,430 --> 00:43:00,480

in the venture capital space you know

1285

00:43:03,270 --> 00:43:01,440

just in terms of

1286

00:43:05,910 --> 00:43:03,280

who he is as a person who he is as a

1287

00:43:07,990 --> 00:43:05,920

human being his own evolution his own

1288

00:43:11,430 --> 00:43:08,000

you know evolutionary path

1289

00:43:12,069 --> 00:43:11,440

um what he funds from what is really a

1290

00:43:14,069 --> 00:43:12,079

major

1291

00:43:15,670 --> 00:43:14,079

firm that he's at out here one of the

1292

00:43:19,190 --> 00:43:15,680

great firms

1293

00:43:22,390 --> 00:43:19,200

um and you know we were talking about

1294

00:43:24,150 --> 00:43:22,400

um some transformative technology stuff

1295

00:43:25,430 --> 00:43:24,160

and the conversation turned to finders

1296

00:43:26,870 --> 00:43:25,440

course and he said you know it's really

1297

00:43:29,270 --> 00:43:26,880

interesting because

1298

00:43:31,670 --> 00:43:29,280

obviously from my speaking with him you

1299

00:43:33,670 --> 00:43:31,680

know obviously from my perspective

1300

00:43:35,910 --> 00:43:33,680

you know i can see what you've done is

1301
00:43:37,270 --> 00:43:35,920
exactly sort of systematically what one

1302
00:43:39,750 --> 00:43:37,280
would do

1303
00:43:40,950 --> 00:43:39,760
in a product development sort of way

1304
00:43:43,349 --> 00:43:40,960
he's like you know you

1305
00:43:45,030 --> 00:43:43,359
started with you know your fundamental

1306
00:43:46,470 --> 00:43:45,040
and basic research you made sure that

1307
00:43:48,630 --> 00:43:46,480
that research was sound

1308
00:43:50,390 --> 00:43:48,640
then you put that research to the test

1309
00:43:53,190 --> 00:43:50,400
to see if it really did

1310
00:43:55,349 --> 00:43:53,200
you know what you thought it would do um

1311
00:43:56,790 --> 00:43:55,359
continuing to do research on that to

1312
00:43:58,710 --> 00:43:56,800
make sure it was sound

1313
00:44:01,109 --> 00:43:58,720

and he said you know and of course you

1314

00:44:02,790 --> 00:44:01,119

start off in a situation where it's only

1315

00:44:04,950 --> 00:44:02,800

people like me

1316

00:44:07,349 --> 00:44:04,960

that can probably afford it and that can

1317

00:44:09,990 --> 00:44:07,359

afford to do it and that's

1318

00:44:11,990 --> 00:44:10,000

that's fundamentally sort of an unfair

1319

00:44:13,589 --> 00:44:12,000

part of our whole consumer world our

1320

00:44:15,270 --> 00:44:13,599

home consumer culture

1321

00:44:17,190 --> 00:44:15,280

but that's just the way products start

1322

00:44:19,030 --> 00:44:17,200

they often have to start at

1323

00:44:20,710 --> 00:44:19,040

this very somebody who has a lot of

1324

00:44:23,510 --> 00:44:20,720

disposable income

1325

00:44:25,750 --> 00:44:23,520

and you know more disposable time

1326
00:44:26,150 --> 00:44:25,760
perhaps than others in order to be able

1327
00:44:31,750 --> 00:44:26,160
to

1328
00:44:34,230 --> 00:44:31,760
make because

1329
00:44:36,309 --> 00:44:34,240
your uh your telling of the story there

1330
00:44:38,470 --> 00:44:36,319
is a little bit of uh kind of uh

1331
00:44:39,430 --> 00:44:38,480
sounds like a venture capitalist weaving

1332
00:44:42,230 --> 00:44:39,440
you know

1333
00:44:42,870 --> 00:44:42,240
re reimagining the story because because

1334
00:44:44,710 --> 00:44:42,880
no really

1335
00:44:46,069 --> 00:44:44,720
i love other people's perspectives on

1336
00:44:46,950 --> 00:44:46,079
this though you know because it really

1337
00:44:49,670 --> 00:44:46,960
helps you to

1338
00:44:50,950 --> 00:44:49,680

add hold to my perspective which is i

1339

00:44:52,309 --> 00:44:50,960

think you were doing it for different

1340

00:44:53,670 --> 00:44:52,319

reasons i think you were doing it for

1341

00:44:54,550 --> 00:44:53,680

the reasons because you were really

1342

00:44:57,030 --> 00:44:54,560

interested

1343

00:44:59,109 --> 00:44:57,040

in making sure that people could make

1344

00:45:01,430 --> 00:44:59,119

this fundamental transition

1345

00:45:02,470 --> 00:45:01,440

because otherwise no i mean i'm an

1346

00:45:03,990 --> 00:45:02,480

entrepreneur

1347

00:45:05,670 --> 00:45:04,000

too i mean you would have just gone out

1348

00:45:07,349 --> 00:45:05,680

and gotten some money and sold the

1349

00:45:08,630 --> 00:45:07,359

course for 99

1350

00:45:10,390 --> 00:45:08,640

from the beginning because that's the

1351
00:45:11,270 --> 00:45:10,400
price point and you would have gotten

1352
00:45:13,430 --> 00:45:11,280
them out there and you wouldn't have

1353
00:45:15,270 --> 00:45:13,440
spent so much time sweating all the

1354
00:45:17,510 --> 00:45:15,280
metrics and all the rest of that crap

1355
00:45:19,510 --> 00:45:17,520
and you you would have approached it

1356
00:45:21,750 --> 00:45:19,520
differently i think your your friend tim

1357
00:45:26,630 --> 00:45:21,760
is being kind but i think he's

1358
00:45:28,150 --> 00:45:26,640
distorting it from a business standpoint

1359
00:45:30,390 --> 00:45:28,160
i that you know there's truth in that

1360
00:45:32,309 --> 00:45:30,400
but there's also i think in me

1361
00:45:33,829 --> 00:45:32,319
all of these different elements you know

1362
00:45:36,230 --> 00:45:33,839
the whole thing really started just

1363
00:45:38,790 --> 00:45:36,240

because i wanted to get happier

1364

00:45:40,470 --> 00:45:38,800

right and so the the initial impetus for

1365

00:45:41,430 --> 00:45:40,480

this wasn't i want other people to be

1366

00:45:43,829 --> 00:45:41,440

happy

1367

00:45:44,790 --> 00:45:43,839

it was a type a high achieving

1368

00:45:47,510 --> 00:45:44,800

personality

1369

00:45:48,790 --> 00:45:47,520

saying you know okay how do i achieve

1370

00:45:50,870 --> 00:45:48,800

with my own well-being

1371

00:45:52,790 --> 00:45:50,880

and having taken a crap ton of other

1372

00:45:55,109 --> 00:45:52,800

courses basically given up on the belief

1373

00:45:57,109 --> 00:45:55,119

that anybody else had an answer for them

1374

00:45:58,630 --> 00:45:57,119

uh and so saying all right well i'm

1375

00:46:00,230 --> 00:45:58,640

going to stop what i'm doing with this

1376

00:46:02,550 --> 00:46:00,240

other stuff because if i keep doing it

1377

00:46:04,230 --> 00:46:02,560

i'm going to be as happy as i am today

1378

00:46:06,069 --> 00:46:04,240

and i want it's not what i want that's

1379

00:46:08,069 --> 00:46:06,079

not the outcome that i want for my life

1380

00:46:09,510 --> 00:46:08,079

so how do i take my high performing self

1381

00:46:11,030 --> 00:46:09,520

and point it in the direction of getting

1382

00:46:13,510 --> 00:46:11,040

to more happiness right

1383

00:46:14,950 --> 00:46:13,520

and so if you look at the actual genesis

1384

00:46:16,950 --> 00:46:14,960

of this whole project it was an

1385

00:46:19,030 --> 00:46:16,960

incredibly selfish endeavor

1386

00:46:20,870 --> 00:46:19,040

by you know what at the time was sort of

1387

00:46:23,109 --> 00:46:20,880

a type a high achieving

1388

00:46:24,790 --> 00:46:23,119

person to get to their own level of

1389

00:46:26,550 --> 00:46:24,800

happiness i don't i don't see that

1390

00:46:29,030 --> 00:46:26,560

i don't see that but that's another

1391

00:46:31,349 --> 00:46:29,040

that's another story but then it became

1392

00:46:33,910 --> 00:46:31,359

it did you're right it did become really

1393

00:46:35,270 --> 00:46:33,920

a moral obligation i think from from my

1394

00:46:37,349 --> 00:46:35,280

perspective

1395

00:46:38,710 --> 00:46:37,359

i think as you sat there at a young age

1396

00:46:41,030 --> 00:46:38,720

and watched your mom

1397

00:46:42,950 --> 00:46:41,040

on the christian broadcasting network

1398

00:46:44,790 --> 00:46:42,960

you saw both sides of it and you saw the

1399

00:46:46,950 --> 00:46:44,800

side of it that you wanted to strip away

1400

00:46:48,870 --> 00:46:46,960

which is the fake side but you saw the

1401

00:46:51,510 --> 00:46:48,880

other side of it that people really do

1402

00:46:52,390 --> 00:46:51,520

need possible our psychologists are all

1403

00:46:54,470 --> 00:46:52,400

full of blind spots

1404

00:46:55,990 --> 00:46:54,480

you might be one of those people on the

1405

00:46:57,910 --> 00:46:56,000

other end of that who really

1406

00:46:59,829 --> 00:46:57,920

does need to make some kind of

1407

00:47:00,790 --> 00:46:59,839

transition and helping people make a

1408

00:47:03,190 --> 00:47:00,800

transition

1409

00:47:04,550 --> 00:47:03,200

like that is probably one of the highest

1410

00:47:07,270 --> 00:47:04,560

callings we can have

1411

00:47:09,109 --> 00:47:07,280

if we can keep our own crap out of it

1412

00:47:10,710 --> 00:47:09,119

which it seems like you've really really

1413

00:47:13,510 --> 00:47:10,720

tried to do

1414

00:47:14,790 --> 00:47:13,520

and so now i think benefit of science

1415

00:47:16,870 --> 00:47:14,800

well

1416

00:47:18,630 --> 00:47:16,880

that is that is that is one of the that

1417

00:47:20,309 --> 00:47:18,640

is one of the benefits of science which

1418

00:47:22,390 --> 00:47:20,319

we're at such an interesting

1419

00:47:24,309 --> 00:47:22,400

point in our history here too which we

1420

00:47:28,309 --> 00:47:24,319

will not get off on that thing but

1421

00:47:30,710 --> 00:47:28,319

science has been so so

1422

00:47:32,470 --> 00:47:30,720

disordered distorted and misused at this

1423

00:47:35,670 --> 00:47:32,480

point in our history and it's

1424

00:47:37,270 --> 00:47:35,680

really really difficult to

1425

00:47:39,030 --> 00:47:37,280

sort through you know who's really

1426
00:47:39,349 --> 00:47:39,040
telling the truth and who's using it as

1427
00:48:07,750 --> 00:47:39,359
a

1428
00:48:12,150 --> 00:48:07,760
this other term

1429
00:48:14,549 --> 00:48:12,160
is creating a culture centered around

1430
00:48:15,950 --> 00:48:14,559
fundamental well-being and you had a

1431
00:48:19,109 --> 00:48:15,960
vision for that that

1432
00:48:22,390 --> 00:48:19,119
expanded way beyond reaching

1433
00:48:25,270 --> 00:48:22,400
a few thousand people in a course and

1434
00:48:26,790 --> 00:48:25,280
so you have both a technology component

1435
00:48:27,270 --> 00:48:26,800
that you're working on towards that long

1436
00:48:30,710 --> 00:48:27,280
term

1437
00:48:33,030 --> 00:48:30,720
seeing a way to

1438
00:48:34,150 --> 00:48:33,040

change your course to reach larger

1439

00:48:36,470 --> 00:48:34,160

numbers of people

1440

00:48:37,510 --> 00:48:36,480

who didn't fit those requirements that

1441

00:48:41,109 --> 00:48:37,520

you had in the first

1442

00:48:44,150 --> 00:48:41,119

course so let's talk about that

1443

00:48:45,750 --> 00:48:44,160

yeah yeah absolutely

1444

00:48:47,349 --> 00:48:45,760

i was thinking the other day you know

1445

00:48:48,309 --> 00:48:47,359

about a month ago as we shoot this

1446

00:48:52,630 --> 00:48:48,319

interview

1447

00:48:56,309 --> 00:48:52,640

uh june 12th i turned 50. um

1448

00:48:58,150 --> 00:48:56,319

and as i was coming up

1449

00:48:59,910 --> 00:48:58,160

in you know i mean i've been i started

1450

00:49:02,549 --> 00:48:59,920

this when i was 35

1451

00:49:04,470 --> 00:49:02,559

really made the life change went back to

1452

00:49:06,069 --> 00:49:04,480

school at 36

1453

00:49:08,630 --> 00:49:06,079

you know i just sort of decided on how i

1454

00:49:10,630 --> 00:49:08,640

might approach it you know by age 36

1455

00:49:12,150 --> 00:49:10,640

and was heading down that track did some

1456

00:49:15,670 --> 00:49:12,160

preliminary stuff

1457

00:49:19,030 --> 00:49:15,680

starting at 35 so you're talking about

1458

00:49:19,990 --> 00:49:19,040

all of the second half of my 30s all of

1459

00:49:22,470 --> 00:49:20,000

my 40s

1460

00:49:23,750 --> 00:49:22,480

which are of course the most productive

1461

00:49:26,230 --> 00:49:23,760

times

1462

00:49:27,910 --> 00:49:26,240

from you know sort of an individual

1463

00:49:29,750 --> 00:49:27,920

lifespan you look at the business

1464

00:49:31,270 --> 00:49:29,760

research on all that type of stuff when

1465

00:49:32,790 --> 00:49:31,280

are people most productive what's their

1466

00:49:34,630 --> 00:49:32,800

peak productive years or whatever those

1467

00:49:38,069 --> 00:49:34,640

are the peak productive years

1468

00:49:39,990 --> 00:49:38,079

basically um and so i was

1469

00:49:42,390 --> 00:49:40,000

as as it started to roll into my late

1470

00:49:44,150 --> 00:49:42,400

40s you know when i hit 45 i was

1471

00:49:45,589 --> 00:49:44,160

thinking to myself

1472

00:49:47,990 --> 00:49:45,599

geez it doesn't seem like there's an end

1473

00:49:51,589 --> 00:49:48,000

in sight here um but

1474

00:49:53,670 --> 00:49:51,599

gosh it would sure be nice if you know

1475

00:49:54,870 --> 00:49:53,680

we could have something that was

1476

00:49:58,630 --> 00:49:54,880

available

1477

00:50:01,109 --> 00:49:58,640

to way more people by the time i'm 50.

1478

00:50:01,910 --> 00:50:01,119

and it's it's funny because at the time

1479

00:50:05,670 --> 00:50:01,920

that 50

1480

00:50:06,470 --> 00:50:05,680

hit i was in iowa and i was doing

1481

00:50:08,390 --> 00:50:06,480

research

1482

00:50:09,589 --> 00:50:08,400

with our direct brain stimulation

1483

00:50:11,670 --> 00:50:09,599

technology which is

1484

00:50:13,750 --> 00:50:11,680

5 10 years away you know still at this

1485

00:50:16,870 --> 00:50:13,760

point um

1486

00:50:18,150 --> 00:50:16,880

but nonetheless showing huge promise and

1487

00:50:20,069 --> 00:50:18,160

you know we're on the bleeding edge of

1488

00:50:24,069 --> 00:50:20,079

all of that whole space

1489

00:50:27,510 --> 00:50:24,079

and all of that um and i was you know

1490

00:50:29,589 --> 00:50:27,520

not really doing what i

1491

00:50:30,790 --> 00:50:29,599

should have been doing to hit that 50

1492

00:50:34,390 --> 00:50:30,800

mark

1493

00:50:35,430 --> 00:50:34,400

and then the virus hit and i couldn't be

1494

00:50:38,230 --> 00:50:35,440

in a lab

1495

00:50:39,109 --> 00:50:38,240

with subjects putting transcranial

1496

00:50:41,109 --> 00:50:39,119

ultrasound

1497

00:50:43,190 --> 00:50:41,119

and you know other of these various

1498

00:50:45,990 --> 00:50:43,200

technologies on their head

1499

00:50:47,510 --> 00:50:46,000

i had to basically i went to i'm from

1500

00:50:49,430 --> 00:50:47,520

peoria illinois so there's still

1501
00:50:50,950 --> 00:50:49,440
houses in peoria illinois so i went to a

1502
00:50:53,270 --> 00:50:50,960
house on the river sort of on

1503
00:50:54,069 --> 00:50:53,280
peoria river illinois river peoria lake

1504
00:50:56,069 --> 00:50:54,079
beautiful

1505
00:50:57,990 --> 00:50:56,079
view great place for somebody who's in

1506
00:50:59,030 --> 00:50:58,000
fundamental well-being to sink into

1507
00:51:01,190 --> 00:50:59,040
peace

1508
00:51:03,030 --> 00:51:01,200
out the you know wall of back windows

1509
00:51:06,069 --> 00:51:03,040
every day and all of that right

1510
00:51:07,750 --> 00:51:06,079
um and while i was there i was like well

1511
00:51:09,349 --> 00:51:07,760
crap you know okay i've got the

1512
00:51:11,430 --> 00:51:09,359
ultrasound with i can experiment on

1513
00:51:12,630 --> 00:51:11,440

myself or a handful of friends maybe in

1514

00:51:14,710 --> 00:51:12,640

peoria right

1515

00:51:15,990 --> 00:51:14,720

um but like what am i going to do during

1516

00:51:20,470 --> 00:51:16,000

this time

1517

00:51:23,990 --> 00:51:20,480

and it's there was this there was this

1518

00:51:25,349 --> 00:51:24,000

really important thing about the finders

1519

00:51:27,190 --> 00:51:25,359

course data

1520

00:51:29,109 --> 00:51:27,200

and that is that the finders course

1521

00:51:32,470 --> 00:51:29,119

experiments transitioned about

1522

00:51:33,910 --> 00:51:32,480

70 of people that successfully completed

1523

00:51:34,549 --> 00:51:33,920

them you know that went all the way

1524

00:51:36,470 --> 00:51:34,559

through

1525

00:51:37,589 --> 00:51:36,480

the protocol gave us pre-measures went

1526
00:51:39,109 --> 00:51:37,599
all the way through gave us post

1527
00:51:41,270 --> 00:51:39,119
measures that's what that's what i call

1528
00:51:42,390 --> 00:51:41,280
an alumni or somebody who successfully

1529
00:51:46,790 --> 00:51:42,400
completes

1530
00:51:47,910 --> 00:51:46,800
that protocol in that data of that 70

1531
00:51:55,109 --> 00:51:47,920
percent

1532
00:51:57,910 --> 00:51:55,119
happen from one type of method

1533
00:51:59,109 --> 00:51:57,920
and i'd always in the back of my head

1534
00:52:02,230 --> 00:51:59,119
wanted to go back

1535
00:52:04,630 --> 00:52:02,240
and do a smaller experiment

1536
00:52:07,190 --> 00:52:04,640
around just that you know what happens

1537
00:52:09,190 --> 00:52:07,200
if you just take those methods

1538
00:52:10,470 --> 00:52:09,200

and you kind of put them on their own in

1539

00:52:13,109 --> 00:52:10,480

their own thing

1540

00:52:13,670 --> 00:52:13,119

but i would have never done it frankly

1541

00:52:16,309 --> 00:52:13,680

if not

1542

00:52:18,870 --> 00:52:16,319

for the virus hitting because i i would

1543

00:52:20,710 --> 00:52:18,880

just so heads down on the possibility of

1544

00:52:21,270 --> 00:52:20,720

the direct brain stimulation stuff and

1545

00:52:22,630 --> 00:52:21,280

it's

1546

00:52:24,390 --> 00:52:22,640

you know really where we're at we're

1547

00:52:26,470 --> 00:52:24,400

researching the integration piece for

1548

00:52:28,069 --> 00:52:26,480

people that have already transitioned

1549

00:52:29,430 --> 00:52:28,079

that's getting a lot of time we're doing

1550

00:52:30,870 --> 00:52:29,440

the direct brain stimulation that's

1551
00:52:32,309 --> 00:52:30,880
getting a lot of time there's no way i

1552
00:52:34,309 --> 00:52:32,319
would have started a new

1553
00:52:36,230 --> 00:52:34,319
thing around transitioning in my mind

1554
00:52:37,510 --> 00:52:36,240
like the finders course was out there

1555
00:52:38,870 --> 00:52:37,520
even though not a lot of people could

1556
00:52:40,630 --> 00:52:38,880
take advantage of it if you were really

1557
00:52:42,710 --> 00:52:40,640
serious about transitioning

1558
00:52:44,309 --> 00:52:42,720
you could take it and you could you know

1559
00:52:45,910 --> 00:52:44,319
you'd have you had great odds of it

1560
00:52:47,510 --> 00:52:45,920
working for you like i kind of felt like

1561
00:52:49,829 --> 00:52:47,520
we'd done enough

1562
00:52:51,990 --> 00:52:49,839
um for the time being on that and the

1563
00:52:53,990 --> 00:52:52,000

real future was in this technology stuff

1564

00:52:55,750 --> 00:52:54,000

and we i just had to spend a lot of time

1565

00:52:57,510 --> 00:52:55,760

on it getting it to that point where it

1566

00:52:58,630 --> 00:52:57,520

could really affect billions of people

1567

00:53:01,829 --> 00:52:58,640

right

1568

00:53:03,270 --> 00:53:01,839

but covet hits and suddenly i'm sitting

1569

00:53:05,430 --> 00:53:03,280

you know on a house in a river in

1570

00:53:08,790 --> 00:53:05,440

illinois with nothing to do

1571

00:53:10,549 --> 00:53:08,800

um and that experiment

1572

00:53:13,910 --> 00:53:10,559

comes to mind and i think to myself you

1573

00:53:15,030 --> 00:53:13,920

know what what the i got i have a studio

1574

00:53:16,390 --> 00:53:15,040

in the house here

1575

00:53:18,150 --> 00:53:16,400

you know more or less in all of my

1576
00:53:19,510 --> 00:53:18,160
houses or studio because we generate so

1577
00:53:22,150 --> 00:53:19,520
much content

1578
00:53:22,790 --> 00:53:22,160
so i'm like i've got a studio here i can

1579
00:53:25,190 --> 00:53:22,800
shoot

1580
00:53:26,309 --> 00:53:25,200
new videos of instructions and stuff

1581
00:53:29,349 --> 00:53:26,319
like that

1582
00:53:31,990 --> 00:53:29,359
um you know let's what the hell

1583
00:53:33,510 --> 00:53:32,000
i'm literally like practically one day i

1584
00:53:34,790 --> 00:53:33,520
just woke up and thought i'm going to

1585
00:53:36,470 --> 00:53:34,800
send an email

1586
00:53:38,549 --> 00:53:36,480
out to our list and i'm going to see if

1587
00:53:39,430 --> 00:53:38,559
anybody signs up for this if anybody is

1588
00:53:40,470 --> 00:53:39,440

interested in this

1589

00:53:42,150 --> 00:53:40,480

and i'm just going to be totally

1590

00:53:43,190 --> 00:53:42,160

transparent i said exactly what i just

1591

00:53:45,349 --> 00:53:43,200

said to you

1592

00:53:47,349 --> 00:53:45,359

you know we're gonna basically just

1593

00:53:48,230 --> 00:53:47,359

experiment these methods i have no idea

1594

00:53:50,470 --> 00:53:48,240

if it will work

1595

00:53:52,230 --> 00:53:50,480

i'm sure some people will transition it

1596

00:53:55,270 --> 00:53:52,240

could be almost no one it could be a lot

1597

00:53:57,030 --> 00:53:55,280

of people i have no idea we have no data

1598

00:53:59,270 --> 00:53:57,040

on this you know but if you want to

1599

00:54:00,630 --> 00:53:59,280

participate in this pilot

1600

00:54:03,349 --> 00:54:00,640

you're welcome to come and participate

1601
00:54:05,349 --> 00:54:03,359
in this pilot we priced it at 120 bucks

1602
00:54:06,390 --> 00:54:05,359
because i've always done pilots that way

1603
00:54:09,270 --> 00:54:06,400
you know like

1604
00:54:11,030 --> 00:54:09,280
120 bucks is when i first did the first

1605
00:54:12,710 --> 00:54:11,040
finders course i think it was like 150

1606
00:54:14,710 --> 00:54:12,720
bucks or something like that i charge

1607
00:54:16,069 --> 00:54:14,720
uh just to get the people who are

1608
00:54:17,349 --> 00:54:16,079
serious and who might actually go all

1609
00:54:19,030 --> 00:54:17,359
the way through the protocol you know if

1610
00:54:20,309 --> 00:54:19,040
you make something free they drop out in

1611
00:54:22,549 --> 00:54:20,319
the first week right

1612
00:54:24,470 --> 00:54:22,559
but if you find that bare minimum

1613
00:54:25,109 --> 00:54:24,480

threshold you can at least pull people

1614

00:54:28,390 --> 00:54:25,119

through

1615

00:54:29,510 --> 00:54:28,400

the program to get decent statistics and

1616

00:54:31,829 --> 00:54:29,520

all that on it

1617

00:54:33,270 --> 00:54:31,839

um and i remember when i was first doing

1618

00:54:34,950 --> 00:54:33,280

the finders course protocol i was

1619

00:54:38,470 --> 00:54:34,960

thinking to myself

1620

00:54:41,510 --> 00:54:38,480

you know 150 bucks is fair it's like

1621

00:54:43,829 --> 00:54:41,520

it's not much to pay if we're successful

1622

00:54:45,990 --> 00:54:43,839

and it's not much to pay if we wind up

1623

00:54:48,230 --> 00:54:46,000

making people insane

1624

00:54:49,190 --> 00:54:48,240

you know we had no idea right if this

1625

00:54:51,910 --> 00:54:49,200

was gonna like

1626
00:54:53,990 --> 00:54:51,920
totally mess people up or if they were

1627
00:54:54,789 --> 00:54:54,000
gonna have you know great outcomes or no

1628
00:54:56,230 --> 00:54:54,799
outcome or

1629
00:54:59,030 --> 00:54:56,240
you know whatever else and so i didn't

1630
00:55:01,109 --> 00:54:59,040
want to so i follow that same sort of

1631
00:55:02,789 --> 00:55:01,119
idea with all of our pilots right so i

1632
00:55:06,309 --> 00:55:02,799
charged 120 bucks

1633
00:55:09,190 --> 00:55:06,319
and unbelievable to me uh

1634
00:55:11,190 --> 00:55:09,200
hundreds of people signed up at the end

1635
00:55:12,630 --> 00:55:11,200
by the end over 800 people had signed up

1636
00:55:14,069 --> 00:55:12,640
we couldn't take 800 people into an

1637
00:55:15,510 --> 00:55:14,079
experiment so by the end we were just

1638
00:55:16,789 --> 00:55:15,520

being nice and letting people come in

1639

00:55:22,230 --> 00:55:16,799

and take the class

1640

00:55:25,750 --> 00:55:24,069

you know so what kind of came out of

1641

00:55:27,270 --> 00:55:25,760

this coveted period that is really

1642

00:55:30,870 --> 00:55:27,280

interesting to me

1643

00:55:34,069 --> 00:55:30,880

is a six-week protocol

1644

00:55:37,910 --> 00:55:34,079

and out of that the transition rate

1645

00:55:40,950 --> 00:55:37,920

looks like it's 64-65

1646

00:55:43,109 --> 00:55:40,960

which is astonishing if you think about

1647

00:55:43,670 --> 00:55:43,119

it you know if you have a situation

1648

00:55:45,510 --> 00:55:43,680

where

1649

00:55:46,710 --> 00:55:45,520

you can go through a four-month program

1650

00:55:49,030 --> 00:55:46,720

with a 70

1651
00:55:50,789 --> 00:55:49,040
chance of success or you can go through

1652
00:55:54,870 --> 00:55:50,799
a six-week program

1653
00:55:57,510 --> 00:55:54,880
with a 64-65 chance of success

1654
00:55:59,349 --> 00:55:57,520
that to me is revolutionary now for 120

1655
00:56:00,630 --> 00:55:59,359
bucks we subsidize the crap out of that

1656
00:56:02,470 --> 00:56:00,640
right i mean you can't

1657
00:56:04,630 --> 00:56:02,480
it's not like a sustainable thing that

1658
00:56:06,150 --> 00:56:04,640
you can just drive ads to and keep in

1659
00:56:09,190 --> 00:56:06,160
the marketplace or whatever else

1660
00:56:10,549 --> 00:56:09,200
and so what i did was i gave the people

1661
00:56:12,789 --> 00:56:10,559
that went through it

1662
00:56:14,230 --> 00:56:12,799
the opportunity to participate i said

1663
00:56:15,589 --> 00:56:14,240

listen if you want this thing to stay

1664

00:56:17,109 --> 00:56:15,599

alive we can't afford it

1665

00:56:18,870 --> 00:56:17,119

so we're gonna have to you know we could

1666

00:56:21,829 --> 00:56:18,880

charge a thousand bucks for this

1667

00:56:23,030 --> 00:56:21,839

and it's a sustainable deal right and so

1668

00:56:24,710 --> 00:56:23,040

one route is we can

1669

00:56:26,950 --> 00:56:24,720

we can just charge a thousand bucks for

1670

00:56:28,789 --> 00:56:26,960

this another route is we cannot do it

1671

00:56:30,069 --> 00:56:28,799

again and we can just write up the data

1672

00:56:32,549 --> 00:56:30,079

you know and it can be a great

1673

00:56:34,069 --> 00:56:32,559

experiment and the third route is you as

1674

00:56:35,670 --> 00:56:34,079

the people who went through this can

1675

00:56:38,069 --> 00:56:35,680

keep this thing alive

1676
00:56:41,109 --> 00:56:38,079
as volunteers and we can you know

1677
00:56:44,309 --> 00:56:41,119
continue to make it broadly accessible

1678
00:56:44,710 --> 00:56:44,319
to a much wider range of people and we

1679
00:56:47,349 --> 00:56:44,720
had

1680
00:56:49,349 --> 00:56:47,359
over a hundred people that went through

1681
00:56:51,990 --> 00:56:49,359
the program like 150 people

1682
00:56:53,190 --> 00:56:52,000
volunteer to keep this thing alive and

1683
00:56:54,549 --> 00:56:53,200
they're doing all kinds of things

1684
00:56:56,549 --> 00:56:54,559
there's a marketing team

1685
00:56:58,309 --> 00:56:56,559
and there's a course implementation team

1686
00:56:59,910 --> 00:56:58,319
and there's a course support team

1687
00:57:01,750 --> 00:56:59,920
that have really sort of come together

1688
00:57:04,069 --> 00:57:01,760

and that for me as someone who's been

1689

00:57:07,510 --> 00:57:04,079

under attack for years

1690

00:57:09,430 --> 00:57:07,520

you know in our work um

1691

00:57:11,349 --> 00:57:09,440

there's no way for me to describe how

1692

00:57:14,390 --> 00:57:11,359

heartful it is

1693

00:57:17,270 --> 00:57:14,400

to see um you know these people

1694

00:57:18,309 --> 00:57:17,280

coming together to make this a

1695

00:57:19,990 --> 00:57:18,319

possibility i mean

1696

00:57:21,910 --> 00:57:20,000

it's felt like sort of us against the

1697

00:57:24,870 --> 00:57:21,920

world for a long time

1698

00:57:26,150 --> 00:57:24,880

in these experiments you know initially

1699

00:57:27,750 --> 00:57:26,160

against the academic

1700

00:57:29,510 --> 00:57:27,760

world and of course over the years and

1701
00:57:31,109 --> 00:57:29,520
endless conference presentations and

1702
00:57:32,470 --> 00:57:31,119
endless interactions with colleagues and

1703
00:57:34,309 --> 00:57:32,480
stuff you know that's

1704
00:57:36,710 --> 00:57:34,319
finally you know not a hostile

1705
00:57:39,349 --> 00:57:36,720
environment for us anymore at this point

1706
00:57:40,950 --> 00:57:39,359
but for a long time it was you know the

1707
00:57:42,390 --> 00:57:40,960
scientists just didn't feel like this

1708
00:57:44,710 --> 00:57:42,400
was something that could be studied it

1709
00:57:46,710 --> 00:57:44,720
sounded too mystical it sounded too

1710
00:57:48,470 --> 00:57:46,720
magical it sounded like it was a bunch

1711
00:57:49,670 --> 00:57:48,480
of people that were crazy frankly

1712
00:57:51,109 --> 00:57:49,680
you know that were experiencing

1713
00:57:52,549 --> 00:57:51,119

psychopathology or whatever they were

1714

00:57:53,589 --> 00:57:52,559

like that's just a waste of time to

1715

00:57:55,430 --> 00:57:53,599

study

1716

00:57:56,630 --> 00:57:55,440

uh and so it took us years fighting

1717

00:57:57,990 --> 00:57:56,640

those battles

1718

00:57:59,670 --> 00:57:58,000

and then you know all of the

1719

00:58:02,390 --> 00:57:59,680

traditionalists that

1720

00:58:03,829 --> 00:58:02,400

you know believe that jesus is the only

1721

00:58:06,549 --> 00:58:03,839

way to experience this

1722

00:58:08,390 --> 00:58:06,559

or you know that you the only valid

1723

00:58:10,470 --> 00:58:08,400

experience is you're sitting in some

1724

00:58:11,670 --> 00:58:10,480

exotic meditation position and there's a

1725

00:58:13,430 --> 00:58:11,680

blue light that

1726

00:58:15,270 --> 00:58:13,440

starts in the far part of your visual

1727

00:58:16,950 --> 00:58:15,280

field and moves then if you haven't had

1728

00:58:18,789 --> 00:58:16,960

that experience then you're not in

1729

00:58:21,030 --> 00:58:18,799

fundamental well-being or whatever right

1730

00:58:21,589 --> 00:58:21,040

i mean it's been a battle against those

1731

00:58:24,549 --> 00:58:21,599

folks

1732

00:58:25,030 --> 00:58:24,559

you know for all of this time um and so

1733

00:58:28,390 --> 00:58:25,040

it's

1734

00:58:31,910 --> 00:58:28,400

blessing

1735

00:58:34,470 --> 00:58:31,920

to have this first of all

1736

00:58:34,950 --> 00:58:34,480

right before 50 what are the odds right

1737

00:58:36,789 --> 00:58:34,960

i mean

1738

00:58:38,470 --> 00:58:36,799

there's got to be some unconscious goal

1739

00:58:39,190 --> 00:58:38,480

programming intention thing happening

1740

00:58:41,670 --> 00:58:39,200

there

1741

00:58:42,630 --> 00:58:41,680

um but right before 50 to have this

1742

00:58:44,870 --> 00:58:42,640

thing that can

1743

00:58:46,710 --> 00:58:44,880

affect and can be in a lot more people's

1744

00:58:48,069 --> 00:58:46,720

lives and then to have the people that

1745

00:58:51,109 --> 00:58:48,079

went through it initially

1746

00:58:51,750 --> 00:58:51,119

be so like totally on board even and

1747

00:58:53,270 --> 00:58:51,760

they're the

1748

00:58:54,789 --> 00:58:53,280

the cross spectrum there's the

1749

00:58:57,750 --> 00:58:54,799

scientists in there

1750

00:58:59,430 --> 00:58:57,760

there's the hardcore buddhists in there

1751
00:59:01,430 --> 00:58:59,440
and there's ordinary people in there and

1752
00:59:03,270 --> 00:59:01,440
they're all coming together to make this

1753
00:59:05,349 --> 00:59:03,280
a reality for i think what it'll

1754
00:59:08,309 --> 00:59:05,359
probably be millions more people

1755
00:59:09,349 --> 00:59:08,319
that could take advantage okay that's

1756
00:59:11,670 --> 00:59:09,359
incredible to me

1757
00:59:13,190 --> 00:59:11,680
yeah yeah no that's that's great so

1758
00:59:15,750 --> 00:59:13,200
we're talking about finders course

1759
00:59:16,230 --> 00:59:15,760
2.0 if you will and that was kind of a

1760
00:59:17,910 --> 00:59:16,240
great

1761
00:59:19,670 --> 00:59:17,920
summary yeah it's called 45 days to

1762
00:59:21,589 --> 00:59:19,680
awakening challenge right now but yeah

1763
00:59:25,270 --> 00:59:21,599

oh man i'm glad you put such a

1764

00:59:28,710 --> 00:59:26,950

i didn't think anybody would sign up for

1765

00:59:30,630 --> 00:59:28,720

it initially i was like i wonder if like

1766

00:59:32,150 --> 00:59:30,640

i can get a small group of like six or

1767

00:59:34,309 --> 00:59:32,160

ten people to do this

1768

00:59:35,270 --> 00:59:34,319

i was here when hundreds of people

1769

00:59:37,190 --> 00:59:35,280

started to sign up

1770

00:59:38,630 --> 00:59:37,200

the things i i want to do right there

1771

00:59:41,829 --> 00:59:38,640

because i mean

1772

00:59:43,910 --> 00:59:41,839

i i don't want to kind of push the

1773

00:59:45,109 --> 00:59:43,920

i certainly don't want to push what

1774

00:59:47,829 --> 00:59:45,119

you're doing i don't know

1775

00:59:48,309 --> 00:59:47,839

i'm just i'm just doing what anyone

1776
00:59:50,710 --> 00:59:48,319
would do

1777
00:59:51,829 --> 00:59:50,720
is just kind of looking at the looking

1778
00:59:53,910 --> 00:59:51,839
at the numbers

1779
00:59:55,270 --> 00:59:53,920
looking at the detractors like i tell

1780
00:59:57,990 --> 00:59:55,280
people one of the first things i always

1781
01:00:01,109 --> 00:59:58,000
do when i have a guest on is i type in

1782
01:00:05,190 --> 01:00:01,119
jeffrey martin fraud jeffrey martin

1783
01:00:07,349 --> 01:00:05,200
scam jeffrey martin khan you know so

1784
01:00:09,349 --> 01:00:07,359
this is this is what i do because an

1785
01:00:11,190 --> 01:00:09,359
interesting habit

1786
01:00:12,549 --> 01:00:11,200
you have to you have to because i

1787
01:00:14,470 --> 01:00:12,559
probably don't want to type any of those

1788
01:00:18,309 --> 01:00:14,480

things into google do i

1789

01:00:21,109 --> 01:00:18,319

well let me tell you you kind of do

1790

01:00:21,910 --> 01:00:21,119

because in a lot of ways it's it's

1791

01:00:24,390 --> 01:00:21,920

encouraging

1792

01:00:26,390 --> 01:00:24,400

i mean i was able to sort through that

1793

01:00:28,710 --> 01:00:26,400

relatively quickly you know and people

1794

01:00:30,710 --> 01:00:28,720

just say stuff that like well i have to

1795

01:00:32,549 --> 01:00:30,720

be anonymous here because wait a minute

1796

01:00:34,950 --> 01:00:32,559

why do you have to be anonymous who are

1797

01:00:36,549 --> 01:00:34,960

you oh well because i signed a net

1798

01:00:38,789 --> 01:00:36,559

non-disclosure agreement

1799

01:00:40,870 --> 01:00:38,799

wait a minute i've talked to i've talked

1800

01:00:41,430 --> 01:00:40,880

to jeffrey martin i know he shares this

1801
01:00:43,750 --> 01:00:41,440
stuff

1802
01:00:45,349 --> 01:00:43,760
he's not gonna sue you because you give

1803
01:00:47,670 --> 01:00:45,359
him a bad review that's

1804
01:00:50,150 --> 01:00:47,680
total and then when you even

1805
01:00:51,910 --> 01:00:50,160
dig in further what people are saying

1806
01:00:53,430 --> 01:00:51,920
on the negative front well i didn't

1807
01:00:54,789 --> 01:00:53,440
finish the course and it's like

1808
01:00:56,630 --> 01:00:54,799
okay well you didn't finish of course

1809
01:00:57,829 --> 01:00:56,640
that's your prerogative but do you

1810
01:01:00,470 --> 01:00:57,839
really want to

1811
01:01:01,990 --> 01:01:00,480
evaluate the course on somebody so i

1812
01:01:04,710 --> 01:01:02,000
think the criticisms

1813
01:01:05,430 --> 01:01:04,720

that i found and i searched you know

1814

01:01:07,349 --> 01:01:05,440

just

1815

01:01:08,870 --> 01:01:07,359

pretty quickly fell away with the kind

1816

01:01:10,710 --> 01:01:08,880

of stuff you can see on any youtube

1817

01:01:11,750 --> 01:01:10,720

video where you got haters on there you

1818

01:01:13,910 --> 01:01:11,760

know instantly

1819

01:01:16,150 --> 01:01:13,920

trying to put the thing down so but so

1820

01:01:16,549 --> 01:01:16,160

that's not my role here my role is not

1821

01:01:19,829 --> 01:01:16,559

to

1822

01:01:22,230 --> 01:01:19,839

you know so people know i signed up for

1823

01:01:24,069 --> 01:01:22,240

your course and i didn't complete the

1824

01:01:25,190 --> 01:01:24,079

courses way back in the day and it was

1825

01:01:27,430 --> 01:01:25,200

mainly just because

1826
01:01:29,270 --> 01:01:27,440
it was kind of tedious in terms of some

1827
01:01:30,870 --> 01:01:29,280
of the data that you're trying to

1828
01:01:33,510 --> 01:01:30,880
collect but

1829
01:01:34,069 --> 01:01:33,520
oh yeah i was really especially back in

1830
01:01:36,309 --> 01:01:34,079
the day

1831
01:01:37,910 --> 01:01:36,319
we had like 10 hours of measures that we

1832
01:01:38,710 --> 01:01:37,920
would make people fill out and stuff it

1833
01:01:40,230 --> 01:01:38,720
was brutal well

1834
01:01:41,990 --> 01:01:40,240
i was impressed with with what you were

1835
01:01:45,990 --> 01:01:42,000
doing and i i got close enough

1836
01:01:48,390 --> 01:01:46,000
to it to say that i i have to accept

1837
01:01:49,750 --> 01:01:48,400
the numbers that he's he's putting out

1838
01:01:50,870 --> 01:01:49,760

there but what i really want to focus on

1839

01:01:52,470 --> 01:01:50,880

because i think people have these

1840

01:01:53,030 --> 01:01:52,480

lingering thoughts in the back of their

1841

01:01:54,950 --> 01:01:53,040

mind

1842

01:01:56,470 --> 01:01:54,960

and one of the thoughts is certainly

1843

01:01:59,510 --> 01:01:56,480

about the money

1844

01:02:01,510 --> 01:01:59,520

so we can talk about you know

1845

01:02:03,029 --> 01:02:01,520

how you know a couple million dollars

1846

01:02:04,950 --> 01:02:03,039

that you would make is not really that

1847

01:02:06,230 --> 01:02:04,960

much money or how you're really losing

1848

01:02:08,710 --> 01:02:06,240

money and all the rest

1849

01:02:10,150 --> 01:02:08,720

people can't hear that all they hear is

1850

01:02:12,150 --> 01:02:10,160

the guy wants 2 500

1851
01:02:13,430 --> 01:02:12,160
for the class and that seems like a lot

1852
01:02:15,589 --> 01:02:13,440
of money so

1853
01:02:16,549 --> 01:02:15,599
i i i do think it's worthwhile and i

1854
01:02:17,910 --> 01:02:16,559
don't want to drill on this point

1855
01:02:19,430 --> 01:02:17,920
because it sounds like i'm

1856
01:02:21,109 --> 01:02:19,440
you know chilling for the course or

1857
01:02:24,390 --> 01:02:21,119
something

1858
01:02:25,910 --> 01:02:24,400
there are costs associated with doing

1859
01:02:27,829 --> 01:02:25,920
something like this

1860
01:02:30,150 --> 01:02:27,839
in the way that you do it and in

1861
01:02:30,950 --> 01:02:30,160
particular kind of supporting these

1862
01:02:33,349 --> 01:02:30,960
groups

1863
01:02:35,109 --> 01:02:33,359

as they go through it so there are some

1864

01:02:36,870 --> 01:02:35,119

costs baked into that

1865

01:02:38,390 --> 01:02:36,880

and i want you to just really briefly

1866

01:02:41,430 --> 01:02:38,400

explain to people

1867

01:02:43,750 --> 01:02:41,440

why the volunteer model that you're

1868

01:02:46,470 --> 01:02:43,760

moving towards

1869

01:02:48,470 --> 01:02:46,480

will one allow you to achieve hopefully

1870

01:02:52,150 --> 01:02:48,480

good results for people

1871

01:02:55,349 --> 01:02:52,160

but number two it won't it will

1872

01:02:59,029 --> 01:02:55,359

unburden you from some of these costs

1873

01:03:01,109 --> 01:02:59,039

yeah yeah for sure you know there

1874

01:03:02,789 --> 01:03:01,119

part of it is that it's a research

1875

01:03:05,270 --> 01:03:02,799

program and it's been a research program

1876

01:03:08,870 --> 01:03:05,280

for so long and it's got

1877

01:03:12,230 --> 01:03:08,880

a staff of research people it's not like

1878

01:03:15,270 --> 01:03:12,240

one guy running a class you know

1879

01:03:17,270 --> 01:03:15,280

where that can have lower costs

1880

01:03:18,390 --> 01:03:17,280

associated with it if you're like just

1881

01:03:22,230 --> 01:03:18,400

somebody that sits there

1882

01:03:24,950 --> 01:03:22,240

makes a video and you know advertises it

1883

01:03:27,349 --> 01:03:24,960

on facebook or something like that

1884

01:03:28,950 --> 01:03:27,359

so we estimate that of the twenty five

1885

01:03:30,309 --> 01:03:28,960

hundred dollars

1886

01:03:32,549 --> 01:03:30,319

which was the traditional price of the

1887

01:03:33,990 --> 01:03:32,559

finders course it's 3 000 right now and

1888

01:03:35,589 --> 01:03:34,000

that's because we've started to include

1889

01:03:37,510 --> 01:03:35,599

the explorers course with it

1890

01:03:39,430 --> 01:03:37,520

we just think that too many people

1891

01:03:40,470 --> 01:03:39,440

didn't follow up with the explorers

1892

01:03:42,549 --> 01:03:40,480

course and we had

1893

01:03:44,069 --> 01:03:42,559

kind of ethical problems with that

1894

01:03:44,789 --> 01:03:44,079

because we really feel like you need the

1895

01:03:47,910 --> 01:03:44,799

information

1896

01:03:49,190 --> 01:03:47,920

about you know transitioning how how

1897

01:03:51,430 --> 01:03:49,200

your life changes

1898

01:03:52,470 --> 01:03:51,440

and you know sort of best practices and

1899

01:03:53,829 --> 01:03:52,480

and things like that

1900

01:03:55,670 --> 01:03:53,839

and so that was something we used to

1901

01:03:56,230 --> 01:03:55,680

sell separately for like 1200 bucks or

1902

01:04:00,150 --> 01:03:56,240

so

1903

01:04:01,510 --> 01:04:00,160

took almost none of our time provided

1904

01:04:03,910 --> 01:04:01,520

the same information in fact

1905

01:04:04,870 --> 01:04:03,920

500 bucks on uh so that we could still

1906

01:04:07,750 --> 01:04:04,880

support it

1907

01:04:09,029 --> 01:04:07,760

um and basically bundled it with the

1908

01:04:12,950 --> 01:04:09,039

finders course

1909

01:04:13,910 --> 01:04:12,960

um so the you know i think if you are

1910

01:04:18,710 --> 01:04:13,920

just doing

1911

01:04:21,190 --> 01:04:18,720

courses um then that's

1912

01:04:22,549 --> 01:04:21,200

you know we estimated that the the cost

1913

01:04:24,390 --> 01:04:22,559

to market

1914

01:04:25,670 --> 01:04:24,400

at a sustainable level not a mar not a

1915

01:04:25,990 --> 01:04:25,680

level where you would be making a lot of

1916

01:04:27,750 --> 01:04:26,000

money

1917

01:04:29,589 --> 01:04:27,760

or something but just at a sustainable

1918

01:04:31,750 --> 01:04:29,599

level uh what would be about

1919

01:04:33,910 --> 01:04:31,760

half of that twenty five hundred dollars

1920

01:04:36,870 --> 01:04:33,920

in terms of facebook ad costs

1921

01:04:38,630 --> 01:04:36,880

or youtube ad costs uh and stuff like

1922

01:04:40,309 --> 01:04:38,640

that now the times when we've advertised

1923

01:04:42,950 --> 01:04:40,319

which we don't do very often

1924

01:04:45,029 --> 01:04:42,960

but we have done usually we do that to

1925

01:04:46,710 --> 01:04:45,039

increase our demographics and so we do

1926
01:04:48,069 --> 01:04:46,720
that to broaden our demographics and

1927
01:04:49,349 --> 01:04:48,079
traditionally what we've done is we've

1928
01:04:52,470 --> 01:04:49,359
been willing to spend

1929
01:04:53,349 --> 01:04:52,480
up to the entire cost of acquiring

1930
01:04:56,789 --> 01:04:53,359
someone

1931
01:04:59,430 --> 01:04:56,799
um in order to um

1932
01:05:01,109 --> 01:04:59,440
you know to get more people in at a

1933
01:05:02,390 --> 01:05:01,119
broader range of demographics and then

1934
01:05:04,230 --> 01:05:02,400
we just sort of

1935
01:05:05,589 --> 01:05:04,240
take money from other places other

1936
01:05:06,870 --> 01:05:05,599
registrants that didn't come through

1937
01:05:07,990 --> 01:05:06,880
advertising that came through word of

1938
01:05:10,470 --> 01:05:08,000

mouth or something like that

1939

01:05:11,670 --> 01:05:10,480

other research funds that we've got and

1940

01:05:14,069 --> 01:05:11,680

so it's kind of from our

1941

01:05:14,870 --> 01:05:14,079

it's not a very good answer again it's

1942

01:05:16,069 --> 01:05:14,880

complicated

1943

01:05:17,990 --> 01:05:16,079

you know our world is just very

1944

01:05:18,789 --> 01:05:18,000

complicated we've got researchers that

1945

01:05:20,549 --> 01:05:18,799

we pay for

1946

01:05:22,390 --> 01:05:20,559

we've got the support people that we pay

1947

01:05:24,470 --> 01:05:22,400

for

1948

01:05:27,430 --> 01:05:24,480

the finders course has almost always

1949

01:05:34,789 --> 01:05:31,029

i'd say always been supported by

1950

01:05:37,910 --> 01:05:34,799

people that were associated with the lab

1951

01:05:39,750 --> 01:05:37,920

and so you know there's only so many

1952

01:05:42,150 --> 01:05:39,760

people in the world that can really

1953

01:05:43,190 --> 01:05:42,160

answer some of the difficult questions

1954

01:05:44,950 --> 01:05:43,200

that come in

1955

01:05:46,950 --> 01:05:44,960

traditionally had a very small number of

1956

01:05:48,470 --> 01:05:46,960

people you know that we allowed into

1957

01:05:50,309 --> 01:05:48,480

each cohort i mean we're not running

1958

01:05:51,910 --> 01:05:50,319

hundreds of people through each cohort

1959

01:05:54,230 --> 01:05:51,920

in the finders course i mean lots of

1960

01:05:57,829 --> 01:05:54,240

times our cohorts are 20 25 people

1961

01:05:59,430 --> 01:05:57,839

50 people we always do scholarships we

1962

01:06:01,349 --> 01:05:59,440

try to have

1963

01:06:03,109 --> 01:06:01,359

lately we've tried to have about 50 of

1964

01:06:04,390 --> 01:06:03,119

the seats be scholarships and so that

1965

01:06:07,270 --> 01:06:04,400

means that you've got

1966

01:06:08,630 --> 01:06:07,280

you know maybe 20 people that are paying

1967

01:06:10,470 --> 01:06:08,640

the 3 000

1968

01:06:11,670 --> 01:06:10,480

and then you've got another 20 people

1969

01:06:14,230 --> 01:06:11,680

who are paying

1970

01:06:16,710 --> 01:06:14,240

you know often greatly reduced fees and

1971

01:06:19,510 --> 01:06:16,720

we have to do that to keep the data

1972

01:06:20,789 --> 01:06:19,520

demographically broad so i just wanted

1973

01:06:22,470 --> 01:06:20,799

to mention that i want to get that out

1974

01:06:23,270 --> 01:06:22,480

front because i know it always comes up

1975

01:06:25,349 --> 01:06:23,280

for people

1976

01:06:26,630 --> 01:06:25,359

and and i just want them to understand

1977

01:06:28,390 --> 01:06:26,640

on a one

1978

01:06:29,750 --> 01:06:28,400

just run those numbers that you just did

1979

01:06:31,829 --> 01:06:29,760

there right this is not

1980

01:06:33,109 --> 01:06:31,839

like people should not do this if they

1981

01:06:35,029 --> 01:06:33,119

want to make money

1982

01:06:36,630 --> 01:06:35,039

let me just if there's somebody out

1983

01:06:39,029 --> 01:06:36,640

there who's thinking to themselves

1984

01:06:39,670 --> 01:06:39,039

that looks like a great business they

1985

01:06:44,069 --> 01:06:39,680

should just

1986

01:06:46,630 --> 01:06:44,079

immediately stop that go for it

1987

01:06:47,349 --> 01:06:46,640

as someone who built companies prior to

1988

01:06:49,829 --> 01:06:47,359

this right

1989

01:06:51,750 --> 01:06:49,839

i can attest this is not a good business

1990

01:06:53,190 --> 01:06:51,760

this is not a business you want to be in

1991

01:06:54,950 --> 01:06:53,200

this is not something you should be

1992

01:06:58,150 --> 01:06:54,960

thinking about if you want to have

1993

01:06:59,029 --> 01:06:58,160

a you know a high living lifestyle with

1994

01:07:02,230 --> 01:06:59,039

good income

1995

01:07:04,309 --> 01:07:02,240

it's just the wrong direction to go

1996

01:07:06,390 --> 01:07:04,319

okay so jeffrey here's another kind of

1997

01:07:09,670 --> 01:07:06,400

concern let me just throw this out there

1998

01:07:13,190 --> 01:07:09,680

so you move to this new model which

1999

01:07:15,910 --> 01:07:13,200

allows you to broaden open up the

2000

01:07:16,789 --> 01:07:15,920

open up the funnel a little yeah what

2001

01:07:18,870 --> 01:07:16,799

about the cult

2002

01:07:20,230 --> 01:07:18,880

thing because i do have to throw that

2003

01:07:23,109 --> 01:07:20,240

out there right so

2004

01:07:23,910 --> 01:07:23,119

every one of almost everyone that's too

2005

01:07:25,670 --> 01:07:23,920

much but

2006

01:07:27,430 --> 01:07:25,680

so many of these movements you know i

2007

01:07:29,589 --> 01:07:27,440

just spoke with you know we're talking

2008

01:07:31,270 --> 01:07:29,599

about our mutual friend rick archer from

2009

01:07:34,230 --> 01:07:31,280

good at the gas pump who does a

2010

01:07:36,390 --> 01:07:34,240

fantastic job of surveying so many

2011

01:07:38,789 --> 01:07:36,400

people who are offering

2012

01:07:39,750 --> 01:07:38,799

absolutely trainings and stuff like that

2013

01:07:43,349 --> 01:07:39,760

i don't see

2014

01:07:46,630 --> 01:07:43,359

anyone who has any kind of scientific

2015

01:07:48,789 --> 01:07:46,640

basis for supporting their claims about

2016

01:07:49,349 --> 01:07:48,799

how efficacious they are anywhere close

2017

01:07:50,870 --> 01:07:49,359

to what

2018

01:07:52,470 --> 01:07:50,880

you have but that's neither here nor

2019

01:07:53,190 --> 01:07:52,480

there people are allowed to go out there

2020

01:07:55,589 --> 01:07:53,200

and say hey

2021

01:07:57,109 --> 01:07:55,599

this works for me and it works for my

2022

01:07:58,870 --> 01:07:57,119

people that come to my training

2023

01:08:00,710 --> 01:07:58,880

why don't you give it a try and if

2024

01:08:03,750 --> 01:08:00,720

you're so inclined and you like

2025

01:08:05,109 --> 01:08:03,760

the cut of their jib then you know go

2026

01:08:07,190 --> 01:08:05,119

for it kind of thing

2027

01:08:08,230 --> 01:08:07,200

i kind of like somebody who has some

2028

01:08:11,349 --> 01:08:08,240

science behind

2029

01:08:12,150 --> 01:08:11,359

it that i can kind of point to and say

2030

01:08:14,950 --> 01:08:12,160

well

2031

01:08:15,750 --> 01:08:14,960

maybe i have more of a chance of of

2032

01:08:17,669 --> 01:08:15,760

getting there

2033

01:08:20,550 --> 01:08:17,679

but that's kind of neither here nor

2034

01:08:22,390 --> 01:08:20,560

there the the real point is

2035

01:08:23,990 --> 01:08:22,400

if someone's making this decision one of

2036

01:08:27,590 --> 01:08:24,000

the things they do have to

2037

01:08:29,189 --> 01:08:27,600

be concerned about is the cult thing

2038

01:08:30,950 --> 01:08:29,199

and i think it's so funny because again

2039

01:08:34,149 --> 01:08:30,960

in talking to rick i mean rick

2040

01:08:36,709 --> 01:08:34,159

is these aren't exactly his words

2041

01:08:39,110 --> 01:08:36,719

but rick is somewhat of a cult survivor

2042

01:08:41,590 --> 01:08:39,120

in that he went through the tm movement

2043

01:08:42,390 --> 01:08:41,600

for the longest time i think anyone who

2044

01:08:44,470 --> 01:08:42,400

really looks

2045

01:08:46,789 --> 01:08:44,480

under the hood of the tn movement at the

2046

01:08:49,749 --> 01:08:46,799

end it really looked

2047

01:08:50,870 --> 01:08:49,759

so much like a cult the guy's you know

2048

01:08:53,510 --> 01:08:50,880

locked up alone

2049

01:08:54,229 --> 01:08:53,520

doesn't see anybody is having sexual

2050

01:08:57,510 --> 01:08:54,239

relations

2051
01:08:59,669 --> 01:08:57,520
telling everyone else to be celibate

2052
01:09:02,149 --> 01:08:59,679
he's fooling around with the money you

2053
01:09:05,189 --> 01:09:02,159
know i mean it's just a lot of very

2054
01:09:07,910 --> 01:09:05,199
shaky shady things and we've seen that

2055
01:09:11,349 --> 01:09:07,920
repeated over and over and over again

2056
01:09:12,630 --> 01:09:11,359
in all these spiritual circles so

2057
01:09:14,550 --> 01:09:12,640
you know one of the questions i asked

2058
01:09:19,030 --> 01:09:14,560
you in an email and i'll ask it

2059
01:09:20,390 --> 01:09:19,040
here is i see

2060
01:09:22,470 --> 01:09:20,400
kind of where you've built some

2061
01:09:25,510 --> 01:09:22,480
firewalls to prevent

2062
01:09:27,349 --> 01:09:25,520
against it moving in that direction

2063
01:09:28,709 --> 01:09:27,359

you know it's always offensive to me

2064

01:09:30,309 --> 01:09:28,719

when i'm doing an interview like this

2065

01:09:31,030 --> 01:09:30,319

and someone doesn't bow to me at the

2066

01:09:32,789 --> 01:09:31,040

beginning of it

2067

01:09:34,630 --> 01:09:32,799

i don't know if we can go back and put

2068

01:09:35,829 --> 01:09:34,640

that in but that would make me so much

2069

01:09:37,430 --> 01:09:35,839

more comfortable

2070

01:09:39,110 --> 01:09:37,440

with this interview today just to just

2071

01:09:39,990 --> 01:09:39,120

to let you know i don't know if you have

2072

01:09:41,990 --> 01:09:40,000

that

2073

01:09:43,590 --> 01:09:42,000

with all of your guests it could just be

2074

01:09:45,910 --> 01:09:43,600

me and where i'm coming from after all

2075

01:09:48,950 --> 01:09:45,920

these years

2076

01:09:52,390 --> 01:09:48,960

so you're right one of my great concerns

2077

01:09:54,310 --> 01:09:52,400

really was that um people would want to

2078

01:09:58,950 --> 01:09:54,320

put me at the center

2079

01:10:01,669 --> 01:09:58,960

of this um because to me it's

2080

01:10:02,390 --> 01:10:01,679

you know it's about the data and it's

2081

01:10:04,870 --> 01:10:02,400

about

2082

01:10:07,830 --> 01:10:04,880

sort of what science shows us and what

2083

01:10:09,669 --> 01:10:07,840

science reveals it's not about

2084

01:10:10,870 --> 01:10:09,679

um the person that really collects i

2085

01:10:12,390 --> 01:10:10,880

mean sometimes you have somebody like an

2086

01:10:14,149 --> 01:10:12,400

einstein who just kind of becomes a

2087

01:10:15,910 --> 01:10:14,159

legendary figure or

2088

01:10:17,990 --> 01:10:15,920

you know something like that and there's

2089

01:10:19,270 --> 01:10:18,000

kind of a cult of einstein or whatever

2090

01:10:21,990 --> 01:10:19,280

else but at the end it was

2091

01:10:22,390 --> 01:10:22,000

this work and the science that stands

2092

01:10:24,390 --> 01:10:22,400

either

2093

01:10:26,229 --> 01:10:24,400

independent from him in terms of being

2094

01:10:27,669 --> 01:10:26,239

able to be validated and what not by

2095

01:10:30,149 --> 01:10:27,679

others or not or

2096

01:10:30,790 --> 01:10:30,159

whatever else and so yeah you're right i

2097

01:10:32,790 --> 01:10:30,800

mean i

2098

01:10:34,470 --> 01:10:32,800

you know i i at the beginning it wasn't

2099

01:10:35,189 --> 01:10:34,480

a thought because i was doing it for my

2100

01:10:37,910 --> 01:10:35,199

own well-being

2101
01:10:39,110 --> 01:10:37,920
right and then as i started to think as

2102
01:10:41,110 --> 01:10:39,120
once i got there

2103
01:10:42,149 --> 01:10:41,120
and i really started to realize okay

2104
01:10:43,669 --> 01:10:42,159
this is something that should be

2105
01:10:45,510 --> 01:10:43,679
available to there's all these

2106
01:10:46,870 --> 01:10:45,520
poor seekers out there that are beating

2107
01:10:48,229 --> 01:10:46,880
their heads against the wall

2108
01:10:49,910 --> 01:10:48,239
and they're constantly communicating

2109
01:10:50,550 --> 01:10:49,920
with me about how frustrating you know

2110
01:10:54,709 --> 01:10:50,560
their

2111
01:10:56,550 --> 01:10:54,719
really kind of very frustrating period

2112
01:10:58,149 --> 01:10:56,560
for me personally where i was constantly

2113
01:10:59,750 --> 01:10:58,159

getting emails from seekers because

2114

01:11:01,910 --> 01:10:59,760

stuff doesn't work for them right

2115

01:11:03,430 --> 01:11:01,920

and they would see some talk that i gave

2116

01:11:04,950 --> 01:11:03,440

or run across some powerpoint slides

2117

01:11:06,390 --> 01:11:04,960

that i put online from some academic

2118

01:11:08,070 --> 01:11:06,400

talk or something and they would be like

2119

01:11:10,470 --> 01:11:08,080

this guy must have the answers and this

2120

01:11:11,990 --> 01:11:10,480

was way before the finders course

2121

01:11:13,750 --> 01:11:12,000

and so they would contact me and i would

2122

01:11:15,270 --> 01:11:13,760

have nothing for them really like i

2123

01:11:15,990 --> 01:11:15,280

would just have nothing for them i would

2124

01:11:18,229 --> 01:11:16,000

be like well here are the

2125

01:11:19,990 --> 01:11:18,239

classifications of the experience and

2126

01:11:21,990 --> 01:11:20,000

like they wanted that they wanted to get

2127

01:11:24,790 --> 01:11:22,000

there right and they were just so

2128

01:11:26,390 --> 01:11:24,800

frustrated um and so that's i think

2129

01:11:29,510 --> 01:11:26,400

where a lot of my moral sort of

2130

01:11:31,270 --> 01:11:29,520

impetus comes from around this and and

2131

01:11:33,110 --> 01:11:31,280

you know i was interviewing a lot of

2132

01:11:34,229 --> 01:11:33,120

these spiritual teachers obviously for a

2133

01:11:35,910 --> 01:11:34,239

long time

2134

01:11:38,390 --> 01:11:35,920

um and i could just see that that was

2135

01:11:40,310 --> 01:11:38,400

not a model that i wanted to replicate

2136

01:11:41,990 --> 01:11:40,320

hey i didn't really want their lives

2137

01:11:43,990 --> 01:11:42,000

like it just didn't seem like

2138

01:11:45,669 --> 01:11:44,000

their lives were all that awesome

2139

01:11:46,470 --> 01:11:45,679

frankly you know in the same sense that

2140

01:11:48,390 --> 01:11:46,480

like

2141

01:11:50,390 --> 01:11:48,400

you know i don't really it's not my

2142

01:11:53,990 --> 01:11:50,400

dream to return

2143

01:11:56,229 --> 01:11:54,000

to the academic world as like a chair

2144

01:11:57,830 --> 01:11:56,239

professor in some department like that's

2145

01:12:00,070 --> 01:11:57,840

a crappy life

2146

01:12:00,950 --> 01:12:00,080

in many ways right like i'm glad i dip

2147

01:12:02,630 --> 01:12:00,960

my toe in that

2148

01:12:04,790 --> 01:12:02,640

i'm grateful for the years that i had at

2149

01:12:07,030 --> 01:12:04,800

places like hong kong polytechnic and

2150

01:12:10,149 --> 01:12:07,040

sofia university

2151
01:12:11,990 --> 01:12:10,159
and places like that you know but geez

2152
01:12:13,910 --> 01:12:12,000
like when i compare that to how awesome

2153
01:12:15,510 --> 01:12:13,920
it was to run companies before

2154
01:12:17,270 --> 01:12:15,520
this period of time or something like

2155
01:12:18,870 --> 01:12:17,280
this is a massive difference in quality

2156
01:12:21,030 --> 01:12:18,880
of life right

2157
01:12:23,110 --> 01:12:21,040
and so i looked at their lives and i

2158
01:12:25,350 --> 01:12:23,120
thought okay i don't want your life

2159
01:12:26,470 --> 01:12:25,360
um you know i've got a stage on the

2160
01:12:29,270 --> 01:12:26,480
stage

2161
01:12:30,709 --> 01:12:29,280
don't put me yeah people i'm like i

2162
01:12:32,149 --> 01:12:30,719
gotta make sure people don't put me at

2163
01:12:34,550 --> 01:12:32,159

the center of this thing

2164

01:12:35,270 --> 01:12:34,560

uh and i went a little too far with that

2165

01:12:39,189 --> 01:12:35,280

actually

2166

01:12:40,390 --> 01:12:39,199

um and so when i first did the explorers

2167

01:12:42,470 --> 01:12:40,400

course

2168

01:12:44,390 --> 01:12:42,480

one of the things that i did was i set

2169

01:12:47,750 --> 01:12:44,400

up a community for it

2170

01:12:51,110 --> 01:12:47,760

and i totally completely kept myself

2171

01:12:53,669 --> 01:12:51,120

out of that community and that community

2172

01:12:56,550 --> 01:12:53,679

just could totally developed on its own

2173

01:12:58,149 --> 01:12:56,560

um so there was like this group of

2174

01:13:00,470 --> 01:12:58,159

alumni if you will of sort of our

2175

01:13:03,189 --> 01:13:00,480

programs that just completely

2176

01:13:05,270 --> 01:13:03,199

you know developed independently of me

2177

01:13:07,350 --> 01:13:05,280

and i did it because of this guru

2178

01:13:09,110 --> 01:13:07,360

concern because i knew that any

2179

01:13:10,470 --> 01:13:09,120

conversation that i was in i was going

2180

01:13:12,390 --> 01:13:10,480

to get deference

2181

01:13:13,910 --> 01:13:12,400

uh you know from those individuals in

2182

01:13:14,390 --> 01:13:13,920

all likelihood and that it was going to

2183

01:13:17,430 --> 01:13:14,400

sort of

2184

01:13:18,470 --> 01:13:17,440

shape the community that that they could

2185

01:13:20,870 --> 01:13:18,480

have

2186

01:13:22,070 --> 01:13:20,880

um and so now years later in the

2187

01:13:23,910 --> 01:13:22,080

exemplar program

2188

01:13:26,310 --> 01:13:23,920

i've i've learned that that wasn't

2189

01:13:27,590 --> 01:13:26,320
necessarily ideal that a lot of the

2190

01:13:29,110 --> 01:13:27,600
a lot of the knowledge that we have

2191

01:13:30,550 --> 01:13:29,120
accumulated over the years it's

2192

01:13:32,310 --> 01:13:30,560
incredibly valuable

2193

01:13:33,830 --> 01:13:32,320
to those individuals it would have been

2194

01:13:36,630 --> 01:13:33,840
very helpful if i would have been

2195

01:13:38,070 --> 01:13:36,640
involved in that and injecting that in

2196

01:13:40,310 --> 01:13:38,080
and things like that and so now i'm

2197

01:13:44,950 --> 01:13:40,320
trying to walk a careful line

2198

01:13:48,229 --> 01:13:44,960
in this new community where you know i'm

2199

01:13:51,669 --> 01:13:48,239
i often will let a day of people post

2200

01:13:53,910 --> 01:13:51,679
you know before i even think about um

2201

01:13:55,030 --> 01:13:53,920

posting on a post oftentimes i'm not

2202

01:13:56,950 --> 01:13:55,040

needed to post there's

2203

01:13:58,709 --> 01:13:56,960

all kinds of experiences from all kinds

2204

01:14:00,149 --> 01:13:58,719

of people it's a pretty big community

2205

01:14:01,590 --> 01:14:00,159

right off the bat with a lot of

2206

01:14:02,790 --> 01:14:01,600

experience and fundamental well-being

2207

01:14:04,310 --> 01:14:02,800

people that have been in it forever

2208

01:14:06,470 --> 01:14:04,320

people that are brand new to it a lot of

2209

01:14:08,390 --> 01:14:06,480

diversity it's been kind of amazing

2210

01:14:09,990 --> 01:14:08,400

um but you know i will look through

2211

01:14:11,590 --> 01:14:10,000

those threads and i will see what is it

2212

01:14:13,189 --> 01:14:11,600

that i could really add here is there

2213

01:14:14,790 --> 01:14:13,199

anything on this thread that i could add

2214

01:14:16,550 --> 01:14:14,800

that's you know value and if there isn't

2215

01:14:17,750 --> 01:14:16,560

i don't comment on i just like people's

2216

01:14:19,510 --> 01:14:17,760

posts and stuff

2217

01:14:21,189 --> 01:14:19,520

uh it's not if it's a private facebook

2218

01:14:23,270 --> 01:14:21,199

group um or

2219

01:14:24,229 --> 01:14:23,280

uh if there is then i will inject my own

2220

01:14:27,030 --> 01:14:24,239

thing i'm hyper

2221

01:14:27,990 --> 01:14:27,040

i think we have to be hyper hyper hyper

2222

01:14:31,270 --> 01:14:28,000

hyper

2223

01:14:32,870 --> 01:14:31,280

aware of this um just because it's

2224

01:14:34,630 --> 01:14:32,880

hey it's just personally not what i want

2225

01:14:39,350 --> 01:14:34,640

for my life i don't

2226

01:14:43,030 --> 01:14:39,360

think it's a great lifestyle um to have

2227

01:14:46,070 --> 01:14:43,040

people projecting all their stuff on you

2228

01:14:49,430 --> 01:14:46,080

but also i i you know

2229

01:14:53,350 --> 01:14:49,440

i think it's important to allow

2230

01:14:55,189 --> 01:14:53,360

peers to allow more of a peer system and

2231

01:14:56,870 --> 01:14:55,199

to try to be as much of a peer sort of

2232

01:14:58,310 --> 01:14:56,880

as you can understanding that i'm never

2233

01:15:00,229 --> 01:14:58,320

going to be a peer right i mean there

2234

01:15:03,189 --> 01:15:00,239

isn't anybody else who's put

2235

01:15:03,510 --> 01:15:03,199

the last 15 years of their life and you

2236

01:15:05,669 --> 01:15:03,520

know

2237

01:15:07,189 --> 01:15:05,679

millions of dollars in resources and you

2238

01:15:08,790 --> 01:15:07,199

know whatever else into just

2239

01:15:10,709 --> 01:15:08,800

doing this those people did other things

2240

01:15:12,040 --> 01:15:10,719

with their lives for the last 15 years

2241

01:15:15,430 --> 01:15:12,050

which i hope were more fun

2242

01:15:17,189 --> 01:15:15,440

[Laughter]

2243

01:15:18,630 --> 01:15:17,199

but it cuts both ways right i mean

2244

01:15:21,270 --> 01:15:18,640

that's the one thing

2245

01:15:22,870 --> 01:15:21,280

that we all realize is that they cannot

2246

01:15:24,310 --> 01:15:22,880

be your peer when it comes to the

2247

01:15:26,790 --> 01:15:24,320

finders course and

2248

01:15:28,470 --> 01:15:26,800

you can't be their peer when it comes to

2249

01:15:30,790 --> 01:15:28,480

you know their career as a

2250

01:15:31,910 --> 01:15:30,800

neurosurgeon right i mean you can't you

2251

01:15:33,830 --> 01:15:31,920

can't right

2252

01:15:36,070 --> 01:15:33,840

so we get that that's awesome so i'll

2253

01:15:38,310 --> 01:15:36,080

tell you what um

2254

01:15:39,830 --> 01:15:38,320

let's let's kind of i want to cover two

2255

01:15:43,590 --> 01:15:39,840

more things as we wrap up

2256

01:15:46,149 --> 01:15:43,600

one yeah obviously where this course

2257

01:15:47,750 --> 01:15:46,159

is going in terms of if people are

2258

01:15:48,709 --> 01:15:47,760

intrigued and now this does sound like a

2259

01:15:50,630 --> 01:15:48,719

skill thing but

2260

01:15:51,750 --> 01:15:50,640

if people are intrigued by this and they

2261

01:15:53,350 --> 01:15:51,760

should be

2262

01:15:56,709 --> 01:15:53,360

you know what is the future like for

2263

01:15:59,030 --> 01:15:56,719

them how would they go about doing this

2264

01:15:59,990 --> 01:15:59,040

when is it happening how is it happening

2265

01:16:01,430 --> 01:16:00,000

how do they do it

2266

01:16:03,110 --> 01:16:01,440

and then finally i want to talk about

2267

01:16:04,149 --> 01:16:03,120

the technology thing because that always

2268

01:16:06,149 --> 01:16:04,159

intrigues me

2269

01:16:08,229 --> 01:16:06,159

and it kind of cuts both ways in terms

2270

01:16:10,149 --> 01:16:08,239

of god needs our help in terms of

2271

01:16:11,669 --> 01:16:10,159

wearing your little helmet there to get

2272

01:16:16,149 --> 01:16:11,679

uh realization and meet

2273

01:16:18,470 --> 01:16:16,159

uh god so absolutely so the

2274

01:16:19,510 --> 01:16:18,480

uh the answer to your first question is

2275

01:16:21,030 --> 01:16:19,520

um

2276

01:16:24,070 --> 01:16:21,040

because of the volunteer involvement

2277

01:16:27,830 --> 01:16:24,080

we're going to do at least one more

2278

01:16:29,910 --> 01:16:27,840

on july 18th and so

2279

01:16:31,030 --> 01:16:29,920

that would actually be like july 13th or

2280

01:16:33,510 --> 01:16:31,040

something when

2281

01:16:35,030 --> 01:16:33,520

it starts because there's a pre-week and

2282

01:16:36,390 --> 01:16:35,040

that's going to be really our volunteer

2283

01:16:39,030 --> 01:16:36,400

test

2284

01:16:40,070 --> 01:16:39,040

and i think it's going to go really well

2285

01:16:42,709 --> 01:16:40,080

and

2286

01:16:43,750 --> 01:16:42,719

assuming that you know that's a correct

2287

01:16:46,149 --> 01:16:43,760

assessment

2288

01:16:47,030 --> 01:16:46,159

on my part i'm sure we'll probably run

2289

01:16:48,229 --> 01:16:47,040

you know we'll

2290

01:16:50,310 --> 01:16:48,239

try to keep the thing out there and

2291

01:16:51,270 --> 01:16:50,320

we'll try to keep it as accessible as it

2292

01:16:53,110 --> 01:16:51,280

can be

2293

01:16:55,110 --> 01:16:53,120

um so that as many people can take

2294

01:16:56,630 --> 01:16:55,120

advantage of it as possible

2295

01:16:58,229 --> 01:16:56,640

uh one of the things that i've done and

2296

01:16:59,189 --> 01:16:58,239

i don't know how the second part turns

2297

01:17:02,550 --> 01:16:59,199

out yet

2298

01:17:04,550 --> 01:17:02,560

um but the right now

2299

01:17:06,630 --> 01:17:04,560

it's called 45 days to awakening i think

2300

01:17:09,430 --> 01:17:06,640

there will probably be a 45 days to the

2301

01:17:12,070 --> 01:17:09,440

elimination of depression and 45 days to

2302

01:17:13,669 --> 01:17:12,080

you know reducing anxiety and 45 days to

2303

01:17:16,070 --> 01:17:13,679

all kinds of different things

2304

01:17:17,990 --> 01:17:16,080

uh and slight tweaks to the program

2305

01:17:21,189 --> 01:17:18,000

because the academic numbers are

2306

01:17:23,510 --> 01:17:21,199

amazing there's a huge drop for instance

2307

01:17:25,669 --> 01:17:23,520

and says the depression scores

2308

01:17:27,270 --> 01:17:25,679

that we're seeing for this just like

2309

01:17:27,669 --> 01:17:27,280

there was for the finders course and

2310

01:17:29,350 --> 01:17:27,679

there's

2311

01:17:31,030 --> 01:17:29,360

you know more than half the population

2312

01:17:33,270 --> 01:17:31,040

is depressed right drill into that

2313

01:17:35,750 --> 01:17:33,280

number a little bit because when you do

2314

01:17:37,110 --> 01:17:35,760

it's super impressive and that is that

2315

01:17:38,550 --> 01:17:37,120

as i understand it

2316

01:17:40,229 --> 01:17:38,560

you know this is something we've

2317

01:17:42,310 --> 01:17:40,239

measured for a long time

2318

01:17:44,229 --> 01:17:42,320

and a lot of different uh therapy

2319

01:17:45,590 --> 01:17:44,239

modality kind of things or whatever

2320

01:17:47,110 --> 01:17:45,600

thing they talk about it you know we try

2321

01:17:48,310 --> 01:17:47,120

and help you this way we try and help

2322

01:17:50,229 --> 01:17:48,320

you with medication

2323

01:17:51,270 --> 01:17:50,239

try and help you with cognitive therapy

2324

01:17:51,910 --> 01:17:51,280

we try and help you all these different

2325

01:17:53,669 --> 01:17:51,920

things

2326

01:17:55,590 --> 01:17:53,679

we see man that number isn't changing

2327

01:17:56,709 --> 01:17:55,600

very good then you come along

2328

01:17:58,470 --> 01:17:56,719

and you know how to apply the same

2329

01:17:59,750 --> 01:17:58,480

standards you can apply them and that

2330

01:18:02,790 --> 01:17:59,760

number shifts

2331

01:18:04,310 --> 01:18:02,800

that's why it's significant what can you

2332

01:18:05,830 --> 01:18:04,320

add to that or correct demand and

2333

01:18:07,830 --> 01:18:05,840

whatever

2334

01:18:08,950 --> 01:18:07,840

yeah you know absolutely absolutely

2335

01:18:12,229 --> 01:18:08,960

correct and so

2336

01:18:13,910 --> 01:18:12,239

if you think about um

2337

01:18:15,590 --> 01:18:13,920

so let me actually look at the numbers

2338

01:18:17,510 --> 01:18:15,600

here real quick because i've

2339

01:18:18,870 --> 01:18:17,520

i've got the spreadsheet open because i

2340

01:18:19,990 --> 01:18:18,880

thought you know

2341

01:18:22,070 --> 01:18:20,000

you said you wanted to go through

2342

01:18:22,709 --> 01:18:22,080

numbers and i'm a numbers guy right so

2343

01:18:27,110 --> 01:18:22,719

i'm like

2344

01:18:28,870 --> 01:18:27,120

cool um so we had

2345

01:18:30,390 --> 01:18:28,880

ultimately in terms of people

2346

01:18:31,590 --> 01:18:30,400

successfully completing there were three

2347

01:18:34,550 --> 01:18:31,600

cohorts

2348

01:18:35,990 --> 01:18:34,560

of the 45 days initial experiment and i

2349

01:18:37,110 --> 01:18:36,000

thought there would only be one but so

2350

01:18:39,590 --> 01:18:37,120

many people referred

2351

01:18:41,830 --> 01:18:39,600

other people from the first cohort that

2352

01:18:43,669 --> 01:18:41,840

i started a second one like a week later

2353

01:18:45,430 --> 01:18:43,679

and then so many people referred even

2354

01:18:46,870 --> 01:18:45,440

more people that like i don't know a few

2355

01:18:47,910 --> 01:18:46,880

weeks after that or something i started

2356

01:18:49,750 --> 01:18:47,920

a third one that isn't part of the

2357

01:18:51,030 --> 01:18:49,760

experiment so it's only the first two

2358

01:18:52,870 --> 01:18:51,040

that are basically part of the

2359

01:18:55,910 --> 01:18:52,880

experiment there's a limit

2360

01:18:59,189 --> 01:18:55,920

um just in terms of what we can do

2361

01:18:59,910 --> 01:18:59,199

and so 332 people from those first two

2362

01:19:02,950 --> 01:18:59,920

cohorts

2363

01:19:05,110 --> 01:19:02,960

wound up um

2364

01:19:07,030 --> 01:19:05,120

you know basically going through and

2365

01:19:08,149 --> 01:19:07,040

successfully giving us pre-post data on

2366

01:19:11,430 --> 01:19:08,159

the says d measure

2367

01:19:12,870 --> 01:19:11,440

which is the center for epidemiological

2368

01:19:14,470 --> 01:19:12,880

studies depression measure one of the

2369

01:19:17,270 --> 01:19:14,480

most widely used depression measures out

2370

01:19:27,910 --> 01:19:22,390

and basically there was a percent change

2371

01:19:31,189 --> 01:19:27,920

in that um in that overall population

2372

01:19:32,390 --> 01:19:31,199

that was not that much compared to what

2373

01:19:35,830 --> 01:19:32,400

we'd seen before

2374

01:19:38,070 --> 01:19:35,840

which was 12 now what's

2375

01:19:40,149 --> 01:19:38,080

interesting is that just because of the

2376

01:19:43,430 --> 01:19:40,159

nature of our work

2377

01:19:45,590 --> 01:19:43,440

a lot of people that took the 45 days

2378

01:19:47,669 --> 01:19:45,600

experiment were already experiencing

2379

01:19:51,030 --> 01:19:47,679

fundamental well-being

2380

01:19:54,950 --> 01:19:51,040

and so a huge percentage of those

2381

01:19:57,110 --> 01:19:54,960

300 people wound up

2382

01:19:58,310 --> 01:19:57,120

sort of already experiencing fundamental

2383

01:20:00,310 --> 01:19:58,320

well-being and so that

2384

01:20:01,830 --> 01:20:00,320

that causes us to sort of have to go

2385

01:20:04,870 --> 01:20:01,840

back through

2386

01:20:07,750 --> 01:20:04,880

and take a look at the numbers at

2387

01:20:08,709 --> 01:20:07,760

more of an individual level just to get

2388

01:20:11,350 --> 01:20:08,719

a more accurate

2389

01:20:12,550 --> 01:20:11,360

baseline right yeah that's right and

2390

01:20:13,669 --> 01:20:12,560

actually you know i i

2391

01:20:15,990 --> 01:20:13,679

actually was looking at a different

2392

01:20:18,229 --> 01:20:16,000

column as that was a different value

2393

01:20:19,270 --> 01:20:18,239

and it was a so in the finders course it

2394

01:20:21,990 --> 01:20:19,280

was basically like

2395

01:20:23,189 --> 01:20:22,000

half it was like a 50 reduction

2396

01:20:26,390 --> 01:20:23,199

practically

2397

01:20:28,550 --> 01:20:26,400

and um in this number and the

2398

01:20:29,750 --> 01:20:28,560

fascinating thing about this from a 45

2399

01:20:33,070 --> 01:20:29,760

days number

2400

01:20:35,430 --> 01:20:33,080

is that in that overall in that sort of

2401

01:20:39,110 --> 01:20:35,440

333 people or so

2402

01:20:43,189 --> 01:20:39,120

um 332 or 333 people

2403

01:20:45,910 --> 01:20:43,199

um it was it was actually a 41 percent

2404

01:20:48,070 --> 01:20:45,920

drop and if you think about the fact

2405

01:20:51,030 --> 01:20:48,080

that

2406

01:20:51,750 --> 01:20:51,040

probably half of those 300 people were

2407

01:20:55,430 --> 01:20:51,760

already in

2408

01:21:00,149 --> 01:20:58,390

imagine what the drop is in the

2409

01:21:01,830 --> 01:21:00,159

individuals that weren't

2410

01:21:03,430 --> 01:21:01,840

in fundamental well-being and i don't

2411

01:21:03,750 --> 01:21:03,440

have those numbers yet but it's going to

2412

01:21:06,149 --> 01:21:03,760

be

2413

01:21:07,750 --> 01:21:06,159

you know sort of off the charts and so

2414

01:21:09,510 --> 01:21:07,760

one of the things that we looked at

2415

01:21:11,510 --> 01:21:09,520

then was well what happens if you just

2416

01:21:13,149 --> 01:21:11,520

sorted on everybody that was in some

2417

01:21:15,270 --> 01:21:13,159

form of fundamental well-being which was

2418

01:21:18,310 --> 01:21:15,280

224 people

2419

01:21:21,910 --> 01:21:18,320

and that even with

2420

01:21:23,750 --> 01:21:21,920

tons of finders in that tons of people

2421

01:21:24,310 --> 01:21:23,760

who experience fundamental well-being in

2422

01:21:28,070 --> 01:21:24,320

that

2423

01:21:30,310 --> 01:21:28,080

it's a 51.72 percent drop

2424

01:21:31,350 --> 01:21:30,320

and the effect size the cohen's d for

2425

01:21:34,470 --> 01:21:31,360

anybody that knows what that is the

2426

01:21:37,189 --> 01:21:34,480

effect size is a 0.7

2427

01:21:38,229 --> 01:21:37,199

for that which is just i mean it's just

2428

01:21:40,709 --> 01:21:38,239

crazy and so like

2429

01:21:42,470 --> 01:21:40,719

what is that number going to be when we

2430

01:21:45,590 --> 01:21:42,480

take out the people who were in

2431

01:21:47,270 --> 01:21:45,600

who already had a low depression score

2432

01:21:49,350 --> 01:21:47,280

well do this for me do this for me and

2433

01:21:52,709 --> 01:21:49,360

do this for the audience

2434

01:21:55,990 --> 01:21:52,719

compare that you do know the numbers

2435

01:21:57,990 --> 01:21:56,000

and you know the science so compare that

2436

01:21:59,350 --> 01:21:58,000

to something else that people can relate

2437

01:22:02,550 --> 01:21:59,360

it to something else

2438

01:22:05,030 --> 01:22:02,560

they could do that has been clinically

2439

01:22:07,350 --> 01:22:05,040

measured to effectively deal with

2440

01:22:09,270 --> 01:22:07,360

depression

2441

01:22:10,550 --> 01:22:09,280

yeah that's the thing i don't know of

2442

01:22:12,709 --> 01:22:10,560

anything look

2443

01:22:13,590 --> 01:22:12,719

at that some things chose that level of

2444

01:22:15,590 --> 01:22:13,600

drop right but

2445

01:22:16,950 --> 01:22:15,600

hold on man just just hit the just hit

2446

01:22:18,950 --> 01:22:16,960

the high points of

2447

01:22:20,310 --> 01:22:18,960

again so there's a lot of research been

2448

01:22:23,270 --> 01:22:20,320

done on exercise

2449

01:22:25,110 --> 01:22:23,280

on sleep on diet on all sorts of

2450

01:22:28,149 --> 01:22:25,120

different uh pharmaceutical

2451

01:22:29,590 --> 01:22:28,159

products that you could do

2452

01:22:31,189 --> 01:22:29,600

i assume you didn't want me to mention

2453

01:22:32,550 --> 01:22:31,199

pharmaceuticals no i mean i'm just

2454

01:22:34,070 --> 01:22:32,560

saying kind of an obvious one

2455

01:22:35,750 --> 01:22:34,080

but i'm mentioning it from the

2456

01:22:37,430 --> 01:22:35,760

standpoint of

2457

01:22:40,070 --> 01:22:37,440

you're making a claim here you're making

2458

01:22:40,709 --> 01:22:40,080

a claim that this number is off the

2459

01:22:42,310 --> 01:22:40,719

charts

2460

01:22:43,830 --> 01:22:42,320

i want if someone wants to go

2461

01:22:45,990 --> 01:22:43,840

investigate for themselves

2462

01:22:47,030 --> 01:22:46,000

they go oh okay here's a guy who didn't

2463

01:22:49,270 --> 01:22:47,040

experiment on

2464

01:22:50,470 --> 01:22:49,280

go to google scholar and you know search

2465

01:22:54,470 --> 01:22:50,480

on

2466

01:22:56,470 --> 01:22:54,480

and they're going to find people that

2467

01:22:58,229 --> 01:22:56,480

tried to do it the same way that you

2468

01:23:01,350 --> 01:22:58,239

tried to do it in terms of

2469

01:23:03,510 --> 01:23:01,360

say have a control and then

2470

01:23:05,110 --> 01:23:03,520

have an effect and see what the effect

2471

01:23:05,750 --> 01:23:05,120

size is and measure it and they're going

2472

01:23:08,149 --> 01:23:05,760

to

2473

01:23:09,910 --> 01:23:08,159

wind up in a lot of ways talking in the

2474

01:23:10,709 --> 01:23:09,920

same way that you're talking about and

2475

01:23:13,110 --> 01:23:10,719

their numbers

2476
01:23:15,110 --> 01:23:13,120
aren't quite as good so there you have

2477
01:23:16,390 --> 01:23:15,120
it i mean that's the sum total of

2478
01:23:18,070 --> 01:23:16,400
what you're talking about you know for

2479
01:23:19,590 --> 01:23:18,080
them they'll have to you'd want to

2480
01:23:21,270 --> 01:23:19,600
search on it

2481
01:23:23,189 --> 01:23:21,280
also not just from a depressed

2482
01:23:24,550 --> 01:23:23,199
population right because our population

2483
01:23:25,350 --> 01:23:24,560
wasn't a bunch of depressed people we

2484
01:23:28,229 --> 01:23:25,360
don't know it was

2485
01:23:29,830 --> 01:23:28,239
330 depressed people it's a much smaller

2486
01:23:31,990 --> 01:23:29,840
number of people who were who were

2487
01:23:34,870 --> 01:23:32,000
depressed

2488
01:23:36,629 --> 01:23:34,880

and so if you really wanted to do a an

2489

01:23:37,990 --> 01:23:36,639

apples to apples comparison which you

2490

01:23:38,629 --> 01:23:38,000

would do is you would go and you would

2491

01:23:41,030 --> 01:23:38,639

search on

2492

01:23:43,430 --> 01:23:41,040

somebody who had sort of uh done the

2493

01:23:46,550 --> 01:23:43,440

normalization of a measure like says d

2494

01:23:48,950 --> 01:23:46,560

right and so you know they gave it to

2495

01:23:49,990 --> 01:23:48,960

college you know they paid gallup to

2496

01:23:52,550 --> 01:23:50,000

give them a cross

2497

01:23:54,149 --> 01:23:52,560

representation of people right or they

2498

01:23:56,070 --> 01:23:54,159

did it to

2499

01:23:57,990 --> 01:23:56,080

a thousand undergraduate students that

2500

01:23:59,030 --> 01:23:58,000

were taking psych 101 and wanted to pass

2501

01:23:59,750 --> 01:23:59,040

the course we're forced to take the

2502

01:24:01,669 --> 01:23:59,760

thing or

2503

01:24:03,430 --> 01:24:01,679

you know in order to do that or you know

2504

01:24:05,189 --> 01:24:03,440

it was any one of these various ways

2505

01:24:06,149 --> 01:24:05,199

that you sort of get it kind of a normal

2506

01:24:08,390 --> 01:24:06,159

population

2507

01:24:09,830 --> 01:24:08,400

uh i and if they really wanted sort of

2508

01:24:11,750 --> 01:24:09,840

apples to apples and they would have to

2509

01:24:12,709 --> 01:24:11,760

look for a meditation study that used

2510

01:24:15,990 --> 01:24:12,719

this

2511

01:24:17,910 --> 01:24:16,000

you know or a positive psychology study

2512

01:24:19,030 --> 01:24:17,920

that used this to come closer there

2513

01:24:20,629 --> 01:24:19,040

really the problem is that there really

2514

01:24:22,790 --> 01:24:20,639

isn't an apples to apples

2515

01:24:23,830 --> 01:24:22,800

uh direct comparison because there isn't

2516

01:24:25,669 --> 01:24:23,840

a you know

2517

01:24:27,590 --> 01:24:25,679

our we're working on writing this data

2518

01:24:28,070 --> 01:24:27,600

up now you know this phase is closing

2519

01:24:30,550 --> 01:24:28,080

for us

2520

01:24:31,350 --> 01:24:30,560

this this you know transition research

2521

01:24:33,430 --> 01:24:31,360

phase

2522

01:24:35,270 --> 01:24:33,440

it's closing for us and so we're in the

2523

01:24:37,270 --> 01:24:35,280

process of creating the articles

2524

01:24:38,629 --> 01:24:37,280

basically around all of this data

2525

01:24:40,470 --> 01:24:38,639

finally after all these years

2526

01:24:41,750 --> 01:24:40,480

and so what has happened is our staff

2527

01:24:45,669 --> 01:24:41,760

members have been out there

2528

01:24:47,990 --> 01:24:45,679

combing the literature for comparison

2529

01:24:49,110 --> 01:24:48,000

studies and data and information because

2530

01:24:50,790 --> 01:24:49,120

that's of course what you have to put

2531

01:24:52,470 --> 01:24:50,800

into the introductory session you have

2532

01:24:53,750 --> 01:24:52,480

to then compare it to the discussion

2533

01:24:55,590 --> 01:24:53,760

section right

2534

01:24:57,669 --> 01:24:55,600

let me ask you this because there isn't

2535

01:24:59,110 --> 01:24:57,679

the apples to apples a pure sort of

2536

01:24:59,990 --> 01:24:59,120

apples to apples out there there aren't

2537

01:25:01,430 --> 01:25:00,000

these meditation

2538

01:25:03,830 --> 01:25:01,440

and positive psychology thing that's

2539

01:25:05,750 --> 01:25:03,840

very novel the length is very novel the

2540

01:25:06,390 --> 01:25:05,760

intensiveness is very novel it's a

2541

01:25:08,870 --> 01:25:06,400

really

2542

01:25:12,070 --> 01:25:08,880

novel thing let me ask you this because

2543

01:25:13,350 --> 01:25:12,080

it's going to make for a great article

2544

01:25:15,030 --> 01:25:13,360

it's gonna make for an article that gets

2545

01:25:16,470 --> 01:25:15,040

a lot of citations which is what you

2546

01:25:17,430 --> 01:25:16,480

want on the science side of your life

2547

01:25:19,030 --> 01:25:17,440

you know

2548

01:25:21,189 --> 01:25:19,040

man that's exactly where i was going

2549

01:25:22,870 --> 01:25:21,199

it's like you read my mind there because

2550

01:25:25,270 --> 01:25:22,880

i want people to understand part of this

2551

01:25:28,390 --> 01:25:25,280

is understanding the science

2552

01:25:31,669 --> 01:25:28,400

process the scientific method both

2553

01:25:32,629 --> 01:25:31,679

as it is right now with all its failures

2554

01:25:35,750 --> 01:25:32,639

and failings

2555

01:25:37,990 --> 01:25:35,760

but also why it's in a lot of ways

2556

01:25:39,189 --> 01:25:38,000

the best we have right now and i think

2557

01:25:43,030 --> 01:25:39,199

that

2558

01:25:44,149 --> 01:25:43,040

because i have the show coming up where

2559

01:25:45,750 --> 01:25:44,159

there's this guy and i don't want to

2560

01:25:47,189 --> 01:25:45,760

mention his name but

2561

01:25:48,709 --> 01:25:47,199

he's out there and he's saying all this

2562

01:25:49,590 --> 01:25:48,719

stuff and he's really prominent in our

2563

01:25:51,030 --> 01:25:49,600

community

2564

01:25:52,950 --> 01:25:51,040

and i've looked into his science and

2565

01:25:55,430 --> 01:25:52,960

it's just it just doesn't measure up

2566

01:25:56,709 --> 01:25:55,440

and i've gone to people that should know

2567

01:25:58,390 --> 01:25:56,719

you know where

2568

01:26:00,070 --> 01:25:58,400

people that should be citing his work

2569

01:26:00,629 --> 01:26:00,080

and i'm like why aren't you citing this

2570

01:26:02,790 --> 01:26:00,639

work

2571

01:26:04,790 --> 01:26:02,800

and they're saying because it's garbage

2572

01:26:06,629 --> 01:26:04,800

man i mean i can't come out and say it

2573

01:26:07,990 --> 01:26:06,639

in public or i don't want to i don't

2574

01:26:11,430 --> 01:26:08,000

want to get in any big public

2575

01:26:13,030 --> 01:26:11,440

fight but it is complete utter garbage

2576

01:26:14,229 --> 01:26:13,040

and it's in the quantum physics realm

2577

01:26:16,629 --> 01:26:14,239

where a lot of people are even more

2578

01:26:19,590 --> 01:26:16,639

afraid to talk because

2579

01:26:20,870 --> 01:26:19,600

that's so right you know but i don't

2580

01:26:22,950 --> 01:26:20,880

want to digress too far

2581

01:26:24,070 --> 01:26:22,960

what i want to emphasize is what i

2582

01:26:26,229 --> 01:26:24,080

understand what i take

2583

01:26:27,669 --> 01:26:26,239

from what i've discovered so far about

2584

01:26:28,390 --> 01:26:27,679

your work is you're in the social

2585

01:26:30,470 --> 01:26:28,400

sciences

2586

01:26:32,550 --> 01:26:30,480

you're connected with people who should

2587

01:26:33,990 --> 01:26:32,560

know who are monitoring your work when

2588

01:26:35,830 --> 01:26:34,000

you get peer-reviewed

2589

01:26:37,750 --> 01:26:35,840

work published it really is peer

2590

01:26:38,149 --> 01:26:37,760

reviewed it really is people should know

2591

01:26:40,870 --> 01:26:38,159

better

2592

01:26:42,709 --> 01:26:40,880

when you present at conferences people

2593

01:26:43,910 --> 01:26:42,719

in the audience are the people that

2594

01:26:46,390 --> 01:26:43,920

should

2595

01:26:47,270 --> 01:26:46,400

no would be able to raise their arm and

2596

01:26:50,229 --> 01:26:47,280

go

2597

01:26:51,830 --> 01:26:50,239

that's totally ridiculous

2598

01:26:53,430 --> 01:26:51,840

jeffrey that's not true

2599

01:26:54,550 --> 01:26:53,440

that's the least and you want them to do

2600

01:26:55,990 --> 01:26:54,560

it that's why you show up at the

2601
01:26:57,830 --> 01:26:56,000
conference right because you're like

2602
01:26:59,750 --> 01:26:57,840
hoping that the arms will go up so that

2603
01:27:02,870 --> 01:26:59,760
you can improve

2604
01:27:04,070 --> 01:27:02,880
for the next round and exactly so i just

2605
01:27:06,310 --> 01:27:04,080
get that that's where you're

2606
01:27:07,590 --> 01:27:06,320
at and you have had those arms go up and

2607
01:27:09,590 --> 01:27:07,600
you have dealt with that

2608
01:27:11,430 --> 01:27:09,600
and that's just a different level on

2609
01:27:13,990 --> 01:27:11,440
this stuff than

2610
01:27:15,270 --> 01:27:14,000
somebody who's trying to wrap themselves

2611
01:27:17,189 --> 01:27:15,280
in the cloak of science

2612
01:27:18,950 --> 01:27:17,199
but not really trying to engage in the

2613
01:27:21,510 --> 01:27:18,960

the scientific method

2614

01:27:22,709 --> 01:27:21,520

and all it means so when i said i want

2615

01:27:24,390 --> 01:27:22,719

to drill into the numbers

2616

01:27:26,229 --> 01:27:24,400

i want to drill into what's behind the

2617

01:27:28,310 --> 01:27:26,239

numbers for sure

2618

01:27:30,830 --> 01:27:28,320

i think that it's funny because the peer

2619

01:27:33,430 --> 01:27:30,840

review process

2620

01:27:36,070 --> 01:27:33,440

is so

2621

01:27:37,510 --> 01:27:36,080

broken you know i mean if anyone

2622

01:27:41,110 --> 01:27:37,520

searches on this and google

2623

01:27:43,990 --> 01:27:41,120

they'll just see endless amounts

2624

01:27:44,709 --> 01:27:44,000

of you know critic critiques and you

2625

01:27:47,030 --> 01:27:44,719

know

2626

01:27:48,790 --> 01:27:47,040

data analysis critiques philosophy

2627

01:27:50,950 --> 01:27:48,800

critiques just all of it i mean

2628

01:27:52,149 --> 01:27:50,960

i don't know anyone who thinks you know

2629

01:27:54,390 --> 01:27:52,159

wow this is

2630

01:27:55,189 --> 01:27:54,400

you know really awesome in science right

2631

01:27:59,990 --> 01:27:55,199

now

2632

01:28:03,270 --> 01:28:00,000

have is that

2633

01:28:05,830 --> 01:28:03,280

journals all have their specific slant

2634

01:28:07,750 --> 01:28:05,840

right um and so for instance you know

2635

01:28:09,590 --> 01:28:07,760

there's a there's a religion

2636

01:28:11,830 --> 01:28:09,600

there's a major religion and

2637

01:28:14,550 --> 01:28:11,840

spirituality journal out there

2638

01:28:16,070 --> 01:28:14,560

that has one of its primary editors

2639

01:28:18,149 --> 01:28:16,080

people who are really into the type of

2640

01:28:21,110 --> 01:28:18,159

research that we do

2641

01:28:22,790 --> 01:28:21,120

but the senior editor makes almost

2642

01:28:26,149 --> 01:28:22,800

completely certain

2643

01:28:27,510 --> 01:28:26,159

that none of that work shows up in it um

2644

01:28:29,270 --> 01:28:27,520

right and so you can even have a

2645

01:28:30,550 --> 01:28:29,280

situation where you look at an editorial

2646

01:28:32,790 --> 01:28:30,560

board of a journal and you think to

2647

01:28:33,430 --> 01:28:32,800

yourself oh wow you know in the senior

2648

01:28:35,030 --> 01:28:33,440

editor

2649

01:28:37,189 --> 01:28:35,040

ranks there are there are people

2650

01:28:40,149 --> 01:28:37,199

friendly to this work or that work or

2651
01:28:41,590 --> 01:28:40,159
whatever else um and yet none of it will

2652
01:28:43,189 --> 01:28:41,600
ever get into that journal

2653
01:28:45,189 --> 01:28:43,199
you know because the person that sits at

2654
01:28:46,070 --> 01:28:45,199
the top of it will stamp it out and so

2655
01:28:47,750 --> 01:28:46,080
it's this

2656
01:28:49,189 --> 01:28:47,760
massive political infrastructure it

2657
01:28:50,390 --> 01:28:49,199
often deals with people's individual

2658
01:28:52,229 --> 01:28:50,400
careers like

2659
01:28:54,070 --> 01:28:52,239
you know why if i'm at the top of my

2660
01:28:55,590 --> 01:28:54,080
field after 60 years

2661
01:28:57,750 --> 01:28:55,600
why would i want you to come along and

2662
01:28:58,149 --> 01:28:57,760
upend my career right so i'm just going

2663
01:29:01,350 --> 01:28:58,159

to

2664

01:29:03,189 --> 01:29:01,360

keep you out of the system

2665

01:29:05,350 --> 01:29:03,199

of information sharing or whatever else

2666

01:29:08,229 --> 01:29:05,360

right and that's why

2667

01:29:09,830 --> 01:29:08,239

to my mind the and i think to most

2668

01:29:10,629 --> 01:29:09,840

people's minds frankly that are in the

2669

01:29:13,590 --> 01:29:10,639

sciences

2670

01:29:14,390 --> 01:29:13,600

the real peer review happens among your

2671

01:29:17,430 --> 01:29:14,400

colleagues

2672

01:29:19,669 --> 01:29:17,440

and among the actual relationships

2673

01:29:21,189 --> 01:29:19,679

that you build up like nobody submits an

2674

01:29:22,470 --> 01:29:21,199

article that they haven't mailed all of

2675

01:29:25,189 --> 01:29:22,480

their friends first

2676

01:29:26,629 --> 01:29:25,199

and made heavy modifications too based

2677

01:29:28,550 --> 01:29:26,639

on what all of their other you know

2678

01:29:31,350 --> 01:29:28,560

professor and scientist friends

2679

01:29:31,830 --> 01:29:31,360

said about that article ironically it's

2680

01:29:33,270 --> 01:29:31,840

it's

2681

01:29:35,350 --> 01:29:33,280

if it is a journal that is going to

2682

01:29:37,590 --> 01:29:35,360

publish it they'll often send it back to

2683

01:29:39,030 --> 01:29:37,600

those people to do peer review

2684

01:29:41,030 --> 01:29:39,040

because there's a small pool of people

2685

01:29:42,470 --> 01:29:41,040

that are experts in each area

2686

01:29:44,149 --> 01:29:42,480

you know and kind of everybody's

2687

01:29:45,030 --> 01:29:44,159

peer-reviewing everybody else's stuff

2688

01:29:47,430 --> 01:29:45,040

anyway

2689

01:29:49,510 --> 01:29:47,440

at an official level but at an

2690

01:29:51,430 --> 01:29:49,520

unofficial level you're sending this out

2691

01:29:55,110 --> 01:29:51,440

you're sending a draft paper out to

2692

01:29:56,870 --> 01:29:55,120

everybody you know who's interested

2693

01:29:58,149 --> 01:29:56,880

in what the paper is about and you're

2694

01:29:59,750 --> 01:29:58,159

taking their feedback

2695

01:30:01,030 --> 01:29:59,760

back and you're modifying it you're

2696

01:30:03,189 --> 01:30:01,040

probably sending it to them again and

2697

01:30:05,110 --> 01:30:03,199

begging them to read it one more time

2698

01:30:06,950 --> 01:30:05,120

or whatever else that's really where

2699

01:30:07,510 --> 01:30:06,960

peer review happens in science and i

2700

01:30:10,550 --> 01:30:07,520

think where

2701
01:30:11,510 --> 01:30:10,560
peer review even beyond that happens is

2702
01:30:14,950 --> 01:30:11,520
really

2703
01:30:16,709 --> 01:30:14,960
in person in conferences you know it's

2704
01:30:17,990 --> 01:30:16,719
when you're standing up first of all

2705
01:30:19,350 --> 01:30:18,000
it's where your people who are

2706
01:30:20,229 --> 01:30:19,360
interested in what you're into get

2707
01:30:21,510 --> 01:30:20,239
together

2708
01:30:23,270 --> 01:30:21,520
in person it's where you build the

2709
01:30:25,030 --> 01:30:23,280
relationships that allow you to send the

2710
01:30:26,629 --> 01:30:25,040
emails when you have written

2711
01:30:28,629 --> 01:30:26,639
something or when you are thinking about

2712
01:30:30,550 --> 01:30:28,639
a new experimental design and you want a

2713
01:30:32,149 --> 01:30:30,560

bunch of other people to comment on it

2714

01:30:33,990 --> 01:30:32,159

or whatever else so you build the

2715

01:30:35,669 --> 01:30:34,000

relationships really by going to

2716

01:30:37,350 --> 01:30:35,679

in-person conferences and events

2717

01:30:39,189 --> 01:30:37,360

traditionally probably that will resume

2718

01:30:40,870 --> 01:30:39,199

after covet i assume

2719

01:30:41,830 --> 01:30:40,880

i guess current you know new students or

2720

01:30:43,510 --> 01:30:41,840

something are a little bit of a

2721

01:30:47,030 --> 01:30:43,520

disadvantage at the moment

2722

01:30:48,550 --> 01:30:47,040

um and so then at the conference of

2723

01:30:50,310 --> 01:30:48,560

course you're presenting whatever your

2724

01:30:51,830 --> 01:30:50,320

latest findings are conference findings

2725

01:30:53,110 --> 01:30:51,840

are always years ahead of publications

2726

01:30:55,430 --> 01:30:53,120

for the most part

2727

01:30:57,830 --> 01:30:55,440

um and so you're presenting your very

2728

01:30:59,669 --> 01:30:57,840

latest stuff for a room full of people

2729

01:31:01,270 --> 01:30:59,679

and you hope that there's a room full of

2730

01:31:02,709 --> 01:31:01,280

people who are interested in it to jump

2731

01:31:04,870 --> 01:31:02,719

up and down on it right

2732

01:31:06,149 --> 01:31:04,880

and to catch you in the hall afterward

2733

01:31:08,790 --> 01:31:06,159

with their concerns

2734

01:31:09,510 --> 01:31:08,800

uh and whatever else that's really where

2735

01:31:12,149 --> 01:31:09,520

true

2736

01:31:14,470 --> 01:31:12,159

peer review happens there is a very

2737

01:31:16,390 --> 01:31:14,480

vibrant peer review process

2738

01:31:18,470 --> 01:31:16,400

in science and if you know i think

2739

01:31:21,110 --> 01:31:18,480

there's been rightfully so

2740

01:31:21,910 --> 01:31:21,120

a massive critique of the journal system

2741

01:31:23,990 --> 01:31:21,920

and

2742

01:31:25,910 --> 01:31:24,000

you know it's whether or not it's peer

2743

01:31:27,910 --> 01:31:25,920

review is even remotely relevant it

2744

01:31:30,229 --> 01:31:27,920

probably isn't that relevant frankly

2745

01:31:30,950 --> 01:31:30,239

um but that doesn't mean that scientific

2746

01:31:33,910 --> 01:31:30,960

peer review

2747

01:31:34,950 --> 01:31:33,920

is you know as dead as sort of you know

2748

01:31:37,030 --> 01:31:34,960

those critics

2749

01:31:38,950 --> 01:31:37,040

would like others to believe it happens

2750

01:31:40,709 --> 01:31:38,960

all the time but it happens at the level

2751
01:31:42,950 --> 01:31:40,719
of conferences it happens at the level

2752
01:31:45,750 --> 01:31:42,960
of individual relationships

2753
01:31:47,030 --> 01:31:45,760
um you know even as you i don't know if

2754
01:31:48,709 --> 01:31:47,040
you know the center of your

2755
01:31:50,790 --> 01:31:48,719
you know viewers and listeners know this

2756
01:31:52,629 --> 01:31:50,800
but generally speaking when you submit a

2757
01:31:55,990 --> 01:31:52,639
paper to a journal you're asked to

2758
01:31:58,390 --> 01:31:56,000
also submit your recommended reviewers

2759
01:31:59,270 --> 01:31:58,400
right think about that for a minute

2760
01:32:01,189 --> 01:31:59,280
right like

2761
01:32:02,629 --> 01:32:01,199
there's this there's this public

2762
01:32:05,510 --> 01:32:02,639
perception that

2763
01:32:07,590 --> 01:32:05,520

the impartial journal editor takes your

2764

01:32:09,990 --> 01:32:07,600

paper in and evaluates it on a first

2765

01:32:11,990 --> 01:32:10,000

pass for you know whether or not it's

2766

01:32:13,910 --> 01:32:12,000

meeting a level of scientific rigor and

2767

01:32:16,950 --> 01:32:13,920

then sends it out to people who have

2768

01:32:20,229 --> 01:32:16,960

no idea that it's from you

2769

01:32:23,110 --> 01:32:20,239

right for independent analysis and

2770

01:32:25,110 --> 01:32:23,120

feedback and this right when in reality

2771

01:32:28,229 --> 01:32:25,120

it's and they choose the reviewers

2772

01:32:30,229 --> 01:32:28,239

for maximum impartiality and you know in

2773

01:32:32,629 --> 01:32:30,239

reality when you submit a paper

2774

01:32:34,709 --> 01:32:32,639

you know journal editors don't want to

2775

01:32:36,070 --> 01:32:34,719

try to figure out who the hell might be

2776

01:32:37,830 --> 01:32:36,080

the right people

2777

01:32:40,229 --> 01:32:37,840

for i mean they're going to send it out

2778

01:32:41,830 --> 01:32:40,239

to random people basically if you don't

2779

01:32:43,669 --> 01:32:41,840

include reviewers right and so they

2780

01:32:46,149 --> 01:32:43,679

always say hey who should i

2781

01:32:46,790 --> 01:32:46,159

ask to review this give me a list of two

2782

01:32:48,870 --> 01:32:46,800

three four

2783

01:32:50,790 --> 01:32:48,880

five depending on the journal you know

2784

01:32:52,629 --> 01:32:50,800

reviewers that i should send this to

2785

01:32:54,790 --> 01:32:52,639

i mean of course you check with those

2786

01:32:55,510 --> 01:32:54,800

people first right but probably they're

2787

01:32:57,590 --> 01:32:55,520

the people who

2788

01:32:59,110 --> 01:32:57,600

already sent you revisions on the draft

2789

01:33:00,790 --> 01:32:59,120

in the first place

2790

01:33:03,669 --> 01:33:00,800

right i mean you're not going to be like

2791

01:33:06,149 --> 01:33:03,679

let's see who might be completely

2792

01:33:07,350 --> 01:33:06,159

against all of my work yes i'm going to

2793

01:33:09,110 --> 01:33:07,360

suggest them

2794

01:33:10,790 --> 01:33:09,120

as a reviewer right and so it's the

2795

01:33:12,709 --> 01:33:10,800

people that are already in your peer

2796

01:33:14,550 --> 01:33:12,719

circle who have already seen the paper

2797

01:33:15,830 --> 01:33:14,560

read the paper commented on the paper

2798

01:33:17,590 --> 01:33:15,840

even if they haven't they're going to

2799

01:33:19,990 --> 01:33:17,600

take one look at the paper and go

2800

01:33:21,510 --> 01:33:20,000

oh this is from jeffrey or this is from

2801
01:33:22,950 --> 01:33:21,520
such and such because they're you know

2802
01:33:24,629 --> 01:33:22,960
everybody's familiar with everybody

2803
01:33:27,030 --> 01:33:24,639
else's work right

2804
01:33:28,950 --> 01:33:27,040
um so there's no real blinding in this

2805
01:33:30,310 --> 01:33:28,960
peer review system to begin with right

2806
01:33:32,470 --> 01:33:30,320
and of course everybody

2807
01:33:34,709 --> 01:33:32,480
cites their own prior work right and you

2808
01:33:36,149 --> 01:33:34,719
all you you try to stuff a paper with

2809
01:33:38,390 --> 01:33:36,159
your own citations

2810
01:33:39,990 --> 01:33:38,400
and so even if you're a blinded reviewer

2811
01:33:41,510 --> 01:33:40,000
you can tell who the paper's from

2812
01:33:44,390 --> 01:33:41,520
because they've stuffed it with their

2813
01:33:47,350 --> 01:33:44,400

own citations from previous papers

2814

01:33:48,229 --> 01:33:47,360

in most cases right so it's just there's

2815

01:33:50,149 --> 01:33:48,239

a lot of

2816

01:33:51,910 --> 01:33:50,159

very rightful critique of the journal

2817

01:33:54,070 --> 01:33:51,920

system but what i think your

2818

01:33:56,229 --> 01:33:54,080

your you know your viewers and listeners

2819

01:33:59,030 --> 01:33:56,239

should take heart from is the fact that

2820

01:34:00,149 --> 01:33:59,040

the actual spirit in science is very

2821

01:34:02,709 --> 01:34:00,159

much there

2822

01:34:03,750 --> 01:34:02,719

and you know those of us who are

2823

01:34:06,629 --> 01:34:03,760

involved in it

2824

01:34:08,390 --> 01:34:06,639

we are constantly seeking peer review of

2825

01:34:09,510 --> 01:34:08,400

others we're constantly trying to build

2826
01:34:11,590 --> 01:34:09,520
new relationships

2827
01:34:13,110 --> 01:34:11,600
with other people who are interested in

2828
01:34:15,270 --> 01:34:13,120
what we're interested in we're

2829
01:34:18,390 --> 01:34:15,280
constantly trying to get people

2830
01:34:19,669 --> 01:34:18,400
to you know help us produce better work

2831
01:34:22,149 --> 01:34:19,679
and we're constantly helping

2832
01:34:22,950 --> 01:34:22,159
other people who are in our space to try

2833
01:34:24,790 --> 01:34:22,960
their best

2834
01:34:26,550 --> 01:34:24,800
to produce with however they're going

2835
01:34:28,470 --> 01:34:26,560
about it better work

2836
01:34:30,229 --> 01:34:28,480
um and so the peer review system is

2837
01:34:31,350 --> 01:34:30,239
really alive and well it's just sort of

2838
01:34:33,350 --> 01:34:31,360

invisible

2839

01:34:34,950 --> 01:34:33,360

to the average person and then the only

2840

01:34:35,750 --> 01:34:34,960

parts of it that are visible are like

2841

01:34:37,510 --> 01:34:35,760

the journal

2842

01:34:39,270 --> 01:34:37,520

version of peer review which is getting

2843

01:34:41,109 --> 01:34:39,280

all of this massive critique right now

2844

01:34:43,669 --> 01:34:41,119

and probably rightfully so

2845

01:34:47,030 --> 01:34:43,679

um and and so you see some journals that

2846

01:34:49,109 --> 01:34:47,040

are trying to change this right like um

2847

01:34:50,149 --> 01:34:49,119

you know there's a journal called f-1000

2848

01:34:52,390 --> 01:34:50,159

for instance

2849

01:34:53,990 --> 01:34:52,400

um and it's peer-review process is

2850

01:34:55,510 --> 01:34:54,000

transparent like you could upload a

2851

01:34:57,669 --> 01:34:55,520

paper today

2852

01:34:59,430 --> 01:34:57,679

and then it's sort of like making the

2853

01:35:01,510 --> 01:34:59,440

process of what's actually happening

2854

01:35:03,910 --> 01:35:01,520

behind the scenes transparent right

2855

01:35:05,830 --> 01:35:03,920

and so like and i would upload a paper

2856

01:35:07,669 --> 01:35:05,840

there and instead and i would email

2857

01:35:09,430 --> 01:35:07,679

all my friends and be like hey can you

2858

01:35:10,629 --> 01:35:09,440

go review that paper

2859

01:35:13,030 --> 01:35:10,639

and instead of it being something that

2860

01:35:15,750 --> 01:35:13,040

just occurs in my inbox

2861

01:35:17,590 --> 01:35:15,760

you know it's now occurring posted

2862

01:35:19,590 --> 01:35:17,600

publicly to the web and everybody can

2863

01:35:21,750 --> 01:35:19,600

see everybody else's comments and

2864

01:35:23,669 --> 01:35:21,760

so that is the absolute bleeding edge

2865

01:35:26,070 --> 01:35:23,679

sort of of a system

2866

01:35:28,149 --> 01:35:26,080

of peer review it's i don't i don't

2867

01:35:28,629 --> 01:35:28,159

think it's where everything will head i

2868

01:35:30,149 --> 01:35:28,639

think it's

2869

01:35:32,709 --> 01:35:30,159

not it'd be nice if it was where

2870

01:35:36,070 --> 01:35:32,719

everything would head um

2871

01:35:36,790 --> 01:35:36,080

but you know so so anyway that's what i

2872

01:35:38,310 --> 01:35:36,800

would say about

2873

01:35:39,830 --> 01:35:38,320

about this and peer review is one of

2874

01:35:40,229 --> 01:35:39,840

those things where people either falsely

2875

01:35:41,590 --> 01:35:40,239

just

2876

01:35:43,590 --> 01:35:41,600

say like well where are the journal

2877

01:35:45,109 --> 01:35:43,600

articles and that that's just some gold

2878

01:35:46,950 --> 01:35:45,119

standard of evidence or whatever because

2879

01:35:48,790 --> 01:35:46,960

they have no clue how that system works

2880

01:35:50,470 --> 01:35:48,800

or they do know how that system works

2881

01:35:51,590 --> 01:35:50,480

and they're like well that doesn't mean

2882

01:35:53,669 --> 01:35:51,600

anything

2883

01:35:55,430 --> 01:35:53,679

um you know and so people have these

2884

01:35:57,109 --> 01:35:55,440

biases one way or the other so i thought

2885

01:35:58,390 --> 01:35:57,119

you know that was kind of a long ramble

2886

01:36:01,430 --> 01:35:58,400

there but i thought maybe it would

2887

01:36:02,790 --> 01:36:01,440

provide some context for people it did i

2888

01:36:05,910 --> 01:36:02,800

thought it was really

2889

01:36:07,109 --> 01:36:05,920

that's useful that is very useful uh and

2890

01:36:09,189 --> 01:36:07,119

well articulated

2891

01:36:11,510 --> 01:36:09,199

okay so we've been at this for a long

2892

01:36:11,990 --> 01:36:11,520

time it's time just flies by when i talk

2893

01:36:15,350 --> 01:36:12,000

to you

2894

01:36:18,149 --> 01:36:15,360

it's awesome tell folks about

2895

01:36:19,830 --> 01:36:18,159

the technology angle and both sides of

2896

01:36:21,750 --> 01:36:19,840

that you're always super excited about

2897

01:36:24,550 --> 01:36:21,760

it wow i'm going to be able to

2898

01:36:25,430 --> 01:36:24,560

help tens of thousands millions of

2899

01:36:27,109 --> 01:36:25,440

people

2900

01:36:28,550 --> 01:36:27,119

and i'm always a little skeptical with

2901

01:36:32,229 --> 01:36:28,560

uh oh yeah you know

2902

01:36:35,669 --> 01:36:33,669

i always reference you know gary

2903

01:36:38,390 --> 01:36:35,679

schwartz and his soul phone at the

2904

01:36:41,669 --> 01:36:38,400

university of uh arizona which you know

2905

01:36:43,510 --> 01:36:41,679

probably you know just to to

2906

01:36:45,669 --> 01:36:43,520

i think it's good let me just make sure

2907

01:36:47,109 --> 01:36:45,679

i throw this on the table

2908

01:36:49,270 --> 01:36:47,119

so you can have this in the back your

2909

01:36:52,470 --> 01:36:49,280

mind so gary schwartz

2910

01:36:55,990 --> 01:36:52,480

extremely well credentialed academically

2911

01:36:58,070 --> 01:36:56,000

you know phd harvard rarely

2912

01:36:59,910 --> 01:36:58,080

does uh someone get a phd in the

2913

01:37:02,550 --> 01:36:59,920

professor before i went to

2914

01:37:03,910 --> 01:37:02,560

exactly it's very very rare that you

2915

01:37:04,550 --> 01:37:03,920

know you graduate from harvard and they

2916

01:37:06,070 --> 01:37:04,560

go wow

2917

01:37:08,310 --> 01:37:06,080

you're great let's make you ahead of the

2918

01:37:09,510 --> 01:37:08,320

department you know even down the line

2919

01:37:10,070 --> 01:37:09,520

even after you've done other things

2920

01:37:13,189 --> 01:37:10,080

because

2921

01:37:15,189 --> 01:37:13,199

it kind of looks a little too comfy but

2922

01:37:16,870 --> 01:37:15,199

and that yale head of the psychology and

2923

01:37:17,510 --> 01:37:16,880

psychiatry practice yeah all the right

2924

01:37:19,510 --> 01:37:17,520

credentials

2925

01:37:20,629 --> 01:37:19,520

of course he went on aldo rivera's show

2926

01:37:23,109 --> 01:37:20,639

and got

2927

01:37:24,310 --> 01:37:23,119

he got set back a couple of steps in his

2928

01:37:27,510 --> 01:37:24,320

career because

2929

01:37:28,790 --> 01:37:27,520

it looked to some people as if he was

2930

01:37:30,390 --> 01:37:28,800

you know in this after death

2931

01:37:31,750 --> 01:37:30,400

communication work which is what he got

2932

01:37:34,550 --> 01:37:31,760

involved with

2933

01:37:36,390 --> 01:37:34,560

that it gets very tricky in terms of the

2934

01:37:37,910 --> 01:37:36,400

relationships you have with subjects and

2935

01:37:38,709 --> 01:37:37,920

subjects families and all the rest of

2936

01:37:40,149 --> 01:37:38,719

that stuff

2937

01:37:42,390 --> 01:37:40,159

i don't think there was ever anything

2938

01:37:44,070 --> 01:37:42,400

truly inappropriate but it just didn't

2939

01:37:45,750 --> 01:37:44,080

sit well with people and he took a step

2940

01:37:46,470 --> 01:37:45,760

back but now gary's coming back on the

2941

01:37:49,990 --> 01:37:46,480

scene

2942

01:37:51,430 --> 01:37:50,000

with the soul phone no uh

2943

01:37:53,109 --> 01:37:51,440

intonation i didn't know that that's

2944

01:37:55,270 --> 01:37:53,119

interesting i have to look that up so

2945

01:37:56,950 --> 01:37:55,280

what you can do is now we have the

2946

01:37:58,870 --> 01:37:56,960

technology and the cost has come down

2947

01:38:01,430 --> 01:37:58,880

you can put a little photon beam

2948

01:38:03,270 --> 01:38:01,440

shoot that photon beam and you can ask

2949

01:38:08,149 --> 01:38:03,280

disincarnated spirits

2950

01:38:09,350 --> 01:38:08,159

interrupt that photon beam when they're

2951

01:38:12,310 --> 01:38:09,360

asked questions right

2952

01:38:14,310 --> 01:38:12,320

so i'm talking kind of uh gobbly

2953

01:38:15,030 --> 01:38:14,320

terms but basically you can now do

2954

01:38:17,990 --> 01:38:15,040

immediate

2955

01:38:19,510 --> 01:38:18,000

you can do medium readings and wow you

2956

01:38:22,470 --> 01:38:19,520

can evaluate

2957

01:38:24,070 --> 01:38:22,480

the response electronically with photon

2958

01:38:26,709 --> 01:38:24,080

beam which is super sensitive

2959

01:38:27,430 --> 01:38:26,719

they claim to be getting extraordinary

2960

01:38:29,109 --> 01:38:27,440

results

2961

01:38:30,550 --> 01:38:29,119

and that is something that you have to

2962

01:38:31,830 --> 01:38:30,560

take seriously because they can measure

2963

01:38:33,189 --> 01:38:31,840

that right i mean they can measure

2964

01:38:36,149 --> 01:38:33,199

whether that stuff happens

2965

01:38:36,950 --> 01:38:36,159

yeah the the point of all that being is

2966

01:38:40,550 --> 01:38:36,960

that

2967

01:38:44,070 --> 01:38:40,560

it it in a in a strange way

2968

01:38:46,950 --> 01:38:44,080

it's on way on the cutting edge of where

2969

01:38:47,350 --> 01:38:46,960

you may be heading with the technology

2970

01:38:50,870 --> 01:38:47,360

that

2971

01:38:52,709 --> 01:38:50,880

you're developing because ultimately

2972

01:38:55,830 --> 01:38:52,719

when we get to the spiritual

2973

01:38:58,870 --> 01:38:55,840

part of it it begs the question of

2974

01:39:02,229 --> 01:38:58,880

what are we really trying to do what is

2975

01:39:04,550 --> 01:39:02,239

our relationship with i don't know this

2976
01:39:05,189 --> 01:39:04,560
higher consciousness if we accept some

2977
01:39:07,510 --> 01:39:05,199
kind of

2978
01:39:09,510 --> 01:39:07,520
hierarchical structure to consciousness

2979
01:39:13,109 --> 01:39:09,520
what is our relationship to

2980
01:39:14,790 --> 01:39:13,119
god what is our obligation to the moral

2981
01:39:16,149 --> 01:39:14,800
imperative to do the right thing we

2982
01:39:19,510 --> 01:39:16,159
should ask the photon beam

2983
01:39:21,510 --> 01:39:19,520
sounds like well hey you know

2984
01:39:22,950 --> 01:39:21,520
you say that kids but you say that

2985
01:39:25,830 --> 01:39:22,960
kiddingly but they definitely

2986
01:39:26,870 --> 01:39:25,840
not really kind of curious yeah well

2987
01:39:30,229 --> 01:39:26,880
they're going to ask

2988
01:39:33,030 --> 01:39:30,239

and you know so let's

2989

01:39:33,830 --> 01:39:33,040

let's gary you know he's a serious guy

2990

01:39:36,149 --> 01:39:33,840

for sure

2991

01:39:37,910 --> 01:39:36,159

very spin that back to work to where you

2992

01:39:41,270 --> 01:39:37,920

are to where you are because

2993

01:39:42,149 --> 01:39:41,280

like that's that's really the next level

2994

01:39:44,390 --> 01:39:42,159

question

2995

01:39:45,430 --> 01:39:44,400

i think the first thing would be tell us

2996

01:39:48,229 --> 01:39:45,440

what you're doing

2997

01:39:49,430 --> 01:39:48,239

technology wise tell us right why you're

2998

01:39:52,229 --> 01:39:49,440

doing it because

2999

01:39:54,709 --> 01:39:52,239

hell i mean do it to make this shift

3000

01:39:58,310 --> 01:39:54,719

from them from an ego state-centered

3001
01:40:01,750 --> 01:39:58,320
culture to a fundamental well-being uh

3002
01:40:03,590 --> 01:40:01,760
centered culture we need that shift so

3003
01:40:05,109 --> 01:40:03,600
you know get the app as soon as you can

3004
01:40:07,109 --> 01:40:05,119
and get as many people on it

3005
01:40:08,629 --> 01:40:07,119
and then as a secondary point maybe

3006
01:40:11,109 --> 01:40:08,639
address how that

3007
01:40:14,149 --> 01:40:11,119
might fit into a larger spiritual

3008
01:40:17,669 --> 01:40:15,910
it's a great question what we're working

3009
01:40:18,629 --> 01:40:17,679
with is primarily transcranial

3010
01:40:20,830 --> 01:40:18,639
ultrasound

3011
01:40:22,950 --> 01:40:20,840
which means exactly what it sounds like

3012
01:40:25,109 --> 01:40:22,960
transcranial going through the

3013
01:40:26,629 --> 01:40:25,119

skull without having to cut a hole in it

3014

01:40:29,669 --> 01:40:26,639

and

3015

01:40:32,390 --> 01:40:29,679

ultrasound meaning sound you know

3016

01:40:35,590 --> 01:40:32,400

certain frequency of sound wave

3017

01:40:38,870 --> 01:40:35,600

it's a very complex pattern of sound

3018

01:40:40,790 --> 01:40:38,880

and so it's not just like you know one

3019

01:40:42,470 --> 01:40:40,800

it's not like just 500 kilohertz or

3020

01:40:44,790 --> 01:40:42,480

something shot through the skull

3021

01:40:46,390 --> 01:40:44,800

it's modulated in ridiculously

3022

01:40:49,910 --> 01:40:46,400

sophisticated ways

3023

01:40:51,510 --> 01:40:49,920

um but that's the it's that's the basics

3024

01:40:53,030 --> 01:40:51,520

ultrasound is around us all the time

3025

01:40:54,790 --> 01:40:53,040

it's probably coming out of your phone

3026

01:40:55,669 --> 01:40:54,800

right now it's used by advertisers to

3027

01:40:58,310 --> 01:40:55,679

track us across

3028

01:40:59,669 --> 01:40:58,320

apps and stuff on our phones um we're

3029

01:41:00,709 --> 01:40:59,679

all sort of swimming in a sea of

3030

01:41:02,550 --> 01:41:00,719

ultrasound

3031

01:41:03,990 --> 01:41:02,560

environment of course everybody's

3032

01:41:05,510 --> 01:41:04,000

familiar with it from baby

3033

01:41:07,189 --> 01:41:05,520

monitoring you know you go and get the

3034

01:41:08,870 --> 01:41:07,199

ultrasound to see if your baby's

3035

01:41:10,310 --> 01:41:08,880

you know got all its arms and legs and

3036

01:41:13,669 --> 01:41:10,320

all of that kind of stuff

3037

01:41:14,709 --> 01:41:13,679

um and so this is just a different very

3038

01:41:18,470 --> 01:41:14,719

precise

3039

01:41:20,470 --> 01:41:18,480

ability to use a sound wave basically a

3040

01:41:21,510 --> 01:41:20,480

sound pressure wave to mechanically

3041

01:41:24,149 --> 01:41:21,520

perturbate

3042

01:41:24,629 --> 01:41:24,159

a very precise part or parts of the

3043

01:41:26,550 --> 01:41:24,639

brain

3044

01:41:27,910 --> 01:41:26,560

so it's a very simple simple old

3045

01:41:31,430 --> 01:41:27,920

technology

3046

01:41:33,270 --> 01:41:31,440

updated with really cutting-edge modern

3047

01:41:34,870 --> 01:41:33,280

ability to you know precisely target in

3048

01:41:36,790 --> 01:41:34,880

your brain and stuff like that

3049

01:41:38,070 --> 01:41:36,800

and the reason we're doing it is because

3050

01:41:38,950 --> 01:41:38,080

um you know one of the things you talked

3051

01:41:41,510 --> 01:41:38,960

about earlier was

3052

01:41:43,189 --> 01:41:41,520

network effects and one of the first

3053

01:41:44,830 --> 01:41:43,199

people that looked at network effects of

3054

01:41:46,070 --> 01:41:44,840

things like non-duality was zornia

3055

01:41:49,109 --> 01:41:46,080

cepavik

3056

01:41:52,629 --> 01:41:49,119

he's at nyu and he

3057

01:41:54,550 --> 01:41:52,639

basically was doing fmri work

3058

01:41:56,149 --> 01:41:54,560

and one of the things that he noticed

3059

01:41:57,189 --> 01:41:56,159

was that there was there seemed to be a

3060

01:42:00,149 --> 01:41:57,199

rewiring

3061

01:42:01,430 --> 01:42:00,159

that was going on in the brain of his uh

3062

01:42:03,030 --> 01:42:01,440

research subjects

3063

01:42:04,550 --> 01:42:03,040

and so he presented his important work

3064

01:42:06,229 --> 01:42:04,560

he presented that work for years it was

3065

01:42:07,510 --> 01:42:06,239

so important he just presented it all

3066

01:42:08,390 --> 01:42:07,520

over he got invited to present it all

3067

01:42:10,070 --> 01:42:08,400

over

3068

01:42:11,510 --> 01:42:10,080

um because that kind of thing just

3069

01:42:15,030 --> 01:42:11,520

hadn't been seen before

3070

01:42:17,750 --> 01:42:15,040

at that time um and so

3071

01:42:19,189 --> 01:42:17,760

we've had a pretty good indication for

3072

01:42:21,350 --> 01:42:19,199

10 years

3073

01:42:23,030 --> 01:42:21,360

about what areas would be ideal to hit

3074

01:42:25,750 --> 01:42:23,040

in the brain if we could get to them

3075

01:42:27,350 --> 01:42:25,760

with some sort of technology but we

3076

01:42:28,870 --> 01:42:27,360

haven't had the technology that could

3077

01:42:30,629 --> 01:42:28,880

get to them it's only in the last

3078

01:42:32,790 --> 01:42:30,639

couple of years that that technology has

3079

01:42:34,390 --> 01:42:32,800

matured enough that we can now

3080

01:42:35,830 --> 01:42:34,400

you know basically directly stimulate

3081

01:42:37,430 --> 01:42:35,840

those regions in the brain and so that's

3082

01:42:38,870 --> 01:42:37,440

what we've begun the process of really

3083

01:42:40,390 --> 01:42:38,880

systematically doing

3084

01:42:43,030 --> 01:42:40,400

we've already got a lot of money in it

3085

01:42:45,750 --> 01:42:43,040

we've got over a million dollars

3086

01:42:47,189 --> 01:42:45,760

that has been invested in this effort

3087

01:42:48,950 --> 01:42:47,199

there are all kinds of other people at

3088

01:42:51,669 --> 01:42:48,960

other institutions that have

3089

01:42:53,109 --> 01:42:51,679

you know poured tons of money into this

3090

01:42:54,790 --> 01:42:53,119

technology as well they're not trying to

3091

01:42:56,629 --> 01:42:54,800

look at it you know to see who can

3092

01:42:58,390 --> 01:42:56,639

transition to fundamental well-being

3093

01:43:00,629 --> 01:42:58,400

they're doing things like getting rid of

3094

01:43:03,430 --> 01:43:00,639

epilepsy waking up people from comas

3095

01:43:05,510 --> 01:43:03,440

you know solving addiction problems uh

3096

01:43:07,189 --> 01:43:05,520

there's all sorts of things that have

3097

01:43:08,790 --> 01:43:07,199

that there are all sorts of places that

3098

01:43:09,990 --> 01:43:08,800

people of neuroscientists have wanted to

3099

01:43:12,390 --> 01:43:10,000

stimulate the human brain

3100

01:43:13,830 --> 01:43:12,400

for a long time based on monkeys and

3101
01:43:16,310 --> 01:43:13,840
rats and other things that you could do

3102
01:43:17,750 --> 01:43:16,320
more invasive work on

3103
01:43:19,910 --> 01:43:17,760
that just hasn't been possible to

3104
01:43:22,470 --> 01:43:19,920
translate into humans yet and

3105
01:43:23,830 --> 01:43:22,480
we're at a golden age in terms of brain

3106
01:43:24,790 --> 01:43:23,840
stimulation because of this new

3107
01:43:26,470 --> 01:43:24,800
technology

3108
01:43:28,310 --> 01:43:26,480
we have all of these maps in our cases

3109
01:43:29,910 --> 01:43:28,320
we have these maps of what happens in

3110
01:43:31,590 --> 01:43:29,920
the human brain for fundamental

3111
01:43:32,870 --> 01:43:31,600
well-being other people have maps for

3112
01:43:34,470 --> 01:43:32,880
addiction and for

3113
01:43:35,910 --> 01:43:34,480

depression and you know treatment

3114

01:43:38,070 --> 01:43:35,920

resistant depression

3115

01:43:39,590 --> 01:43:38,080

and things like that and so you have an

3116

01:43:41,510 --> 01:43:39,600

alzheimer's you know there's a guy at

3117

01:43:43,030 --> 01:43:41,520

ucla working on alzheimer's

3118

01:43:45,270 --> 01:43:43,040

making great progress on alzheimer's for

3119

01:43:47,109 --> 01:43:45,280

instance um and so you've got

3120

01:43:48,149 --> 01:43:47,119

this this technology and that's what

3121

01:43:49,189 --> 01:43:48,159

we're doing with it it's and we're

3122

01:43:52,629 --> 01:43:49,199

getting great effects

3123

01:43:55,830 --> 01:43:52,639

frankly um this was really pioneered by

3124

01:43:57,189 --> 01:43:55,840

a friend of mine um jay sanguinetti

3125

01:43:58,310 --> 01:43:57,199

who at the time was at the university of

3126

01:44:00,629 --> 01:43:58,320

new mexico and now he's back where he

3127

01:44:03,109 --> 01:44:00,639

got his phd at the university of arizona

3128

01:44:04,790 --> 01:44:03,119

um with shenzhen young a long time

3129

01:44:07,270 --> 01:44:04,800

meditator

3130

01:44:08,790 --> 01:44:07,280

and so as part of the original project

3131

01:44:10,870 --> 01:44:08,800

um we put together

3132

01:44:12,709 --> 01:44:10,880

um you know the equipment we brought jay

3133

01:44:14,950 --> 01:44:12,719

in he left his job at new mexico

3134

01:44:16,310 --> 01:44:14,960

came to silicon valley for a period of

3135

01:44:18,070 --> 01:44:16,320

months

3136

01:44:19,750 --> 01:44:18,080

and participated and sort of got us kind

3137

01:44:22,310 --> 01:44:19,760

of up and running if you will

3138

01:44:24,470 --> 01:44:22,320

in the nub of this project we brought in

3139

01:44:26,550 --> 01:44:24,480

sanjay manchanda who's another

3140

01:44:28,149 --> 01:44:26,560

one of the world's leading brain experts

3141

01:44:30,790 --> 01:44:28,159

in terms of brain stimulation

3142

01:44:32,310 --> 01:44:30,800

and specifically fundamental well-being

3143

01:44:33,669 --> 01:44:32,320

jay wasn't so much on the fundamental

3144

01:44:35,669 --> 01:44:33,679

well-being side of the fence

3145

01:44:36,870 --> 01:44:35,679

but he had done this work with shenzhen

3146

01:44:38,310 --> 01:44:36,880

and he had these areas that he was

3147

01:44:39,830 --> 01:44:38,320

targeting and we had these other areas

3148

01:44:40,550 --> 01:44:39,840

that from our work that we wanted to

3149

01:44:42,229 --> 01:44:40,560

target

3150

01:44:45,109 --> 01:44:42,239

uh and so we've just kind of gone from

3151

01:44:46,950 --> 01:44:45,119

there over the last year or two

3152

01:44:48,790 --> 01:44:46,960

and we you know all i can say is we're

3153

01:44:50,229 --> 01:44:48,800

making progress as fast as we can we're

3154

01:44:51,990 --> 01:44:50,239

making great progress if you're in

3155

01:44:53,510 --> 01:44:52,000

fundamental well-being we can basically

3156

01:44:54,629 --> 01:44:53,520

very reliably push you deeper into

3157

01:44:56,070 --> 01:44:54,639

fundamental well-being that's what

3158

01:44:57,750 --> 01:44:56,080

shenzhen liked about it

3159

01:44:59,590 --> 01:44:57,760

um if you're not in fundamental

3160

01:45:02,870 --> 01:44:59,600

well-being we're having

3161

01:45:05,590 --> 01:45:02,880

um you know pretty good success with

3162

01:45:06,790 --> 01:45:05,600

um helping people to reach there and i

3163

01:45:09,109 --> 01:45:06,800

think it's probably

3164

01:45:10,229 --> 01:45:09,119

going to be most widely applied as a

3165

01:45:12,390 --> 01:45:10,239

meditation aid

3166

01:45:14,229 --> 01:45:12,400

um it can really you know help somebody

3167

01:45:15,910 --> 01:45:14,239

to just much more deeply meditate right

3168

01:45:17,270 --> 01:45:15,920

off the bat so you know that trial and

3169

01:45:18,790 --> 01:45:17,280

error thing with you know well i tried

3170

01:45:19,510 --> 01:45:18,800

meditation that didn't really work for

3171

01:45:21,270 --> 01:45:19,520

me

3172

01:45:22,629 --> 01:45:21,280

my you know my thoughts didn't slow down

3173

01:45:24,229 --> 01:45:22,639

or whatever and this is sort of one of

3174

01:45:26,629 --> 01:45:24,239

those things you can kind of zap

3175

01:45:28,310 --> 01:45:26,639

and the thoughts do stop or slow down in

3176

01:45:29,750 --> 01:45:28,320

fact so much so that ordinary people get

3177

01:45:31,750 --> 01:45:29,760

kind of freaked out by it

3178

01:45:33,109 --> 01:45:31,760

because they've never had the thoughts

3179

01:45:35,270 --> 01:45:33,119

going on in their head right

3180

01:45:36,629 --> 01:45:35,280

and they kind of panic they're like oh

3181

01:45:39,669 --> 01:45:36,639

crap you know what

3182

01:45:40,070 --> 01:45:39,679

is that going to come back you know you

3183

01:45:43,910 --> 01:45:40,080

know

3184

01:45:44,790 --> 01:45:43,920

because a light bulb just went off

3185

01:45:47,510 --> 01:45:44,800

because i remember

3186

01:45:48,229 --> 01:45:47,520

a conversation that we had a long time

3187

01:45:50,950 --> 01:45:48,239

ago

3188

01:45:52,390 --> 01:45:50,960

when we met face to face in silicon

3189

01:45:53,830 --> 01:45:52,400

valley and i was kind of walking along

3190

01:45:55,830 --> 01:45:53,840

the parking lot

3191

01:45:57,109 --> 01:45:55,840

and you said something always stuck with

3192

01:46:00,550 --> 01:45:57,119

me you go

3193

01:46:02,870 --> 01:46:00,560

no they really want me for my data

3194

01:46:03,830 --> 01:46:02,880

and the way i connect that with what

3195

01:46:06,870 --> 01:46:03,840

you're saying now

3196

01:46:10,310 --> 01:46:06,880

is that if someone had

3197

01:46:11,669 --> 01:46:10,320

the technology to do brain stimulation

3198

01:46:13,750 --> 01:46:11,679

in the way that you're talking about and

3199

01:46:16,950 --> 01:46:13,760

it had certain effects

3200

01:46:19,510 --> 01:46:16,960

what you'd need is to be able to

3201

01:46:20,550 --> 01:46:19,520

have the kind of neural correlates to

3202

01:46:22,070 --> 01:46:20,560

map that to

3203

01:46:24,310 --> 01:46:22,080

you know you'd need to be able to say

3204

01:46:26,470 --> 01:46:24,320

okay what does that mean in terms of

3205

01:46:28,229 --> 01:46:26,480

practically in this case hopefully you

3206

01:46:32,870 --> 01:46:28,239

are

3207

01:46:33,510 --> 01:46:32,880

not an instrument of evil we can only

3208

01:46:36,709 --> 01:46:33,520

hope

3209

01:46:38,390 --> 01:46:36,719

but you have the data on what this

3210

01:46:39,990 --> 01:46:38,400

effect and you have enough of it where

3211

01:46:42,550 --> 01:46:40,000

you can say wow here

3212

01:46:44,070 --> 01:46:42,560

are several hundred people we could look

3213

01:46:45,990 --> 01:46:44,080

at and we could look at those neural

3214

01:46:49,270 --> 01:46:46,000

correlates and we could come to some

3215

01:46:51,030 --> 01:46:49,280

do you want to speak to to that yeah

3216

01:46:52,790 --> 01:46:51,040

that's been a great benefit of ours is

3217

01:46:56,470 --> 01:46:52,800

that we have the maps

3218

01:46:59,030 --> 01:46:56,480

in many ways and so um

3219

01:47:00,310 --> 01:46:59,040

the maps plus the technology and you

3220

01:47:01,910 --> 01:47:00,320

know it's not that we're

3221

01:47:03,350 --> 01:47:01,920

like holding them a secret or something

3222

01:47:04,310 --> 01:47:03,360

i mean some of these things zorn's

3223

01:47:05,910 --> 01:47:04,320

published his stuff

3224

01:47:07,350 --> 01:47:05,920

you know there's plenty of the stuff and

3225

01:47:08,310 --> 01:47:07,360

there's plenty of the useful map in

3226

01:47:11,430 --> 01:47:08,320

there

3227

01:47:13,030 --> 01:47:11,440

um followed on by that was uh judson

3228

01:47:14,629 --> 01:47:13,040

brewer

3229

01:47:16,070 --> 01:47:14,639

who is you know somebody that's in our

3230

01:47:18,229 --> 01:47:16,080

orbit

3231

01:47:20,229 --> 01:47:18,239

who was at yale at the time yale mad now

3232

01:47:22,310 --> 01:47:20,239

he's at the university of massachusetts

3233

01:47:24,790 --> 01:47:22,320

it's kind of like the main guy at john

3234

01:47:27,990 --> 01:47:24,800

kabat-zinn's thing

3235

01:47:32,070 --> 01:47:28,000

and he did a lot of important work

3236

01:47:34,470 --> 01:47:32,080

with both fmri and eeg and neurofeedback

3237

01:47:35,430 --> 01:47:34,480

both with fmri and eeg to verify those

3238

01:47:36,950 --> 01:47:35,440

regions because

3239

01:47:38,470 --> 01:47:36,960

it's one thing to have a map like zorin

3240

01:47:39,990 --> 01:47:38,480

could get a map but he didn't have the

3241

01:47:42,390 --> 01:47:40,000

ability to provide

3242

01:47:44,629 --> 01:47:42,400

real-time feedback and when judd was

3243

01:47:45,830 --> 01:47:44,639

doing this around 2009 i could be

3244

01:47:46,550 --> 01:47:45,840

remembering that slightly off but

3245

01:47:50,070 --> 01:47:46,560

somewhere in that

3246

01:47:52,070 --> 01:47:50,080

range of years he had one of the first

3247

01:47:53,669 --> 01:47:52,080

systems that could do real-time feedback

3248

01:47:55,109 --> 01:47:53,679

and so you could say okay and now we're

3249

01:47:55,830 --> 01:47:55,119

going to draw a circle around that area

3250

01:47:57,750 --> 01:47:55,840

of the brain

3251

01:47:59,189 --> 01:47:57,760

and i'm going to show you a chart a bar

3252

01:48:00,870 --> 01:47:59,199

that goes up and down

3253

01:48:02,629 --> 01:48:00,880

and i want you to make the bar go up or

3254

01:48:04,709 --> 01:48:02,639

i want you to make the bar go down

3255

01:48:07,270 --> 01:48:04,719

and so he was able to in you know

3256

01:48:09,750 --> 01:48:07,280

non-meditators and meditators and

3257

01:48:10,550 --> 01:48:09,760

pns people and non-pns people see what

3258

01:48:11,990 --> 01:48:10,560

happens

3259

01:48:13,750 --> 01:48:12,000

when you try to use it with

3260

01:48:16,470 --> 01:48:13,760

neurofeedback

3261

01:48:17,830 --> 01:48:16,480

and verify really that okay yeah it

3262

01:48:18,550 --> 01:48:17,840

turns out that part of the brain is

3263

01:48:20,070 --> 01:48:18,560

related

3264

01:48:21,270 --> 01:48:20,080

to fundamental well-being and so you

3265

01:48:22,950 --> 01:48:21,280

know somebody that's in fundamental

3266

01:48:24,709 --> 01:48:22,960

well-being that messes with it says well

3267

01:48:25,830 --> 01:48:24,719

i have less spaciousness or less

3268

01:48:27,430 --> 01:48:25,840

whatever i have more

3269

01:48:29,030 --> 01:48:27,440

self-referential thoughts or whatever

3270

01:48:29,990 --> 01:48:29,040

when i do when i make the bar go that

3271

01:48:31,910 --> 01:48:30,000

way judd you know

3272

01:48:33,030 --> 01:48:31,920

that sort of work right really important

3273

01:48:36,709 --> 01:48:33,040

groundbreaking

3274

01:48:37,030 --> 01:48:36,719

work um and so a lot of the stuff is out

3275

01:48:39,910 --> 01:48:37,040

there

3276

01:48:41,109 --> 01:48:39,920

it is published uh at this point people

3277

01:48:43,030 --> 01:48:41,119

people can find that

3278

01:48:44,310 --> 01:48:43,040

uh the devices i think are relatively

3279

01:48:45,590 --> 01:48:44,320

inexpensive frankly you could build one

3280

01:48:46,870 --> 01:48:45,600

of these things for probably a thousand

3281

01:48:49,990 --> 01:48:46,880

bucks

3282

01:48:51,430 --> 01:48:50,000

if you really wanted to ours cost

3283

01:48:53,109 --> 01:48:51,440

you know our cheapest one is i think

3284

01:48:55,990 --> 01:48:53,119

about forty thousand

3285

01:48:57,030 --> 01:48:56,000

um and it goes into the hundreds of

3286

01:48:59,669 --> 01:48:57,040

thousands

3287

01:49:00,310 --> 01:48:59,679

frankly how would those be productized

3288

01:49:02,870 --> 01:49:00,320

what do you see

3289

01:49:04,870 --> 01:49:02,880

it's a good question i think it's one of

3290

01:49:06,229 --> 01:49:04,880

the the fda is really struggling with

3291

01:49:07,510 --> 01:49:06,239

this the regulatory bodies are

3292

01:49:09,510 --> 01:49:07,520

struggling with this

3293

01:49:10,870 --> 01:49:09,520

um i think they're not sure what to do

3294

01:49:12,950 --> 01:49:10,880

with it um

3295

01:49:14,070 --> 01:49:12,960

and so right now you know you can only

3296

01:49:16,229 --> 01:49:14,080

get this in a research

3297

01:49:17,270 --> 01:49:16,239

lab it has to be associated with

3298

01:49:19,669 --> 01:49:17,280

research

3299

01:49:20,870 --> 01:49:19,679

in some way i don't last i'd heard the i

3300

01:49:23,030 --> 01:49:20,880

was talking to the guy who had an

3301

01:49:24,229 --> 01:49:23,040

offer from the fda to come and run their

3302

01:49:26,229 --> 01:49:24,239

team

3303

01:49:27,990 --> 01:49:26,239

um and they had like the fda had like a

3304

01:49:30,229 --> 01:49:28,000

placeholder team in place that was like

3305

01:49:31,669 --> 01:49:30,239

run by a dentist or something

3306

01:49:33,669 --> 01:49:31,679

and so i mean they were just kind of

3307

01:49:35,109 --> 01:49:33,679

spinning it up you know and i was trying

3308

01:49:36,550 --> 01:49:35,119

to talk to i know this guy well

3309

01:49:38,629 --> 01:49:36,560

and i have a tremendous amount of

3310

01:49:40,470 --> 01:49:38,639

respect for his work and i was trying to

3311

01:49:42,070 --> 01:49:40,480

talk him into taking the top you know

3312

01:49:43,669 --> 01:49:42,080

everybody has a great life he has a

3313

01:49:46,229 --> 01:49:43,679

fantastic career

3314

01:49:47,030 --> 01:49:46,239

you know he's an md at stanford uh where

3315

01:49:49,109 --> 01:49:47,040

i met him

3316

01:49:50,870 --> 01:49:49,119

um he's basically sat in one of my

3317

01:49:52,470 --> 01:49:50,880

classes at stanford uh because he was

3318

01:49:53,910 --> 01:49:52,480

interested in fundamental well-being and

3319

01:49:54,950 --> 01:49:53,920

transformed the technology and stuff and

3320

01:49:57,109 --> 01:49:54,960

so he

3321

01:49:59,109 --> 01:49:57,119

even though he was like a you know

3322

01:50:01,990 --> 01:49:59,119

pretty significant md at stanford he

3323

01:50:04,709 --> 01:50:02,000

basically came and sat through our class

3324

01:50:06,629 --> 01:50:04,719

which is how i met him um and so you

3325

01:50:07,510 --> 01:50:06,639

know it's a hard sell right to say oh

3326

01:50:10,950 --> 01:50:07,520

you should leave

3327

01:50:13,750 --> 01:50:10,960

you know paradise basically you know a

3328

01:50:14,310 --> 01:50:13,760

paradise of a career to go struggle

3329

01:50:17,669 --> 01:50:14,320

through

3330

01:50:19,669 --> 01:50:17,679

bureaucracy at the fda so that this gets

3331

01:50:20,950 --> 01:50:19,679

done right but to us you know and last i

3332

01:50:21,350 --> 01:50:20,960

heard he was thinking about it it was

3333

01:50:25,510 --> 01:50:21,360

you know

3334

01:50:27,109 --> 01:50:25,520

he's kind of locked into a contract he

3335

01:50:29,189 --> 01:50:27,119

wasn't sure he could get out of

3336

01:50:30,550 --> 01:50:29,199

uh that had another year or two on it i

3337

01:50:32,310 --> 01:50:30,560

wasn't sure if the fda would wait around

3338

01:50:35,430 --> 01:50:32,320

that long there were other concerns

3339

01:50:36,470 --> 01:50:35,440

but it's more of a regulatory thing i

3340

01:50:39,270 --> 01:50:36,480

think at this point

3341

01:50:41,030 --> 01:50:39,280

than anything else and the regulatory

3342

01:50:41,990 --> 01:50:41,040

bodies in the major countries of the

3343

01:50:43,430 --> 01:50:42,000

west at least

3344

01:50:44,390 --> 01:50:43,440

of the developed world have to figure

3345

01:50:45,430 --> 01:50:44,400

out what they're going to do with this

3346

01:50:46,470 --> 01:50:45,440

which means you're going to see this

3347

01:50:49,189 --> 01:50:46,480

being used

3348

01:50:50,790 --> 01:50:49,199

like mushrooms in mexico and you know

3349

01:50:52,790 --> 01:50:50,800

stuff like that

3350

01:50:54,310 --> 01:50:52,800

before you're able to have it on the

3351

01:50:57,669 --> 01:50:54,320

corner store

3352

01:50:59,430 --> 01:50:57,679

you know and lost out there i'm glad i'm

3353

01:51:00,790 --> 01:50:59,440

30 miles from the border man

3354

01:51:02,950 --> 01:51:00,800

that's because that's the first thing i

3355

01:51:04,629 --> 01:51:02,960

thought i said tijuana man we're gonna

3356

01:51:05,350 --> 01:51:04,639

we're gonna get one going in tijuana and

3357

01:51:06,790 --> 01:51:05,360

yeah

3358

01:51:08,470 --> 01:51:06,800

you know seriously we're thinking about

3359

01:51:09,910 --> 01:51:08,480

this in china we're thinking about this

3360

01:51:11,270 --> 01:51:09,920

in mexico we're thinking we've got

3361

01:51:12,629 --> 01:51:11,280

partners in different places in the

3362

01:51:14,790 --> 01:51:12,639

world who are willing to put this

3363

01:51:16,870 --> 01:51:14,800

technology in their centers

3364

01:51:18,709 --> 01:51:16,880

um and get a much larger number of

3365

01:51:20,629 --> 01:51:18,719

people through it we the safety date is

3366

01:51:22,149 --> 01:51:20,639

there at this point it's not a concern

3367

01:51:24,470 --> 01:51:22,159

and you wouldn't let you know some

3368

01:51:27,109 --> 01:51:24,480

random person throw this on your head

3369

01:51:28,390 --> 01:51:27,119

um but you know qualified as jay said in

3370

01:51:29,830 --> 01:51:28,400

his presentation of the transfer

3371

01:51:31,669 --> 01:51:29,840

conference a couple years ago keep in

3372

01:51:33,669 --> 01:51:31,679

mind that you know jeffrey and sanjay

3373

01:51:35,189 --> 01:51:33,679

and i all have phds in this

3374

01:51:37,669 --> 01:51:35,199

like you don't necessarily want to try

3375

01:51:39,750 --> 01:51:37,679

this at home yet um but there are plenty

3376

01:51:41,109 --> 01:51:39,760

of phds with that skill level to hire

3377

01:51:43,109 --> 01:51:41,119

you know they could go

3378

01:51:45,189 --> 01:51:43,119

they could go do it you know in a place

3379

01:51:47,990 --> 01:51:45,199

like mexico or in a place like

3380

01:51:49,430 --> 01:51:48,000

china or uh in you know in in some of

3381

01:51:50,390 --> 01:51:49,440

these less regulated environments and

3382

01:51:51,270 --> 01:51:50,400

they're probably going to get the

3383

01:51:53,830 --> 01:51:51,280

benefits of this

3384

01:51:55,430 --> 01:51:53,840

way ahead of as often happens you know

3385

01:51:57,830 --> 01:51:55,440

with technologies and things

3386

01:51:59,189 --> 01:51:57,840

way ahead of when we get it in the west

3387

01:52:01,030 --> 01:51:59,199

so jeffrey one final

3388

01:52:03,270 --> 01:52:01,040

topic area and it's huge one we could

3389

01:52:05,189 --> 01:52:03,280

spend another hour

3390

01:52:06,629 --> 01:52:05,199

talking about that but i did kind of tee

3391

01:52:09,830 --> 01:52:06,639

it up a little bit with

3392

01:52:13,030 --> 01:52:09,840

the gary schwartz

3393

01:52:15,669 --> 01:52:13,040

thing because you know

3394

01:52:16,629 --> 01:52:15,679

you stay in your lane and i'm glad you

3395

01:52:19,030 --> 01:52:16,639

stay in your lane

3396

01:52:20,310 --> 01:52:19,040

in terms of this you know fundamental

3397

01:52:23,750 --> 01:52:20,320

well-being kind of thing

3398

01:52:25,990 --> 01:52:23,760

and very much from a traditional

3399

01:52:28,070 --> 01:52:26,000

perspective regarding consciousness so

3400

01:52:30,470 --> 01:52:28,080

you don't get into philosophical debate

3401

01:52:32,229 --> 01:52:30,480

about whether consciousness is

3402

01:52:33,910 --> 01:52:32,239

an epiphenomenon of the brain i mean you

3403

01:52:37,109 --> 01:52:33,920

just kind of step around

3404

01:52:38,629 --> 01:52:37,119

all that it doesn't directly impact your

3405

01:52:41,830 --> 01:52:38,639

work you can kind of be

3406

01:52:42,790 --> 01:52:41,840

neutral you can be agnostic on it the

3407

01:52:45,109 --> 01:52:42,800

problem

3408

01:52:46,709 --> 01:52:45,119

with extended consciousness and i use

3409

01:52:47,109 --> 01:52:46,719

the term extended consciousness i mean i

3410

01:52:48,709 --> 01:52:47,119

think

3411

01:52:50,070 --> 01:52:48,719

we all know what it means i mean you're

3412

01:52:51,270 --> 01:52:50,080

doing work unconsciousness you know

3413

01:52:52,470 --> 01:52:51,280

what's going on in your brain whether

3414

01:52:53,750 --> 01:52:52,480

it's really in your brain or not

3415

01:52:56,310 --> 01:52:53,760

but then we have all this phenomena that

3416

01:52:58,149 --> 01:52:56,320

we can't really

3417

01:53:00,229 --> 01:52:58,159

hey we have near death experience we

3418

01:53:00,870 --> 01:53:00,239

have et encounters and you know you

3419

01:53:02,709 --> 01:53:00,880

can't just

3420

01:53:04,709 --> 01:53:02,719

blow by et encounters anymore because

3421

01:53:06,629 --> 01:53:04,719

that is a major agenda

3422

01:53:09,109 --> 01:53:06,639

item politically it's in the new york

3423

01:53:12,149 --> 01:53:09,119

times now over and over again

3424

01:53:12,870 --> 01:53:12,159

it's on all the major you know what

3425

01:53:14,470 --> 01:53:12,880

should we do

3426

01:53:17,109 --> 01:53:14,480

and we right off the coast of san

3427

01:53:18,709 --> 01:53:17,119

francis san diego where i live

3428

01:53:20,550 --> 01:53:18,719

we have the tic tac things and here they

3429

01:53:22,390 --> 01:53:20,560

are in the dod saying yes those really

3430

01:53:25,750 --> 01:53:22,400

are our videos we don't know

3431

01:53:27,430 --> 01:53:25,760

so they're whoever they are is

3432

01:53:29,430 --> 01:53:27,440

pushing that issue to the forefront

3433

01:53:31,589 --> 01:53:29,440

where we can't even pretend that that's

3434

01:53:32,950 --> 01:53:31,599

somehow not on the equation but you know

3435

01:53:35,589 --> 01:53:32,960

for a long time we've had

3436

01:53:36,790 --> 01:53:35,599

rick strassmann you know formerly i

3437

01:53:38,709 --> 01:53:36,800

don't know if he's still in new mexico

3438

01:53:40,790 --> 01:53:38,719

or not you know doing dmt experiments

3439

01:53:43,109 --> 01:53:40,800

that are clearly going into this

3440

01:53:44,950 --> 01:53:43,119

extended realm the shamanic realm that

3441

01:53:47,910 --> 01:53:44,960

we've always heard about and the

3442

01:53:49,350 --> 01:53:47,920

theogens realm and all that stuff you've

3443

01:53:52,390 --> 01:53:49,360

stayed out of that

3444

01:53:54,229 --> 01:53:52,400

which i can understand but the

3445

01:53:57,910 --> 01:53:54,239

implications for that

3446

01:54:00,470 --> 01:53:57,920

are kind of huge in terms of what you're

3447

01:54:03,109 --> 01:54:00,480

doing because it recasts

3448

01:54:04,550 --> 01:54:03,119

our understanding of what is the meaning

3449

01:54:07,430 --> 01:54:04,560

behind

3450

01:54:07,990 --> 01:54:07,440

you know what it would mean to be a

3451
01:54:11,189 --> 01:54:08,000
little

3452
01:54:13,669 --> 01:54:11,199
less fundamentally discontented you know

3453
01:54:15,030 --> 01:54:13,679
and what that means traditionally as

3454
01:54:16,149 --> 01:54:15,040
we've understood it in terms of the

3455
01:54:19,510 --> 01:54:16,159
wisdom traditions

3456
01:54:23,189 --> 01:54:19,520
in terms of our communing with some

3457
01:54:25,830 --> 01:54:23,199
greater sense of purpose so

3458
01:54:26,470 --> 01:54:25,840
i guess two questions the first is just

3459
01:54:29,830 --> 01:54:26,480
tackling

3460
01:54:32,790 --> 01:54:29,840
that in general and then specifically

3461
01:54:34,629 --> 01:54:32,800
i'm always intrigued about the the

3462
01:54:36,550 --> 01:54:34,639
technology angle to that

3463
01:54:38,149 --> 01:54:36,560

because now you're kind of saying you

3464

01:54:39,350 --> 01:54:38,159

know like i love the soul phone thing

3465

01:54:40,790 --> 01:54:39,360

because everyone gets it right from the

3466

01:54:42,550 --> 01:54:40,800

beginning you know it's like

3467

01:54:44,470 --> 01:54:42,560

and it raises the same question you know

3468

01:54:45,750 --> 01:54:44,480

what god needs our help you know god's

3469

01:54:46,709 --> 01:54:45,760

up there and he wants to get a message

3470

01:54:49,350 --> 01:54:46,719

to you but

3471

01:54:49,990 --> 01:54:49,360

he can't until gary gets the cell phone

3472

01:54:51,669 --> 01:54:50,000

going

3473

01:54:54,070 --> 01:54:51,679

and i guess the same thing could be said

3474

01:54:56,149 --> 01:54:54,080

for your work you know it's like

3475

01:54:57,750 --> 01:54:56,159

really god wants you to be awakened but

3476

01:54:59,270 --> 01:54:57,760

unless you take this course

3477

01:55:00,950 --> 01:54:59,280

you know he's really not going to let it

3478

01:55:02,470 --> 01:55:00,960

happen kind of thing

3479

01:55:05,189 --> 01:55:02,480

i'm not saying you have to address that

3480

01:55:06,790 --> 01:55:05,199

straight on but you get that that

3481

01:55:08,550 --> 01:55:06,800

would if someone thought about it

3482

01:55:12,629 --> 01:55:08,560

philosophically that would

3483

01:55:16,390 --> 01:55:14,390

altered you know altered states of

3484

01:55:19,910 --> 01:55:16,400

consciousness is a huge field

3485

01:55:20,870 --> 01:55:19,920

for sure and i think from our

3486

01:55:28,629 --> 01:55:20,880

perspective

3487

01:55:32,310 --> 01:55:28,639

um the last

3488

01:55:35,910 --> 01:55:32,320

15 years i would say have

3489

01:55:38,870 --> 01:55:35,920

removed a lot of the mystical

3490

01:55:40,629 --> 01:55:38,880

from this right you know i mean why is

3491

01:55:43,189 --> 01:55:40,639

it that we think about

3492

01:55:46,149 --> 01:55:43,199

fundamental well-being in a mystical or

3493

01:55:48,149 --> 01:55:46,159

a magical way in the first place for the

3494

01:55:49,750 --> 01:55:48,159

most part it's because of claims that

3495

01:55:53,109 --> 01:55:49,760

were made about it

3496

01:55:54,709 --> 01:55:53,119

by religious traditions or spiritual

3497

01:55:57,830 --> 01:55:54,719

traditions

3498

01:56:01,030 --> 01:55:57,840

or whatever else you know

3499

01:56:04,550 --> 01:56:01,040

and i think we all a tremendous amount

3500

01:56:07,350 --> 01:56:04,560

of debt really to those institutions

3501

01:56:09,270 --> 01:56:07,360

which through the rise and fall of

3502

01:56:10,229 --> 01:56:09,280

empires we're cultural carriers of the

3503

01:56:12,790 --> 01:56:10,239

knowledge

3504

01:56:14,629 --> 01:56:12,800

that you can have this you know

3505

01:56:18,550 --> 01:56:14,639

fundamental contentment

3506

01:56:23,990 --> 01:56:18,560

if you will uh as a part of your life

3507

01:56:27,669 --> 01:56:24,000

but i would the more i go into it

3508

01:56:30,310 --> 01:56:27,679

the less mystical uh it really seems

3509

01:56:32,790 --> 01:56:30,320

to me and i think to some degree that's

3510

01:56:35,109 --> 01:56:32,800

a problem on the spiritual salesmanship

3511

01:56:36,870 --> 01:56:35,119

side you know i get the the position

3512

01:56:37,750 --> 01:56:36,880

that a lot of those people are in right

3513

01:56:41,030 --> 01:56:37,760

i mean it would have been

3514

01:56:42,470 --> 01:56:41,040

really really really easy for us to fall

3515

01:56:44,070 --> 01:56:42,480

down a slippery slope

3516

01:56:47,270 --> 01:56:44,080

over the course of this right i'm when

3517

01:56:49,830 --> 01:56:47,280

i'm trying to compete for your attention

3518

01:56:53,430 --> 01:56:49,840

with fundamental well-being and

3519

01:56:57,109 --> 01:56:53,440

fundamental well-being is something that

3520

01:56:59,350 --> 01:56:57,119

probably isn't going to lead to

3521

01:57:00,390 --> 01:56:59,360

you know the gates of heaven opening its

3522

01:57:02,870 --> 01:57:00,400

riches to you

3523

01:57:03,750 --> 01:57:02,880

or you know you're not going to have a

3524

01:57:06,870 --> 01:57:03,760

harem

3525

01:57:08,870 --> 01:57:06,880

of the blue

3526

01:57:10,629 --> 01:57:08,880

if you know sort of you're doing it

3527

01:57:12,709 --> 01:57:10,639

because you think it'll be better for

3528

01:57:13,830 --> 01:57:12,719

sex or relationships or we're really

3529

01:57:15,109 --> 01:57:13,840

talking about two different

3530

01:57:16,390 --> 01:57:15,119

two different things here and i think

3531

01:57:17,350 --> 01:57:16,400

you put your finger on it at the

3532

01:57:20,229 --> 01:57:17,360

beginning

3533

01:57:21,270 --> 01:57:20,239

which is the mystical but i think we got

3534

01:57:24,629 --> 01:57:21,280

to get to

3535

01:57:27,430 --> 01:57:24,639

a kind of fundamental ground level

3536

01:57:28,870 --> 01:57:27,440

about whether there is such a thing as

3537

01:57:30,310 --> 01:57:28,880

extended consciousness

3538

01:57:32,709 --> 01:57:30,320

you know i spent so much time in

3539

01:57:35,350 --> 01:57:32,719

near-death experience science

3540

01:57:36,070 --> 01:57:35,360

because i think it gets us there at this

3541

01:57:39,030 --> 01:57:36,080

point

3542

01:57:40,950 --> 01:57:39,040

there is not a serious credible

3543

01:57:42,870 --> 01:57:40,960

near-death experience researcher

3544

01:57:45,109 --> 01:57:42,880

who doesn't maintain that consciousness

3545

01:57:46,950 --> 01:57:45,119

extends beyond bodily death

3546

01:57:48,790 --> 01:57:46,960

they all do they all came to the same

3547

01:57:50,390 --> 01:57:48,800

conclusion sam parney was one of the

3548

01:57:51,270 --> 01:57:50,400

last holdouts and he finally has come

3549

01:57:52,950 --> 01:57:51,280

around and said

3550

01:57:55,030 --> 01:57:52,960

gee you know no matter how i crunch this

3551

01:57:55,430 --> 01:57:55,040

dead and no matter how uncomfortable it

3552

01:57:57,189 --> 01:57:55,440

is

3553

01:57:58,870 --> 01:57:57,199

and no matter how much crap i'm going to

3554

01:57:59,830 --> 01:57:58,880

get and probably get ostracized by so

3555

01:58:03,350 --> 01:57:59,840

many people

3556

01:58:07,189 --> 01:58:03,360

that's the data folks if consciousness

3557

01:58:10,310 --> 01:58:07,199

extends beyond bodily death

3558

01:58:11,589 --> 01:58:10,320

beyond a functioning brain of any sort

3559

01:58:13,669 --> 01:58:11,599

that would fit into our current

3560

01:58:15,910 --> 01:58:13,679

neurological model

3561

01:58:17,589 --> 01:58:15,920

then it's we can't talk in those terms

3562

01:58:20,629 --> 01:58:17,599

anymore the mystical

3563

01:58:21,030 --> 01:58:20,639

is no longer out there the mystical is

3564

01:58:25,030 --> 01:58:21,040

the

3565

01:58:28,070 --> 01:58:25,040

that is what's

3566

01:58:31,350 --> 01:58:28,080

being experienced and scientifically

3567

01:58:34,629 --> 01:58:31,360

we can't get past it so that i guess

3568

01:58:36,310 --> 01:58:34,639

opens the door for considering all these

3569

01:58:39,109 --> 01:58:36,320

other things that i'm talking about

3570

01:58:40,709 --> 01:58:39,119

so i'm not sure where you're going with

3571

01:58:42,709 --> 01:58:40,719

that

3572

01:58:43,910 --> 01:58:42,719

i think it's i don't i'm not an expert

3573

01:58:46,470 --> 01:58:43,920

in any of those areas

3574

01:58:48,390 --> 01:58:46,480

you know so let me preface that i've i

3575

01:58:49,510 --> 01:58:48,400

wind up every few years speaking at

3576

01:58:51,350 --> 01:58:49,520

conferences where

3577

01:58:53,030 --> 01:58:51,360

people are speaking about those types of

3578

01:58:54,950 --> 01:58:53,040

things and meeting the people who are

3579

01:58:56,310 --> 01:58:54,960

doing the research and sometimes having

3580

01:58:58,070 --> 01:58:56,320

dinner with them

3581

01:58:59,910 --> 01:58:58,080

and stuff like that and so more or less

3582

01:59:03,510 --> 01:58:59,920

like my knowledge of that area

3583

01:59:05,430 --> 01:59:03,520

is limited to those dinners

3584

01:59:07,430 --> 01:59:05,440

and i gotta i gotta poke you a little

3585

01:59:08,950 --> 01:59:07,440

bit on that because it it can't be

3586

01:59:10,709 --> 01:59:08,960

i mean you're right in the middle of

3587

01:59:13,189 --> 01:59:10,719

that i mean you're you're kind of

3588

01:59:15,030 --> 01:59:13,199

forced to have an opinion on that and

3589

01:59:17,910 --> 01:59:15,040

what you're really saying is

3590

01:59:19,030 --> 01:59:17,920

your opinion is that you do not accept

3591

01:59:22,709 --> 01:59:19,040

that

3592

01:59:25,109 --> 01:59:22,719

demonstrated to extend

3593

01:59:26,070 --> 01:59:25,119

beyond bodily death and again you know

3594

01:59:27,589 --> 01:59:26,080

when people say

3595

01:59:30,070 --> 01:59:27,599

death where people get hung up they say

3596

01:59:31,830 --> 01:59:30,080

well that's not really dead and you know

3597

01:59:33,030 --> 01:59:31,840

the brain might be functioning in some

3598

01:59:34,870 --> 01:59:33,040

way and stuff like that

3599

01:59:36,470 --> 01:59:34,880

and again i'd point you to i always

3600

01:59:37,830 --> 01:59:36,480

point people to san pernia because when

3601
01:59:38,390 --> 01:59:37,840
i had him on the show i was kind of mean

3602
01:59:39,750 --> 01:59:38,400
to him and

3603
01:59:42,149 --> 01:59:39,760
i don't even know if he likes me anymore

3604
01:59:44,310 --> 01:59:42,159
but he is one of the world's leading

3605
01:59:46,390 --> 01:59:44,320
authorities in resuscitation

3606
01:59:47,750 --> 01:59:46,400
and why he didn't like me i really held

3607
01:59:50,790 --> 01:59:47,760
his feet to the fire and

3608
01:59:52,390 --> 01:59:50,800
and get him to say what he really wants

3609
01:59:55,510 --> 01:59:52,400
to say but doesn't feel like he

3610
01:59:56,709 --> 01:59:55,520
can and that's that these people and he

3611
01:59:59,189 --> 01:59:56,719
does say this

3612
01:59:59,990 --> 01:59:59,199
these people are dead these people are

3613
02:00:03,270 --> 02:00:00,000

not near

3614

02:00:03,750 --> 02:00:03,280

death they are dead by every means we've

3615

02:00:07,510 --> 02:00:03,760

ever

3616

02:00:10,470 --> 02:00:07,520

measured people being dead clinically

3617

02:00:12,149 --> 02:00:10,480

and their brain is not capable of

3618

02:00:13,589 --> 02:00:12,159

functioning in any way we would

3619

02:00:16,070 --> 02:00:13,599

associate with consciousness

3620

02:00:16,629 --> 02:00:16,080

so put aside the university of michigan

3621

02:00:18,870 --> 02:00:16,639

you know

3622

02:00:21,109 --> 02:00:18,880

brain burst in the rats and put aside

3623

02:00:24,149 --> 02:00:21,119

all that because they've dealt with that

3624

02:00:26,070 --> 02:00:24,159

and that's the data so i can't really

3625

02:00:28,310 --> 02:00:26,080

let you off the hook in terms of not

3626
02:00:29,350 --> 02:00:28,320
engaging with that because it doesn't

3627
02:00:31,510 --> 02:00:29,360
fit well

3628
02:00:33,589 --> 02:00:31,520
with your kind of thing about the

3629
02:00:35,430 --> 02:00:33,599
mystical and well it's mystical

3630
02:00:37,669 --> 02:00:35,440
no what i'm saying is the best data

3631
02:00:39,350 --> 02:00:37,679
suggests that that is the fundamental

3632
02:00:41,350 --> 02:00:39,360
reality is that there

3633
02:00:44,149 --> 02:00:41,360
is this extended consciousness and when

3634
02:00:47,669 --> 02:00:44,159
we embody this

3635
02:00:50,629 --> 02:00:47,679
you know kind of brain to consciousness

3636
02:00:51,990 --> 02:00:50,639
thing we're in a special subset of it

3637
02:00:54,229 --> 02:00:52,000
and if we can put that under the

3638
02:00:56,550 --> 02:00:54,239

microscope like you're doing that's fine

3639

02:00:59,990 --> 02:00:56,560

but we can't ignore that all this other

3640

02:01:03,109 --> 02:01:01,669

yeah i would just you know from my

3641

02:01:06,390 --> 02:01:03,119

perspective

3642

02:01:08,390 --> 02:01:06,400

i just haven't looked enough at the data

3643

02:01:09,430 --> 02:01:08,400

right i mean i've met a lot of these

3644

02:01:12,550 --> 02:01:09,440

people

3645

02:01:13,510 --> 02:01:12,560

in casual situations you know i mean

3646

02:01:16,470 --> 02:01:13,520

i've been to russ

3647

02:01:18,070 --> 02:01:16,480

targ's house in palo alto and you know

3648

02:01:20,229 --> 02:01:18,080

hung out with him and had fascinating

3649

02:01:22,550 --> 02:01:20,239

conversations about his research at sri

3650

02:01:25,830 --> 02:01:22,560

and remote viewing and pk and

3651

02:01:27,350 --> 02:01:25,840

you know stuff like that right i've uh

3652

02:01:29,189 --> 02:01:27,360

i don't know where russell targus is

3653

02:01:30,310 --> 02:01:29,199

coming from but he's kind of an

3654

02:01:32,149 --> 02:01:30,320

interesting figure

3655

02:01:33,510 --> 02:01:32,159

the remote viewing very interesting

3656

02:01:35,030 --> 02:01:33,520

figure well but

3657

02:01:36,709 --> 02:01:35,040

i don't know what to make of that the

3658

02:01:38,470 --> 02:01:36,719

remote viewing thing is

3659

02:01:40,390 --> 02:01:38,480

is part of it the remote viewing thing

3660

02:01:42,629 --> 02:01:40,400

no i mean just straight up

3661

02:01:44,149 --> 02:01:42,639

it's part of the mk ultra program right

3662

02:01:45,030 --> 02:01:44,159

so they want to distance themselves from

3663

02:01:47,270 --> 02:01:45,040

that a little bit

3664

02:01:48,790 --> 02:01:47,280

but it is they said sydney gottlieb was

3665

02:01:50,550 --> 02:01:48,800

our boss and we didn't really like

3666

02:01:52,229 --> 02:01:50,560

sydney and when he came around he wanted

3667

02:01:53,189 --> 02:01:52,239

to give people lsd and see if they could

3668

02:01:54,709 --> 02:01:53,199

better remote view

3669

02:01:57,030 --> 02:01:54,719

this is their account i mean i'm not

3670

02:01:58,950 --> 02:01:57,040

making this up this is what they say

3671

02:02:01,430 --> 02:01:58,960

but it's part of the mk ultra program

3672

02:02:02,310 --> 02:02:01,440

and sydney gottlieb is running the thing

3673

02:02:03,990 --> 02:02:02,320

so that doesn't

3674

02:02:05,830 --> 02:02:04,000

automatically mean that we ignore all

3675

02:02:09,270 --> 02:02:05,840

the research or anything but

3676
02:02:11,030 --> 02:02:09,280
it's different than you know sampania

3677
02:02:13,430 --> 02:02:11,040
it's different than pin van lamo

3678
02:02:15,350 --> 02:02:13,440
over in the netherlands as a cardiac

3679
02:02:17,350 --> 02:02:15,360
yeah i mean pem's another great example

3680
02:02:19,430 --> 02:02:17,360
right i've run across pym for years

3681
02:02:21,350 --> 02:02:19,440
at different conferences and you know

3682
02:02:23,270 --> 02:02:21,360
dinners and stuff like that

3683
02:02:24,390 --> 02:02:23,280
i think he from the summary that i've

3684
02:02:27,030 --> 02:02:24,400
seen of his data

3685
02:02:29,030 --> 02:02:27,040
presented um i the longest i've seen is

3686
02:02:31,030 --> 02:02:29,040
an hour-long presentation from him

3687
02:02:32,709 --> 02:02:31,040
i've never dug into the data on or

3688
02:02:34,950 --> 02:02:32,719

whatever else

3689

02:02:36,070 --> 02:02:34,960

i think one of the interesting there

3690

02:02:37,669 --> 02:02:36,080

there are big

3691

02:02:39,510 --> 02:02:37,679

questions that stand out from that first

3692

02:02:41,430 --> 02:02:39,520

of all i think his personal story is fun

3693

02:02:43,109 --> 02:02:41,440

right where he was like gets one of the

3694

02:02:43,669 --> 02:02:43,119

first defibrillators or whatever and is

3695

02:02:45,109 --> 02:02:43,679

like

3696

02:02:47,189 --> 02:02:45,119

brings the guy back to life thinking

3697

02:02:47,910 --> 02:02:47,199

that he's a medical hero and a god or

3698

02:02:50,790 --> 02:02:47,920

whatever

3699

02:02:53,430 --> 02:02:50,800

and the guy's angry at him i mean how

3700

02:02:53,750 --> 02:02:53,440

priceless of a personal mobile story is

3701
02:02:55,910 --> 02:02:53,760
that

3702
02:02:56,870 --> 02:02:55,920
to like launch the whole research from

3703
02:02:58,950 --> 02:02:56,880
right

3704
02:03:00,070 --> 02:02:58,960
um so i find him sort of fun from that

3705
02:03:02,470 --> 02:03:00,080
standpoint but

3706
02:03:03,750 --> 02:03:02,480
you know what i if i'm remembering it's

3707
02:03:04,709 --> 02:03:03,760
been a while since i've seen this

3708
02:03:06,709 --> 02:03:04,719
presentation

3709
02:03:08,229 --> 02:03:06,719
it was something like less than 15

3710
02:03:09,430 --> 02:03:08,239
percent maybe have some sort of

3711
02:03:11,270 --> 02:03:09,440
experience of

3712
02:03:14,070 --> 02:03:11,280
of near-death something that they bring

3713
02:03:17,430 --> 02:03:14,080

back and remember and like some sort of

3714

02:03:18,629 --> 02:03:17,440

mid to mid-range single-figure

3715

02:03:21,350 --> 02:03:18,639

percentage

3716

02:03:23,270 --> 02:03:21,360

have a detailed account have one of sort

3717

02:03:24,149 --> 02:03:23,280

of the more highly detailed accounts or

3718

02:03:25,430 --> 02:03:24,159

something like that

3719

02:03:26,870 --> 02:03:25,440

right so you know that i was going to

3720

02:03:28,310 --> 02:03:26,880

panel with him when he was talking about

3721

02:03:29,990 --> 02:03:28,320

that and it made me say well

3722

02:03:31,589 --> 02:03:30,000

okay pam you know what about the other

3723

02:03:33,109 --> 02:03:31,599

people like are we

3724

02:03:34,709 --> 02:03:33,119

what they think that we're in a video

3725

02:03:36,470 --> 02:03:34,719

game and the others are like non-player

3726

02:03:37,750 --> 02:03:36,480

characters and when they die

3727

02:03:40,070 --> 02:03:37,760

i'm gonna give you some of the nuances

3728

02:03:41,109 --> 02:03:40,080

because i'm still holding your feet to

3729

02:03:43,189 --> 02:03:41,119

the fire here because

3730

02:03:44,310 --> 02:03:43,199

this is fundamental to i think what

3731

02:03:45,910 --> 02:03:44,320

you're talking about and what you're

3732

02:03:47,510 --> 02:03:45,920

doing it's one way or another you know

3733

02:03:48,149 --> 02:03:47,520

either fall on one side of it or the

3734

02:03:51,270 --> 02:03:48,159

other

3735

02:03:53,189 --> 02:03:51,280

and it's it seems to be again an

3736

02:03:55,109 --> 02:03:53,199

important kind of distinction so one of

3737

02:03:57,669 --> 02:03:55,119

the things we don't know about

3738

02:03:59,750 --> 02:03:57,679

who is having a near-death experience is

3739

02:04:00,550 --> 02:03:59,760

it does seem to be very linked to memory

3740

02:04:02,149 --> 02:04:00,560

right so

3741

02:04:03,750 --> 02:04:02,159

do you remember your dreams at night or

3742

02:04:04,790 --> 02:04:03,760

do you not remember your dreams at night

3743

02:04:06,229 --> 02:04:04,800

and there's a lot of people that come to

3744

02:04:07,669 --> 02:04:06,239

go i don't dream you know

3745

02:04:09,750 --> 02:04:07,679

and then they go into the dream lab and

3746

02:04:09,990 --> 02:04:09,760

they go you know everybody dreams pal he

3747

02:04:12,390 --> 02:04:10,000

goes

3748

02:04:13,990 --> 02:04:12,400

no i don't dream go okay go to sleep and

3749

02:04:15,589 --> 02:04:14,000

then they wait and they get in and run

3750

02:04:18,069 --> 02:04:15,599

movement they wake him up and goes

3751

02:04:19,669 --> 02:04:18,079

oh my gosh i dream you know well there's

3752

02:04:22,069 --> 02:04:19,679

a lot of speculation that that

3753

02:04:23,510 --> 02:04:22,079

may be somehow in some way what's

3754

02:04:25,589 --> 02:04:23,520

happening with near-death experience it

3755

02:04:28,069 --> 02:04:25,599

may be more tied to

3756

02:04:29,430 --> 02:04:28,079

remembering whether or not you had such

3757

02:04:30,950 --> 02:04:29,440

sure i mean that's the

3758

02:04:33,510 --> 02:04:30,960

obvious place that you would go if

3759

02:04:36,310 --> 02:04:33,520

you're thinking about it for 10 minutes

3760

02:04:37,350 --> 02:04:36,320

but really the gold standard i think in

3761

02:04:39,350 --> 02:04:37,360

terms of

3762

02:04:41,189 --> 02:04:39,360

research that's been done on that and

3763

02:04:43,830 --> 02:04:41,199

it's really a very simple

3764

02:04:44,470 --> 02:04:43,840

experiment and those are the best always

3765

02:04:46,470 --> 02:04:44,480

is just

3766

02:04:47,830 --> 02:04:46,480

going to people who what they did is

3767

02:04:50,069 --> 02:04:47,840

they went to people who were in a

3768

02:04:51,990 --> 02:04:50,079

cardiac arrest board

3769

02:04:54,629 --> 02:04:52,000

and they said okay we're going to survey

3770

02:04:55,910 --> 02:04:54,639

you you know after you have a cardiac

3771

02:04:57,430 --> 02:04:55,920

arrest if you do

3772

02:04:59,350 --> 02:04:57,440

and they do and they go to the people

3773

02:05:00,069 --> 02:04:59,360

and they say what was your near-death

3774

02:05:02,950 --> 02:05:00,079

experience

3775

02:05:04,069 --> 02:05:02,960

like which again in a strange way ties

3776

02:05:06,149 --> 02:05:04,079

to this memory thing

3777

02:05:07,910 --> 02:05:06,159

because the vast majority of them say i

3778

02:05:10,390 --> 02:05:07,920

didn't have a near-death experience

3779

02:05:12,069 --> 02:05:10,400

and they go they go okay well tell us

3780

02:05:15,430 --> 02:05:12,079

about your resuscitation

3781

02:05:17,350 --> 02:05:15,440

and they go uh dummy i just told you

3782

02:05:18,629 --> 02:05:17,360

i didn't have a near-death experience i

3783

02:05:20,950 --> 02:05:18,639

have no recollection

3784

02:05:22,069 --> 02:05:20,960

of what my resuscitation is they go just

3785

02:05:24,229 --> 02:05:22,079

tell us what you know

3786

02:05:25,750 --> 02:05:24,239

so they make something up they go well

3787

02:05:26,790 --> 02:05:25,760

they probably did this and they probably

3788

02:05:28,550 --> 02:05:26,800

did that and they probably had that

3789

02:05:29,270 --> 02:05:28,560

machine to come and zap me and this and

3790

02:05:31,109 --> 02:05:29,280

that

3791

02:05:33,109 --> 02:05:31,119

and then they went to the people i think

3792

02:05:34,550 --> 02:05:33,119

was 15 in the study there's several

3793

02:05:35,430 --> 02:05:34,560

different studies you can go and look on

3794

02:05:37,830 --> 02:05:35,440

this

3795

02:05:38,709 --> 02:05:37,840

in the 20 range and they said what

3796

02:05:40,709 --> 02:05:38,719

happened

3797

02:05:42,149 --> 02:05:40,719

during your resuscitation i go oh i'll

3798

02:05:44,149 --> 02:05:42,159

tell you exactly what happened

3799

02:05:46,149 --> 02:05:44,159

yeah they wheeled they did wheel the

3800

02:05:47,750 --> 02:05:46,159

machine in but it didn't work

3801

02:05:50,149 --> 02:05:47,760

so they said hard to start doing it

3802

02:05:51,750 --> 02:05:50,159

manually and this one woman she had on a

3803

02:05:52,870 --> 02:05:51,760

green gown and she came in and she

3804

02:05:54,229 --> 02:05:52,880

pushed the other guys out of the way and

3805

02:05:56,870 --> 02:05:54,239

she jumped on my chest you know

3806

02:05:58,229 --> 02:05:56,880

they tell it exactly right right and of

3807

02:05:59,830 --> 02:05:58,239

course you're a social scientist you

3808

02:06:02,229 --> 02:05:59,840

can't just throw out these accounts

3809

02:06:05,390 --> 02:06:02,239

you can systematically organize them and

3810

02:06:07,990 --> 02:06:05,400

see which are more accurate isn't it

3811

02:06:09,750 --> 02:06:08,000

overwhelmingly statistically the people

3812

02:06:11,910 --> 02:06:09,760

that claim that they had a near-death

3813

02:06:13,669 --> 02:06:11,920

experience are able to

3814

02:06:15,270 --> 02:06:13,679

accurately recount facts about their

3815

02:06:17,830 --> 02:06:15,280

resuscitation process

3816

02:06:18,870 --> 02:06:17,840

and others aren't and you know i always

3817

02:06:20,470 --> 02:06:18,880

add this you

3818

02:06:22,229 --> 02:06:20,480

probably know this i'm almost sure that

3819

02:06:25,109 --> 02:06:22,239

you do but in a modern

3820

02:06:26,550 --> 02:06:25,119

medical hospital resuscitation isn't

3821

02:06:26,950 --> 02:06:26,560

happening like you see it in the movies

3822

02:06:30,069 --> 02:06:26,960

you know

3823

02:06:33,189 --> 02:06:30,079

five seconds after they got no it's like

3824

02:06:34,229 --> 02:06:33,199

one two three minutes at a time when we

3825

02:06:37,430 --> 02:06:34,239

know the brain

3826

02:06:39,750 --> 02:06:37,440

is no longer from all our

3827

02:06:40,709 --> 02:06:39,760

neuroscience the brain is no longer

3828

02:06:42,790 --> 02:06:40,719

functioning

3829

02:06:44,870 --> 02:06:42,800

in a way that we would associate with

3830

02:06:46,709 --> 02:06:44,880

forming these kind of

3831

02:06:48,790 --> 02:06:46,719

conscious memories that we know of and

3832

02:06:52,149 --> 02:06:48,800

we have a lot of animal and human

3833

02:06:53,510 --> 02:06:52,159

work to support that so there's a lot of

3834

02:06:56,709 --> 02:06:53,520

science here

3835

02:06:58,470 --> 02:06:56,719

that that leads these guys to say

3836

02:06:59,830 --> 02:06:58,480

yeah you got to lighten up on the

3837

02:07:01,910 --> 02:06:59,840

mystical thing

3838

02:07:02,870 --> 02:07:01,920

it just seems to be a natural part of

3839

02:07:05,270 --> 02:07:02,880

the process

3840

02:07:06,069 --> 02:07:05,280

that consciousness is extending beyond

3841

02:07:08,149 --> 02:07:06,079

bodily death

3842

02:07:09,430 --> 02:07:08,159

and we could go 10 different places to

3843

02:07:12,149 --> 02:07:09,440

prove this i

3844

02:07:15,430 --> 02:07:12,159

i won't bother but i will come back and

3845

02:07:17,750 --> 02:07:15,440

say it seems to be fundamental to

3846

02:07:19,669 --> 02:07:17,760

in one way it's not critical to your

3847

02:07:20,790 --> 02:07:19,679

work but in another way you you kind of

3848

02:07:23,189 --> 02:07:20,800

reach a barrier

3849

02:07:27,189 --> 02:07:23,199

in what you're doing if you don't take a

3850

02:07:28,950 --> 02:07:27,199

side on this one way or another

3851
02:07:30,149 --> 02:07:28,960
you know maybe i'll maybe the day will

3852
02:07:30,709 --> 02:07:30,159
come when i have to really immerse

3853
02:07:32,149 --> 02:07:30,719
myself

3854
02:07:35,510 --> 02:07:32,159
i mean at least i know most of the

3855
02:07:38,709 --> 02:07:35,520
people that are doing it already so

3856
02:07:40,709 --> 02:07:38,719
i have a i have a head start

3857
02:07:42,470 --> 02:07:40,719
and i have some frame of reference for

3858
02:07:43,669 --> 02:07:42,480
it from having known these people for

3859
02:07:45,350 --> 02:07:43,679
years now

3860
02:07:46,950 --> 02:07:45,360
um but i think one thing that's

3861
02:07:50,950 --> 02:07:46,960
important to do as

3862
02:07:55,830 --> 02:07:50,960
a one thing that researchers often do

3863
02:07:59,830 --> 02:07:55,840

that they shouldn't is form opinions

3864

02:08:00,229 --> 02:07:59,840

and um you know speak about conclusions

3865

02:08:04,149 --> 02:08:00,239

or

3866

02:08:06,470 --> 02:08:04,159

even offer opinions kind of out of turn

3867

02:08:08,229 --> 02:08:06,480

you know in the sense that you know i

3868

02:08:08,709 --> 02:08:08,239

think about i don't know that much about

3869

02:08:10,310 --> 02:08:08,719

pim

3870

02:08:12,229 --> 02:08:10,320

you know like i said a few dinners over

3871

02:08:13,589 --> 02:08:12,239

the years and speaking at the same

3872

02:08:15,589 --> 02:08:13,599

things and

3873

02:08:17,030 --> 02:08:15,599

there's one time when i was he was like

3874

02:08:19,030 --> 02:08:17,040

right before me or something so i saw

3875

02:08:20,069 --> 02:08:19,040

his whole hour-long talk

3876

02:08:21,430 --> 02:08:20,079

we just happened to be one of those

3877

02:08:22,470 --> 02:08:21,440

where we were both giving the hour-long

3878

02:08:25,589 --> 02:08:22,480

talks

3879

02:08:29,510 --> 02:08:25,599

um and you know

3880

02:08:32,069 --> 02:08:29,520

i that's kind of the limit i mean i like

3881

02:08:34,470 --> 02:08:32,079

um peter fenwick for instance you know i

3882

02:08:37,510 --> 02:08:34,480

consider peter fenwick a great friend

3883

02:08:39,830 --> 02:08:37,520

he's um he's really into our work

3884

02:08:42,069 --> 02:08:39,840

um i know him personally very well i

3885

02:08:43,109 --> 02:08:42,079

know him to be an incredibly brilliant

3886

02:08:47,589 --> 02:08:43,119

scientist

3887

02:08:48,629 --> 02:08:47,599

know things that happened around things

3888

02:08:49,589 --> 02:08:48,639

that happen around death and

3889

02:08:50,950 --> 02:08:49,599

consciousness

3890

02:08:52,550 --> 02:08:50,960

and stuff like that he's always trying

3891

02:08:54,390 --> 02:08:52,560

to sort of think about our work in

3892

02:08:56,069 --> 02:08:54,400

relation to his work

3893

02:08:57,589 --> 02:08:56,079

and have conversations with me about it

3894

02:09:00,229 --> 02:08:57,599

here and when i stay at his house in

3895

02:09:00,709 --> 02:09:00,239

london you know like that's how well i

3896

02:09:03,750 --> 02:09:00,719

know him

3897

02:09:06,629 --> 02:09:03,760

i'm not peter fenwick like i don't know

3898

02:09:08,629 --> 02:09:06,639

what he knows i haven't spent years

3899

02:09:11,510 --> 02:09:08,639

developing his expertise and i haven't

3900

02:09:14,229 --> 02:09:11,520

looked at his data around his expertise

3901
02:09:14,790 --> 02:09:14,239
in any degree of depth at all you know

3902
02:09:16,629 --> 02:09:14,800
it's like

3903
02:09:18,390 --> 02:09:16,639
we talk about it for a few hours before

3904
02:09:19,830 --> 02:09:18,400
i go to bed i get up the next day i go

3905
02:09:22,149 --> 02:09:19,840
speak at something i come back

3906
02:09:23,830 --> 02:09:22,159
at dinner time and you know the process

3907
02:09:25,350 --> 02:09:23,840
repeats sometimes he drives me we talk

3908
02:09:26,709 --> 02:09:25,360
about it in the car sometimes we have

3909
02:09:27,830 --> 02:09:26,719
lunch because he drove me and he stayed

3910
02:09:29,990 --> 02:09:27,840
at the event and we talked

3911
02:09:30,950 --> 02:09:30,000
he's speaking too and when we talk about

3912
02:09:33,350 --> 02:09:30,960
it at lunch right

3913
02:09:34,470 --> 02:09:33,360

and so what what i think we have to be

3914

02:09:36,870 --> 02:09:34,480

careful to do

3915

02:09:38,550 --> 02:09:36,880

as scientists and i would ask people to

3916

02:09:40,229 --> 02:09:38,560

be as careful with our work as

3917

02:09:41,750 --> 02:09:40,239

i am as i try to be with other people's

3918

02:09:44,310 --> 02:09:41,760

work right is

3919

02:09:45,270 --> 02:09:44,320

unless you have really deeply immersed

3920

02:09:48,550 --> 02:09:45,280

yourself

3921

02:09:50,149 --> 02:09:48,560

in these bodies of work you have to

3922

02:09:52,629 --> 02:09:50,159

first of all respect

3923

02:09:54,310 --> 02:09:52,639

the people that have like you know i

3924

02:09:56,550 --> 02:09:54,320

have tremendous respect

3925

02:09:58,229 --> 02:09:56,560

for peter's viewpoint i have tremendous

3926

02:09:59,910 --> 02:09:58,239

respect for pims

3927

02:10:02,149 --> 02:09:59,920

viewpoint i have tremendous respect for

3928

02:10:03,830 --> 02:10:02,159

dean rayden's viewpoints there's another

3929

02:10:06,390 --> 02:10:03,840

guy that i occasionally run across

3930

02:10:07,030 --> 02:10:06,400

occasionally spend some time talking to

3931

02:10:09,109 --> 02:10:07,040

um

3932

02:10:10,390 --> 02:10:09,119

you know another sort of big wheel in

3933

02:10:12,950 --> 02:10:10,400

that

3934

02:10:13,589 --> 02:10:12,960

sort of extended consciousness area the

3935

02:10:16,629 --> 02:10:13,599

people at the

3936

02:10:17,589 --> 02:10:16,639

at uva uh that are into reincarnation

3937

02:10:18,709 --> 02:10:17,599

and stuff like that

3938

02:10:20,550 --> 02:10:18,719

same deal with them you know

3939

02:10:22,149 --> 02:10:20,560

occasionally run across jim tucker i

3940

02:10:24,310 --> 02:10:22,159

think is his name right

3941

02:10:25,830 --> 02:10:24,320

occasionally run across gym and we're

3942

02:10:27,990 --> 02:10:25,840

speaking at something and maybe we'll

3943

02:10:31,270 --> 02:10:28,000

have a dinner or something

3944

02:10:33,830 --> 02:10:31,280

and so you know i have

3945

02:10:34,310 --> 02:10:33,840

tremendous respect for their work and i

3946

02:10:37,830 --> 02:10:34,320

have

3947

02:10:41,189 --> 02:10:37,840

no reason to think that

3948

02:10:44,229 --> 02:10:41,199

their work is faulty

3949

02:10:46,470 --> 02:10:44,239

or in error in any way you know i assume

3950

02:10:49,030 --> 02:10:46,480

that they have a community of peers

3951

02:10:49,990 --> 02:10:49,040

that they're interfacing with that

3952

02:10:52,390 --> 02:10:50,000

they're going through

3953

02:10:53,189 --> 02:10:52,400

they seem you know to me to be rigorous

3954

02:10:55,189 --> 02:10:53,199

scientists

3955

02:10:57,910 --> 02:10:55,199

who seem to be applying the scientific

3956

02:10:59,830 --> 02:10:57,920

methods in their areas as best they can

3957

02:11:01,990 --> 02:10:59,840

and very they seem like intelligent

3958

02:11:04,069 --> 02:11:02,000

people you know

3959

02:11:06,229 --> 02:11:04,079

many of them seemed like they were

3960

02:11:07,189 --> 02:11:06,239

unbiased before they got into it or

3961

02:11:08,709 --> 02:11:07,199

maybe even

3962

02:11:11,030 --> 02:11:08,719

the thought that they were in it to

3963

02:11:12,950 --> 02:11:11,040

disprove it uh and then got sort of

3964

02:11:16,629 --> 02:11:12,960

turned in another direction

3965

02:11:19,430 --> 02:11:16,639

uh from the data and so i think as as as

3966

02:11:20,709 --> 02:11:19,440

as a scientist who sort of glances into

3967

02:11:23,750 --> 02:11:20,719

their area

3968

02:11:25,910 --> 02:11:23,760

um it's more incumbent upon me to

3969

02:11:27,270 --> 02:11:25,920

to say you know these are people to be

3970

02:11:30,390 --> 02:11:27,280

respected and listened

3971

02:11:33,510 --> 02:11:30,400

to let me back up and say look

3972

02:11:36,229 --> 02:11:33,520

i i do respect where you're coming from

3973

02:11:37,350 --> 02:11:36,239

and i think you've given a very uh

3974

02:11:39,109 --> 02:11:37,360

reasoned response

3975

02:11:40,709 --> 02:11:39,119

i'm going to pick it apart but i still

3976

02:11:43,669 --> 02:11:40,719

think it's very recent response

3977

02:11:45,109 --> 02:11:43,679

and that is that you know number one

3978

02:11:48,310 --> 02:11:45,119

what i what i hear you saying

3979

02:11:50,870 --> 02:11:48,320

is that you got to stay in your lane

3980

02:11:52,870 --> 02:11:50,880

and we need you in your lane you know

3981

02:11:54,629 --> 02:11:52,880

what i mean because i only know my lane

3982

02:11:55,270 --> 02:11:54,639

to the level that i know my lane you

3983

02:11:57,990 --> 02:11:55,280

know

3984

02:11:59,350 --> 02:11:58,000

exactly well and i think that this

3985

02:12:01,350 --> 02:11:59,360

interview if it's

3986

02:12:03,750 --> 02:12:01,360

effective is somewhat a testament to the

3987

02:12:05,189 --> 02:12:03,760

fact that you know you're lane

3988

02:12:06,790 --> 02:12:05,199

and that we can trust some of the

3989

02:12:08,470 --> 02:12:06,800

conclusions you're coming to

3990

02:12:10,550 --> 02:12:08,480

and the process that you go through that

3991

02:12:12,550 --> 02:12:10,560

you described is kind of

3992

02:12:14,069 --> 02:12:12,560

saying this is what it takes to know my

3993

02:12:17,510 --> 02:12:14,079

lane so i don't

3994

02:12:20,149 --> 02:12:17,520

ask me to know at some depth

3995

02:12:21,109 --> 02:12:20,159

these other lanes at the same time i

3996

02:12:24,229 --> 02:12:21,119

guess what i'm

3997

02:12:24,950 --> 02:12:24,239

challenging is that and i don't mean

3998

02:12:28,550 --> 02:12:24,960

this in a

3999

02:12:30,149 --> 02:12:28,560

in a a way to kind of jump on or

4000

02:12:31,430 --> 02:12:30,159

directly contradict what i just said

4001
02:12:33,109 --> 02:12:31,440
because i think it's important you know

4002
02:12:34,069 --> 02:12:33,119
you can only do so much and you can only

4003
02:12:36,229 --> 02:12:34,079
focus on it so much

4004
02:12:37,750 --> 02:12:36,239
but there is a fundamental assumption

4005
02:12:40,550 --> 02:12:37,760
here

4006
02:12:42,629 --> 02:12:40,560
and the default assumption i think is

4007
02:12:44,950 --> 02:12:42,639
really really pretty thin

4008
02:12:46,229 --> 02:12:44,960
and that is the consciousness is an

4009
02:12:47,990 --> 02:12:46,239
epithelium of the brain

4010
02:12:49,990 --> 02:12:48,000
like i like to say it we're biological

4011
02:12:53,030 --> 02:12:50,000
robots in a meaningless universe

4012
02:12:56,629 --> 02:12:53,040
and those are kind of stark silly terms

4013
02:12:59,270 --> 02:12:56,639

but that is fundamentally i mean

4014

02:13:00,709 --> 02:12:59,280

neil degrasse tyson says that directly

4015

02:13:02,950 --> 02:13:00,719

you know he's one of the most

4016

02:13:04,470 --> 02:13:02,960

if he's not an expert on consciousness

4017

02:13:06,229 --> 02:13:04,480

which he's not

4018

02:13:07,910 --> 02:13:06,239

he's certainly one of the most public

4019

02:13:11,669 --> 02:13:07,920

science figures in the world

4020

02:13:14,229 --> 02:13:11,679

sam harris dances around but he winds up

4021

02:13:15,669 --> 02:13:14,239

kind of saying the same thing in kind of

4022

02:13:17,350 --> 02:13:15,679

a mixed uh we don't

4023

02:13:18,870 --> 02:13:17,360

really know where sam's at at any point

4024

02:13:19,750 --> 02:13:18,880

kind of way but that's where he comes

4025

02:13:23,430 --> 02:13:19,760

down

4026

02:13:26,310 --> 02:13:23,440

that default position is contradicted

4027

02:13:27,189 --> 02:13:26,320

by all our best quantum physics

4028

02:13:28,470 --> 02:13:27,199

experiments

4029

02:13:31,430 --> 02:13:28,480

i mean we've been running that damn

4030

02:13:34,310 --> 02:13:31,440

double slit experiment every which way

4031

02:13:35,830 --> 02:13:34,320

for the last hundred years and it always

4032

02:13:37,910 --> 02:13:35,840

comes out the same way

4033

02:13:38,950 --> 02:13:37,920

with the observer effect which is highly

4034

02:13:40,390 --> 02:13:38,960

suggestive

4035

02:13:43,510 --> 02:13:40,400

that consciousness is somehow

4036

02:13:46,069 --> 02:13:43,520

fundamental which only fits in one model

4037

02:13:48,229 --> 02:13:46,079

it only fits in the idealism model in

4038

02:13:50,470 --> 02:13:48,239

the near death experience model

4039

02:13:51,669 --> 02:13:50,480

in the outside of time and space model

4040

02:13:54,149 --> 02:13:51,679

it don't fit

4041

02:13:55,750 --> 02:13:54,159

in the materialist your biological robot

4042

02:13:57,510 --> 02:13:55,760

in a meaningless universe

4043

02:13:59,109 --> 02:13:57,520

and your consciousness is generated by

4044

02:14:01,350 --> 02:13:59,119

your brain it don't

4045

02:14:02,629 --> 02:14:01,360

fit in that model no matter how many

4046

02:14:05,430 --> 02:14:02,639

times they want to try and

4047

02:14:06,069 --> 02:14:05,440

force it back in so i guess the one

4048

02:14:07,589 --> 02:14:06,079

critique

4049

02:14:09,510 --> 02:14:07,599

i'd have and i'm making it for the fifth

4050

02:14:12,870 --> 02:14:09,520

time and then i'll let it go

4051
02:14:13,990 --> 02:14:12,880
is that you i don't know why you would

4052
02:14:17,030 --> 02:14:14,000
give

4053
02:14:19,510 --> 02:14:17,040
deference to the one

4054
02:14:21,430 --> 02:14:19,520
over the other other than that's just

4055
02:14:21,669 --> 02:14:21,440
kind of what it was when you were coming

4056
02:14:23,589 --> 02:14:21,679
up

4057
02:14:24,950 --> 02:14:23,599
and that's what you know a lot of people

4058
02:14:28,629 --> 02:14:24,960
kind of is their default

4059
02:14:30,310 --> 02:14:28,639
position i don't know if i do give

4060
02:14:33,350 --> 02:14:30,320
deference to one or the other i think

4061
02:14:35,589 --> 02:14:33,360
i i think my answer is i have no idea

4062
02:14:37,270 --> 02:14:35,599
and you know i haven't looked at that

4063
02:14:39,350 --> 02:14:37,280

data one of the things i did when i was

4064

02:14:42,870 --> 02:14:39,360

at sophia

4065

02:14:44,550 --> 02:14:42,880

uh here in palo alto um where i was

4066

02:14:46,149 --> 02:14:44,560

you know a professor for a period of

4067

02:14:47,830 --> 02:14:46,159

years and even their

4068

02:14:49,189 --> 02:14:47,840

vice president dean of research for a

4069

02:14:52,550 --> 02:14:49,199

while and all that

4070

02:14:56,790 --> 02:14:52,560

um is i tried to i tried to help

4071

02:14:59,910 --> 02:14:56,800

with the starting of a consciousness

4072

02:15:01,270 --> 02:14:59,920

studies master's degree that looked into

4073

02:15:04,229 --> 02:15:01,280

some of this

4074

02:15:04,629 --> 02:15:04,239

and what happened was i'd asked someone

4075

02:15:06,709 --> 02:15:04,639

who's

4076

02:15:08,390 --> 02:15:06,719

very maligned oftentimes publicly or

4077

02:15:11,910 --> 02:15:08,400

whatever but who i

4078

02:15:13,589 --> 02:15:11,920

personally like um deepak chopra

4079

02:15:15,350 --> 02:15:13,599

to come and speak at the commencement

4080

02:15:16,790 --> 02:15:15,360

you know the president said hey you know

4081

02:15:18,149 --> 02:15:16,800

deepak chopra can you get him to come

4082

02:15:19,510 --> 02:15:18,159

and speak to the commencement and so i

4083

02:15:20,310 --> 02:15:19,520

thought well it doesn't hurt to send an

4084

02:15:21,750 --> 02:15:20,320

email right

4085

02:15:23,589 --> 02:15:21,760

and it turns out that he'd always kind

4086

02:15:26,870 --> 02:15:23,599

of been a fan of sophia

4087

02:15:29,430 --> 02:15:26,880

and he you know canceled a ton of stuff

4088

02:15:29,910 --> 02:15:29,440

to come and give the commencement talk

4089

02:15:31,589 --> 02:15:29,920

um

4090

02:15:32,950 --> 02:15:31,599

at sophia and he kind of came with an

4091

02:15:36,550 --> 02:15:32,960

agenda

4092

02:15:37,990 --> 02:15:36,560

start two masters programs online

4093

02:15:39,189 --> 02:15:38,000

master's programs so they could reach

4094

02:15:40,790 --> 02:15:39,199

anyone anywhere in the world he was

4095

02:15:41,910 --> 02:15:40,800

already doing one at ucsd

4096

02:15:44,870 --> 02:15:41,920

but they weren't willing to put it

4097

02:15:46,229 --> 02:15:44,880

online um one was in like his holistic

4098

02:15:47,510 --> 02:15:46,239

health area i can't remember what he

4099

02:15:48,790 --> 02:15:47,520

called it there was not he didn't call

4100

02:15:50,470 --> 02:15:48,800

it holistic health there was

4101

02:15:53,350 --> 02:15:50,480

there was a better term for it than that

4102

02:15:54,870 --> 02:15:53,360

um and then one in consciousness studies

4103

02:15:56,550 --> 02:15:54,880

and the case that he made for the

4104

02:16:00,390 --> 02:15:56,560

consciousness studies one

4105

02:16:04,790 --> 02:16:00,400

over dinner um another dinner

4106

02:16:07,669 --> 02:16:04,800

was that really there wasn't a program

4107

02:16:09,350 --> 02:16:07,679

that approached consciousness studies

4108

02:16:11,910 --> 02:16:09,360

that was a serious program

4109

02:16:13,189 --> 02:16:11,920

from this perspective uh from the

4110

02:16:14,149 --> 02:16:13,199

perspective that you're talking about

4111

02:16:15,750 --> 02:16:14,159

from the perspective that you're

4112

02:16:16,950 --> 02:16:15,760

advocating anywhere in any sort of

4113

02:16:19,750 --> 02:16:16,960

accredited

4114

02:16:21,350 --> 02:16:19,760

you know university there were programs

4115

02:16:22,550 --> 02:16:21,360

like this and unaccredited universities

4116

02:16:23,990 --> 02:16:22,560

of state approved

4117

02:16:25,430 --> 02:16:24,000

you know universities and stuff like

4118

02:16:27,270 --> 02:16:25,440

that but not in regionally accredited

4119

02:16:30,149 --> 02:16:27,280

universities and so he said you know

4120

02:16:31,430 --> 02:16:30,159

and so i said you know listen i'm i went

4121

02:16:32,629 --> 02:16:31,440

back looked at it he was right i

4122

02:16:36,389 --> 02:16:32,639

couldn't find any

4123

02:16:39,429 --> 02:16:36,399

um and so i started thinking

4124

02:16:42,309 --> 02:16:39,439

why not you know it certainly seems like

4125

02:16:44,230 --> 02:16:42,319

there should be a program from that

4126
02:16:45,910 --> 02:16:44,240
perspective that brings together so i

4127
02:16:46,549 --> 02:16:45,920
started emailing everybody i mean i

4128
02:16:49,270 --> 02:16:46,559
emailed

4129
02:16:50,790 --> 02:16:49,280
you know dean and stan krippner and just

4130
02:16:51,990 --> 02:16:50,800
like anybody that you would have ever

4131
02:16:54,790 --> 02:16:52,000
thought pim

4132
02:16:56,629 --> 02:16:54,800
you know peter we'd go down a list of

4133
02:16:58,070 --> 02:16:56,639
the people we talked about today and 100

4134
02:17:01,349 --> 02:16:58,080
others

4135
02:17:02,790 --> 02:17:01,359
that i knew are in that space um and i

4136
02:17:03,750 --> 02:17:02,800
said hey would you be willing to

4137
02:17:06,070 --> 02:17:03,760
contribute

4138
02:17:07,589 --> 02:17:06,080

you know to a program on this and here's

4139

02:17:08,549 --> 02:17:07,599

the format that i'm thinking here's the

4140

02:17:10,070 --> 02:17:08,559

structure and it's

4141

02:17:11,910 --> 02:17:10,080

we already have one that we can shoehorn

4142

02:17:13,750 --> 02:17:11,920

it in that's approved as

4143

02:17:14,950 --> 02:17:13,760

by our regional accreditors it would be

4144

02:17:16,549 --> 02:17:14,960

a psychology transfer personal

4145

02:17:18,629 --> 02:17:16,559

psychology degree with this type of

4146

02:17:21,270 --> 02:17:18,639

consciousness study specialization

4147

02:17:22,629 --> 02:17:21,280

uh and so i don't have like an anti view

4148

02:17:24,230 --> 02:17:22,639

of this or a non

4149

02:17:25,589 --> 02:17:24,240

or sort of a hostile view of this or

4150

02:17:26,309 --> 02:17:25,599

something i was actually working to

4151
02:17:29,750 --> 02:17:26,319
create the

4152
02:17:31,110 --> 02:17:29,760
first actual scholarly program in it

4153
02:17:33,190 --> 02:17:31,120
that i'm aware of

4154
02:17:35,110 --> 02:17:33,200
um at the time when i left sophia

4155
02:17:37,110 --> 02:17:35,120
university and then it fell through

4156
02:17:38,629 --> 02:17:37,120
you know after that sophia changed

4157
02:17:39,750 --> 02:17:38,639
owners basically it got bought by a

4158
02:17:40,790 --> 02:17:39,760
chinese group they were a lot more

4159
02:17:42,549 --> 02:17:40,800
interested in computer science and

4160
02:17:45,990 --> 02:17:42,559
psychology and that was that

4161
02:17:47,750 --> 02:17:46,000
um and so you know it's i do

4162
02:17:49,830 --> 02:17:47,760
think that this is a very legitimate

4163
02:17:51,349 --> 02:17:49,840

area of inquiry one where i know a lot

4164

02:17:54,870 --> 02:17:51,359

of people who are into it

4165

02:17:57,990 --> 02:17:54,880

um but just not an area that is

4166

02:18:00,629 --> 02:17:58,000

you know my expertise

4167

02:18:01,990 --> 02:18:00,639

per se anymore one final thought on that

4168

02:18:02,790 --> 02:18:02,000

and then i'll then i'll let it go

4169

02:18:05,110 --> 02:18:02,800

because i

4170

02:18:05,990 --> 02:18:05,120

totally respect your answer and is

4171

02:18:08,389 --> 02:18:06,000

extremely

4172

02:18:10,790 --> 02:18:08,399

open and direct and and you got the

4173

02:18:13,669 --> 02:18:10,800

goods you're there

4174

02:18:15,910 --> 02:18:13,679

if you were to kind of speculate for a

4175

02:18:18,469 --> 02:18:15,920

second jeffrey

4176

02:18:19,750 --> 02:18:18,479

potentially what could be the

4177

02:18:21,429 --> 02:18:19,760

implications

4178

02:18:23,589 --> 02:18:21,439

since you know what we're talking about

4179

02:18:25,270 --> 02:18:23,599

here what could potentially be the

4180

02:18:28,870 --> 02:18:25,280

implications for

4181

02:18:32,549 --> 02:18:28,880

what you're doing can you even just

4182

02:18:34,549 --> 02:18:32,559

kind of imagine it you know

4183

02:18:38,549 --> 02:18:34,559

consciousness survives death there are

4184

02:18:40,150 --> 02:18:38,559

these extended consciousness realms

4185

02:18:42,549 --> 02:18:40,160

i mean what could be the implications

4186

02:18:43,910 --> 02:18:42,559

for if extended consciousness was true

4187

02:18:45,750 --> 02:18:43,920

what would be the what could be a

4188

02:18:48,230 --> 02:18:45,760

possible implication for it from a

4189

02:18:51,589 --> 02:18:48,240

fundamental well-being standpoint

4190

02:18:55,830 --> 02:18:51,599

exactly and then part b of that

4191

02:18:59,750 --> 02:18:55,840

is from uh technology assisted

4192

02:19:00,469 --> 02:18:59,760

contact with extended consciousness

4193

02:19:02,950 --> 02:19:00,479

realms

4194

02:19:04,629 --> 02:19:02,960

assuming see because i'm assuming that

4195

02:19:07,110 --> 02:19:04,639

that's what you're doing

4196

02:19:07,910 --> 02:19:07,120

whether you talk about it in those terms

4197

02:19:10,950 --> 02:19:07,920

or not

4198

02:19:13,190 --> 02:19:10,960

that you are helping people

4199

02:19:14,070 --> 02:19:13,200

reach extended consciousness realms in a

4200

02:19:16,150 --> 02:19:14,080

different way

4201
02:19:17,589 --> 02:19:16,160
than they're used to that you're

4202
02:19:20,790 --> 02:19:17,599
altering the

4203
02:19:22,389 --> 02:19:20,800
the signal pattern the frequency the

4204
02:19:24,230 --> 02:19:22,399
adjusting the radio knob

4205
02:19:26,389 --> 02:19:24,240
you know like that that would be you

4206
02:19:27,750 --> 02:19:26,399
you're at least familiar enough to

4207
02:19:31,830 --> 02:19:27,760
understand that that could be

4208
02:19:35,030 --> 02:19:31,840
potentially what's going on so

4209
02:19:37,110 --> 02:19:35,040
any any speculation on that

4210
02:19:38,230 --> 02:19:37,120
you know it's a good question i think um

4211
02:19:41,270 --> 02:19:38,240
[Music]

4212
02:19:42,950 --> 02:19:41,280
dean raiden um i ran across him at the

4213
02:19:43,830 --> 02:19:42,960

science and non-duality conference years

4214

02:19:45,750 --> 02:19:43,840

ago

4215

02:19:48,630 --> 02:19:45,760

and he was taking people up to his hotel

4216

02:19:50,070 --> 02:19:48,640

room and doing eeg on them

4217

02:19:51,670 --> 02:19:50,080

basically the people who were claiming

4218

02:19:53,429 --> 02:19:51,680

to be in fundamental well-being at that

4219

02:19:54,630 --> 02:19:53,439

conference so the speakers and you know

4220

02:19:56,230 --> 02:19:54,640

stuff like that he was trying to talk

4221

02:19:57,349 --> 02:19:56,240

them into going up to his hotel room

4222

02:19:58,469 --> 02:19:57,359

getting some eeg

4223

02:20:00,550 --> 02:19:58,479

and he was doing one of his

4224

02:20:03,030 --> 02:20:00,560

pre-sentiment experiments

4225

02:20:04,630 --> 02:20:03,040

um which is like i can't remember which

4226
02:20:05,750 --> 02:20:04,640
one it was it was probably the one where

4227
02:20:08,950 --> 02:20:05,760
he like shows you the

4228
02:20:10,710 --> 02:20:08,960
like bunch of pictures you know and he's

4229
02:20:12,790 --> 02:20:10,720
measuring you with eeg

4230
02:20:14,550 --> 02:20:12,800
and some of the pictures are horrific

4231
02:20:15,990 --> 02:20:14,560
like you know you're in a car crash and

4232
02:20:17,429 --> 02:20:16,000
your torso is severed in half

4233
02:20:19,030 --> 02:20:17,439
or whatever probably not that extreme

4234
02:20:20,389 --> 02:20:19,040
but pretty close to that extreme and

4235
02:20:22,230 --> 02:20:20,399
there are these standardized picture

4236
02:20:22,710 --> 02:20:22,240
databases that have basically been rated

4237
02:20:24,469 --> 02:20:22,720
by

4238
02:20:26,870 --> 02:20:24,479

affect you know the amount of emotion

4239

02:20:28,870 --> 02:20:26,880

they elicit and stuff like that

4240

02:20:31,349 --> 02:20:28,880

and what he was measuring was people's

4241

02:20:34,550 --> 02:20:31,359

physiological responses

4242

02:20:35,830 --> 02:20:34,560

to um those images before they were

4243

02:20:37,830 --> 02:20:35,840

shown

4244

02:20:39,429 --> 02:20:37,840

before they were even selected by the

4245

02:20:40,870 --> 02:20:39,439

computer

4246

02:20:43,190 --> 02:20:40,880

okay that's i accept that that's

4247

02:20:46,550 --> 02:20:43,200

probably true um

4248

02:20:48,150 --> 02:20:46,560

and you know i remember i

4249

02:20:49,990 --> 02:20:48,160

forgot about that lost track of it

4250

02:20:52,309 --> 02:20:50,000

whatever i saw him years later

4251
02:20:53,750 --> 02:20:52,319
um and it and it just made me think

4252
02:20:55,349 --> 02:20:53,760
about that experiment you know like i

4253
02:20:56,230 --> 02:20:55,359
hadn't seen him in years last time i saw

4254
02:20:57,750 --> 02:20:56,240
him we were

4255
02:20:59,510 --> 02:20:57,760
sitting next to each other in the main

4256
02:21:00,230 --> 02:20:59,520
ballroom of the science and non-duality

4257
02:21:01,830 --> 02:21:00,240
conference

4258
02:21:03,830 --> 02:21:01,840
talking about what he was doing with his

4259
02:21:05,510 --> 02:21:03,840
hotel room right and so that just

4260
02:21:07,830 --> 02:21:05,520
naturally that memory just popped back

4261
02:21:09,110 --> 02:21:07,840
up to mind that when i saw him again

4262
02:21:11,030 --> 02:21:09,120
and i was like hey how did that ever

4263
02:21:12,070 --> 02:21:11,040

turn out you know did it turn out that

4264

02:21:15,510 --> 02:21:12,080

they were

4265

02:21:18,790 --> 02:21:15,520

you know and he basically said that um

4266

02:21:20,389 --> 02:21:18,800

that he thought his evidence showed that

4267

02:21:22,630 --> 02:21:20,399

people that were in fundamental

4268

02:21:24,950 --> 02:21:22,640

well-being were

4269

02:21:26,309 --> 02:21:24,960

basically more likely to have this

4270

02:21:27,910 --> 02:21:26,319

pre-sentiment effect

4271

02:21:29,830 --> 02:21:27,920

as he called it i think i'm getting that

4272

02:21:31,670 --> 02:21:29,840

word right um

4273

02:21:32,870 --> 02:21:31,680

i think so that's my understanding and

4274

02:21:35,190 --> 02:21:32,880

so

4275

02:21:36,389 --> 02:21:35,200

uh the effect being that they had a

4276

02:21:38,309 --> 02:21:36,399

stronger reaction

4277

02:21:39,510 --> 02:21:38,319

to photographs that if you're right

4278

02:21:40,150 --> 02:21:39,520

haven't even been selected by the

4279

02:21:42,150 --> 02:21:40,160

computer but

4280

02:21:43,510 --> 02:21:42,160

certainly hadn't been shown to the

4281

02:21:45,030 --> 02:21:43,520

subject yet

4282

02:21:46,790 --> 02:21:45,040

um and that's kind of thing you can only

4283

02:21:48,389 --> 02:21:46,800

do with something like eeg

4284

02:21:50,150 --> 02:21:48,399

because it has a very tight time course

4285

02:21:51,990 --> 02:21:50,160

in milliseconds you know they're looking

4286

02:21:53,429 --> 02:21:52,000

at the time courses in milliseconds just

4287

02:21:54,630 --> 02:21:53,439

prior to the thing being with the oil

4288

02:21:56,630 --> 02:21:54,640

and all that

4289

02:21:59,110 --> 02:21:56,640

um and so it's really takes a very

4290

02:22:02,070 --> 02:21:59,120

tricky setup a very precise system

4291

02:22:02,870 --> 02:22:02,080

um all of that it's not easy work to do

4292

02:22:06,070 --> 02:22:02,880

um

4293

02:22:07,429 --> 02:22:06,080

and so but but you know dean is hardcore

4294

02:22:09,030 --> 02:22:07,439

electrical engineer

4295

02:22:10,870 --> 02:22:09,040

psychological experimenting guy with

4296

02:22:12,389 --> 02:22:10,880

decades of experience like if he says

4297

02:22:13,910 --> 02:22:12,399

his experimental apparatus will set it

4298

02:22:16,230 --> 02:22:13,920

properly i'm not going to say

4299

02:22:17,510 --> 02:22:16,240

you know well the geez dean you must not

4300

02:22:19,270 --> 02:22:17,520

have set your gear up right

4301

02:22:21,190 --> 02:22:19,280

i'm going to assume that you know he did

4302

02:22:23,510 --> 02:22:21,200

his job as he

4303

02:22:25,429 --> 02:22:23,520

you know it's the best of his ability

4304

02:22:26,630 --> 02:22:25,439

which i'm sure is more than good enough

4305

02:22:28,630 --> 02:22:26,640

i mean basically what he's saying in

4306

02:22:31,030 --> 02:22:28,640

that is it made people more psychic

4307

02:22:32,309 --> 02:22:31,040

in some sense right and so if if he's

4308

02:22:34,070 --> 02:22:32,319

saying you know

4309

02:22:36,630 --> 02:22:34,080

there's a people in fundamental

4310

02:22:39,830 --> 02:22:36,640

well-being have an increased intuition

4311

02:22:41,670 --> 02:22:39,840

um in this way you know that's a i think

4312

02:22:42,790 --> 02:22:41,680

that's an interesting potential answer

4313

02:22:44,710 --> 02:22:42,800

to your question

4314

02:22:46,070 --> 02:22:44,720

because certainly people who are in

4315

02:22:49,349 --> 02:22:46,080

fundamental well-being

4316

02:22:50,309 --> 02:22:49,359

at a certain degree in depth do feel

4317

02:22:53,590 --> 02:22:50,319

like they have

4318

02:22:55,910 --> 02:22:53,600

a greater intuition or greater intuitive

4319

02:22:57,990 --> 02:22:55,920

um capability now to me that's just a

4320

02:23:01,030 --> 02:22:58,000

subjective untested report

4321

02:23:03,190 --> 02:23:01,040

right and so as a social scientist

4322

02:23:04,790 --> 02:23:03,200

i note it down i know how many people

4323

02:23:05,590 --> 02:23:04,800

say it versus the ones that don't feel

4324

02:23:07,590 --> 02:23:05,600

that way

4325

02:23:09,030 --> 02:23:07,600

you know things like that right but then

4326
02:23:10,870 --> 02:23:09,040
you know that's something that can so i

4327
02:23:13,190 --> 02:23:10,880
have a subjective report on one hand and

4328
02:23:14,710 --> 02:23:13,200
i have something from dean

4329
02:23:16,550 --> 02:23:14,720
granted i didn't really look at the data

4330
02:23:18,469 --> 02:23:16,560
or the actual findings or the

4331
02:23:19,830 --> 02:23:18,479
statistical significance or any of that

4332
02:23:21,429 --> 02:23:19,840
was just like you know

4333
02:23:23,429 --> 02:23:21,439
casual conversation in a hallway or

4334
02:23:25,429 --> 02:23:23,439
something um

4335
02:23:26,550 --> 02:23:25,439
but you know i don't think he just

4336
02:23:28,309 --> 02:23:26,560
talking about stuff that isn't

4337
02:23:31,270 --> 02:23:28,319
statistically significant

4338
02:23:32,950 --> 02:23:31,280

you know knowing him um and so you know

4339

02:23:34,710 --> 02:23:32,960

i think he was giving me the relevant

4340

02:23:36,790 --> 02:23:34,720

aspect the relevant answer from a

4341

02:23:39,030 --> 02:23:36,800

scientific perspective

4342

02:23:40,950 --> 02:23:39,040

not to pick on dean although in good

4343

02:23:43,030 --> 02:23:40,960

ways in this case

4344

02:23:44,950 --> 02:23:43,040

but i remember another time when i first

4345

02:23:46,630 --> 02:23:44,960

visited him at ions

4346

02:23:48,630 --> 02:23:46,640

um he had like he was in like these

4347

02:23:50,309 --> 02:23:48,640

trailers i don't know what the story is

4348

02:23:54,790 --> 02:23:50,319

now i've been there a long time

4349

02:23:57,110 --> 02:23:54,800

um and uh i was just there to you know

4350

02:23:58,550 --> 02:23:57,120

get to know him better right but it just

4351

02:24:00,389 --> 02:23:58,560

so happened that i showed up

4352

02:24:01,910 --> 02:24:00,399

not long after he got his double slit

4353

02:24:03,750 --> 02:24:01,920

experiment thing

4354

02:24:05,110 --> 02:24:03,760

uh and so he had this apparatus he got

4355

02:24:06,389 --> 02:24:05,120

some donor to give him 50 grand or

4356

02:24:07,670 --> 02:24:06,399

something he bought some double slit

4357

02:24:09,670 --> 02:24:07,680

experiment thing

4358

02:24:11,429 --> 02:24:09,680

and so he had it set up and he had it

4359

02:24:14,280 --> 02:24:11,439

programmed and there was actually a lady

4360

02:24:15,590 --> 02:24:14,290

in there who was running trials um

4361

02:24:20,230 --> 02:24:15,600

[Music]

4362

02:24:23,030 --> 02:24:21,510

you know i didn't think too much about

4363

02:24:24,309 --> 02:24:23,040

it and so dean and i were talking about

4364

02:24:25,830 --> 02:24:24,319

this he was doing like chocolate

4365

02:24:27,429 --> 02:24:25,840

intention experiments or something at

4366

02:24:28,870 --> 02:24:27,439

that time and he like gave me this piece

4367

02:24:31,270 --> 02:24:28,880

of chocolate that was infused with the

4368

02:24:32,309 --> 02:24:31,280

intention of love or something and

4369

02:24:34,230 --> 02:24:32,319

you know he gives me the chocolate and

4370

02:24:35,190 --> 02:24:34,240

asking if i feel any different and you

4371

02:24:36,550 --> 02:24:35,200

know stuff like that

4372

02:24:38,469 --> 02:24:36,560

and i love chocolate so i was just

4373

02:24:39,110 --> 02:24:38,479

grateful for the chocolate i was hungry

4374

02:24:41,030 --> 02:24:39,120

but

4375

02:24:42,550 --> 02:24:41,040

ions took a while to get to it longer

4376

02:24:45,910 --> 02:24:42,560

than i thought it would take to try

4377

02:24:47,270 --> 02:24:45,920

something so i was i was looking at the

4378

02:24:49,110 --> 02:24:47,280

chocolate on his desk

4379

02:24:51,030 --> 02:24:49,120

and he was generous to give me some

4380

02:24:52,790 --> 02:24:51,040

right i didn't realize it was special

4381

02:24:54,630 --> 02:24:52,800

experimental chocolate at the time i was

4382

02:24:57,190 --> 02:24:54,640

just like oh god i would really love one

4383

02:24:59,910 --> 02:24:57,200

of those chocolates right

4384

02:25:01,990 --> 02:24:59,920

and so basically this lady goes to leave

4385

02:25:05,110 --> 02:25:02,000

his experimental subject goes to leave

4386

02:25:06,630 --> 02:25:05,120

and um and and dina told me all about

4387

02:25:08,230 --> 02:25:06,640

the experiment and experimental setup

4388

02:25:09,830 --> 02:25:08,240

and why he was doing it and all sounded

4389

02:25:12,150 --> 02:25:09,840

kind of interesting and i was like well

4390

02:25:14,389 --> 02:25:12,160

before she leaves let's look at her data

4391

02:25:15,990 --> 02:25:14,399

you know and so we go in the other room

4392

02:25:19,030 --> 02:25:16,000

and it's got like these bar

4393

02:25:22,950 --> 02:25:19,040

graphs sort of on the screen and

4394

02:25:24,230 --> 02:25:22,960

um he starts walking her through each of

4395

02:25:25,590 --> 02:25:24,240

he turns out each one of the bar graphs

4396

02:25:26,710 --> 02:25:25,600

is like a trial or something so it's

4397

02:25:27,110 --> 02:25:26,720

walking her through the trial and he's

4398

02:25:28,230 --> 02:25:27,120

like

4399

02:25:29,670 --> 02:25:28,240

what did you do on this one do you

4400

02:25:30,870 --> 02:25:29,680

remember what you did on this one do you

4401

02:25:31,990 --> 02:25:30,880

remember what you did on this one

4402

02:25:34,070 --> 02:25:32,000

did you remember what you did on this

4403

02:25:34,710 --> 02:25:34,080

one so on and so forth and all of them

4404

02:25:36,150 --> 02:25:34,720

were like

4405

02:25:37,670 --> 02:25:36,160

i don't know kind of middle of the road

4406

02:25:39,590 --> 02:25:37,680

bars and then there was this one bar

4407

02:25:43,830 --> 02:25:39,600

that was like kind of off the charts

4408

02:25:45,190 --> 02:25:43,840

right um and she basically

4409

02:25:46,790 --> 02:25:45,200

you know he gets to that when he's like

4410

02:25:49,190 --> 02:25:46,800

do you remember what you did at this one

4411

02:25:51,190 --> 02:25:49,200

and she just sort of looked at him

4412

02:25:52,870 --> 02:25:51,200

and then she sort of looked over at me

4413

02:25:53,270 --> 02:25:52,880

and the other person from our lab that

4414

02:25:56,550 --> 02:25:53,280

was

4415

02:25:58,070 --> 02:25:56,560

visiting with me and you could tell that

4416

02:26:01,110 --> 02:25:58,080

she didn't want to say

4417

02:26:02,710 --> 02:26:01,120

you know and so she tried to give like

4418

02:26:06,230 --> 02:26:02,720

some sort of half-assed

4419

02:26:08,150 --> 02:26:06,240

sort of response to it and i'm like well

4420

02:26:09,990 --> 02:26:08,160

i'm not gonna you know settle for that

4421

02:26:11,270 --> 02:26:10,000

like you know you were really precise on

4422

02:26:12,550 --> 02:26:11,280

the other ones like you know what did

4423

02:26:14,230 --> 02:26:12,560

you do on this one and she's like it

4424

02:26:15,110 --> 02:26:14,240

says she thinks that she pauses for a

4425

02:26:16,630 --> 02:26:15,120

while

4426

02:26:20,469 --> 02:26:16,640

and she looks at us some more and she

4427

02:26:23,910 --> 02:26:20,479

thinks about it and she says well

4428

02:26:28,469 --> 02:26:23,920

there's this thing i can do

4429

02:26:30,389 --> 02:26:28,479

where i can kind of make myself go away

4430

02:26:31,830 --> 02:26:30,399

you know she describes like basically

4431

02:26:35,270 --> 02:26:31,840

being able to put herself into this

4432

02:26:37,030 --> 02:26:35,280

temporary non-symbolic experience

4433

02:26:39,030 --> 02:26:37,040

and she's like that's what i was doing

4434

02:26:41,190 --> 02:26:39,040

when i did that bar

4435

02:26:42,150 --> 02:26:41,200

um i thought i thought that's very

4436

02:26:44,550 --> 02:26:42,160

interesting and i had

4437

02:26:46,230 --> 02:26:44,560

i had um had dinner with bob and brenda

4438

02:26:47,830 --> 02:26:46,240

don of pear lab

4439

02:26:49,270 --> 02:26:47,840

after one of these conferences that we

4440

02:26:52,389 --> 02:26:49,280

were all at one time

4441

02:26:55,110 --> 02:26:52,399

uh back when bob was still alive and um

4442

02:26:56,950 --> 02:26:55,120

it was not long after bob had retired

4443

02:26:58,309 --> 02:26:56,960

uh and i didn't know anything i didn't

4444

02:26:59,670 --> 02:26:58,319

know much about him you know

4445

02:27:01,910 --> 02:26:59,680

and so they were telling me about what

4446

02:27:03,590 --> 02:27:01,920

they were doing uh and so i'm like well

4447

02:27:04,469 --> 02:27:03,600

geez you're at the end of like 25 years

4448

02:27:06,550 --> 02:27:04,479

of this research

4449

02:27:07,990 --> 02:27:06,560

you know so i'm going to ask you the

4450

02:27:09,750 --> 02:27:08,000

obvious question

4451
02:27:11,349 --> 02:27:09,760
what do you think of what you came up

4452
02:27:13,590 --> 02:27:11,359
with you know

4453
02:27:14,870 --> 02:27:13,600
and bob basically gave me the spiel

4454
02:27:15,510 --> 02:27:14,880
about how he kind of felt like they'd

4455
02:27:17,510 --> 02:27:15,520
failed

4456
02:27:18,950 --> 02:27:17,520
like how he hadn't even really convinced

4457
02:27:21,270 --> 02:27:18,960
himself

4458
02:27:23,110 --> 02:27:21,280
that there was an effect in the data

4459
02:27:23,910 --> 02:27:23,120
that he had to use all this you know

4460
02:27:25,910 --> 02:27:23,920
stochastic

4461
02:27:27,349 --> 02:27:25,920
resonance numbering and all that he's

4462
02:27:30,230 --> 02:27:27,359
like you know it seems to me

4463
02:27:32,469 --> 02:27:30,240

like i'm i could just as easily be

4464

02:27:34,150 --> 02:27:32,479

pulling out a ghost in the machine

4465

02:27:35,510 --> 02:27:34,160

uh that doesn't mean anything is pulling

4466

02:27:36,710 --> 02:27:35,520

out a real signal from this data i

4467

02:27:38,309 --> 02:27:36,720

thought yeah it left me with a lot of

4468

02:27:40,550 --> 02:27:38,319

respect for the guy i mean who does who

4469

02:27:43,190 --> 02:27:40,560

spends 25 years of their life

4470

02:27:44,070 --> 02:27:43,200

and you know admits to that at the end

4471

02:27:46,230 --> 02:27:44,080

of it right

4472

02:27:47,670 --> 02:27:46,240

especially somebody is so brilliant as

4473

02:27:50,230 --> 02:27:47,680

he clearly was

4474

02:27:52,710 --> 02:27:50,240

um and that's how he chose to just throw

4475

02:27:55,590 --> 02:27:52,720

25 the last 25 years of his career

4476
02:27:57,270 --> 02:27:55,600
into right um and in some sense from

4477
02:27:59,349 --> 02:27:57,280
that answer kind of a way

4478
02:28:00,790 --> 02:27:59,359
a little bit you know you would think

4479
02:28:02,389 --> 02:28:00,800
considering all the other stuff he could

4480
02:28:05,190 --> 02:28:02,399
have been inventing or doing or whatever

4481
02:28:07,670 --> 02:28:05,200
with the brilliant physics mind like his

4482
02:28:09,510 --> 02:28:07,680
um and so he gets up and he goes to the

4483
02:28:10,230 --> 02:28:09,520
bathroom and brenda and i are sitting

4484
02:28:15,270 --> 02:28:10,240
there

4485
02:28:16,550 --> 02:28:15,280
and um and and i say you know

4486
02:28:18,710 --> 02:28:16,560
what else should i know about this

4487
02:28:21,750 --> 02:28:18,720
brenda that i don't know and he and she

4488
02:28:22,950 --> 02:28:21,760

basically goes on to say that uh and i

4489

02:28:25,190 --> 02:28:22,960

don't want to be too i want to be

4490

02:28:26,630 --> 02:28:25,200

careful here and respectful of the sort

4491

02:28:28,230 --> 02:28:26,640

of what might have been meant to be more

4492

02:28:29,510 --> 02:28:28,240

confidential or whatever so i'll really

4493

02:28:31,670 --> 02:28:29,520

abstract it

4494

02:28:33,429 --> 02:28:31,680

um but the long and the short of it was

4495

02:28:35,429 --> 02:28:33,439

that she basically felt the same way as

4496

02:28:38,550 --> 02:28:35,439

that lady in petaluma

4497

02:28:41,670 --> 02:28:38,560

um and so this was around 2000 somewhere

4498

02:28:45,349 --> 02:28:41,680

2004 2005 2006 i remember

4499

02:28:48,950 --> 02:28:45,359

probably around 2006 um and

4500

02:28:49,429 --> 02:28:48,960

um and brenda basically said you know it

4501
02:28:53,510 --> 02:28:49,439
seems

4502
02:28:55,190 --> 02:28:53,520
allow us to collect any psychological

4503
02:28:55,750 --> 02:28:55,200
data she was a psychologist she's like

4504
02:28:59,270 --> 02:28:55,760
bob

4505
02:29:00,870 --> 02:28:59,280
won't allow us to collect any subjective

4506
02:29:02,710 --> 02:29:00,880
information from subjects

4507
02:29:04,150 --> 02:29:02,720
and really work with it in a meaningful

4508
02:29:05,990 --> 02:29:04,160
way um

4509
02:29:07,670 --> 02:29:06,000
you know so she's like i've only got my

4510
02:29:07,990 --> 02:29:07,680
anecdotal impressions from having been

4511
02:29:10,469 --> 02:29:08,000
the lab

4512
02:29:12,309 --> 02:29:10,479
manager for 20 years at this time but

4513
02:29:13,750 --> 02:29:12,319

she's like my anecdotal impressions are

4514

02:29:15,590 --> 02:29:13,760

that there's a small number of people

4515

02:29:16,469 --> 02:29:15,600

that are producing an outsize effect on

4516

02:29:17,830 --> 02:29:16,479

this data

4517

02:29:19,670 --> 02:29:17,840

and that the thing that they all seem to

4518

02:29:21,830 --> 02:29:19,680

have in common is that they all

4519

02:29:23,830 --> 02:29:21,840

basically report you know the ability to

4520

02:29:26,790 --> 02:29:23,840

have sort of this mystical

4521

02:29:28,550 --> 02:29:26,800

type of this non-symbolic type of of

4522

02:29:30,150 --> 02:29:28,560

experience she called it she had a

4523

02:29:32,870 --> 02:29:30,160

she had a way that she phrased it where

4524

02:29:35,030 --> 02:29:32,880

she said they would describe a merger or

4525

02:29:37,030 --> 02:29:35,040

a union with the apparatus

4526

02:29:39,429 --> 02:29:37,040

to her you know a dissolution of their

4527

02:29:40,870 --> 02:29:39,439

self boundaries and a merger or union of

4528

02:29:43,830 --> 02:29:40,880

the apparatus

4529

02:29:44,550 --> 02:29:43,840

um and so you know it's i mean i you

4530

02:29:46,870 --> 02:29:44,560

know as a

4531

02:29:48,070 --> 02:29:46,880

as a researcher these sorts of anecdotal

4532

02:29:51,030 --> 02:29:48,080

edge

4533

02:29:51,590 --> 02:29:51,040

things um you know i don't think that

4534

02:29:54,070 --> 02:29:51,600

you can

4535

02:29:55,190 --> 02:29:54,080

you have to you have to take them into

4536

02:29:58,870 --> 02:29:55,200

account

4537

02:30:01,349 --> 02:29:58,880

uh for sure you know i don't know if

4538

02:30:03,030 --> 02:30:01,359

10 years after that or whatever deepak

4539

02:30:04,070 --> 02:30:03,040

chopra pitching me that program if i

4540

02:30:07,030 --> 02:30:04,080

hadn't you know

4541

02:30:07,429 --> 02:30:07,040

talked to brennda at that lunch and had

4542

02:30:10,870 --> 02:30:07,439

the

4543

02:30:12,389 --> 02:30:10,880

where he took guys double split thing

4544

02:30:14,070 --> 02:30:12,399

and heard that lady's account i don't

4545

02:30:15,830 --> 02:30:14,080

know what i would have said

4546

02:30:17,590 --> 02:30:15,840

to him about that program right but you

4547

02:30:18,630 --> 02:30:17,600

know you accumulate these little data

4548

02:30:21,270 --> 02:30:18,640

points

4549

02:30:23,030 --> 02:30:21,280

and they're not real per se you know

4550

02:30:24,309 --> 02:30:23,040

they're not sort of rigorously sussed

4551

02:30:27,750 --> 02:30:24,319

out with any sort of

4552

02:30:30,830 --> 02:30:27,760

methodological rigor

4553

02:30:32,630 --> 02:30:30,840

but you know they're interesting curious

4554

02:30:34,150 --> 02:30:32,640

anecdotes um

4555

02:30:36,630 --> 02:30:34,160

and they suggest that you shouldn't

4556

02:30:37,270 --> 02:30:36,640

exclude possibilities that you might

4557

02:30:38,790 --> 02:30:37,280

otherwise

4558

02:30:40,230 --> 02:30:38,800

you know exclude if you hadn't heard

4559

02:30:41,429 --> 02:30:40,240

them or just not have ever thought of as

4560

02:30:43,270 --> 02:30:41,439

possibilities if you hadn't

4561

02:30:44,870 --> 02:30:43,280

heard them and so so you know i mean

4562

02:30:48,070 --> 02:30:44,880

it's it's for me it's a collection of a

4563

02:30:49,750 --> 02:30:48,080

lot of this anecdotal type of stuff

4564

02:30:54,150 --> 02:30:49,760

off-the-cuff conversations with people

4565

02:30:58,469 --> 02:30:56,389

but i don't i i can't feel as a

4566

02:31:02,070 --> 02:30:58,479

scientist like i have

4567

02:31:02,950 --> 02:31:02,080

looked rigorously at the data enough to

4568

02:31:05,270 --> 02:31:02,960

really

4569

02:31:06,550 --> 02:31:05,280

feel like i should be having some sort

4570

02:31:08,070 --> 02:31:06,560

of opinion that other people should

4571

02:31:10,230 --> 02:31:08,080

listen to

4572

02:31:12,230 --> 02:31:10,240

you know in the same sense that like i

4573

02:31:14,150 --> 02:31:12,240

don't know if pim goes out and starts

4574

02:31:17,270 --> 02:31:14,160

talking about non-symbolic experience

4575

02:31:18,550 --> 02:31:17,280

after you know six conversations over 15

4576

02:31:20,469 --> 02:31:18,560

years or something

4577

02:31:21,830 --> 02:31:20,479

i mean like why should he do that he

4578

02:31:23,590 --> 02:31:21,840

doesn't know anything about it by

4579

02:31:24,710 --> 02:31:23,600

comparison right i mean i kind of have

4580

02:31:28,389 --> 02:31:24,720

that same thing with his

4581

02:31:29,270 --> 02:31:28,399

work um you know it goes in there

4582

02:31:31,830 --> 02:31:29,280

somewhere

4583

02:31:32,790 --> 02:31:31,840

right but but to really answer your

4584

02:31:34,950 --> 02:31:32,800

question i think

4585

02:31:36,550 --> 02:31:34,960

you know i would have to i mean these

4586

02:31:37,670 --> 02:31:36,560

are my impressions you asked me the last

4587

02:31:39,270 --> 02:31:37,680

question was the impression but to

4588

02:31:41,270 --> 02:31:39,280

answer your former question

4589

02:31:42,550 --> 02:31:41,280

i would have to i think you know any

4590

02:31:44,150 --> 02:31:42,560

responsible

4591

02:31:46,870 --> 02:31:44,160

person that has the skills to look at

4592

02:31:49,830 --> 02:31:46,880

the data would have to really invest

4593

02:31:51,830 --> 02:31:49,840

time you know to really dig into the

4594

02:31:53,349 --> 02:31:51,840

data today into the back stories behind

4595

02:31:54,630 --> 02:31:53,359

the data because there's a file drawer

4596

02:31:56,150 --> 02:31:54,640

data is always a lot more interesting

4597

02:31:57,510 --> 02:31:56,160

than the data's the published

4598

02:31:58,950 --> 02:31:57,520

you know like the stuff with brenda

4599

02:32:00,230 --> 02:31:58,960

that's just never going to be published

4600

02:32:02,790 --> 02:32:00,240

anywhere probably

4601

02:32:04,870 --> 02:32:02,800

right um and so it's it's those file

4602

02:32:06,630 --> 02:32:04,880

drawer things that add the color

4603

02:32:08,150 --> 02:32:06,640

that really help you to get the story of

4604

02:32:09,030 --> 02:32:08,160

the data that lots of times you can't

4605

02:32:10,469 --> 02:32:09,040

get

4606

02:32:11,670 --> 02:32:10,479

uh from just looking at it publicly

4607

02:32:13,910 --> 02:32:11,680

you'd have to i mean you'd have to

4608

02:32:16,389 --> 02:32:13,920

invest a crap ton of time

4609

02:32:18,630 --> 02:32:16,399

um for me to you know really have a

4610

02:32:19,830 --> 02:32:18,640

legit opinion on it

4611

02:32:21,590 --> 02:32:19,840

well jeffrey i'll tell you what we've

4612

02:32:22,710 --> 02:32:21,600

been at it for almost three hours you're

4613

02:32:24,389 --> 02:32:22,720

fantastic i

4614

02:32:25,910 --> 02:32:24,399

appreciate i think this is a an

4615

02:32:28,150 --> 02:32:25,920

interview that will

4616

02:32:29,270 --> 02:32:28,160

reverberate with me and future

4617

02:32:33,349 --> 02:32:29,280

interviews for

4618

02:32:35,590 --> 02:32:33,359

quite some time to come i just think uh

4619

02:32:37,349 --> 02:32:35,600

you're really really an important figure

4620

02:32:39,990 --> 02:32:37,359

in this larger

4621

02:32:41,830 --> 02:32:40,000

issue of our question of consciousness

4622

02:32:44,070 --> 02:32:41,840

and all that so

4623

02:32:45,590 --> 02:32:44,080

i really appreciate you taking so much

4624

02:32:48,550 --> 02:32:45,600

time and talking today

4625

02:32:50,469 --> 02:32:48,560

tell folks how they would keep track of

4626
02:32:52,630 --> 02:32:50,479
what's going on and if they want to give

4627
02:32:54,150 --> 02:32:52,640
the finders course a run

4628
02:32:56,150 --> 02:32:54,160
and they should pick up the book because

4629
02:32:59,670 --> 02:32:56,160
the book is outstanding as well

4630
02:33:03,030 --> 02:32:59,680
and just very very highly regarded but

4631
02:33:05,750 --> 02:33:03,040
tell people how they find all this stuff

4632
02:33:06,870 --> 02:33:05,760
finders thanks these of course might

4633
02:33:09,830 --> 02:33:06,880
change you never know

4634
02:33:12,790 --> 02:33:09,840
but the lab uh the center's research has

4635
02:33:14,790 --> 02:33:12,800
been at non-symbolic.org forever

4636
02:33:17,710 --> 02:33:14,800
and so you can always sort of catch up

4637
02:33:21,469 --> 02:33:17,720
with that as a central hub

4638
02:33:22,950 --> 02:33:21,479

finderscourse.com there's 45days.one

4639

02:33:24,070 --> 02:33:22,960

45days.1

4640

02:33:25,510 --> 02:33:24,080

are the two experiments that are

4641

02:33:26,950 --> 02:33:25,520

currently running who knows what will be

4642

02:33:27,910 --> 02:33:26,960

true by the time someone watches this

4643

02:33:30,630 --> 02:33:27,920

video

4644

02:33:32,230 --> 02:33:30,640

um there's the book of course the

4645

02:33:33,910 --> 02:33:32,240

finders

4646

02:33:35,429 --> 02:33:33,920

as you mentioned which is more or less

4647

02:33:37,830 --> 02:33:35,439

available everywhere

4648

02:33:39,270 --> 02:33:37,840

um that's about it you know dr jeffrey

4649

02:33:41,750 --> 02:33:39,280

martin is my personal website that

4650

02:33:43,349 --> 02:33:41,760

there's no reason to visit

4651
02:33:45,510 --> 02:33:43,359
oh no there's a lot of great stuff there

4652
02:33:47,590 --> 02:33:45,520
do visit that and you'll see

4653
02:33:48,950 --> 02:33:47,600
a good summary of all the books and all

4654
02:33:51,590 --> 02:33:48,960
the other stuff

4655
02:33:52,630 --> 02:33:51,600
well jeffrey it's been great having you

4656
02:33:54,950 --> 02:33:52,640
on and uh

4657
02:33:55,830 --> 02:33:54,960
so fun so fun we just jump right in it

4658
02:33:58,790 --> 02:33:55,840
is i love

4659
02:34:00,309 --> 02:33:58,800
you know people love our interviews like

4660
02:34:01,750 --> 02:34:00,319
i said at the beginning of this it's

4661
02:34:03,830 --> 02:34:01,760
like one of the three

4662
02:34:05,670 --> 02:34:03,840
all these that do zillions of interviews

4663
02:34:06,469 --> 02:34:05,680

and like there's only three that seem to

4664

02:34:08,150 --> 02:34:06,479

ever be mentioned

4665

02:34:09,910 --> 02:34:08,160

and you're one you're one of those three

4666

02:34:12,150 --> 02:34:09,920

and that's amazing so well

4667

02:34:13,110 --> 02:34:12,160

you have this personality i don't know

4668

02:34:14,710 --> 02:34:13,120

what it is but there's

4669

02:34:16,309 --> 02:34:14,720

it's not me right because i'm in all of

4670

02:34:18,710 --> 02:34:16,319

them so they'd be mentioning

4671

02:34:20,309 --> 02:34:18,720

all of them for me it's got to be

4672

02:34:21,030 --> 02:34:20,319

something related to you and how you do

4673

02:34:23,030 --> 02:34:21,040

this

4674

02:34:24,309 --> 02:34:23,040

which is great i'm so grateful for it

4675

02:34:25,910 --> 02:34:24,319

because the interaction

4676
02:34:27,670 --> 02:34:25,920
gets people interested and they're

4677
02:34:30,790 --> 02:34:27,680
willing to watch stuff about this then

4678
02:34:32,230 --> 02:34:30,800
that's extraordinarily helpful

4679
02:34:33,990 --> 02:34:32,240
thanks for that thanks for what you're

4680
02:34:37,110 --> 02:34:34,000
doing you know no

4681
02:34:40,309 --> 02:34:37,120
okay well mutually

4682
02:34:42,550 --> 02:34:40,319
take care thanks again to jeffrey martin

4683
02:34:43,030 --> 02:34:42,560
for joining me today on skeptico the one

4684
02:34:44,870 --> 02:34:43,040
question

4685
02:34:47,270 --> 02:34:44,880
i would tee up from this interview has

4686
02:34:50,550 --> 02:34:47,280
to do with this idea about the

4687
02:34:51,670 --> 02:34:50,560
cultural shift from an egocentric

4688
02:34:55,030 --> 02:34:51,680

culture to a

4689

02:34:57,750 --> 02:34:55,040

fundamental well-being culture

4690

02:34:58,950 --> 02:34:57,760

what do you think about the prospects

4691

02:35:02,550 --> 02:34:58,960

for

4692

02:35:04,070 --> 02:35:02,560

that kind of change boy that gets really

4693

02:35:06,389 --> 02:35:04,080

deep really quick

4694

02:35:07,990 --> 02:35:06,399

so let me know your thoughts hop on over

4695

02:35:10,469 --> 02:35:08,000

to the skeptico forum

4696

02:35:11,110 --> 02:35:10,479

if you'd like to connect with and

4697

02:35:12,870 --> 02:35:11,120

exchange

4698

02:35:14,469 --> 02:35:12,880

ideas with other people who listen to

4699

02:35:16,550 --> 02:35:14,479

this show including me

4700

02:35:18,230 --> 02:35:16,560

that's available to you you can also go

4701
02:35:19,349 --> 02:35:18,240
to the skeptical website where you can

4702
02:35:22,870 --> 02:35:19,359
download

4703
02:35:25,349 --> 02:35:22,880
all these previous episodes of skeptico

4704
02:35:26,230 --> 02:35:25,359
for free that's going to do it for this

4705
02:35:28,870 --> 02:35:26,240
episode

4706
02:35:30,230 --> 02:35:28,880
i do have some pretty good ones i think

4707
02:35:32,950 --> 02:35:30,240
coming up

4708
02:35:33,590 --> 02:35:32,960
stay with me for all of that until next

4709
02:35:40,130 --> 02:35:33,600
time