

## SELL FROM LOVE PODCAST -Transcript



### **Episode #7 Give Yourself Permission to Step Back to Move Forward with Dr. Greg Wells**

**Finka:** Hello, Greg Wells. Thank you so much. And welcome to the *Sell From Love Podcast*.

**Greg:** Thank you so much for having me. I'm so excited. Let's have fun, it's going to be good.

**Finka:** I'm excited too. I'm going to say I've been following your work for a number of years, with *The Ripple Effect*. And earlier this year with your new book, which I have right here, all highlighted, *Rest Refocus Recharge*.

I think your work is brilliant and I think of all the wonderful things you've done, we'll talk about that in a moment, but for the regular folk, a way of figuring out how to show up as better leaders as better business owners, as better professionals, but even as better parents, colleagues and humans, giving us a way to figure out how do we do this thing called life in a way that feels good to us, but also the impact that we're here to make.

Again, just grateful for your work.

**Greg:** Well, that's really kind of you thank you so much. That book came out right as every bookstore in the world closed. I'm glad that you got one copy. That means that there's more than zero that got sold this year. So I really appreciate it. That's awesome. Thank you very much.

**Finka:** I know, the world has definitely changed from what 2020 started with and to where we're ending right now. What's been one thing you've learned through this experience, as it comes to performance and showing up, and what's one thing you're taken away from a year like 2020?

**Greg:** A couple of things, the first thing is just like massive confidence, right? If we can get through this year, we can get through anything. You know, I now make jokes; I say things like murder hornets and people are like, Oh yeah, okay we got through that too. They don't even remember that part of the year.

Right. So I think if we can get through this, we can get through anything. The other thing that I'm taking away from it from a business perspective is just how fast you can get stuff done when you really have to. You know, we had a whole bunch of plans to go digital, we were thinking it may take us a few years to make that full transition, but we did it in three months because we were forced to, we had to, and it's ended up being absolutely incredible for us, but it was a hard three months, but we got it done. When you totally focus, you can get a lot more done than you think.

The other really interesting thing that happened was that because everything got shut down, a lot of things just ended. And when everything ended, it opened up so much opportunity to do things differently that wouldn't have been possible had I been stuck in the way that I was doing things before, and maybe not having the courage to say, you know what, I'm going to try not do any speaking engagements whatsoever for three months so I can rebuild a digital business. That's something I probably should have been doing, but I didn't do because I was afraid of losing three months of income. But it happened and now we've got an entirely new line of business and it's infinitely better. Guess what, speaking has come back, and probably better than it even was before minus all the travel, which is also great. There was a lot of things there.

On the personal side, I think the biggest thing was just the value of spending so much time with my young children. I've got a five-year-old and a ten-year-old. And I was flying all over the place, traveling like crazy, scientist at a hospital, so many different things going on that I was home, but not very often.

Now I'm home all the time. And you know, even just yesterday, actually what's today, it might've been this morning. I just made a comment to my kids, you know what, I'm gonna be going back to the office soon. And they were like, no, they're really happy that I'm home, and so that's kind of cool.

And I fully recognize that as soon as my daughter turns 12, she's not going to want to see me for 10 years, but I'm just really enjoying it.

**Finka:** Oh, I'm going to give you hope. My daughter's 13 and she loves hanging out with us. So don't worry about that part.

**Greg:** Okay, so there's hope.

**Finka:** Yeah. There is. There is.

**Greg:** Right on. So anyway, those are the learnings personal and professional.

**Finka:** Yeah, I love it, I love it. What I've also noticed is, I too can resonate with a lot of what you said. I think when all of this started unfolding at the earlier part of the year, there was this stop and slow down, and allowed me to get

more present with my life. What are my priorities? What's most important? I think that was the gift of all this happening for us and it didn't happen to us, it happened for us for a reason, and for us to really reflect on that. And I can echo with that.

I think you also talk about in your book around this need to slow down in order to move forward and when we choose it, it feels a lot better, because I self-selected to slow down. But as you also said, it's hard for us to choose that because we're afraid that if we say no to that work and say no to doing those activities, that we might miss out on something by doing that.

And we were all forced to ask those questions and to reconfigure how we want to do things. And then I'm thinking about now, and I don't know if this is what you're noticing in your work, but I'm noticing in my work, also with the people that I'm connecting with, there's this sense of, it was all great when it started and I got to slow down, I got to connect with my family. We saw a lot of baking bread in the beginning, and now that we are coming to the close of the year, people have been working in this way for a period of time, and I'm noticing exhaustion and maybe a sense of burnout.

I'm thinking about the organizations that I'm working with, and the teams that they're also sensing that. What are you noticing about what's happening and where are we today?

**Greg:** Yeah, no question that the initial surge was definitely one where there was the surge in cases, and then all of a sudden everyone's at home and we have all this extra time on our hands and time to spend with our families and; I'm also going to just stop and fully acknowledge the fact that I'm very, very fortunate to have the ability to spend time at home with my family in a house next to a park, and therefore it was a positive experience for us. I know that a lot of people didn't have that experience and they're forced to be at home with an abusive partner and no income whatsoever and having lost a job etc. My situation was very different than a lot of other people's situations that were horrific.

The sooner that we can get through this entirely and return to quote unquote, I don't want to even say return to normal, but re-imagine a future, the better for our entire world. There's no question that right now people are experiencing higher levels of burnout and anxiety levels are increasing. A number of clinical psychologists on my podcast have all been speaking to that effect and what they're seeing in their actual clinical practices.

I'm a physiologist, not a psychologist. So I'll refer to the actual experts when talking about anxiety and burnout and those sorts of psychological challenges. But yeah, there's no question there's a sense of burnout that's occurring right now. And it's important for us to give ourselves permission to slow down in order to speed up.

I think that we need to give ourselves permission to get some sleep. I think we need to give ourselves permission to take a break and go for a walk; to turn off the phone. Take a weekend off with your family. Go get some exercise. Do meditation, read the books. I even binge watched a show on Netflix this week. I haven't watched Netflix in literally a year, maybe even longer. I don't have cable and I just desperately needed some distraction and blew my way through a show. It felt good just to do nothing for a couple of hours. And it was kind of cool. I think we all need to be doing that right now, just to give ourselves a chance to reset, and re-access creativity, reflect on a very, very difficult year, and hopefully set ourselves up for a really good 2021.

**Finka:** Yeah. Yeah. I agree with you so much.

One of the things when I go out and work with teams and organizations, and some of the questions that I often ask them, what do you need most right now to move forward? You know, what would be that thing? And we'll get into deep discussions around their leadership and how they communicate, and at the end of the day, the biggest thing they need is just some time to think. That process of deep thinking and having a place; to what you just talked about, to be more creative, to have this place to figure out what the heck they want and where they're going to focus on.

Is there anything or how do you find deep thinking time? Is it once a year? I know there's some people that get a cabin and they pack bags of books that they take with them. But is there a process or a way that you found that works well, especially with busy professionals?

**Greg:** Yeah, absolutely. Just like you book anything, you need to book some time to think. As a bare minimum moving forward, I would love for everyone to think about at least 90 minutes a week, unstructured time. You cannot book that time. You're not available during that time. No one can find you; turn off your email.

Ninety minutes a week moving forward I think is a really important thing for us to do at a time when you usually feel good. So I know that myself, I feel good in the mornings. I tend to have a lot of energy first thing in the morning, and I struggle in the afternoons with energy. I do admin in the afternoon and then I do creative work in the morning.

I go for a run in the afternoon when I don't need to think. My creative time is in the morning. I've actually used a tool called Calendly. Now people can book me, but I restrict booking availability to the afternoons, and that sort of keeps my protected time.

Ninety minutes a week I think is important. Once a year I think is very, very important for us to take at least a few days in total isolation and solitude to do a total deconstruction of how you're doing, and deep reflection, take a

trashy novel with you if you have to, but no actual consuming of the internet, no checking email, no doing phone calls. I actually took five days last week by myself and my wife who is incredible and super supportive, facilitated making that happen and took the lead on helping the kids get through school that week and other stuff. I took five days and I do that every December. Normally I do it with a group of people once a year we all go to a hotel in Toronto and block our time off and spend five or six days listening to some really good speakers and also deconstructing everything in our lives and really challenging each other. Obviously, we couldn't do that this year, so I did it by myself, but it was still super valuable.

I've got a journal full of notes that's sitting on my desk and now I've got to take action on. That leads into the final idea that I have for people. So it's 90 minutes a day, five days a year, but then also the practice of journaling I think is incredible. You can get so much clarity if you have a journaling practice and I've had the incredible opportunity to spend some time with amazing people and consistently I see a few different things. One is that they all have a meditation practice. So many of them have a journaling practice too, to capture their thoughts and ideas.

And it seems like the higher the performer, the more involved their journaling practice actually is. So, if anything for 2021, a good idea might be just to get yourself a little journal that you like, that you can jot your notes down in and deconstruct and throw ideas around in and have that conversation with yourself.

**Finka:** Yeah. I love that. I know many, many moons ago I started the practice of both meditation and journaling and it was based on that book, *The Artist's Way* where she encourages you to write three full eight and a half by eleven pages of writing, whatever comes to mind. This is just like a brain dump and every morning it's a half an hour. It's 30 minutes to write 3 full pages of writing and the clarity, you're so right at the clarity you get. What I find during my day, I know what I'm thinking. I know I have a perspective on what I'm feeling, the thoughts that I'm cycling through over and over again, they had a place to go, they're on the page and I don't need to think about them anymore. It's almost like it stops the cycle of thinking so I could be more present in my work and my relationships and for my family. And then also, I think the same thing happens with meditation and really being able to pay attention to your thoughts.

When I first started meditating, I thought I had to not think, like it was just a practice of not thinking, but that's not what meditation is. It's actually being aware that you are thinking and aware that there are these thoughts happening, and when we can see ourselves in our thoughts and not identify, that is when we're meditating. And now I'm going to get to my question for

you. I am trying to figure out, and you probably have the scientific answer to this.

Again, I am a dedicated meditator and been writing a journal for 15 plus years now, but I will still negotiate in my head and rationalize why I don't have time today to meditate, why I don't have time today to journal. And then I might go a couple of days of not doing it. And all of a sudden, my life is disorganized, I'm less efficient. I just have more on my mind and a little bit more cooped up inside. Can you tell me what's happening? What happens for us when we meditate and journal, what's happening physiologically for us, and when we don't what's going on?

What's that experience, what's happening for me?

**Greg:** If I had the answer to why we don't do those things that are good for us, I would be infinitely more successful than I am right now. I don't know why we don't do it. I think it probably has something, and I'm totally guessing right now, this is just me hypothesizing. I think it probably has something to do with defaulting to the least amount of work and the least amount of energy expenditure possible so that you can just simply survive.

I think it's probably something foundational in our evolutionary history that you don't want to expend any energy that you don't actually have to expend in order to preserve your calories, that you can live longer. And the idea of going for a workout or doing your meditation or doing your journal is more work, therefore you're just like, nah, I think I'll skip that today, I'm good. Where in fact it is exactly what we need to do in our world in order to keep ourselves moving forward. When we do journal, when we do meditate and we walk in the woods, when we listened to music, when we stare into the eyes of a loved one, when we read fiction and get deeply involved in the story, what happens is we change the way that our brains are functioning.

These are all things that I've learned over the last few years, researching for Rest Refocus Recharge, the new book, and exploring neurophysiology and all those discoveries that have been made around neuroplasticity and the incredible science of the brain that we're discovering so much about.

When we slow down and we do those other activities that are different from hustle, hustle, hustle, go, go, go focus, focus, focus, you know, more work to do less; busy, busy, busy. When we shift into reading, we shift to meditation, we shift into reflection, strategic thinking, all those sorts of things. The electrical activity in our brain literally slows down.

We have neurons, little tiny cells that make up our brain and they communicate with each other by shooting electricity around inside the brain.

That's how we create thoughts. That's what happens when we listen to music. That's what happens when we do arts. When we speak, literally electricity shoots around through the brain.

If I put electrodes all over your brain, we could measure that. We can broadly identify five different categories of electrical activity in the brain. We've got beta brainwaves and we're hustling and focusing. We've got alpha brainwaves, which is when we slow down just a touch that's when we're reflective, when we're journaling, that's when we're reading, that's when we're learning. If you slow down even further, and this is what you do when you meditate, you slow down your brainwaves even further, you can drop into a state called theta brainwave states, which is even slower. That's when we're able to be creative, ideate, daydream, those sorts of things, and that's where new ideas pop into your head. That's where the creative spark can emerge. If you slow down even further, you drop into Delta brainwaves, and you fall asleep. If you slow down even further from Delta you die. So that's like not ideal.

**Finka:** Not the goal.

**Greg:** Yeah. That's not the goal yet. Then every once in a while, there's this other amazing state when you're in flow. And that's when we're in gamma states, which is actually a lot of electrical activity and full connectivity within the brain. That's all really interesting when we meditate, when we slow down, we calm down.

You're literally pumping the brakes on your brain activity and giving your brain a rest, which is so important, given that I think we've been on the pedal to the metal full gas, basically since March 7th. I think that now is a chance for us to pump the brakes. And as much as we want to keep performing, we need to still do that.

I think interspersing performance moments with moments of recovery regeneration are really the way to keep ourselves moving forward for sure.

**Finka:** Yeah. It is for sure. I remember in 2018, it was an insane year for me. I had 38 speaking events between Canada, the Us and Europe, and my family came along for some of those rides. But for the most part, it was an intense year. I remember December 10th finishing the year and it was the last speaking event I had and I came home. And I was like, all right, I get to spend three weeks with my family and I can't wait. And it was like I hit a brick wall. I think I was just on this adrenal buzz for 12 months of the year. And I just hit a wall and I was done and I hit complete burnout. What I noticed in that moment was, I had a moment to reflect.

I had a couple of weeks of not working, literally just being with my family and just not feeling good. I was down, I was like what's wrong. I just had this

phenomenal year speaking out there, making a difference, earning money, all these wonderful things happening, and I should be celebrating and I'm miserable.

The other thing that I noticed was, and I'm going to go back to what you're talking about, the place where ideas come from, the place where insights come from. I was so full and so busy. I was actually busy. I wasn't full, I was busy with my life on this hustle, hustle hustle, saying yes to everything that I had no space to get those insights. And it wasn't until, and again I have a super supportive family. I literally sat down with my husband and my daughter, and said, I need some time. I booked a week long vacation in Sedona, Arizona. I went by myself and I think on day four, when I was out walking, I had an insight, an idea, and I was like, Oh my God, I haven't had this in forever.

It was this moment, and then reflecting back on that whole year, it's like that flash of that idea and that creativity and it was so fueling and so energizing. I think when we're in the hustle and the rush and the busy-ness, we don't know what we're missing until we experience it.

**Greg:** Yes, totally. And I had the same experience in 2016. Crazy huge speaking event in Zurich to close things out; went to visit a friend in Austria, arrived at my friend's place in Austria in the mountains, put my bags down on the floor and threw my back out. I was in bed for a week, literally could not move. My wife was out skiing and touring and I was literally in bed non-stop, I could not get up it was that bad. It barely made it onto the plane to get home, but I think the exact same experience.

We do this to ourselves, but what I've come to realize is that that's okay. Because as you're moving through different phases of your career, you do need to hustle. You do need to work. You do need to put in the repetitions. You do need to say yes. And then once you have accumulated those repetitions, once you've accumulated that experience, once you've got that insight, then you can begin to start to say no to things because you know what works and what maybe doesn't work.

And when we begin to say no to certain opportunities, which crushes my soul every single time that I do it because, I missed the days in kindergarten when they taught me. I don't know those words, those letters and how they come together to form words. When we actually do practice giving ourselves space and time in our lives, the really interesting thing that happens is opportunities come up, and you can begin to pick and choose which ones you want to drop into your life. And that opportunity could be a business opportunity, but it could be a dinner with a friend when you actually have energy. It could be the opportunity for a workout. It could be the opportunity to sit down and read a book or watch a documentary.



And those are the types of things that over time, end up elevating your life. I come from a background of high-performance sports, and as I've been playing with this idea, I sort of went back and looked at the patterns of elite athletes. If you look at them and especially in golf, you can see this all the time.

If you've got an athlete, who's sort of 500 to 80th in the world, they will play every tournament, they're playing all the time. They're playing every single day. They're in tournaments every single weekend, they're driving from tournament to tournament, to tournament just to try to make it. But once you're top 10 in the world, you're playing a lot less, which is interesting. You only play the majors plus a couple of warmup tournaments, plus a couple of practice sessions. You may play 10 tournaments a year, maybe 20 at the most. And there are definitely variables in terms of their importance in some of the tournaments. You might be working on technique changes during the actual tournament itself, that you can peak at your absolute limits.

It's interesting that the higher of a performance state we end up in the less we may end up actually performing, and the more we end up practicing to ensure that we're able to perform at a high level. That's why we need to create space and time in our lives. Maybe even deliberately practicing no to some opportunities in order to open up more space for other things, which we don't even know what they could possibly be and give ourselves permission to do that. And I struggle with that every single day, but I'm going to try to do that more in 2021.

**Finka:** I hear you, you know that particular year I actually set the theme of that year was the year of yes. And what was happening was the intention behind the yes was I want to say yes to be open to opportunity. I want to welcome new things and new ideas and new ways to work and do what I do in my work.

But what happened along the way, and I'm going to actually pick up a quote from your book, *Rest Refocus Recharge*, and will talk to that in a minute, but what happened was all of a sudden, the intention of the yes was to be open to opportunity. Along the way somehow, things started coming my way, and those opportunities started coming. Then I started saying yes, yes, yes. And the yes was no longer coming from the opportunity, it was coming from this fear of if I don't say yes, is the well spring going to close, will there not be any other opportunities?

It was this subtle nuance, this switch that happened around the why of why I was saying yes. At first it was for being open to opportunity and then all of a sudden it was coming from this place of fear. And so, I'm going to pick up on what you wrote here around Michael Phelps, the swimmer.

It's on page 167. Are you okay if I read?

**Greg:** Oh, yeah, go for it.

**Finka:** okay, awesome. It says. "By pivoting his thinking from external validation and awards to his own meaning and values, Phelps re-energized his life and rediscovered his purpose. He let go of fear. He let go of judgment. He put feelings of failure aside, and then he lived the life he loved that's the power of internal motivation and meaning, and it lies at the heart of optimization and high performance. Your peak moments need to be driven by something much deeper than praise and trophies".

**Greg:** Isn't that cool? He really struggled for a while, and it's hard for us to even consider that a person like Michael Phelps could be struggling in this, you know, almost 30 might be more than 30 Olympic medals. Despite all of that, at a certain point in his career in 2014, he was in a really dark place. He was really struggling with mental health. He was battling addiction and not swimming well at all. In fact, he was in rehab. And it was only once he did the work necessary to discover what mattered to him and eliminate the things that were not serving him, especially from a mindset space and rediscover the fact that he just loved to train, that he was able to go in a different direction with his life and end up back in Rio.

He won more metals. I don't think he had quite the number of gold medals that he had in Beijing where he won eight. I got a chance to see him in London, and he just didn't seem happy. But when he was in Rio, he was thrilled, he was smiling. He was hugging people on the podium. I've never seen him smile or hug anyone before, it was just business. He was angry. He was fired up, but he wasn't happy. Then 2016, he was happy. Loved. He looked like he was loving every second of it shortly thereafter. He was able to get married, have children.

He's now an advocate for mental health. He's continuing to do some really cool things. It's interesting when we discover what really drives us in a positive way. We lean into that and begin to let go of the things that do not serve us, especially around external validation, especially around being concerned about judgment, which is super hard as creatives.

I mean, if you're listening to this podcast, you're probably a creative in some way shape or form, entrepreneurs are creative, business people are creative. It's what we do in addition to art and music and drama and everything else, so you don't get letting go of external validation and judgments in order to lean into what matters to you the most and what you're great at.

I just made it a little note as we were talking, I've got this little thing here and it's basically a to-do list, but then also not to do list. And so as much as you might want to have goals for 2021, about what you want to accomplish, it might also be worth thinking about what do you not want to accomplish this year in order to open up some space for yourself.

And that's not an easy process to go through, but it's definitely a worthwhile thought exercise.

**Finka:** It isn't. What I love about what you said was that oftentimes, if not the only way to getting to figuring out what your no is, you actually need to overextend the yes. Where we figure out what our boundaries are and what are we willing to say yes to. And I think about that Phelps example, his training got crisper and clearer.

He took downtime. He meditated, he started doing all of those types of recharge practices that you speak of that were so important that he brought his A game. It wasn't anymore on competition. It was how could he become the most extraordinary, best version of himself, not comparing himself to everybody else.

**Greg:** Yeah. And that comes from a couple of different things, right? It comes from eventually arriving at a place of acceptance, which means in some cases you've got to do some apologizing. You've got to have some conversations. You've got to go to the limits and discover what you're capable of.

And as, as you were speaking, a story popped in my brain. In 2015, a group of us went and tried to climb Chimborazo volcano in Ecuador. It's the furthest point from the center of the earth. Because of the equatorial bulge, it's higher than Everest. It's not the highest above sea level, but it's the furthest point from the center of the earth.

And we were climbing all night on that summit attempt day and we got up to about 20,000 feet and there was three teams of three. Two of the teams had gone a little bit further ahead. I was with another doctor, medical doctor from SickKids, I'm a researcher and our guide, and we were at this point very high on the mountain and the sun was coming up. We've been climbing for 12 hours. We were nearing the summit. We could actually see the summit, still dark but just coming out of it, snow everywhere. And it was super dangerous.

It was so hard, imagine doing a spin class, breathing through a straw, in the snow for 12 hours that's basically where we were. So you're exhausted and you're absolutely at the limits. And we were climbing through the ice at this point, up on a glacier and we came to a point, there was a ledge that we had to get up onto, and it was only the height of a table. It was literally waist height. It should not have been that difficult for me to get up onto this ledge. And I looked at it, I put my hands on it and I tried to lift my leg. It absolutely didn't even move. And I was like, Oh my gosh. If I climb up on this ledge and fall backwards, first of all, I'm going down 3000 feet and I'm going to die. If I climb onto this ledge, I'm 50-50 as to whether or not I'm getting off this mountain. Right. And I'm like, literally if I climb up onto this thing, there is a significant chance of me actually kicking it. I was like, I've got a kid, you know,

kids back home and Judith and stuff like that. I probably need to call it a day. I thought about it for about 30 seconds. I stared at this thing. Nope, I am truly, actually at my absolute limits of what I am capable of doing in this particular moment. I got nothing else. Like, there's nothing else here. If I try to do this, I might die. It was that close, and so I looked at my friend and I was like, I think I'm done. He's like, I'm done. So we turned around and slowly made our way back down through the mountain. The sun came up and it was just a stunningly beautiful morning for us.

A bit harder for the people that ultimately made it the final meters to the summit. But the point being is that we went to our limits and it's okay for us to go to our limits. And sometimes when you go to your limits, you break. And sometimes when you go, you get injured and that could be mentally or physically and maybe even emotionally.

When we come back down, it's in that recovery and regeneration and reflection process that we learn about what we're truly capable of and how we want to navigate moving forward, given what we've just learned about ourselves and you don't need to climb the volcano. It can be going for a long walk on the weekend, it can be spin class. It can be taking a course. It can be building a business. It can be working on a relationship, right. It doesn't have to be climbing mountains. It can be absolutely anything. But pushing yourself to a limit, then pulling back to learn, reflect, and to move forward in a different way, course correcting as you go.

I think it's really insightful. I'm a fan of the pursuits and extension of oneself and it's okay, we can accept where we've gone, but then we need to sort of pull ourselves back, strategize deeply and then move forwards with intention. And I think that's where the real magic happens.

**Finka:** yeah, I agree. I can so echo that and, and it goes back to what you talked about with the alpha and the beta brainwaves. For the most part, when we're in that doing mode, we're active in beta mode. Then when we pause and we pull back to reflect, we've gone now into alpha mode and we can be more thoughtful and you tell me if I'm wrong, but the whole notion of slow down to speed up. We'll go faster and move forward by stepping back and reflecting.

**Greg:** 100%. It's interesting, even in a race car analogy, right? If you keep your foot on the gas, as you go through the corner, you're spinning out. But if you take your foot off the gas leading into the corner, go through the corner and hit the apex properly, and then accelerate as you come out of the corner, you can maintain your speed and maybe even speed up. That's literally what

the whole idea behind slowing down to speed up is. I'm not good at that by any stretch of the imagination, I'm learning as we go too, I'm type A, I'm pretty hyper.

**Finka:** We can find ourselves in trouble very often.

**Greg:** I'm pushing, I'm driving the gas through the corner, and deliberate about it, unless I programmed that in, because it's like wohoo. And then, Oh shoot, I've spun out again. I did it again. This is not easy. I'm not perfect, but when I do it, it makes all the difference in the world, and it really does change things up. We've actually done that as a family right now.

We decided to move cities. You know, we've left a big city to go to a smaller town. We've decided to go to a place that's in the mountains that we can access nature. We are very close to the end of this COVID-19 situation with the vaccines coming out next year, but is still going to be many months before we're the ones in line to receive that vaccine.

We just wanted to go to a place that was safe and we could be outdoors and basically put ourselves as remote as possible. We're doing that right now, deliberately as a family to set ourselves up for the next few years. The kids are spending a lot of time hiking in the woods. You know, it's an amazing thing to watch them just be so happy in this very, very, very different environment from being in a downtown location.

Anyway, I work towards still trying to do it and it takes some work and effort and intention, but when you do it, it makes a huge difference in your life.

**Finka:** It sure does.

One of the things that I noticed is, we can have all the best intentions. I want to meditate. I want to work out. I want to go for that walk. I want to hang out and play board games or get outside with my family. And then, for most of us that are listening to the podcast, that type A ambitious, go getter, make things happen can get the better of us and what I've learned in my experience, exactly what you've just kind of set up is I needed to set up my environment so that I had no choice but to get outside. A couple of years ago in the same year that I had that busy, crazy year of 2018, we got horses. We live out in the country and we moved out from the city five years ago and said, let's get out of the city. We created this structure where we now live on 85 acres and we're out in nature, have a forest behind us, where we get to go out for walks. And that was the structure. We created an environment where again, I get to go outside, I don't have corporate towers around me.

It's a beautiful gift to have, but I also figured I still wasn't spending as much time as I wanted outside. And I wanted to spend them with animals,

particularly horses. I didn't have time for horses in my life, but I knew if I put them in my life, I would figure out how to make time.

When I think about now 2021. And I can ask you a question around what people should be focusing in on. I think, I can't trust myself as a human with my human behavior and my habitual patterns all the time, but I can trust the environment that I create for myself that will force me to do the things that I want, that my brain might negotiate my way out of.

So, does that make sense?

**Greg:** That's why I'm sitting where I'm sitting.

**Finka:** Yeah, exactly. So, as we come to a close, as we're thinking about pondering on all the blessings and also the challenges that we've gone through in 2020, and we're looking to 2021, you have this idea that if we sleep better, eat better, move more and think better, that life works out better. What would be some of the recommendations you would give us to say, Hey, don't take on the world cause it's going to overwhelm you. But if you were to take a couple of things to start immediately implementing and maybe some structures that we can put in place to help us make it happen, what would you say to do?

**Greg:** You know, honestly, I don't think we should overhaul our lives. I don't think that usually works out very well. I think it becomes overwhelming very quickly. And, the second that you fail from doing this huge project, then you're like, Oh, well, it didn't work again.

I think the aggregate of 1% gains is something to think about just making 1% wins part of your life. 1% is literally 15 minutes of your day. If you can allocate 15 minutes of your day to something that makes your life better, I think that's a great place to start. Can be absolutely anything, can be going for a walk, it can be listening to your kids. It can be reading a book. It could be meditating, taking a hot bath, doing some yoga, lifting some weights, working on the house. Like literally anything. We just want to be doing something deliberately and do it until it becomes habit, and it's a part of your life, which usually takes anywhere from 20 to 120 days, depending on how long it takes for you to install that habit. Average being about 66 days, according to university college of London research.

Do one thing two to three months, 15 minutes a day, get it locked in and then move on to the next thing, which means you're really only probably going to install three or four new things in all of 2021, right. We just need to really dial in and have some clear understanding. I just want to do little tiny things and make them part of my life. A simple thing that I've been doing, which has made a huge difference is that I said that when my kids ask me to do something, I will do my very best to say yes. Adam, my little one says hey dad,

you want to build some Lego? I force myself to say yes. It used to be with my daughter, want to do a tea party and I would be like, Yeah, it'd be great. I'd love to do the tea party, and you would go do another tea party. But I've just been trying to say this to my kids and being very deliberate about work. Little tiny things like that make a difference, but maybe brainstorm a whole bunch of stuff you might want to do. Pick three or four of them that matter to you the most do one of them each quarter next year, do it 15 minutes at a time. And I think that can make a huge difference for everybody.

**Finka:** I love that. Thank you for that. Dr. Greg Wells thank you so much for being here. Do you want to share how people can find you?

What's the best way to connect with you?

**Greg:** Great. Thanks for that.

My website [drgregwells.com](http://drgregwells.com). All social media are @drgregwells. Podcast is, Dr. Greg Wells Podcast. We have a new app out called VIVIO if anyone wants to check that out, that'd be great too. And, as I joked about earlier, you know, every bookstore in the world closed the week that Rest Refocus Recharge came out. There's lots of copies available if anyone wants to pick up a copy of that book, that would be absolutely fantastic. And thank you for getting it. Thanks for the opportunity to talk to your audience and I'm super psyched to be here. Thanks so much.

**Finka:** Thanks. Thank you so much. And I will echo go get his book, the Rest Refocus Recharge, and right after that, go get The Ripple Effect, and follow Dr. Greg Wells.

Thank you again for your wisdom and sharing your knowledge with us.

**Greg:** My pleasure.

**Finka:** Thank you.