

You Will Never Be Lazy Again

By: Jim Kwik

Kwik: The average person opens up Instagram 150 times a day, but that's by design. Like you said, companies from product design, they're paying fortunes to understand why we do what we do.

Someone: variable reward, dopamine, and all that stuff.

Kwik: Exactly! So if you're picking up the phone the first thing in the morning, the challenge is, for a number of reasons it is a challenge.

First of all, there are these four primary brain wave states. Beta is what where you and I are in right now, we're awake. Delta is when you're fast asleep. In between those two states, theta and alpha, are extremely important brain wave states for learning. Theta is a state in and out of sleep. Theta is the state theta we call creativity. When you are your most creative, usually it's coming because you're in this theta state.

And you know this, when in and out of sleep, or you're close to, you're so deep, your mind goes and you come up with ideas. You know what put you into that theta state? Are showers! Did you ever notice when you're in the shower you come up with some of your best ideas?

Someone: and your brain kind of drift.

Kwik: It does! Because you're in that brain wave state. So a big part of my work is taking the invisible and making it visible. I always, when I do these demonstrations, I always tell people that I do it because I want you to see that there's a method behind the magic. That when somebody does something, that's extraordinary. In athletics, in education, in technology, with the human body. There's always a trail! Because genius leaves clues.

Above theta, though, is the state called alpha, right below beta, where you're most aware and awake. Alpha is a state of learning, accelerated learning. It is a state of relaxed awareness. This is the state we go into when we meditate. Because your critical mind is set aside, and you just absorb information, unconsciously. You know what puts you into an alpha state? Television. Did you ever notice that if somebody is watching the game, or watching their favorite tv show and you're trying to have a conversation with them and they are literally in a trance, they don't hear you, because of the television programming? Which might be an interesting word. Programming and putting people into a trance. But that's the alpha state. That's where information is just going inside your mind. So we train people how to learn languages faster, learn facts better by putting them into an alpha state, a relaxed state of awareness. And we can do that by design and people don't realize this. And this is the whole thing.

I really think that this should've been taught back in school because school is a great place to learn what to learn. Math, history, science, Spanish, important subjects on what to learn. But how many classes were on how to learn?

Someone: does that even exist these days?

Kwik: No! That's what I'm saying. How many classes were on how to think critically? How to make good decisions? How to solve problems? How to focus and concentrate? How to read faster? How to remember more?

They teach you three hours in school: reading, writing, arithmetic, but what about remembering? What about recall? What about retention?

Socrates says, "there's no learning without remembering", and that's really the basis of it all. But I would say that knowing you're in this alpha theta state, first thing in the morning, your very suggestible, right? And if the first thing you're picking up is your phone, then that's really what's rewiring your brain for two things. The dangers, that's going to really decrease your level of productivity and performance.

Number one is training you to be distracted and we talked about that. Every like, share, comment, and everything is just making you pay attention to everything else and rewiring your brain so when you're having a conversation with someone, you can't even focus because you've trained your brain to do otherwise. That's why mindfulness is so important, whether it's meditation, or something else. Because it's not that, I don't meditate every single day just to be at peace and be in the zen state. I do it because it's a mental exercise. It improves my cognitive capabilities. Meaning that, when my mind goes somewhere else, that's the opportunity to pull it back, with my breath, or visualization. I built that muscle. Because here's really the basis of my work, is really about taking nouns and turning them into verbs. So what do I mean by that?

It's like so many people, they wake up and say "Oh, I hope I have the energy today" or "I have motivation today". Things that they have. "I have creativity, so I could write today or make videos" or "I have memory" or "I have focus or concentration". Those aren't things you have, those are the things you do.

And so you don't have love, you do loving things. You don't have energy, you do things that give you energy. Just like that applies same things with learning. You don't have focus? There's a process for doing focus! You don't have memory? There are steps to improve your memory or to remember things better.

Creativity is not something you have, there's actually a process for creativity. So you should never suffer from "writer's block" or anything else like that because that's where, if you don't understand how you work, when I was talking about self awareness and understanding ourselves, I think if somebody wants to improve their esteem, their self-esteem overnight, just study your brain! You'll get a boost of confidence and pride instantly because it is the most incredible, I don't even know what to call it. A device, a super computer, in the whole universe. It's not just about going out to Mars, and all these other places. I want to go in here [points to his head, as if pointing to the brain]. Because this controls what? Everything!

Our careers, our income, our health, our relationships. Whether or not you get complete. And we were talking about this before, in our conversation here. Where you're training for

Iron Man and triathlon and everything else and how much of it is mental? We know what to do. Everyone knows what to do. But do they know what they know? Because commonsense is not common practice!

And it's a myth that knowledge is power. Knowledge has the potential to be power. But it only becomes power when we use it. When we apply it. People think they should get points for buying books. And it just sits there and it becomes shelf-help not self help.

Or somebody will go and learn something or listen to a podcast like this. Or a show, or they'll go to a conference. They'll pay all this money, but that they don't do anything with what they learned. And part of it is also because they forget it!

Everyone knows that there's a learning curve to it, but there's also a forgetting curve. Did you know the forgetting curve says that if you learn something once, within 48 hours, 80% of it is gone! 80%!

So you listen to a show, you watch something on YouTube, you go to a conference, and you go to read the book. Within two days the majority of it is gone! Nobody trains us to have... that's why memory is so important. And so the first thing don't touch your phone because it's training you to be distracted! The second thing is it's training you rewind and your brain to be reactive. Meaning that you're in this relaxed state of awareness, when you first wake you pick up your phone, you get one text with bad news or one voicemail, or one email, and you know this! This happens to all of us. You're in a bad mood for the rest of your day!

You're in that hypnotic state and it affects you! And you can never have a quality life and be the best version of ourselves. Be elite mental performers, or high performers when you're responding and reacting to everybody else!

My friend, Brendon Burchard says "an inbox is nothing but a convenient organizational system for other people's agenda for your life!" And how can you have vision for your life? For me, the night before, I did the whole episode of my morning routine like 10 things I do every morning to jumpstart my brain, and I also have an evening one hour routine to maximize my sleep. Sleep is very important to be able to do! But one of the processes I do, besides black out curtains curtain and cold temperatures and breath, and stuff, meditation, is, I don't touch the screen. Because it creates blue light and most people should know this! The screen in your laptop, your phone and everything else and mits this blue light which inhibits the melatonin production which helps you relax and go to sleep. So no screens!

But the other thing I do is I write down the three things I want to accomplish the next day personally, and the other three are professional. So when I wake up, I have a vision for my life! This is a win today, if I just get this three things done personally, and three things professionally. And when it comes to my phone, I don't touch my phone until I get one thing done! And that's my test. If I could just do that and it is not always perfect, but it's about progress. Because practice makes progress! And there's never going to be perfect I think people need to find what works for them.

But I would say again to step out. Trust yourself as the expert, instead of somebody else! Experiment. Maybe for one week keep your phone outside your bedroom for just one week

and don't touch it for the first hour of the day and spend the first hour of the day being a thermostat not a thermometer.

Someone: because a thermometer, what's the function?

Kwik: It reacts to the environment! And that's kind of a crappy way to live. Not that we don't... we do need to react to the environment. We react to the weather. We react to how clients treat us. We react to help clients treat us. We react, but to the degree we're happy. Is that we have the location of control inside! All the studies show that the happiest people are the ones that feel like they have the control over their happiness. And not put it on to somebody else a person or a place or something going on in the economy or politics or anything, right?

So a thermometer reacts to the environment but a thermostat is different. It sets the environment except for the temperature and then the environment reacts to it. And so I feel like anyone who is attracted to your work, or to mine, their thermostats because they have a growth mindset because if they thought things were fixed they wouldn't watch something like this because what's the point? It's all just predestined. It's set and we can't grow.