



Module 4: The Concepts

Brooke: In this video we're going to talk about the concepts.

Brooke: OK, so in this video, what we want to do is introduce you to some concepts that you're going to need to understand from our perspective before you get started. The first one that we want to talk about is constraint. And there's kind of two ways I want to talk about this.

Brooke: The first way is you really need to constrain your ideas, your projects, your goals. So many people come to us that haven't planned at all and then they're like, "OK, here are the 300 huge projects that I would like to do in the next week." And we always say one main project at a time. And we use this in our own businesses. We focus on one main project at a time, and in our personal life. So for example, if you want to lose weight and you want to quit drinking, we say pick one at a time and constrain your focus to that.

Brooke: This will be challenging for a lot of you, and I want to tell you why.

There's a lot of times when we start a project, and we start working on it, and while we're working on the project, while we're working on the goal, while we're focused on something, we start judging ourselves. We start deciding we don't want to do the project. We just decide that the project is a terrible idea. We can't remember why we even started doing the project.

Brooke: But all of this noise is going to start happening in your brain, and you're not going to feel like doing it. You're not going to want to do it. So you'll decide that your weight doesn't matter as much. You would like to write the novel first, for sure that's the right idea. And then you'll switch gears, and you'll do the process on the novel, and then you'll start writing that. And what's going to happen when you start writing the novel?

Tyson: You're going to want to do something else.

Brooke: Yes, because it's going to get hard, and you're going to get frustrated, and you're not going to know what to write about. And you're not going to know what that character ends up

doing. So you're going to decide, no, no, no, no, I don't want to write a novel right now, I want to do this. And you'll go back and forth, because that's what your brain is designed to do.

Brooke: So here's the trick with constraint. You're going to pick your priorities, you're going to pick your project, and then you're going to plan on hating it the whole time you do it. Because if you plan on loving it, and you plan on being inspired, and you plan on being excited when you do it, you're going to be very disappointed because that is not what your brain is designed to tell you. Your brain is designed for pleasure. It's designed for rest. So as soon as you start doing something confusing and challenging, your inclination is going to do the opposite.

Brooke: This whole program is designed to overcome that draw of your primitive brain that's constantly telling you to quit, to stop, or change your mind.

Tyson: So I was thinking about how so much of the students that we work with, they want to build a business, for example. They have big dreams. They want to do big things. And I think all of us have dreams. We want to do something. And the moment we maybe pick a goal, or something big, and try and plan it, and then try and execute it, it's just there's so much resistance. There's so much fear involved in actually doing it. And so ...

Brooke: And so much failure. That's the other thing, right? They're starting a business. They're going to fail their way forward. They're like, "Oh, this isn't working. Let's do something else."

Tyson: So we tell them to constrain, choose one thing, and then they might choose the one thing, but they're afraid to choose the one thing because if they actually choose it, then they have to get to work.

Brooke: Right. That's a really good point.

Tyson: And I think that that's kind of the fear here, is that if I constrain, then I'll have to get to work, but that's what we're here for. That's what we want to do. We want to accomplish the dream. We want to fulfill our desires.

Brooke: Yes. So having lots of dreams is a beautiful thing. We want you to have lots of dreams, just not all at once. We're going to do one dream at a time. So picking the one thing, which one should you pick first?

Tyson: The one that you want to do. Brooke: Yeah, and it doesn't matter. Tyson: True.

Brooke: Pick the one you want to do first, but then don't tell yourself, "Oh, I want to do this one more. I want to do that one." Doesn't matter which one you pick, but what does matter is the one thing that you picked to focus on that you constrain your energy to that thing until it is complete. Super important, because your brain is going to tell you to change your mind.

Brooke: Now notice that so much of what we've talked about so far is about decisions. It's about deciding and following through. And making decisions is what will determine how your life turns

out. And so we want to make sure that you're making your decisions during a Focus Time, during a very specific time where you sit down and make decisions.

That's the only time you're allowed to make decisions, and we're going to teach you about that. That's what Monday Hour One is all about. That's when you make your decisions with your prefrontal cortex.

Brooke: Any other time during your life, you are not allowed to make decisions about this thing that you have constrained to, because you only want to be making decisions with the highest part of your brain.

Brooke: OK, the second thing I want to talk about is planning. Now, we touched on this in an earlier video, and we talked about the only species that can plan are people. And a lot of times we don't want to plan things. We don't want to take the time to plan, because we feel like the time that we're taking to plan something, we could actually just be doing it. How many times have we heard people say that to us?

They're like, "Oh, I don't want to take the time. I don't want to take the time to do it."

Tyson: Yeah. And they worry about, well, I think a lot of times when they plan, it's like in the past they've failed so many times they don't want to plan, because why plan if I'm just not going to follow through?

Brooke: That's so interesting. So it's like you don't want to make the plan to go do something because you're going to waste your time creating the plan, is what we hear people say, and then you're not even going to do what your plan says. So the question is why don't we do what we plan on doing? When we sit down and we're like, "OK, I'm going to work out three days a week. This is what I'm going to do." And we just tell ourselves this very vague idea of what we want to do, and we don't take the actual steps that we're going to teach you, which is putting those three days and times on the calendar, and planning the time to get to the exercise, and finish the exercise, and take the shower, and all of that. And committing to it in a way where the planning is serious.

Brooke: I think a lot of our planning has been kind of haphazard in the past, for most of our students coming to us. They don't understand how serious it is. So the concept here is your planning is very serious. You are planning your life, and you are basically creating what your future self is going to have to do. So it needs to be thoughtful. I think a lot of times we get a little bit overzealous with our planning.

Tyson: Yeah, it's very easy to think that you're going to do something so amazing in the future and you don't plan on what that future will hold. I was just talking with my coach yesterday, and I was telling her about how my family and I, we have a plan to go to Six Flags, have some fun in the morning time. And when I planned this time I said, "OK, we're going to be back at 1:00 pm," but based on previous experience I know full well that we're not probably going to be back by

one, and the amount of time it's going to take to put the kids to nap, and all of that stuff, is going to put me probably 2:00 pm. But I planned for one, and then I planned something between one and two to work on my business or to do something else.

Tyson: And so it's so often that we just plan as though this ideal future, and that we're going to be able to fix everything and do all that we want to do in the amount of time, but we don't plan in a way that says, "Hey, this is what is likely going to happen." And we don't plan for the amount of time for like space, and allowing ourselves to just have a break, or all of that. We think that we have to go, go, go in order to accomplish their dreams. And that's just really hard.

Brooke: Yeah. Like as you're speaking about this one, I'm thinking this is like, it's just not very kind to yourself. It's not kind to say, "Oh, you're going to be done by one." It's like your plan is already a lie, and then you're not going to honor the plan that you already did. So then you're not going to be able to get that stuff done.

Brooke: And so one of the things that I think is important in your planning is to anticipate how you want to be in that moment. So if you're going to go to Six Flags, do you want to have to be like, "OK, it's time to go, we gotta go, we gotta go, we gotta go"? Or do you want to have more space? Do you want to have, hey, like we have a hard stop at 12, everybody knows that ahead of time and then you hard stop at 12? Or you know you're going to want to stay a little longer, make the hard stop be at one, and anticipate how you're going to feel and take care of yourself in the future. Give yourself time to rest.

Brooke: That's one of the things that I like to do. If I'm going to be working on something, for example, let's say I'm going to be working on a book for two hours. I know after that I'm not going to want to have a meeting. I'm not going to want to sit down and do math. For sure I'm going to want to have space, and fresh air, and be able to turn my brain off for a while. So planning is all about taking care of yourself. It's about self care. It's about building into your life the things that are the most important to you, but also the things you need as a human to be able to function at the highest level.

Brooke: OK, so let's move on to resistance.

Tyson: So when we talk about this whole process, you're just going to be resisting all of it, because the natural brain will want to just indulge in pleasure. You won't want to do any of the things that you plan to do, especially when you get to the point where you're actually going to do it. And so there is kind of this resistance to that and being able to manage ourselves through it. And then there's also just the resistance of feeling like we're at the effect of our calendar and having to do what we say we're going to do. And what's interesting is you want to be able to say more so that you want to do these things instead of, I have to.

And realizing that everything is optional.

Tyson: This whole process, this whole planning, taking care of yourself, being able to plan ahead of time that hey, you're going to need a break. You're going to want to break. We're going to talk about that. We're going to talk about planning free time. We're going to talk about building that into your schedule so that you're not resisting yourself while trying to live the life that you want to live.

Brooke: Right, and I think it's important to plan on the resistance, right? To plan on it coming. I feel like it's the currency. It's the price that we have to pay. I want you to imagine your life where you do every single thing you say you're going to do. I want you to just picture your life like that. You say, "I'm going to work out on Tuesday." You work out on Tuesday. "I'm only going to eat kale Wednesday." You only eat kale on Wednesday. You say that you're going to finish the manuscript next quarter. You finish it. Every single thing you plan, you do. Imagine how your life would be different than maybe it is now.

Brooke: For me, thinking about that years ago, that would have ... it's night and day. Being able to plan and follow through is night and day. Now, in order for that to be true, the only main difference that you have to be willing to do is to move through resistance. Because this is what most of us do. We plan something ... First of all, we resist planning. We overcome to resistance, and we plan something. And then it's time for us to do that thing we've planned to do, and we immediately feel resistance. And what most of us do is we go, "Oh, that means stop. That means go eat something. That means go on a walk. Oh, that means do that important thing that really needs to get done."

Brooke: What that actually means is what?

Tyson: You need to do the work that you planned to do.

Brooke: Even though you feel resistance.

Tyson: Even though you feel resistance.

Brooke: Yes.

Tyson: Because you will.

Brooke: Yeah, and everybody does. It's not like I'm, I don't have any resistance. I always have resistance. But that's the payment, that's the payment to actually get it done, is to move through that resistance. Now, there's always a benefit. Think about when you move through resistance and you get the thing done. Then how do you feel?

Tyson: You feel amazing. It's like the ... You think that you're going to feel good, say with something pleasurable, but the real awesome feelings of feeling proud of yourself, feeling accomplished, come when you actually move through the resistance. You follow up, follow

through on everything you say you're going to do. I think that that's where, that's where the magic happens.

Brooke: And it's cumulative. You do something, you follow through, you do something, you follow through. You start getting the sense of self esteem. You start getting this reliance on yourself. Unfortunately feeling good about yourself doesn't make the resistance go away, but you learn how to manage resistance so much better.

Tyson: It's kind of funny because I was thinking about even being here in this environment and knowing that, "Oh there's going to be a camera on me," and I was, it was so funny because I was thinking I should expect the nervousness will come. And to welcome that, and to, instead of resisting the whole idea of, "Oh no, how am I going to show up?" just being able to step into it and know I'm not going to want to do that. I'm not going to want to show up and not going to want to even feel that. And yet doing it, and watching the results of that, I think that's what's going to be so much fun.

Brooke: Yeah. And people will say to me, "I have this big goal that I want to do." And they say, "These are all the things I have to do in order to accomplish it." And then they feel the resistance and they say to me, "But it's so hard," as if that means anything. What does it even mean that it's so hard? So what? You have resistance, it's hard, and let's go. That's how you have to remember when that resistance shows up, it's part of the deal. It's the tax you have to pay in order to accomplish your dreams.

Brooke: All right, so let's move on to, so the last thing that we want to talk about is time is in your mind. And what's interesting when you just think about time. This is something that we just made up. It's a construct for how we look at the world. So at some point in time we decided seven days a week, and a whole day is 24 hours, and we have minutes, and seconds, and all those things. And we all just accept that, and then we kind of put labels on how we use our times.

Brooke: It's like, oh, this is my free time, this is my work time, this is my family time, when really there's just time. And we get to manage ourselves within it. And if we try to like think about time as something external and we think of it as something that is happening to us, I can't ... it's like I don't have enough time. That's the most common sentence that occurs for anybody is I don't have enough time. I'm just too busy.

Brooke: Which is always a lie.

Tyson: Which is always a lie, because if there's just time and you get to manage yourself in it. And so is the idea of like time management, we can't manage time. We just manage ourselves within it. And those that do really well accomplish a lot, and those that don't do well, it's because they aren't managing their mind.

Brooke: Yeah, I mean that's a super important point to really hear what you just said. We don't actually manage time because woo, time doesn't actually really exist. It's something that's just in our minds. And so one of the questions that happens so often when we get into this process is people will say, "Well how much time does it take?" Or, "How much time do I need to do something?" as if it's a concrete thing that exists outside of us in a unit, and we just need to like grab it.

Brooke: And so one of the ideas that we really need you to wrap your mind around is that time is really what you decide it is. And something takes as long as you decide that it's going to take to do it. So when you say to me, "I'm going to schedule an hour for this, but I don't know how long it's actually going to take me," you're doing it wrong. This is how you say it, "I'm scheduling an hour for this, and it's going to take me an hour to do this," because you're deciding what to do within that time.

Brooke: So it's kind of a mind bendy thing to think about, but you have to know that you're the one that decides how long something will take. And people really do say, "No, no, no. It takes a year to write a book," as if that's some rule that somebody made in the world. But I remember one of my friends saying to me, she goes, "It really only takes like 30 days to write a book. People just spread the 30 days out over a year and call it a year." And it really made me realize, "Oh, time is just a thing we make up." It really is just some thing.

Brooke: So as you're going through this, you're going to be tempted to want to go, "But wait, I don't know how much time I should schedule for that. I should go ask someone. The time people, the time police, they'll know how long it takes them." You get to decide how long it takes for everything, and that's where you start really seeing the freedom with your own life and how much time you want to spend on things and in creating things.

Brooke: So I just want to add one more thing here. I think it's a good time to bring it up. If you're a perfectionist, this is never going to work. You want to tell them why?

Tyson: Oh yeah, if you're a perfectionist, you're always going to think that it's not good enough. You're creating a presentation, you're analyzing data, whatever you're doing with your work, you're always going to think, "Oh, just a little bit more."

Brooke: Just need a little more time.

Tyson: Just a little more time to tweak this and to tweak that, and then it never gets done. And so we teach about this concept called B minus work. And we've all gone to school, and we're all usually programmed to think, let's do the A, we want A plus. We want A plus plus. When in reality, what is helpful for the world, and what allows us to actually move forward and get things done faster is B minus work. And knowing that if it's good enough, and you just get it done within the time that you say it's going to get done, it's actually going to be pretty good.

Brooke: Yeah. And the idea is we'd rather you get a B minus than never turn it in. We'd rather you do. And we have so many clients that feel like, I just need more time to get this done. And what they're really saying is it's just not perfect enough. And so in order to move forward, and accomplish, and complete everything you want to complete, you're going to have to let go of this idea of perfectionism. And the way that we want to help you do that is by thinking in terms of B minus.

Brooke: Here's the deal. I'll make y'all a deal. Turn it in at a B minus, get it done, the B minus. If you want to schedule more time after it's complete to take it to an A, I'm all in. But don't prevent yourself from finishing something because it's not an A yet.

Brooke: So these are the main concepts that we want you to have your mind set on before we dive into the actual process, which we're going to start in the next video.