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Thank you for joining us today for the Career Speaker Series. This series brings to you the nation's top career authors who provide tips, tools and best practices that you can use to create a successful career. Hello, my name is Dan Sullivan, and I'll be your host. And with me today is Adam Markel, author, speaker and authority on career changes, specifically making big changes that will impact your life. Adam will share insights from his experiences, and his expertise that he has documented in his book, pivot the art and science of reinventing your career, and your life. Now in the next hour, you're going to learn tips and strategies that help they will help you understand what you need to do to follow through on your instincts, and your gut feelings that you need to make a career change now. So have your pen and paper or electronic device ready to take notes. Check the download option to gain access to resources and ask questions, you can submit your questions by clicking on the menu in front of you share your questions when you think about them, so I can share them with Adam. And you're invited to help influence this program by offering your feedback. So click on the menu option that says give us your feedback. And keep in mind you can fill the frame of your computer with the presentation today by clicking on the cross arrows on the bottom right of the slides. And when you want to ask a question, simply hit your escape key. So let me give you some reef background on our speaker. I'm really excited to welcome Adam to our Career Speaker Series. Today. He's an international speaker best selling author. He speaks globally to organizations, and he mentors C suite leaders on cultivating resilience, increasing performance and utilizing disruption. After reinventing his own career path from a successful attorney to corporate CEO, Adam spoke and facilitated programs around the globe in the areas of business development and personal growth. He is currently the CEO of more love media Inc, a company dedicated to helping organizations build work cultures of resilience and inspiration that drives increased performance and sustainable

results. His best selling book pivot, which we'll be talking about tonight, provides readers with powerful roadmap insights and principles to successfully reinvent some area of their career in life. And that's what we're going to do today. So today, Adam is going to share those insights and help you begin to change your life. I encourage you to clap, jump up and down and welcome our speaker today. Adam, are you with us? Thanks for joining.



03:04

It's great to be here done. Thank you so much for having me. And it is truly an honor the blessing. So thank you. I am I'm going to speak to you today about some subjects that are really near and dear to my heart. And hopefully they're they're quite.



03:20

They're there maybe not as as near to your heart, but they're things that would be relevant in your world and things that are really help you in your career and in your life. And I think there's it's very important that we were able to create results in both those areas. Because when things are working in one area, let's say they're working in our personal relationships, but our money situation is struggling, or our money is doing well. But our health isn't doing so well. And we feel out of balance, we feel out of sorts, that there's just sort of something that's not not really right. And, and so part of what I want to do today is share not only the road that I was on the path, and paths that I've taken and the changes that I've been able to make and how I I adopted certain mindsets and certain mental practices as well as practices around taking action that have helped me to both embrace change because change as Rhonda said, it's something we have to make friends with. And the reason I think that that's the case because change. Change is a constant. It's never ending constant, never ending change that we are all always dealing with. So to embrace change is a particular skill set and building resilience is really the bridge, the really the bridge between our ability to utilize change, embrace change, and to keep going to be able to be around at the end of the day. We'll get into that a little bit more. So before I get started, I'll just share briefly my my story, my pivot story, so to speak. I I first and foremost, a daddy and a husband. I'm married to my college sweetheart. In fact, July 29 edition You're, my beloved Randy and I will be married 30 years. And I can't even believe that when I say at night, it's freaky to say it. But it's true. And that time has gone by so quickly. And we've had a beautiful blessed marriage. Great relationship. And, and while this talk is not going to be specifically about relationships, we know how important relationships are the quality of our lives, very much equal to the quality of our relationships. And I've been blessed to have a woman in my life that has supported all of my greatest ideas, all of my worst ideas, all of the things that I've done, right, and the

things that I've done wrong. And it doesn't make it easy, necessarily, relationships, great, great relationships are not easy. But they're certainly worthwhile. And I practiced law out of college, I was a teacher for a short period of time, and then went back to school became a lawyer, and I practice law for the better part of 18 years in New York City in New Jersey. And in all honesty, I was probably aware that it was not the past for me, I was aware that it was not doing something very positive from my, my heart, my soul, probably from the point where I was practicing about 10 years. So let's say eight of the 18 years that I was doing that work, I knew it was wrong for me. But yet I would wake up in the morning, put my feet on the floor, just like everybody does. If you're lucky, of course, and I would start the day and know that I was going to be doing something that that really didn't feel right for me, but I was going to do it anyway. And I was going to do it anyway. Because frankly, I had responsibilities. And I know we can serve all identify with with that. Doing things out of obligation, responsibility. And in part that's what makes us good people, right when we take care of our our responsibilities to take care of our family and all that but I felt miserable. Nonetheless, I was a successful attorney very successful and made a lot of money. We had a lot of the accoutrements that the showings the signs of, of a successful life and wealth and things of that sort. But when I put my feet on the floor in the morning, my first feeling the first tangible feeling in my body was dread was anxiousness, anxiety, and just the feeling that that something was off. And then when I would look in the mirror, I would just see somebody that was sort of disappearing in front of my eyes. And I didn't have the words for then. But now I look back, and I just realized that I was a fraud. I was selling myself for money, I was selling literally and figuratively selling my soul for \$1. So I went on like that until I, I ended up coming home from work one night, on a typical night, I would get home around 730 or eight o'clock. And, and more often than not, I was missing dinner, I wasn't being home with the kids and the family. And Randy and I started a family of four Healthy Kids, we're so blessed to have those kids in our in my life and love them with everything. And yet I was missing dinner night after night after night. And on this occasion, like other occasions in the past, I got home, even beyond their bedtime. And I walked in the door, and I was dripping from the rain. It was cold outside, we were living in New Jersey at the time and I looked at my wife and I met her eyes. They knew the second that I saw her eyes that I had missed that opportunity yet again to read the kids bedtime story. And even as I'm telling you sharing it right now I can feel that energy, I can feel the just the feeling of grave disappointment like I was giving, giving away something I would never be able to get back, which was time with them. And I walked right up to her that night. And I looked her in the eye and I said if I keep doing what I'm doing,



08:54

you're going to be a widow. She took a deep breath. And I took a deep breath. And she looked at me and she said we'll figure it out. And that started me on this path on a path of

pivoting on a path of making a change to what I was doing. primarily with my with the bulk of my days spent at work. Ultimately, I wrote a book about this period of time in my life where I was transitioning where I was looking for something, something different and actively engaging the universe, engaging the creative faculties inside of me to create a new plan a plan B. Ultimately, I did successfully create that plan B and as I said I wrote a book about it. The book became a very big bestseller pivot the art and science of reinventing your career in life. And it enabled me to travel around the world and speak to many, many audiences, even most recently gave a TED talk that was just released this past February, all about the lessons that I learned in that pivot process as well as a particular ritual particular practice. That takes about 10 seconds, that changed my life. And I will share that practice with all of you at the end as well. So first and foremost, thank you so happy to be here with you all the career community. And I know we're all kin because we're engaged in this active, or this activity of creating a successful life. The art in the science of living successfully is something that we're not taught necessarily by our parents or by our teachers in school. It's something that we have to learn on our own, and through sometimes difficult experiences. I love the quote by Yogananda that says, environment is stronger than a will. And environment is a very key factor in our ability to succeed in making changes. And in having that successful unfolding of our life. That includes a life purpose that includes the the identity, for ourselves with various phases and stages of our life. All of those things are, are in many ways, environmental, I do believe that in this case, the the nurture is stronger than than nature. And I mean by that to say that at any point in time, the environment that we're in can dictate whether we are able to do certain things or not able to do those things. Think back on those times with my wife and coming home and telling her No, I want to quit my job. You know, there's I keep doing this, you're going to be a widow and, and she looked at me and she didn't remind me back then, of all the responsibilities. She didn't tell me, Hey, we got mortgages, and cars have kids and journals and dogs and all this stuff. Because she knew that I knew, she knew I had that already on my shoulders. And so in that instance, because of the environment that she created, that our relationship created, I didn't have to have the proverbial quintessential stereotypical midlife crisis. I didn't have to have one of those when we were able to plan a midlife calling instead. And that's the strength of environment. And it wasn't the first environment that I was in that really showed me that I started out earlier in my life. Working at the beach, I was a lifeguard at a beach called Jones Beach was in Long Island on the south shore on the Atlantic Ocean. And on a typical Saturday, or Sunday, we would get about 100,000 patrons to that beach. And as you can see on the screen, there's a picture of mu and I was quite young and and the environment there is very much a life and death environment. In fact, lifeguards communicate in a very particular way we communicate with whistles. So one whistle wasn't an attention getter, that's what we use to just get somebody's attention to whistles, would be a signal to all the other lifeguards that there was a rescue in process, there was a rescue going on. And three whistles well,

that means something different. In fact, I was there on my first summer and I heard three whistles ring out and I knew what that meant. I was 19 I was a brand new lifeguard, but I was trained that three whistles meant someone was missing. And I remember running down to our main stand and the captain of our field at the time saying, hey, there's a submersion. And field three, it's a search and rescue. And 10 of us ran down to this other beach about a half a mile away. And we joined the search team, there was already a lot of people that were there a crowd and they were pointing to where they last saw this missing swimmer, and all of us dove into the ocean and we swam out past the breakers and we created a pattern where we dove down about 10 feet into the ocean, it was dark as cold and we swam into the current about 10 feet and came straight up for air. And when every one of us popped up, and we can see that all of our heads were above water, we repeated the process again and again and again and again. Until we were exhausted. It was more than an hour later. And we heard the whistles yet again. Can I knew at that time, that that this was this was a very, very sad thing. We we weren't done. We weren't done searching. We hadn't found him. But we were required to get out of the ocean at that point, and go back to our field. And we did our captain let us in a moment of silence for that missing swimmer for that man and his family. And when we opened our eyes, he looked at each of us and he said these words. He said no one goes down in our water that this field here, no one goes down on our watch. And then he shared some words that affected me deeply that day and that I've never forgotten. He said, at this field, no one goes down. And that means that you either make the save or you die trying



14:42

just the little intensa don't come out of the water without someone was basically the context. That was the the environment, life and death environment and it impacted me in so many ways and impacted my practice of law. When I became a lawyer. I used to look at my client That way, I would see them as being in my water as people that I wasn't going to let go down like, no one was going to go down on my watch again, it infused itself into all of my relationships in business. And, and I gotta tell you, right now we're living in in these life and death times, I really believe that I maybe it sounds like hyperbole. But the truth is, we're living in something that's been coined as vuca times volatile, uncertain, complex and ambiguous times. And I'm sure you can all appreciate what that feels like the energy of that, and, and that environment. And I really do believe that whatever you're doing in your life, and especially in your career life, that there is life and death element to it, because there's so many things that you are doing with your job, and with your days that impact other people in ways you can't even imagine. And businesses today are so different there. You know, 50 years ago, the average lifespan of a top company of five fortune 500 company was around 60 years. And and now, given the ruka times that we're living in, given these volatile times that we're we are all a part of the number of

years that a typical fortune 500 company last today, it's only 18, which is shocking.



16:18

I mean, who ever would have imagined a company like Toys R Us closing its doors, or a Sears? I mean, it's shocking. I mean, Lehman Brothers, the most successful at least the most, the most well, well regarded investment bank at during its day, to see them shuttered their doors, it's just sort of shocking. But vuca times means what it when it says that we're living in times of great change. And when we're living in times of great change, great disruption, we've got to show up in a very specific way, at least, that's our position. And we've got to adopt the philosophy, new philosophy of living, and of managing ourselves managing ourselves personally and managing ourselves in the business context. We call that pivot ability, that new mindset, which involves two things first, embracing change, making change your friend, or your best friend, even not resisting change, as so many of us often do. And building resilience. We're going to cover each of these and talk about it in this context of livability. Today, I wanted to show you very quickly though, what the pivot process looks like, because for some of you, who may go out and get the book from Amazon, pivot the art and science reinventing your career in life, what you're going to find is that the book is structured in the way that you're seeing on the screen. Now, it's basically three sections. The first two are clarity and momentum clarity is really very much about your belief systems, and how it is that you believe what you believe in where it is, you might even need or want to unbelieve certain things, and momentum, how it is that we can turn new beliefs into new behaviors. And then finally, the planning and the action that we take based on that plan. And it's reverse of the order that most people are used to treating change, for example, making a change. And that is that they want to get into strategy very quickly. They want to plan something they want to take action if they can quickly. And that's just not the plan that we propose is not what I did when I was pivoting out of an 18 year practice of law into the work that I've been doing now for more than 10 years, which is just given my just so in alignment with my values, so much more engaging to my heart, and financially just as rewarding. And I didn't start with a plan. I couldn't How could I win, I just added clarity. But in any event, creating a plan often is something that gives people security, and that's why they start there. So this is a bit of a reverse of that process. And we believe in that we have to create a foundation, a strong foundation is what enables us to pivot. So that's something that you'll find more of the book as well. But we're going to talk about that now. And I'm going to ask you a question. And you can answer this for yourself. And of course, as dumb said, you can answer or ask your questions, and we can hit them later. I want to ask this question, how many of you would love to fail three times more often this year than last? As in whatever number of mistakes you made last year, you're gonna make three times as many mistakes this year. And if I was with you live, and we are we at least we could see each other. And if you'd raise your

hand right now about that. I know so many of you would not be raising your hand in the affirmative to this question. But that's the exact problem. That's the challenge that so many people have, you see, you're looking right now at a straight line. And the straight line really is the problem. The straight line represents this it represents the status quo. And and we've been taught from the time that we were very, very young, our kids just not to make mistakes because mistakes have consequences and nobody wants to really face the consequences of mistakes. And we don't want to make mistakes and take setbacks and so more More often than not, we're willing to endure the status quo and even create the status quo because it's safe, it represents the devil that we know versus the devil that we don't know. And so one of the things that I want you to know going into this process today is that status quo really is the is the challenge to all of us. It is unfortunately, what leads to mediocrity, it's ultimately what leads to, to death. And by that, I mean, when you think of something that's that stagnant like water, what happens to water when it doesn't move, and it becomes stagnant. Ultimately, we know it becomes toxic, if it becomes poisonous, what happens to us when we stop moving, we ultimately stopped moving, it means that we are weird, we're gone dead, right. And so the point is, status quo is, is the death in many ways of our careers, when we are willing to sort of buy into this idea that we, we can't make mistakes, because at a certain point, making mistakes would be more more dangerous to our well being than to take to take some chances or to make some changes. And, and oftentimes, how I've heard it taught is that you know, when you want to make a great change, you've got to take a great action. And we've all heard this before. And there's books written about jumping ship and that kind of thing. And I just don't buy into that. I know the idea of burning the ships is sort of a commitment device. But we Our philosophy is that you make small changes, even a five degree change in direction has the capacity to create transformation over time. In fact, somebody that I call a mentor, somebody that I recommend you all reading, one of his books is Buckminster Fuller, a great futurist, many people know him because he's the creator of the geodesic dome that that dome that sits at Epcot Center. And he had something that he talked about called the trim cap factor. And he told this story of when these huge ships tankers and large ships were being first introduced, they had a big problem in that big problem with these large ships was they were very difficult to turn, it took a long time for them to turn. And so they didn't know what to do about it, these big letters, but the big rotors somehow weren't able to turn the ships quickly, until someone invented something called a trim tab. But what's really amazing about the trim tab, maybe you notice is that it's a tiny little rudder, it's a little rudder that sits on the big rudder. And so what ends up happening is that the little letter turns the big rudder and the big rudder turns the ship. And so this tiny little trim tab enable these massive ships to turn what quickly to be more agile. And again, this is what we call the law of small differences, or what Buckminster Fuller, Bucky fuller is he was called by by Manny, called the the trim tab factor, the law of small differences them all, the law of small changes, the butterfly effect was small changes over time lead to

transformation to innovation. And this is just math, this is not sort of a



23:08

hope, it's not an intention, it's not Whoo, this is just strictly math, that when you change the direction of anything, the trajectory from that point of change is changed as well. And over time, that can produce very drastically different outcome. So your plan, we know we all have a plan, we all know we're looking for plans, our plans very much represents a sort of a straight line between point A and point B. And then of course, there's this thing called reality, reality looks very different often than our plans. And I know I'm smiling, just looking at this because this is just more par for the course than anything else. And when those changes to lifetime, I love this quote by augmon Dino that says that, in those moments of great change and great challenge, even that we don't want to ask for opportunities equal to our abilities, but we want to develop abilities equal to our opportunities. And I think that is the difference between really being proactive and being on a growth edge, and embracing change, and somehow trying to play your life in a safe way, or play your life on defense. I mean, I was starting to ask myself the question years ago, I said, you know, is the goal for me to get to the end of the end of the race, the end of my life safely? Because if that's the case, then where am I going to be at the end of that race? At the end of my life, I'll be safely dead with my thought, No, that's not the goal at all. But the key is to go the distance, right? So the going the distance part really requires something more than anything that I've discovered at this point in my career in my life, and that is something called resilience. And my philosophy is that we've got to develop resilience before we need it. I have to develop resilience always because there will be time in the, in the future, the not so distant future that AI will require more resilience. And so the time to develop it is before we need it. But, of course, we all have a different way of looking at resilience. And I think it's important that we have a conversation, a bit of a dialogue about what that looks like to us. And as you can see on the screen is a picture of sly Stallone and rocky in 1976. This is the first rocky movie, I think, at this point is something like eight rocky films, which is remarkable as a franchise, but the first one that was the one that really got me. And of course, you know, in that movie, Rocky gets knocked down and knocked down and knocked down and he keeps getting up right so our hearts go out to him like he wins our hearts, but he loses the fight. He I you doing right, Rocky, South Jersey, southpaw he, he's this very inspirational character, but he don't look so good in the end, right? You know, banged up and he loses the fight. And



26:02

many of us, many of us, when we think about resilience, we think about this rocky model,

we we equate resilience to endurance. And the studies just don't bear out the truth of that. In fact, Harvard Business Review article, the making of a corporate athlete study, these top athletes top performing Olympians, professional athletes, compare them with executives, and business owners. And they found that they had one thing in common more than anything else. And that commonality was their ability to recover from whatever stress was whether it was the stress of competition, where the stress of the day's work, but they had rituals for recovery. And the best athletes and best executives all recovered more quickly than others. You probably remember recently, this really touching story of the boys, the soccer team that was trapped in a cave in Thailand, and how ultimately they were found, remarkably so because in that case, they had were breathing oxygen that basically they had 30% of the available oxygen that we do right now, probably wherever you are in this moment. And yet they survive. How did that happen? How did they survive? Well, it was their coach that saved them. And he did one thing in particular that you may remember. And that was he taught them and worked with them on meditation. He helped them to slow their breathing, slow their heartbeats to be calm. And after several weeks, where people thought there was no way that they'd be able to get these kids out. In fact, they didn't even know where they weren't first. They did save them, save them all. And so when it comes to resilience, we're not talking about just the physical. It's not just the endurance account. It's mental, it's emotional, and even spiritual. So there's three things in particular that over my years of doing research, in my years of having been in both the CEO role and other executive positions, as well as running my own business, and being an entrepreneur, that I've learned about creating resilience, as well as in athletics. And these are the three, three things that I want to discuss with you now. And the first one is to reframe, to be able to restrain something that that when we were hit with a setback, when we have something happen, we have this opportunity to look at it. And the way you look at it, is everything. I want you to imagine for a moment. The the situation that happened last year at a Starbucks in Philadelphia, right? There were two men that were in that Starbucks that got arrested, got arrested for seemingly just using the bathroom to African American men, I want you to imagine for a moment to put yourself in the shoes. Let's say I'm the CEO of that amazing company. Starbucks, I say amazing, because they've been around a long time. they've they've, they've endured a lot. So they've done some things in this was a challenge to them. Right? Can you imagine being the CEO of that company, on this big company and you receive a call that day to tell you that two of your two patrons in one of your stores in Philadelphia were arrested seemingly for being there, for using the restroom, etc. What would you do? What would you do in that situation? Can you imagine? Well, Kevin Johnson was probably given the same advice that many of us would have been given meaning when he calls his lawyers when he called his other executive team leaders, you know, they probably said to him, this is the this is a major threat to our company, to our share price to to our, our brand even and we've got to protect ourselves. So first of all, you know, the person, this the manager of that store, that person got to be

suspended or maybe they've got to be fired. And we've certainly got to let the world know that this is that this is a You know, we're, we're This is not not what we do. And, you know, justify, explain blame, you know, do get out on the PR campaign, all that kind of thing would have been the conventional advice that he probably did receive. But I don't know if you remember what Kevin John did in response, he got on national TV, the very next day got on Good Morning America. And he owned the situation he owned, he declared that the company was at fault that they didn't know what happened. But they were going to find out and they were going to get to the bottom of it, and that they were going to make things right no matter what it was a real moment, where key on behalf of that company showed great transparency, great honesty. And, sure enough, two weeks later, they had resolved the challenge that they had with these two gentlemen resolved in a very amicable way. And two months later, they closed 4000 stores. So 4000 stores around the country, cost the company \$11 million, they close for hours for something called unconscious bias training, which I'd never heard that term before. And, and I don't know that Kevin Johnson was even aware of it at the time. But we can all imagine what what it's like to live in a world with where there is this great divide seemingly great divide all the time between people, between people of all different races, and ethnicities, and nationalities and genders. And, and so there's this bias factor, this unconscious bias, unconscious judgment or prejudice that exists probably in every organization, but he closed the stores so that they can have a conversation about it. And I'm sure we all get that they didn't solve the problem in those four hours with those stores. But they did something, they stood for something. And of course, that was a moment of truth. Because clearly, in that state of threat, the CEO of that company could have looked at it in a particular way and said, we've got to defend ourselves from the threat. But instead, he reframed that situation, by asking a question, a question that my wife asked me a lot asked me kind of all the time, and I'm going to share that question with you. Now. It's a weave framing question. And that question is, what's the creative opportunity now. So in any situation that you're in, where you're feeling that threat where you're feeling like, something's gone wrong, or something's gone, just gone against the plan, differently than you expected? In that moment, of taking that deep breath, and committing yourself to we framing it in a way that could be impactful, not not something you're you can be on the offense versus being on the defense, you're going to ask yourself this question, what's the creative opportunity, and that's step one. And that's what Kevin Johnson did at Starbucks, he found a creative opportunity to not only solve the problem, at least solve the problem with the gentlemen that were in question, but also create a dialogue, create a conversation, creating a new opportunity for the company itself, and I believe they bolstered their brand. And the company certainly hasn't done poorly since then. That's step one. Step two, in this process of developing more resilience, is that you mind for wisdom. And mining for wisdom is something I learned from my grandmother. And it's a picture of her right there. And my dad and our firstborn, born daughter, Chelsea, my

grandmother used to make these tiny little cakes that she called little gems, and they had very, very big taste and very, like a just a taste that you couldn't imagine could be coming from this tiny little cake. And I asked my grandmother A long time ago about that. And she said to me, Adam, sometimes little things in life can have a big impact. And that's the truth of it. The little things in life can have great meaning and, and there's, there's an absolute requirement among people who develop resilience, that they find the meaning in fact, one of the most resilient people that I can think of, is the author of Man's Search for Meaning Viktor Frankl, and he was a concentration camp survivor. He was in Auschwitz in one, he was there, surviving. One of the things that got him through that ordeal was his thought that someday, he would be able to teach people about the meaning, the meaning from that, that whole situation that he would be able to explain to people what the psychology was, of the concentration camp and everything that he'd learned. And in fact, he did survive. And when he came, was was we had regained his freedom. He began to create meaning therapy. So he was able to pass forward his knowledge and help other people deal with with trauma and adversity and wrote a book that is now as we know, world famous. So step two of people that are resilient people that have created resilience in their lives. First is those people they know how to reframe. They know how to ask that creative question, what is the opportunity in this moment? What is the creative opportunity? Now, that's number one, those same people know how to find the meaning in the situations that are happening in their life. They're not victims. They're inquiring, what is the meaning and they know they have the understanding, and the and the belief really, that there will be a meaningful



35:27

download or, or something that they will get from it in the end. And the third thing is that they have learned how to recharge, they've learned how to recover something, you know, r&r, sometimes called rest and relax, right, but we call it recovering recharge. And really what this amounts to is rituals, learning how to create rituals for recovery. That's what that Harvard Business Review article has said, that's what so much research has said that resilience isn't about endurance, it's about recovery. That's how we create greater resilience, not by how long we can work, it's not about getting the night owl award, if you will, even though that's what we're that's what's rewarded in the corporate sector, we know that part of the the culture of the organizational structure is that we reward people for going above and beyond. And in fact, in many ways, productivity is defined as doing more with less, it has been that way since about 2008. So you're probably shaking your head now. Because productivity for many managers is, you know, learning how to squeeze more out of your work staff and being able to work them harder, and do more with less. And so the understanding that we have to take care of ourselves, that we understand on a cultural level, that resilience is about self care. It's about those three things we framing

and mining with, and adopting rituals for self care, learning how to recover and recharge, that's, that's really the key element in creating resilience. And so those rituals have to be morning rituals. When you wake up, what do you do? Are you are you making yourself something good to drink you having a green drink life? Like I do every day? Are you drinking plenty of water? Are you going out for a walk or run? Are you meditating? Are you are you praying? Are you reading something spiritual? You? Are you doing something to take good care of your mind at the beginning of the day? Or are you doing something else, you're grabbing that cup of coffee, and grabbing your phone, meaning most people, the first thing that they do when they wake up is look at their phone. In fact, after the alarm goes off, I tell people that they check their messages, they check their emails, they check Facebook, all those things, they get right back into the technology. And there's something called constant cognitive allows



37:52

kind of a term that means that we're constantly being engaged, our minds are being engaged all the time by technology, which gives us very little downtime. In fact, most people don't have any downtime. But most people don't have a weekend, the week doesn't end for so many folks. And that phone is the culprit. Because on average with touching that phone 150 times a day, on average, at two and a half minutes, just two and a half minutes per time, you're looking at two and a half hours of cognitive arousal of not being of uptime, not downtime, and of stress, two and a half hours also possibly, of just not being productive. And again, we have to understand that the way to be more productive is not by working harder and longer. It's by alternating work and stress with recovery. Stress is misunderstood. Stress does not kill us. It's a lack of recovery from stress that kills. Stress does not make us sick. It's the lack of recovery from stress that makes us sick, you go to the gym, you're going to be stressed you're going to stress your muscle, but you can't go to the gym and work those same muscles every single day or for 10 hours at a time because you can do that. We know what happens is you end up with injury, you end up breaking down those muscles. And so we've got to understand that in our personalized it's just the same. Your afternoon What is your afternoon look like when you're at work. Or if you're if you work from home, or whatever it is you're doing during the day is getting drinking plenty of liquids, eating something good snacking with things that are healthy you taking walks and going out to just put your feet on the grass. The last company that I was running, we used to have a strict policy that at three o'clock in the afternoon didn't matter whether you were on the phone, whether you whatever it was that you were doing, everybody got up from their desk and went outside for 20 minutes to take a walk or stand in front of a tree or hug a tree or stand on the grass or you know just be in the sunshine and I understand that depending on Wherever you are the climate that you're in, maybe it's more difficult in Minneapolis in February to get out and do that,

although I was just recently in Minneapolis, and that snow was beautiful. And being out in that in that frozen tundra was, was exhilarating. So to get out and get fresh air and, and do something for yourself, even if it means taking a short 20 minute nap, which, you know, can be done simply by putting your feet up the wall, and closing your eyes for 20 minutes. It can feel and can have the same benefits studies show as four hours of sleep. So are you doing those kinds of things in the afternoon? And in the evening? What is the evening which will look like for you? Are you getting to bed early enough? You're getting enough sleep? Are you getting in a bath with Epsom salts or hot tub? That you go into the gym? Are you you're doing something else to take care of yourself? Are you listening to good things? Maybe a good audible book or music that you love? Are you are you soothing your soul? are you celebrating your successes, I have a ritual, I have a ritual for waking, I have a ritual for going to sleep for you. Are you doing these things by ritual? It's a very powerful thing just to take a moment in the evening. And think about the successes of the day. Some people I know write them down, create a success journal, just write down three things before you go to bed that you're happy about for the day, it could be that you've made it through today, it doesn't have to be a big high bar. But what is it that you feel successful about that day, and put that feeling that that celebration, even that forgiveness, for the mistakes or for the challenges of things that didn't go according to plan, but you've got through it anyway, those are things worth celebrating. And those are great things to deposit into the subconscious at the time that you're closing your eyes, and, and starting the process of the recovery of the recharge. Because so much of our recharging our battery happens when we are in fact asleep. What is it that you're putting into your into your the fertile soil of your mind, the reading that you're doing the books that you're checking out, I put up here on the screen, some of the books that are very powerful, that are part of my library and things that I've learned a great deal from. And these are books, just a handful of the books that you can be checking out. I really feel like it's one of those those signs of high level of openness, a high level of innovate, an innovative thought of somebody that that is able to more regularly pivot more regularly find the creative opportunity in situations that the people that are able to do this things are rabid readers, they read two or three books at a time, I I'm never sort of reading just one book till it's over I I start one and then I started another one. And I'm finishing them sort of in the same order. Sometimes I finished the book that I started second before the one that I started first, it just depends. I love to read in the hostos, one of my favorite places to engage with that, that kind of content. I love Jim Rohn. I'm sure you've all heard of Jim Rohn. And and I love the quote by Jim Rohn that says it's not the blowing of the wind, but the setting of the sails that will determine your direction in life. I truly believe that that's so important. And for me, the waking ritual, the way that you set your sails at the very beginning of the day is so powerful. In fact, as I said earlier, I recently was able to deliver a TED talk and and it was such an honor to talk about this with a wider audience of people. And in fact, that talk now has well over 100,000 views and that kind of thing,

which is really been a blessing and because it's simple and and I truly believe that when it comes to the things that that we want to adopt this new habits or as I said rituals earlier, they've got to be simple, because simply something you can you can apply quickly. Something that's complicated might be interesting, but it is something that we're not likely to use. And that to me is just not so much a waste of time is this something that's just less impactful than something super simple? So this waking ritual has three parts. And the first part is that you wake up? And my my question to all of you, and this is my question to you. How many of you woke up today. And I always get a kind of a funny chuckle from people about that. Because, you know, not everybody's woken up. We're all so some of us in a process of waking and some of you right now are still waking up, right. But the truth of the matter is that it was truly a blessing that you got to wake up from work today. And in fact, we know that when we were waking up today, each of us and we took that first breath of the day, the conscious first breath of the day, there were people in that very same moment, who were taking their very last breath. And that that made that moment special. It made it sacred and holy, even even if we didn't recognize it today. I promise you will. You'll recognize it and see about it tomorrow. In fact, I, I was giving a talk to a group of a few 1000 entrepreneurs and business leaders in Japan a couple of years ago. And when that talk was over, a gentleman walked up to me. And he said to me, I would, he said, Thank you. And anyway, he wanted to introduce me to a very successful Japanese businessman. And he said, I'm introducing you to this man. And he's known as the Warren Buffett of Japan. And so through translation, this gentleman said to me, that he says, Thank you 1000 times a day and the word in Japanese for Thank you is out. He got. He said, it got to 1000 times a day. And I remember sharing this with an audience of people from the US when I came home and, and a smart Alec, you know, I would love that anyway, some guy in the front row screamed out to me as a, I was a billionaire, I'd say thank you 1000 times a day as well. And I asked him the question I said, so what do you think? Do you think that he says, Thank you 1000 times a day, because he's a billionaire? Or is he a billionaire, because he says, Thank you 1000 times a day is ritual to say, I've got 2000 times a day is very powerful. And so that's, that's the second piece of that you wake up tomorrow, that you realize what a powerful moment of creation that is, and what a gift it is, and how it wasn't guaranteed to any of us. And you say thank you for that. And you take 10 seconds, that's all just take 10 seconds, to put your feet on the floor. And feel that gratitude, and feel appreciation for yourself in that moment. As you declare out loud, if you're willing to say these words, these four simple words out loud, I love my life. I love my life. I love my life. Because when you love life, life will love you back. Now, again, I really believe in the power of words, and and when we have the words, we also have the way and when we have the words, we can also show others the way. It's been such a powerful experience for me to be here with all of you today and share these words with you. And I have a gift for you all for being here. It's to me, I think all of us are pivoting and we've either got these major sort of pivot points in our life, which we know what those those

more radical inflection points look like. And then we've got micro pivots or mini pivots in our career, maybe it's that you're, you're contemplating whether you stay in the same, the same occupation, you're in the same area of work career space, but you want to maybe try a different job, or what change the place that that you want to sort of laterally move to where maybe you're going to, you're going to get out of that career altogether. You get into a whole new business or new occupation, or you're going to try a side hustle, or do something like that are so many people actually that work with our company. They're at the midpoint in their career, or the end of their career. And they they want to actually develop their public speaking skills. And a lot of times people engage with us on that they want to, because we train people, we train lots of people and executives to speak more clearly and effectively and actually to create keynotes so they can, after their careers even be able to speak and be paid to speak, which is a blessing to be able to travel the world as I do and get paid to keynote and share messages and things that are really near and dear to my heart and even give a TEDx talk or something like that. So wherever you are, I don't know where that is. But I know one thing's for certain that there are six primary questions that have to be answered to get greater clarity. And so the first step, that foundational principle that's laid out in the book pivot is all about creating clarity. And we've got a free gift for you kickstart guide with six essential questions to help you to determine whether or not you're in a pivot. And are you in a major radical pivot. But one of those things? Or are you in a more of a micro pivot or a mini tip, these six questions are going to meet you where you are and help you. And we'd love for you to be able to of course, provide feedback to us. And you can do that at start my pivot comm or at Adam markel.com, both of those places you can give us feedback, we've also got an incredible podcast that you can find it out of markel.com as well, where you can listen to more of the kind of pivot stories, not just my own, but lots of other people who are pivoting. Same thing with our Facebook group, same kind of people that are pivoting in their license some way in their business in some way. And I truly believe that community just like this community, coming together for the work that you're doing together is so helpful because we all need to know for one thing that we're not alone, that there are other people who are also pivoting their lives, paving your business is what you know, what does that look like? What are the resources that are available and there are so many free resources that the thing is so funny when you start to look for things there are a million ways is to kind of spend money of course we know. But there's, there's just as many ways to get information and get resources and get connected with folks without having to spend money. So, you know, it really is a combination of both those things. But



50:14

truly what I want to say is, thank you, thank you for the opportunity to be here with all of you. And, and I am so open now to questions. I realize some of you may have been typing

in those questions along the way. And, and so feel free to to done if there are questions, lay them out, and I'm happy to answer them in the time that we've got remaining.



50:35

Adam, yeah, we've got quite a few questions coming in and already got Oh, to you. It got. So, so one of the same questions coming through is, is as you show the image of Rocky in the movie, and certainly, I can remember, Rocky is someone who just never gave up. And, and there are some of us in our careers that don't want to give up. And we're gonna fight to the end, to take that pivot. What do we need to do? What do we need to kick ourselves in the butt? And say, it is definitely time to pivot? Don't be stubborn.



51:19

Yeah, well, I think this is really interesting, because knowing when it's time to pivot is is one of those things that I think is less, less challenging than we make it out to be. And I say that because when I was pivoting, whether it was out of the law, or it was more recently, when, when a company I was running, I clearly could see that after six years, I wasn't getting where I wanted to go, I wasn't really able to lead the company where I thought you could go, and I knew it was pivot time. And, and what I realized is that there's always this writing on the wall, you know, just like that, it was Spencer Johnson Who Moved My Cheese, I think that's who it was, you know, there's the writing on the wall. And, and we always have these signs that are there. And the sign may be the whisper that we feel, you know, it's deep inside of us in our hearts. There are things that are telling us it's time to pivot. And more often than not, at least in my experience in working with many 1000s of people who are reinventing themselves, we ignore those signs. And we ignore them on purpose, because the idea of making a change frightens us. And so we kind of wait for it to get intolerable, or we wait for the rug to get pulled out from under us, as often will be the case when we don't take the signs. Often the universe has a way of just taking action for us. Does that make sense?



52:45

Makes a lot of sense. Yeah. And it's something that we we try to ignore until we can ignore it anymore. There's an author that we have one with our show, too, who had a nice title of a book where someone else makes the decision for us, right, and the title of his book was, fire me, I beg you. In that particular case, we kind of give up control of our life and just essentially let it go out of control. So we let someone else make that change for us.



53:21

Yeah, our phraseology is that you can either pivot by design, or you can pivot by default. And I think a lot of people are, unfortunately, unfortunately deal with the default pivot, they wait till they got the diagnosis from the doctor to take their diet seriously. They wait till they get fired or downsized or whatever it might be, or something else happens at work to make the change that they've known, was coming all along. So to me getting to take the bull, the bull by the horns is really the only way that I know how to deal with uncertainty in my life. That's just the way I've been say it has to be for everyone. But the book pivot is really about the process of taking the bull by the horns, so that you can be in a position to design the pivot versus waiting for it to happen.



54:07

Whether it makes a lot of sense, here's a question from Henry's kind of a kindred soul of yours. Henry says, I've been moved into a pivot, not by choice, but I did like go from my position at a large law firm. I am a founder and in working hard to bring in clients to my new business. One of the best habits to develop early post pivot. But please, success. strategies.



54:36

Yeah, beautiful question. This isn't this is this is one of those crucial times for a lot of people where you're, you're sort of pre can be pre revenue could be pre scaling of a new business idea. And, and you're you're still fresh, like you're birthing something new in your life a baby and just like a baby, you know when a baby is born. For many, many, many months later, their head is very soft and very delicate. And I gotta tell you, a new entrepreneur, somebody that's in freshly birthing, a new idea pivot is the same way, you got to take really great care of yourself, self care is going to be more important now than ever. And so yes, you know, there are people out there talking about like Gary Vee and others who talk about, well, you gotta work, you know, from seven 7pm to 1am, you know, working two jobs, and whatever it takes, and blah, blah, blah. And, and that's that rocky model. And as they said, Rocky, you know, our hearts are with Rocky, but he hasn't win the fight. And that's, and he and he's really banged up. And so to me to be successful, you've got to finish the race. And so many people who are anybody that's been in business long enough knows, it's the people who are able to have endurance, you know, to to have longevity, I should say, that finish the race that gets to the end of the race, that those people that can get to the end of the race, are the ones that that often find the solutions along the way. So you've got to be able to get to the end of that race. And the way to get

there is by learning from the research that you've got to take care of yourself, at the same time that you work really, that you're going to work really smart, and you're going to work really hard as well, because that's just a part of the equation, you've also got to make specific time. So yes, about habits and, and rituals, you've got to make specific ritual time or habits for yourself, where you're in recovery mode, because to be productive, to find solutions to be on the cutting edge to be able to innovate, in any situation, you've got to be at your mental best, you can't be at your mental best, when you're picking up your phone 50 times a day, you can't be at your mental best when it's eight o'clock at night, and you think you're relaxing, but you're on the couch, and you're watching, you know, Fox News, or CNN, or some of the things that's got your brain in active fight or flight mode. So you've got to really be curating the content of your mind. What do you read it? Where are you seeking inspiration? How much are you sleeping? What do you eating? How much you exercising? I mean, some people are gonna say, well, geez, Louise, I can't find the time for that. I mean, if I do all of that, I won't have any time to work my business. Well, if you don't do that, you won't have a business to work, that's my experience, you've got to be around long enough to find the solution. And that means you got to look at this from a from a long view perspective. And that means you work smart. And by working smart, I mean that you are at your level best when you're working. And you will be at your level best more often than not, in that situation, when you've had a proper night's sleep. So it's the kind of thing that you can, there's a lot of apps for this kind of thing where you can get your phone to turn off by itself, it can go into airplane mode, it can go into, you know, modes, where the screen goes to a different color in the evening, so that it's not activating your brain in the same way that it does during the day. You know, so constant, there are lots of technology hacks, to being able to get, you'll get leverage over yourself, and, and not have you being sort of in a mode of I'm working on the weekends. I'm working constantly, really, I'm an entrepreneur, I never off, there's no downtime, that kind of thing, because that will not lead you to the solution more quickly. In fact, it's counterintuitive, but the more you can alternate between your time of mental exertion, exertion, and your time of mental recovery, the more productive you will actually be.



58:44

Adam, thank you, we're gonna have to end on that note, we're running out of time. We thank you so much for sharing your experiences and philosophy tonight. And we certainly wish you well as you continue to carry your message that transforms lives literally around the world.



59:00

Now wonderful done, it's been a pleasure and I send out all my love invest to your community. Thank you for having me as a guest today.



59:09

And to our audience, make sure you pick up a copy of pivot, go to the library, go to amazon.com pick up a copy of the book. If you're here with us tonight, you must be near a pivot point. There's step by step route steps for you to be able to really advance your career in your life. Adams put a lot of time into this and I know it will benefit you and take advantage of his gift at the website. Adam if you can show that website again.



59:44

Start my pivot.com it's right there up on Wednesday and as they'd love for folks to get that kickstart guide.



59:54

And audience Thank you taking your time out of your schedule to join us tonight. You could have been watching Movie could have been reading a book but you're working on your career. You know that your continued investment will give you greater control of your career and your personal happiness. So we encourage you to stop back to the group community. Watch other on demand lectures by additional authors who are interested in sharing tips and strategies to help you advance your career.