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**Title: Mind/Body Connection for Success
With John Assaraf**

Profound Statement:

“If you're interested, you'll do what's convenient and if you're committed to do whatever it takes.”

Action Item:

You have to be committed to doing whatever it takes and you have to make your reason why you must bigger than any story or excuse or circumstance.

Three Points:

1. Mindset shifts John made to cure ulcerative colitis
2. Fundamental elements of the S.E.M.P. model
3. Mindfulness as a skill for maximizing potential

Speaker Bio:

Stacy Thomas: 00:00:01

Hello and welcome to the Mindful World Summit. I'm Doctor Stacey and I'm thrilled to be joined today by John Assaraf. John is a highly successful businessman whose developed several multimillion

dollar companies. He's a New York Times bestselling author. He's been in the movies. What do you may have heard of called The Secret and he's appeared several times on smaller most the loud tv talk shows like Anderson Cooper, Larry King Live, and The Ellen Degeneres show. In addition to all of that, he is the founder and CEO of Neurogym, which is a company dedicated to using the most advanced technologies and evidenced based brain methods to help individual feels at least to their fullest potential. He's here today to talk to us about the mind body connection and how we can leverage the latest science about this connection to facilitate our success in health and in life. Welcome John to the summit.

John Assaraf: 00:00:52

It's so good to be with you. Thanks for having me.

Stacy Thomas: 00:00:55

We are so pleased that you're joining us and so let's just dive right in. Talk to me about this mind and body connection and what is it that prompted you to want to delve into this world and understand it?

John Assaraf: 00:01:10

Ah, great question. I think the, um, the mind body connection, I think everybody knows, they've heard of, you know, mind, body, spirit and it's really great as a concept. Um, but what does it really mean? And we all know that, you know, we have a brain. The brain, uh, is, uh, got activities, uh, that we like to create. That's the mind. Um, and then we have our body, which is nothing more than, you know, a coalesced a group of a hundred trillion cells, uh, that we call a body. Uh, but we're basically vibrating packets of energy. And our brain is an organism. It's not an organ. Our brain is a living organism that changes every second of every moment of every day. And so whenever we think about thoughts, whether it's positive thoughts, negative thoughts, constructive thoughts, happy thoughts, sad thoughts, every thought that we have changes our Neuro chemistry our biology.

John Assaraf: 00:02:14

And since we are chemistry and we are biology, then what that means is if we're having these negative disempowering thoughts, the neuro chemicals in the electrical activity of those thoughts are rushing through our veins and through our bloodstream causing this molecular structure called a body to vibrate or oscillate at a variety of different frequencies. And so we know that happy thoughts has got a frequency around it and a negative sad thoughts have frequencies around and we can feel it, we can feel it in each other, we can feel it in ourselves. And so I learned many, many years ago unfortunately because of a terrible disease that I had when I was 22 years old when I was 22 years

old, I, um, I was working really hard trying to make a living to make money, to pay bills, to go out, have fun as a kid.

John Assaraf: 00:03:15

And I ended up with something called severe ulcerative colitis. And so severe ulcerative colitis is basically ulcers in your colon that bleed. And it may not sound like a lot, but number one, when you eat, um, when the inflammation from the colitis happens, it actually makes the tube, your colon, your intestinal tube, very, very small. So stuff can't get through. So in addition to abdominal pain, in addition to having uncontrollable gas, you also don't have any bowel control movement. So if you can imagine a 22 year old young man wanting to date, um, having bowel movements while I'm driving a car with a date next to me or at a restaurant, not being able to have enough time to get up from the table to run to the bathroom because I just shit in my pants. um so for two and a half years of my life, I have this ulcerative colitis, that was getting worse and worse and worse and worse.

John Assaraf: 00:04:19

And I was at the time taking 25 pills a day slash Aza pyre pills a day, which is a sulfide pill to reduce inflammation. I unfortunately have to do an enema by myself every morning and every night or cortisone, cortisol enema. And then every single month I had to go to the hospital to see my doctor's name is Dr Woo. Um, and he would do something called a sigmoidoscopy, which means he would insert things into me in places that things should not be inserted because things should be coming out of those things every month to look inside my colon, you know, 30, 40, 50 inches inside of me, uh, through excruciating pain because I had this thing all sort of collide. So we're trying to manage and it got to the point where they said, if it doesn't get better, we're probably going to have to remove, um, two, three, four feet of your colon.

John Assaraf: 00:05:15

And that's really not nice or pretty at 22, 23 years old. And so after two and a half years, two years actually, of just being in this state of dis ease where I had this something going on within me and I was thinking about this disease, I was mad at the disease. I was a victim of the disease. I was, you know, blaming it. I would felt embarrassed, ashamed, ridiculed, judged. And my life was basically at a standstill. I wouldn't eat because I was afraid if I ate them. you know, I'd have to go to the bathroom wherever I was. And it happened many times, by the way. Um, so my life was really at a standstill and that was watching a TV show, watching a TV show. And I saw these doctors on the TV show talk about this mind body connection. And they called it at the time, psycho neuro immunology.

John Assaraf: 00:06:11

It's like what? And basically psycho neuro immunology was the research that had been done around the connection between your body and your mind. So what you were thinking about the emotions you had, how it affected this molecular structure that we call is our body or our organs. And they said that when we're in a state of dis ease, um, and we have systems, there's nine systems in our bodies. When the systems are out of whack for whatever reason, we're in a state of dis ease. And then things start to break down like a car. You know, if there's something wrong with the engine, the spark plugs, the, uh, the, um, uh, um, uh, anything in the engine, which I don't know a lot about. Um, our starts to break down, um, muffler, et cetera. Um, and so as I listened to these gentlemen and there was one woman and they were talking about you can actually move from a state of dis ease into a state of at ease, like, okay, that, I mean, that make sense.

John Assaraf: 00:07:20

And they started to talk about all of the different ways that you could become a more aligned between your brain and your body. That the body was a manifestation of the thoughts that we had repeatedly, the emotions that we felt and the behaviors that we took every day. And so I started to research psychoneuroimmunology. I started to research the mind body connection. And I started to discover that self-talk was one of the most critical things that you could start to do to put yourself in a state of at ease. And so self talk was one thing for me. I'm making sure that I had an impeccable diet that was an anti-inflammatory diet. So I learned a couple of things. One was self-talk, two um, was managing my emotions because emotions, the way I learned it was the energy that's in motion. So we have energy, which is what we're made up of and we have energy that's in a state of dis ease or chaotic or we have energy that's in a, a state of at ease and coherent and in harmony.

John Assaraf: 00:08:45

And so obviously, you know, I somehow made the connection, my body's in a state of dis ease. And what if just what if I started focusing on better self-talk, maybe some affirmations, maybe writing out, you know, what I want my health to be like and focus on that. Maybe I can introduce visualization, you know, into the equation, which is focusing on the subconscious mind, the subconscious brain. Because that's really what controls just about everything in our bodies. And what if I started to exercise to reduce my stress? What if I started to eat a perfect diet? What if I started to sleep properly? Instead of doing things at a 22 year old kid does what would happen if I put myself in a perfect state of health? What would happen? And what I can tell you is every day I, I wrote this affirmation first, right?

John Assaraf: 00:09:47

So I wrote down something that I've found on, you know, my, in my research and I wrote down in my body and all its organs were created by the infinite intelligence in my subconscious mind. It created all my bones, tissues, organs, a capillaries, veins and everything else within me. And it is perfectly holy knows how to heal me perfect. Or the creative forces of the intelligence within me. I am now perfectly healthy now. That was about 90% accurate to what I wrote 35 years ago. And I started to read that every day I would close my eyes and I would see my colon healing. I would see my colon and not inflamed. I would see myself believe it, not going to the bathroom normally I would see myself being vibrant and energetic and putting on some, forget about muscle, some fat first. Cause I was so skinny at the time, I had like, I was, I looked like almost belonged in Auschwitz.

John Assaraf: 00:10:47

And so within five weeks, five weeks after two and a half years of pills and cortisone enemas and sigma anoscopy, within five weeks, my ulcerative colitis was gone, gone, gone. 100% gone. And my doctor, Dr Woo, said, what, what happened? You're in remission. I said, doctor Woo, I fixed the cause. You kept treating the symptoms. So that was my early 35 year ago. Um, understanding a little bit about how powerful our brains really are. Um, and I started to dive deep into thoughts and emotions and behaviors and, um, that has led into the work that I do now, you know, with researchers around the world on the neuroscience and neuropsychology about success and health and well being, you know, I think I told Ya, you know, my, my, my latest book Innercise is all about unlocking the brain's hidden powers. So,

Stacy Thomas: 00:12:01

Okay, So are the elements that you used for yourself, are they consistently, is it the foundation of what you're sharing with us in your work?

John Assaraf: 00:12:11

Absolutely. There's, um, a variety of different evidence based proven methodologies, um, that we can use to activate our brains genius inherent abilities. Um, what's really interesting is the era that we live in now is we're finally understanding the power of the brain, right? Finally, unlocking right? And you as a Dr. psychologist, it's like, it must be a candy store for you Also. You know, we're finally understanding that, uh, you know, our brain is an organism, but even within the organism, there are different circuits that turn on or off. Uh, we have obviously our genetics, but we have epi genetics. You know, the way I like to explain the brain to people's, imagine that your brain is made up of an orchestra. You're the orchestra leader and, and there's maybe 20 different members of your orchestra and they're all playing different things.

John Assaraf: 00:13:14

And if you don't get them to play together, um, it doesn't sound really good at, it doesn't, there's no harmony or balance to it. But when you can get them to play really well in harmony with each other, it's like, oh my God, it's magical. Every person that's watching or listening, uh, has felt a time where things are in flow, it's all, it's working. Oh, I feel healthy. I feel energetic thing that things are working. And then we've all felt times where all hell's broken loose and things are so out of whack and we don't understand well, all of those experiences are housed in here. There's nothing happening outside of your brain and the interpretations and the perceptions that we have. And so learning how to use our brain better and we know it's the most powerful sophisticated organism in the known universe, it's more powerful than any computer software network hardware that we've ever created. Um, and we're just getting the user's manual for how to use it better right now. I'm so Excited.

Stacy Thomas: 00:14:23

Yes, absolutely. It is so exciting and it's so exciting when we actually have the tools to, uh, to see the evidence of whites, um, people know from their experience or clinical work or, and we can actually, oh my gosh, we can see those connections happening. It's so great. That's so cool. So tell me, you have, we talk about a model like that breaks things down, I assume very fairly simply in terms of the kind of the building blocks of this program that you've, that you share with people and it's called the samp model. Can you tell us a bit more about that? What does, what is samp?

John Assaraf: 00:15:00

So, in the world that I live in, uh, I believe that there's the spiritual side of our being. And, and for me, the definition of spirituality isn't religious. When I, um, experience like right now the, the, the um, ability to, to look at you, you know, through my computer, me and San Diego, you in Toronto seeing another human being, another creation, um, you know, there's been about 110 billion humans that have lived on earth since, you know, we walked on this earth, um, and the evolution of who we are as pure genius, billions of years of evolution in the universe, walking the planet earth for let's say, 300,000 years as homo sapiens are humans. Um, and so the intelligence and the genius that's within every one of us.

John Assaraf: 00:15:59

And what makes all of this work. You know, we are hurling and space at dizzying speeds. You know, going around the sun every 23.59 hours at 24 hours, a dizzying speeds. As you know, our Milky Way galaxy is traveling through space at a million and a half miles per hour, all in perfect order and

harmony. So much so that we can actually send a rocket ship from Earth. Okay? And we know when it's going to pass Pluto within a fraction of a second, that the magnitude of that genius of the laws of physics, the laws of nature are so unbelievable. And it's what created us, which means it must be within every human being. I call that the spiritual side of each one of us. So the first part of the sample model is you have to remember how spectacular and beautiful and wonderful and brilliant you are and what's happening with in you every second of every day and be in awe that you're not.

John Assaraf: 00:17:15

Your DNA is not unraveling every second while we're hurling through space and time. A spiritual side is if you operated your whole life and your decisions from understanding. There are so much wisdom and intelligence within me and within every other human being that I can connect with, collaborate with, talk with love, appreciate being gratitude from, let's start making decisions from that spiritual brilliance within us. That's what we happen to have a body that all of it's housed in. Um, but we're not separate from everything and everyone just because we see a certain percentage of the light spectrum through our eyes. It's our brain that's sees it's not our eyes. And that see, our brain allows light in through them. And so I am seeing your light. You are Quanta, which is light vibrating packets of energy, hydrogen, oxygen, nitrogen and carbon coalesced in the sentient life form we call a human. And so that's pure brilliance. And, and, and so I have to, I have to be an awe every moment of everyday. So let's make decisions from there. That's one. So that's the spiritual side. Then we know that, um, this human being, the human being I'm talking with right now, the people that are watching this, they have emotions,.

John Assaraf: 00:18:46

They're not their emotions, but they have emotions. And so if we understand the evolution of the human emotions are nothing more than signals that light up no differently than the light that comes on your dashboard. If you're low on gas, if your tire is low, there's something wrong with the engine, or if your radar is on, and it's trying to point out too, that there's a car, you know, a little bit too close to you that you shouldn't go into the left lane or right lane. So emotions are constructive or destructive, empowering or disempowering. I don't like to call them positive or negative. Um, but all they are are signals for us to pay attention and emotions, um, have a way of affecting our behavior. What we do and don't do. So when we understand that we have emotions as signals for us, and we understand that the number one, number one priority of the human brain is safety first.

John Assaraf: 00:19:54

Survival safety first. So safety, you know, avoidance of pain at all costs, emotional pain, physical pain, mental pain, spiritual pain, financial pain, physically, whatever. So the, the emotion of fear lights up

like a, uh, you know, a Christmas tree. Any time that our brain perceives danger, real or imagined, right? So part of the game that you have to win is you have to learn that I have emotions like fear, emotions like guilt or shame or disgust or contempt or happiness or love is some of our core emotions that I can learn to manage and respond to them versus react to them. Mm hmm. So spiritual is the highest level. Then we have emotions that are the way that we and our brain work within our internal, external world. And then the M is mental. So now we have mental faculties, we have intuition, we have willpower, we have imagination, we have mental faculties by which we navigate the world, the internal and external world. And so, you know, when you get the, the, uh, the spiritual side and the emotional and mental side working together, then this thing called a body, the physical, then it could move into action. So when you align spiritual, emotional, mental and physical, now you have coherence, now you have alignment, now you have harmony. And when any one of those things are out of alignment, you have this disease.

Stacy Thomas: 00:21:43

Okay. And is it matter? I mean I I assume that the more out of sync, the more severe the challenge is the edit it however, which way it shows up, right? Yeah.

John Assaraf: 00:21:54

One of the things you asked me something in, in, in our pre interview, uh, you know, something that I ate, something that, a quote or something. And one of the things that, that, um, we have to remember is this nature doesn't think twice about inflicting capital punishment. Okay. Okay. Turn in. In nature, it's survival of the fittest and the smartest. Alright. So you are ignorant. I don't know. I don't know how to do this. I don't know where to find this. I don't know what I should eat. I don't know what I should do. I don't know. Nature doesn't care if there's nine systems in this thing that we live in called a body. And you don't know how to make sure that those nine systems work in coherence together. Too Bad. Like there's no emotion in nature. And so if you're ignorant, which just means not knowing, it doesn't mean you're stupid.

John Assaraf: 00:22:57

Just me not knowing if you're not resourceful in the absence of resources, uh, nature doesn't care you. Hey, okay. If you don't know how to control your emotions, nature doesn't care if you don't know how to control what you focus on or don't, or your addictions or disciplines, nature does not care. Okay? [inaudible] right? So the key is how do I get in alignment if we live in an orderly universe and it pretty much just look at what's going on as we are, you know, hurling, you know, the nine planets around the sun and elliptical orbit, like, which, which part of that is not perfect, which part of being able to put a woman on the moon time within a fraction of a second is not perfect, right? So, so we,

we know that there are some laws governing, you know, this existence. If you don't know how to manage self thoughts, emotions, feelings, sensations, behaviors, you're going to be a victim of stuff. And you'd be out of control and, and so, so the key is to put yourself back into some control over the things you can control.

Stacy Thomas: 00:24:20

Okay. So, so thank you for that because it was people in a certain state when in a low state for whatever reason, um, the automatic bias of the brain is that I am a victim. I am out of control. Right? And, uh, and you know, we have a lot of the news and all these things at you inundate us with this message that it's imperfect. It is chaos. So what you're suggesting is, is really counter to a lot of messaging that we receive bias in our interim brains.

John Assaraf: 00:24:54

So let's go to the spiritual side of understanding and let's, let's go to the laws of nature in nature. For every electron, there's a positron

John Assaraf: 00:25:07

For all, for everything. There's equilibrium over time. And so we cannot have an up without a down and in without an out a good, without a bad, a hot, without a cold. We have to have that polarity as contrast. Now, yes, there are some people that have been either born, I'd have a propensity for negativity biases or positivity biases, but the truth is both always exist. I'll give you, I'll give you an example. I, um, I did a, um, a podcast a couple of days ago that's been watched by 100,000 people in the last 48 hours. And the guy who had the podcast said to me, holy macro, John, this is getting some great feedback. And so I went over there and I, and I looked at it and I'm reading, you know, that was awesome. That was amazing, blah, blah, blah, blah. And then every, let's say 10 of them or not, maybe not 10, but maybe every hundred, there were about 200 comments.

John Assaraf: 00:26:08

There was like, that was the worst thing I've ever seen. That was piece of crap. That was awful. You don't know what your talking about. Blah, blah, blah, blah. I'm going, how could, how could we have is polarity. Oh my God. And then I was reminded because that's how people are. That's how the world is. There's always, you know, dis ease at ease, constructive, destructive, empowering, disempowering. We, everything operates in these polarities. So one of the things that we can do is be aware, and this is, you know, you and I talked a little bit earlier about mindfulness, right? And none at all. And I'll walk people through, you know, an uh, an innercise based on when you look in just a

moment. But we can learn the skill of seeing both. Okay. Tell us. Well, so if you think about, um, an event in your life that when it happened at the time it was painful.

John Assaraf: 00:27:14

It was awful. It, it, you know, like I can tell you, I have friends who've been divorced that at the time it was like, oh my God, this is like the worst thing ever. And then three, four, five, six, seven, eight years later it was like, oh my God, it's the best thing that ever happened to me. I have friends who've had cancer, fourth stage cancer that at the time it was like, I'm on death's door, helped me when treating mission, they're now healthy. Is that, oh my God, that gave me a wake up call is the best thing that ever happened to me. The point that I want to make is, uh, in the middle of the brain surgery, it always looks like the patient's dead. Uh, but to the trained surgeon, they're creating this procedure to save the patient's life to hopefully be healthier.

John Assaraf: 00:27:57

And the point that I want to make is that sometimes when we're going through the toughest, roughest, baddest times of our life, life isn't happening to us. It's actually happening for us. But because of the law of gestation and incubation that it takes some time, you know, for seeds to germinate and for seeds to show there, to have some roots and to sprout and to grow into what they need to become at the point of the dis ease. At the point of the, of the awful thing, we don't see both where Mano focused. And so, um, we can learn how to be aware, more aware of that stuff, of the duality that exists in everything. And so, um, I've had, I've, I've met people in my travels, um, you know, and I'll use this awful, awful, awful, um, uh, experience that some people turn a deposit. So there are men and, or women who've been molested, raped, sodomized, whatever the case is. And it's fricking devastating. It's, it's, it's life altering, shattering, despicable happens. And yet there are some people that say, you know, because of that, my life is ruined and shattered and there's other people say, because of that, I'll use my life to make sure it doesn't happen to others or to make sure that it happens to others on there to comfort and love and be tendered to them.

John Assaraf: 00:29:38

Make meaning of it. And our brain, we human beings, we are meaning making machines. So can we learn to give things, meanings that empower us and lift us up versus disempowering us and break us down? Can we develop meanings that inspire us versus expire us? And the answer's yes, we can. Um, the next question is, do you want to learn how? It doesn't diminish whatever's happening, It doesn't take away from the reality of this is the truth right in this moment. Yes. But one of the biggest gifts we have as a species is the ability to be aware and the ability to choose. A pig. and a horse has the exact same organs that we have in a human body. That's what I use pig's valves for our heart

valves. So we have basically the same organs, but because we are self aware and we're aware that we're self aware, we have the ability to choose what we do, what we don't, what we accept, what we don't.

John Assaraf: 00:30:53

And if you remember, um, Victor Frankel's great book, he was in a concentration camp man's search for meanings when he was in the Nazi war camps and he was hiding in the toilet inside, underneath the toilets where everyone was defecating if you know, for weeks and months at a time. And it was horrific. He thought to himself, this is horrific. It's people are being incinerated. There must be a meaning for me to live and to be able to make something of my life from this experience. And he said that was the only thing that kept him and a few of the others alive.

Stacy Thomas: 00:31:33

Absolutely. It's a game changer.

John Assaraf: 00:31:35

So he focused on, not most happening now, but there must be something in the future that I have to live for that's of equally, you know, positive to make sense of all this. And what did he do? He went on to create a legacy of his life, sharing that story, sharing the ability to focus even in the worst of times when humans are being, you know, uh, scalpel apart without any anesthesia to see what the reactions were. Hm. Um, so, uh, so that's some of the world I come from. It's just understanding that a little bit more so we can have a little bit more peace of mind, a little bit less stress, a little bit more control to be empowered versus disempowered and victorious instead of a victim.

Stacy Thomas: 00:32:26

Yes. So, I mean, you mentioned mindfulness as a way of giving us the ability to choose, right? To be able to see what's happening and make that choice. And are there particular mindful practices that you tend share with people in your as an innercise?

John Assaraf: 00:32:43

Yeah. Um, measuring the cover of the book already so that my, in my new book is called innercise. Thank you. innercise a lock here. And so innercise number one that we teach everybody. And so if we think about our brain, our brain has a circuits like light switches. So for example, uh, when you're in a state of stress, the obvious, the stress circuits turned on when the stress circuits turned on. Yeah.

Sympathetic nervous system is activated, Vagus nerve is activated and uh, these chemicals called Cortisol or epinephrine or released in the bloodstream, a bloods removed from the left part of your brain, the thinking part of your brain into the fear center and your heartbeat goes up in your skin, starts to sweat. And you don't think as well as when you're in a calm state. And so one of the first innercises we teach all of our clients is take six common the circuits. So what's take six common the circuits? Well, we know through uh, all the brain scan imaging studies that when a human being inhales in through her nose or his nose in five or six second, um, uh, rhythms, meaning you inhale one, two, three, four, five,

John Assaraf: 00:34:01

And then you breathe out through your mouth, like you're breathing out through a straw

Stacy Thomas: 00:34:09

And you pay attention to the air flow coming out of your mouth. And if you do in four or five out, four or five in four or five out, four or five, if you just do that six times six breaths, you actually deactivate the stress center, the emotional center the fear center in the brain and within 60 to 90 seconds, blood flow goes back to the thinking part of the brain. So your neural activity starts to change. Your brainwaves start to change from a stress brainwave to a calm Alpha brainwave. And so before you react to somebody or something, before you get angry and say something that you should before you call that person who just cut you off at a hole or a bitch or whatever you want to, why not take six deep breaths in and out and then move to innercise. Number two, which is called AIA and AIA stands for awareness.

John Assaraf: 00:35:14

So what's awareness? So awareness is, let me become aware of my thoughts, my feelings, my sensations, and my current behaviors. And so in this state of awareness, right? I'm, I'm angry, I'm sad, I'm happy, I'm judgmental, I'm provoked. What? Whatever emotion is, it's okay. The key when you do this mindfulness practice of AIA is you practice no blame, no shame, no justification or guilt. It just awareness. Pure awareness. Wow. When he said that I felt this and that caused me to be upset or angry, how come in a calm, relaxed state now you can think about why did that person or why did that thought or why did that goal that I have that I want to achieve? Why is it causing me to be afraid? Like what am I afraid of? Am I afraid of being embarrassed or ashamed or ridiculed or

John Assaraf: 00:36:21

Am I afraid of failing. I'm afraid of succeeding than feel. Am I afraid of disappointing myself or others? Again, so in this state of awareness, we can say, what's my goal? Right? Well, my goal is to be calm. My goal is to take action. So AIA is for awareness of thoughts, emotions, feelings, sensations, and my current behaviors. And the I is intention. What's my intention? Well, my intention is to, um, go ahead and say hello to that girl across the room, which had just taught my sons how to do, cause they were getting a little nervous. Talking to two young women, they're 23 and 21. And this let me teach you AIA great for dating, right? Because young men, like when she says no, one of my friends, you know, you know, everyone likes it. Yeah. So I said, well, what's the intention? Well, my intention is, and you fill in the intention. My intention is to be happy. My intention is to be calm. My intention is to take some action. Then the A stands for action. And so when we're dealing with mindfulness and behavior and achieving goals, uh, and we understand a little bit of how the brain works when we go, okay, what's one tiny, simple action that I could take towards what I want?

John Assaraf: 00:37:35

What's one small action I could take towards what I want towards my health goals, relationship goals, career goals, whatever business goals, whatever. Well, what's one action step I can take? Not Ten one one little action step deactivate the fear or stress response center in the brain versus thinking about the big whole thing. And so when I, you know, if we started earlier about the psycho neuro immunology, well you want to do is use the brain to help us achieve goals. And if we give ourselves small little action steps that we can actually achieve, there might be a little bit of, you know, stress and a little bit of fear, but that's actually good. That adrenaline can actually give me a little bit of a boost. A little bit of fear is okay, but a lot is not good. A little bit of stress. Okay. But a lot's not good.

John Assaraf: 00:38:24

So we can actually use our own neuro chemistry to help propel us forward. It's almost like having rocket fuel. When do you know how to use the neuro chemistry that is yours? So we can activate our own neuro chemistry with our own thoughts, with our own emotions. Um, and then we teach people, I mean, think about this for just a moment. A Hollywood actor or actress, she cry just a second. Tears will come out. Well, see me? Oh my God, can you believe we just won \$1 million? You know, I can't believe that you did that. Like I just went through three emotions and in one second, one second, one second on demand or a Hollywood actress or actor, they can go through a variety of emotions on demand. Then why do emotions have to control us if emotions are mine and I can choose my emotions, which emotions do I need to activate right now that will put me in an empowered state versus victim state. So when was the last time, um, the average person practiced their emotions?

John Assaraf: 00:39:37

Emotions happened to me. Well that's cause you don't know how to control them and manage them right now. I want to make sure that, that I'm clear. What I'm not saying is that we don't want to feel stuff. I want to make sure that we don't say that. You know, you need to be able to robot. No, what I am saying is when somebody gets mad at you, you can be calm. All right? When somebody cuts you off, um, how do you know that she doesn't need to get to the veterinarian's office because their dog was just hit by a car, right? If you're not a bitch or he's not an idiot, they're behaving a certain way. Why should their behavior trigger a disempowering emotion in you that's going to cause stress within you. So what I am saying is we can learn to make better meanings of things and to better control our thoughts and our emotions, which then governs what we do or don't do.

John Assaraf: 00:40:32

And if we operate out of a state of fear, fear shuts down motivation for most people, for some people actually fear caused them to take action. Very few though. Um, and so for in a stress state, in a fearful state, in a, in a lacking confidence state, in a, in a low self esteem victim hood state were out of control and all my work is around helping people have more control, um, so that they have more peace of mind, less stress, that they're healthier, that they achieve their health, wealth, relationships, career, business goals because they are being responsive instead of reactive.

Stacy Thomas: 00:41:14

You know, in terms of all of that, I mean, absolutely. Yes. Does it matter where you start? Does it matter in the state of

John Assaraf: 00:41:27

Where you are, where you are

Stacy Thomas: 00:41:30

Wherever the easiest to engage in. right?

John Assaraf: 00:41:31

Wherever you are. Like when we're about mindfulness. Yeah. Be Aware. Be present right now. right? How, how are you standing or sitting? How much are you paying attention right now versus being distracted, you know, how are you breathing? How are you feeling? You can be aware of all of that. Right now it just practice like one of my, one of my toes feel like right now. All right. Like, you know what? I'm standing here in my office and then on my feet feel pretty good. I've got a little padding

underneath and I'm happy, you know, and um, it's, you, you can start with, with just being aware are, are my thoughts in the last two or three minutes or five minutes? Are they positive? Um, hello, I'm been, you know, curious listening. Um, to doctor Stacy and John Assaraf oh, like you can be aware of the thoughts, emotions, feelings, sensations, behaviors. Does this feel right? Does this feel like a bunch of crap? You can be aware how come you can, you can start off with awareness, look at people, look at your environment, uh, breathe.

John Assaraf: 00:42:40

You can stay in a calm state, uh, most of the time. And of course there's stuff that can trigger, you know, uh, reactions and you want to, you want the reactions, um, to me triggered that need to be triggered because there's real danger, right? Or real reason to be stressed out. Sure. Right? But, but, but think about, you know, um, if, uh, if you were in a building that had just, you know, exploded, let's say a block away from you, but you were in the other side of the building, um, if there was a fire fighter next to you, you think they would be in a panic or they would be able to stay calm and guide you better.

Stacy Thomas: 00:43:23

Sure. Probably like, yeah. They operating into those things. Yeah.

John Assaraf: 00:43:29

Their practice. If you're in a, you know, in a terrorist attack, and I don't like to use these, but I just want to give people some good visceral feelings. If you're in a terrorist or attacking, you don't have any idea of what's going on, where things are, where the exits are. Oh, how to know who's the shooter, who isn't, how to handle a gun or not. And there's, you know, a couple of cops next to you, you're probably going to put your trust in them because they are trained to stay calm. Most of them trying to stay calm, most of them. Um, uh, and so the reason they are is because they have been trained to stay calm so we can stay calm and it's in, uh, in, in, in the calmness that we can choose better because we have better functioning of our brain.

Stacy Thomas: 00:44:12

Right? Absolutely. So this is where we start to see the brain is a tool for us. Correct living, you know, fully and that, and we understand how it works. We know how to build up its resources and resiliency. Then we have so much more opportunity and all of us.

John Assaraf: 00:44:31

That's right. And, and you, you said something that I'm going to make you aware of. It says, you know, we have a brain that we can, that we can use. And so the question is who's the you that has the brain? Like I like I'm not my brain. Albert Einstein's brain. I mean I love Albert is sitting in a bar in Pennsylvania. Yeah. Albert, you know, the spiritual side of AI, he is no longer there. So it's an organism, right? It's just atoms and molecules that are called last call the brain. And so we have a brain, we can learn how to use our brain better. Just like we have a hand and we learn how to, you know, grab a spoon or a knife or a fork and eat. Yeah. You were taught how to do that. Yeah. Right.

Stacy Thomas: 00:45:17

Yes, I would agree. I am of the mindset that, um, this all of this physical being is part of what we have to fulfill our purpose. So, yeah. So tell a good I have to old. Yes. So I have a few questions that, um, I'm just because you've been doing this for so long and you've worked with so many people, I'm interested in your bird's eye view of edge. Just curious to know how you'd answer these questions. Sure. If we can shift for a moment, I'd, I'd love to hear from you. What do you feel as a major issue that if we solve will make the biggest difference in the world?

John Assaraf: 00:45:59

Um, I think one of the major issues, um, and especially, you know, here in the United States where, you know, where we, um, you know, we're having some major challenges with, you know, politics and policies is understanding that, um, we're all one, right? So seeing, you remember earlier we talked about the law of polarity, that you can't have one without the other. And so for whatever reason, we have, you know, a half of our country or whatever the case might be, you know, sees the world and the situation, uh, a certain way and another part, half of our country sees the world a different way in our situation differently. And the truth is both are right from the vantage point of their experience, their beliefs, they are right. They are seeing it and feeling it. So if we can honor each other's perspectives, regardless of how diametrically opposed or different, they are from us, um, we will come on a long way further.

John Assaraf: 00:47:10

And whether that's our races, whether it's, um, you know, our politics, um, we're, we're all in this together. We're on this beautiful little blue planet together. Every human being that ever was or will be in the foreseeable near future. This is home, right? And it's called a Sagan says it's the only home we have is the only home you know, that we're going to be at for the foreseeable future. Um, so for me it's a matter of trying to see, you know, I used to teach a new stuff. Show me how you see that. Don't tell me, show me so that I see it the way you're seeing it. And if people can ask themselves, show me,

show me how you see that. So don't talk to, is I just hearing it? I want us to experience all of how you see that so that I'm going, oh, that's how you see it now. I understand. Now I get it. So if we could take the time to show each other, here's how, here's why. Here's what it feels like. An honor that experience another human being as being different than mine. Maybe I don't agree with it, but wow. Being the state of awe, because I don't believe you know that the majority of humanity is malicious. Yeah. Right. Barring somebody being psychologically, mentally unstable, et Cetera, let's put that on the, on the, on the sidelines when people rise up, you know, to kill another human being because of their beliefs.

John Assaraf: 00:48:59

Right? Something's, something's wrong. Yeah. Yeah. Right. Um, and, and so we have to understand, you know, where is that coming from? So seeking to understand, to, to being shown and unless it has a lot of stuff that I don't agree with, um, but I can, I can seek to understand how they got there, whether it's through genetics or through, um, through conditioning and training, you know, from, from childbirth. Um, there isn't a child that I'm aware of that's born saying, you know what, when I grow up, let's kill some people. Right. Does somebody have genetic propensities? Probably. Yeah. Probably. Uh, but, but the epigenetic overrides that. Yeah. Right.

Stacy Thomas: 00:49:44

Its relatively smaller parts. So, so, so an openness, we can all be working. I guess I'm the openness to understanding,

John Assaraf: 00:49:52

So I'm going to have to increase our level of awareness of the multifaceted sides of humanity.

Stacy Thomas: 00:49:59

Yes, yes, absolutely. And hopefully these kinds of conversations, will promote this in, in more people. Um, What, I mean, maybe this is the other side of it. Ah, you know, what is an emerging problem that you don't feel anyone is talking about or enough about that we really need to address?

John Assaraf: 00:50:20

Why. Whenever we have a problem, usually seeing an effect. My, we live in a universe of our world of effects. If I take a look at anything, I take a look at a government, uh, a bank account, somebody's physical body. I'm looking at any facts. Something must've happened in the past that's gotten me to

this present moment. And so when we take a look at effects, um, and try to solve the problem at the level of the effect, we're missing the point. Many years ago, I was a keynote speaker in Israel where I was born about seven, maybe nine years ago. And uh, in the room where, uh, about thousand Israelis, Palestinians, Arabs, a variety of different, um, uh, cultures, uh, that we're all living in harmony in Israel. And I shared with them, I said, but I was a little boy and I lived here. I was in Tel Aviv.

John Assaraf: 00:51:29

I said, I'm from the time I could communicate and speak, you know, I could listen to obviously here I was told that 90 seconds away from our home, the enemy was there and they wanted to kill me and my mother and my father, and they already had evidence of the members in my family. Okay then were killed or maimed as a result of those people over there. And so from the age of, you know, zero, basically when I was born until about six years old, you know, I thought that those people that were 90 seconds away from us by, by air wanting to kill me, wanting to hurt my family. And so I developed this belief when I was very, very young that those people, you know, wanting to kill us. And guess what? Remember we talked about earlier, survival number one priority. So in, in, uh, in the, um, survival mechanism is, you know, if you're going to kill me, then I'm going to try and kill you.

John Assaraf: 00:52:30 And so when we take a look at what's causing X, Y, or Z, let's go to cause what's the beliefs? What's the conditioning, what's the program and what was the environment? What's the values? What's the emotions that drove that? It's driving the behavior that's causing the results. Um, how do we go there? How do we deal with that? If you think about Cults, right? Take a, um, you know, human being, um, and brainwash them into whatever it is that you want them to believe with you. Um, they start to believe that. Right? Um, and so what caused that was the programming and the conditioning and obviously the environment and the situation they were in. But how do you deprogram somebody that's been in a cult?

Stacy Thomas: 00:53:20

Well, I mean, some would say when we're talking about we have lot of programming in our environment all the time. You were shooting state yourself and so it needs that. It's a stepping out, right?

John Assaraf: 00:53:33

Right. So you have to let, let's stop and let's understand what's causing this. He's caused, no, no, no, no. Like, why is he thinking this way, feeling this way, you know, behaving this way. Let's go there. Right. Um, and so that's, that's why I think we can do a little bit more of

Stacy Thomas: 00:53:54

Not just focus on the symptom, the end product, but how did we get here and how do we reverse engineer

John Assaraf: 00:54:03

Or going Somewhere, Or going to a cause right. right? and fix the cause if you don't like an apple, uh, and you own an orchard, you know, you don't keep cutting off the apple, you take out the tree in your plant new seeds.

Stacy Thomas: 00:54:18

Okay. I like that. I like that. Um, so is there, what are we doing really well that makes you feel hopeful?

John Assaraf: 00:54:33

I think by our very, very nature, um, we're curious. You know, Albert Einstein said, you know, and that, you know, the thing that made him probably Stan Elbit who's just, you know, forever curious my, this, my, that, why not this? Why not? What about this? What about that? Um, our species as slow as it may seem to us through evolution. Um, if you think about where we have come just in the last hundred years, forget about before that the last hundred years, what we are embarking on from a biological, neurological, technological, um, uh, with the um, uh, advancements in artificial intelligence and where that is going to take us in deep learning over the next five, 10 years, it'll be as significant as electricity was. Um, and so we aren't going to be in the next 10, 15 years making such a Quantum leap forward, um, in humanity and an n longevity and in our lives. It'll blow people's minds what's actually happening that they may not be aware of right now.

Stacy Thomas: 00:55:55

Okay. So you're, you're hopeful about this technology is and what they're going to do for us, a lot of people are afraid of them.

John Assaraf: 00:56:02

Um, well you can use a, um, a car to drive across town. You can use a car to kill somebody. You can use a microwave to cook and bake a potato, or you can cook a human being. You can use a knife to

cut your tomato or to kill somebody you could use. Every tool has the polar opposite, which one you're going to focus on, which do you choose to focus on? Um, you can use an airplane to crash into buildings. You can use an airplane, take people around the world. So every single thing, and every single time we have, you know, some kind of technological or biological advancement, there are pieces, oh my God, you know, uh, you know, it's going to wipe out these people. Then what about this that it's going to create, uh, you know, we have, uh, let, let's go to nuclear, right? We have a nuclear bomb that could kill millions and millions and millions of people, but it can also provide energy to the entire nation.

Stacy Thomas: 00:56:59

Yeah.

John Assaraf: 00:57:00

So, so where do you want to go?

Stacy Thomas: 00:57:03

Power responsibility?

John Assaraf: 00:57:04

Correct.

Stacy Thomas: 00:57:05

Go hand in hand.

John Assaraf: 00:57:07

So So, We know with all the, uh, and m I'm pretty well connected into the, into the world of EI mean, it'll blow your mind how, how, how it's gonna make our lives, uh, in a good way. And will people, you know, figure out how to use it to hurt others. Yes. And I remember the law of polarity. Yeah, yeah, yeah. Both. Both will always exist. And it's almost like the, you know, the superheroes, there's good and there's evil and good will always fight evil and evil. Always try to, you know, if I could see God and the devils and good and evil and, and always exist, it's that we're never getting away from that. And so how do we teach ourselves to see both and to focus on how we can be part of the good, be part of the lumpy part of the higher vibrational frequency. Be Part of that. Let's, let's, let's focus on

what we're for. Let's not focus on what we're against.

Stacy Thomas: 00:57:59

You're right. And you know, I have to say I just to highlight your points in it, I'm, I dunno, I'm of the view that we, with things like these summit to these tools that you're talking about, we're pushing your own evolution in the human brain beyond the, the making widgets and really pushing on creativity and intuition, all these soft skills that are so powerful in terms of how we can create negative. Yeah. Awesome. Okay. Restocks so much and given us so many amazing tools and add in your, all your work is about the practical application, which is what I love. I'm all about that. But if there was one thing that you would love to see people action today that you think would make a major difference for themselves and their families, what would that be?

John Assaraf: 00:58:50

One of the greatest lessons I ever got and the greatest gifts I ever received in my life. Um, I was, uh, a teenager and I was getting into a lot of trouble with the law, uh, with drugs, with, um, breaking in entries. The left school in grade 11. I was just, I was on the wrong train, on the wrong track, picking up speed and the only direction I was heading was to the morgue or jail because that was where I was heading. And my brother, who is nine years older than I was, was concerned for my life. And, uh, he was living in Toronto, Canada. Uh, I was living in Montreal and he says, hey, Johnny, um, there's a man that, um, I want you to meet and um, I think he might be able to help you figure some stuff out. So I said, yeah, I'll get on a train and I'll come across, you know, 350 miles and I'll come to have lunch with you.

John Assaraf: 00:59:46

And Him and this gentleman, his name was Alan Brown, sat down, very kind, uh, beautiful philanthropist, a father, husband, uh, owner of businesses, very successful. Um, after we had lunch for about an hour, hour and a half, um, he asked me what my goals were, what I want to achieve in my life. And at 19 years old, it was a May, 1980 just to put into perspective, uh, and one lunch with one question, he changed my life. And so he asked me what were some of the goals that I wanted and I really didn't have any goals other than I want to get a car. I want to go to my own apartment, I want to go out and just have enough to take care of myself. No, come on. What are some of the bigger goals you have? And so I said, well, what do you mean? He says, well, what kind of cardio on what kind of home do you want?

John Assaraf: 01:00:39

Where do you want to travel? What do you want your health to be like? What kind of do on a given him time or money to charities? Do you want to build something? Do you? And, and so I started at La, I want, I'd love to travel first class around the world and I'd like to have a nice home and I'd like to have a nice car. And I started speling off things that I wanted and he looked at me and he asked me one question and this one answer changed my life. It says, well, John, he says, um, are you interested in having those things or are you committed to having them?

John Assaraf: 01:01:14

I said, well, Mr. Brown. I said, what, what's the difference? And he says, well, son, he says, if you're interested, um, you'll come up with stories and excuses and reasons why you can't. If you're interested, you'll do what's convenient and easy. But if you're committed, you will upgrade your knowledge. It will upgrade your skills. You will become the type of man who is capable of achieving every one of those things. And you'll take your stories and your excuses and your old identity of who you think you are, and you'll develop a new story and a new identity and you upgrade your knowledge and skills every day until you achieve it no matter what. Now, are you interested or are you committed? And I looked at him, oh, Mr. Brown, I'm committed. I had a lot of those things. He put his hand out, shook my hand. He says in that case, you have a job here in Toronto and I'll be your mentor. May of 1981 question one man, one answer changed my life so that everybody who's watching right now, I know you haven't, goals for health, maybe wealth, maybe relationships, maybe career, maybe business, whatever it is. Are you interested in achieving them or are you committed?

Stacy Thomas: 01:02:35

Okay. Okay. So we need to make it a mission essentially, right?

John Assaraf: 01:02:42

You have, do you have to be committed to doing whatever it takes and you have to make your reason why you must bigger than any story or excuse or circumstance.

Stacy Thomas: 01:02:58

Hmm. That's amazing. Beautiful in so, so true. Because it's not, there's so many things that can get in the way

John Assaraf: 01:03:07

And and they will get in the way. Yeah. For every one of us. Right? And that's the people who say, okay, great. Um, it's in my way. Uh, I've got a dis ease. I have this, I have that. Life was throw me this curve ball. Great. Now what am I going to do about it? Like what, what do I need? How do I need to think? How do I need to feel? What do I need to do? Who help do I need? What I need to learn? Uh, where can I go? Who Do I speak to? Whatever it takes. See that's the difference. The most successful people in the world. And uh, and I want to preface legally, ethically, professionally, do what ever it takes. And a lot of people suffer from the inflammation disease and that's called Excusitus

Stacy Thomas: 01:03:57

Okay. John, this has been so great and you've given us so many golden nuggets, practical tools. You have this innercise program. If people are interested in your new offerings, learning more about your teachings, how can they find you?

John Assaraf: 01:04:12

Ah, I love it. If they want to find out more about the book innercise. Um, they can go to a special website that I put together for it called ignitemybrain.com. And when they go there, um, if they buy, you know, one to five copies, I'm also going to give people eight brain training audios, uh, that we normally sell for \$197. I'm going to give it to them for free. So ignitemybrain.com that you can, um, you can uh, get the, you know, get the how to get the book. You'll go to Amazon, get the book, then you just put in the receipt on that site. Okay. And then we'll give them the audios. I, if they want to follow me on Instagram, I've got my John Assaraf on instagram and I'm on there every day. I'm also on facebook, on my fan page, uh, and then they can go to myneurogym.com for my company, my neurogym.com. We have a lot of webinars that we teach for free and events uh, that we educate the world and help people achieve their life's goals and dreams.

Stacy Thomas: 01:05:14

Awesome. Awesome. And so to just wrap things up, if you don't mind, could you please give us your most profound statement?

John Assaraf: 01:05:24

It actually has to do exactly with what we just talked about, is it, you know, if you're interested, you'll do what's convenient and if you're committed to do whatever it takes.

Stacy Thomas: 01:05:32

Okay. Beautiful. John Assaraf. Thank you so much for joining us on the summit and for all the work you're doing to help this be more mindful worlds

John Assaraf: 01:05:43

Thank you. My Joy.

Stacy Thomas: 01:05:44

Okay. Take care.

John Assaraf: 01:05:46

Thank you.