

EPISODE 181

[INTRODUCTION]

[0:00:13.3] AVH: Hey folks, welcome to the podcast, thanks for listening. For a while now, I think that the idea of being plugged in was considered pretty much exclusively positive. Having your finger on the pulse of technology, maximizing every element you can to be the smartest, best, fittest, most informed. I think you'll agree that there is such a thing as being too plugged in when you're spending so much time with technology that you're not really living your life anymore or listening to what your body's telling you.

That's why Brian Mackenzie, co-authored a book with Dr. Andy Galpin called *Unplugged*. It's all about understanding both the value and the limitations of technology in athletic performance, fitness, health, and life in general.

Brian, if you don't know about him, you probably do is a world renowned strength and conditioning expert, he's worked with many high level winning cross fit games athletes and Olympians. He cofounded XPT Life which is a wellness conditioning and recovery program with Laird Hamilton and Gabby Reese that you may remember me talking about all the time but specifically, in episode 168 with Laird and Gabby.

This book, *Unplugged*, it basically, it provides a framework for using technology to meet your specific health and performance goals in a more mindful way while you also kind of reconnect to your own instincts and you know, the world around you.

Sounds like common sense but it isn't. Now we get the opportunity to talk to Brian, ask him questions and you can always rely on Brian to really tell it like it is which I appreciate about him.

Enough talking from me, let's chat with Brian but first, just a brief word about our show sponsor.

[SPONSOR MESSAGE]

[0:01:54.5] AVH: Today's podcast is sponsored by Clean Made Market and the Clean Made Food Fest. Taking place this October 21st and 22nd at the California Market center in downtown Los Angeles. This market plus food fest is essentially a family friendly, health and wellness lifestyle experience for folks who want to enjoy some healthy food and learn about new brands, products and services for clean living.

The Clean Food Fest is this all-inclusive tasting event that features more than 50 of So Cal's best chefs and restaurants and whether you're Paleo, Gluten free, Vegan, all of the above, this festival has food for you and whatever your preference, the event is judgment free but it's also free of gluten, dairy, soy and refined sugar which I know us paleo folks are into.

Clean Food Fest is basically, it's a great event for people with food sensitivities but just people who love food and like to eat well and healthfully. The coinciding Clean Made Market, it's all about clean living. So attendees can learn about and shop a bunch of sustainable brands, products and services as well as checkout interactive workshops, cooking demos and talks from industry leaders and categories like beauty and wellness, energy and sustainability.

Tech, pets, fitness, I could go on. And, Paleo Magazine is a sponsor of the event so we will have a lounge there so you can come and hang out and say hi to us as if you didn't have enough incentive to go to this already. Yeah, it's going to be great, if you want to learn more or attend this event, check them out online at cleanfoodfest.com.

[INTERVIEW]

[0:03:50.3] AVH: Alright Brian, thanks for being here, welcome to the show.

[0:03:52.2] BM: Thanks for having me.

[0:03:53.9] AVH: We're here to talk about your new book, *Unplugged* but before we get into it, what are you up to these days? I would imagine, with the book and XPT, you're keeping pretty busy, right?

[0:04:03.3] BM: I'm actually far busier than I thought I was going to be. I'm actually too busy for actually even XBT.

[0:04:11.9] AVH: No.

[0:04:12.6] BM: Yeah. I'm taking kind of the well – a lot of the stuff that we've learned, especially within site, what we wrote about I unplugged has really move forward – like I've moved in, more into this kind of breath space and what we're understanding about breathing mechanics, physiology, a lot of that.

I've been working with Dr. Andrew Hugo in at Stanford medicine on a research project and – centered around fear and anxiety. It was something that we started picking up on athletes and beginning to see things through the breath work, because the breath work's – breathing is more or less your, your gateway into the brain and nervous system.

Whatever's happening with inside the brain and nervous system, the breathing, have a breathing pattern associated with that, we started picking up on a lot of that stuff fairly early. It's kind of taken off but it's all good and everybody's doing a good work.

[0:05:08.3] AVH: Awesome. What will come from this research in terms of things that those like we can enjoy, is there going to be something that we can read or something that we can do or how are we...

[0:05:22.4] BM: There will be a paper on it but largely what we're doing is looking at Dr. Huberman has a fascination with brain and understanding none meditative states of meditation and the way to alter the brain through that.

Meaning, we're not using meditation to do that, we're using things like breath work per se. Although breath work can be associated with meditation, there is a – this is why we connected was because he found this so interesting about breathing and he started to see these patterns and he wanted to find somebody who kind of understood this as well.

The research will be centered around, look, we all deal with anxiety to some degree. There isn't anybody who doesn't and we're just hard wired for it. I think largely what it is that it will help is our understanding of hey, there's bigger – or there's other solutions out there or there's other tools out there other than medications, other than – the means by which we've used to deal with anxiety and you know, a lot of these disorders we're starting to see that will be in the next 10 years, the biggest killers of all.

This should have a profound impact on society in general.

[0:06:38.7] AVH: Wow, okay, that's a big deal. I mean, I have to say, I met you at the XBT event in Montoch, not last summer but the summer before. The very first breathing exercise we did. I don't want to be too dramatic but like, it really was lifechanging. You're talking about, you know, different ways to deal with anxiety and I've never been somebody who could do yoga, I've never been into that kind of be calm and like, breathe into your chakra and all of that stuff.

It was literally lifechanging. I'm not, you know, into mind altering drugs, "Hi mom," if she's listening but, I have to imagine that this stuff, it gets pretty close. I can see why people chase that feeling because it just is so incredible and all it is, is breathing. It's so simple but it's so profound.

[0:07:25.3] BM: Talk about being unplugged, you know? This is one of the things that we've been able to play with is you know, just to touch on what you're talking about is, most of the world doesn't want to go to yoga. Most of the world doesn't want to go sit in full lotus and you know, meditate. I'm not saying that's a bad thing that people do, it's just, we have to think about it. It's like, look at – let's take cross fit for example.

Most of the world doesn't cross fit, a lot of people do cross fit and a lot of people do yoga and yoga's been around for like 5,000 years and they've been talking about a lot of this stuff for a long time. But it's the context by which it's being talked about or the delivery mechanism and kind of the light that's been you know, used with it and there's nothing wrong with any of it.

It's just, it was made for a specific demographic and that demographic is seven billion people strong at this point and growing. There is, and to talk about, you know, the drugs or the

psychedelics. I have done therapeutic stuff with psychedelic meds or plants. I've been there and I have found that the breath work can get you just as deep as you can with these other things.

I don't – I'm not saying, people should go out and do those things but I can say that if you are actually conscious of your breathing, applying some sort of breathing practice, learning the depths of what breathing can do. You have a tool that most people have been using prior to the last, probably four or 500 years in a manner that can alter your being in a lot of ways and help you understand you in a greater way.

I think it's easily the greatest tool we've got to understanding our own internal technology.

[0:09:26.4] AVH: Right. As you're talking, I'm like, taking deep breaths over here, it's like okay, try not to get too excited. Let's get to the book, *Unplugged*. Why did you feel like now was the time to write this particular book and who are you communicating to?

[0:09:45.3] BM: I felt that things are just getting crazier and crazier. I mean, iPhone X is on its way and you know, we're about to go into facial recognition and I'm not – look. I am, the interesting thing here is, I'm not saying these things aren't good. What I am saying is how they're going to be used, it's going to be very important.

Let's just take, let's take a step back prior to the iPhone. I'm using the iPhone as an example because it's arguably one of the – it's probably going to go down in our history as one of the most altering things that has happened. The smart has become –

Everybody has a personal computer in their hand that can have access to anything at any moment basically that they want. We're in an age where technology is advancing faster that we can adapt and this started happening with the industrial age, really.

Some could argue maybe in the agricultural but the thing to be, to understand greatly here is the behavior of our species at large as we've progressed. That's the commonality between what happens as we move forward. When we have something, take like drinking a glass of wine or having a beer. There's absolutely nothing wrong with that.

But, if I become dependent on the alcohol or – let's just put it, drugs for instance, right? If I become dependent on these things, I start to overuse them. I start to overuse them, I start to become dependent on something that is an outside source, right?

It's no longer now connecting me back to myself. Technology works in just about the same fashion, granted, it's going to take probably a little bit longer to have its effects but we're starting to get information out now about the millennials, like the younger millennials right now.

They are no longer applying for driver's license and they're no longer having sex. These were two things when I was 16 to like 21.

[0:12:09.3] AVH: The most important things.

[0:12:11.2] BM: The most important things in my existence. Freedom and girls. Whatever your preference is, it doesn't matter but maybe it was boys but the fact of the matter is, is you are supposed to be – you have raging hormones going on, you have this desire to be want to be free from your parents and they don't want to do it because they want to sit on their phones.

[0:12:35.7] AVH: Yeah.

[0:12:37.2] BM: In the fitness technology's no different. I've got this step counter that's telling me how many calories I'm doing or you know, how many steps I've made and I'm becoming dependent on this thing, to guide me to a healthier lifestyle.

Let's just take a step back to breathing real quick. People are going to catch on to this, the big companies are going to catch on to this and they're going to start to integrate the stuff I'm talking about right now. You can train, we've learned to train the body, cardiovascular and the muscular system. We've learned to do this phenomenally.

We have great looking athletes, you know, have incredible cardiovascular systems, we've got people who can do the Tour de France in record time. You had these amazing cross fit athletes or even you know, power lifting athletes or you know, body building athletes, whatever you want

to call it. Muscular system and cardiovascular system, we have very much learned to train. But we have no understanding how to train the pulmonary system.

When we start to see like top 1% of athletes who fitness wise, what we think we understand is fitness, being at the top 1% , we equate that to health yet pulmonary, we start to see these people sitting in these 60, 50 and 40 percentiles with general population. Meaning, we've got high level anxiety disorders.

We've got high respiration rates which can be equated to asthma. I mean, you can find so many connections there. I'm not suggesting that breathing is the solution here but I will say that we think we understand a lot, we have no idea how deep the rabbit hole is.

We get fixated on things and we miss bigger pictures versus taking the technology and say, let's say a heart rate and going, "Okay, my aerobic thresholds here and my lactate thresholds here and my lactate threshold's here supposedly." Which by the way, those are fluctuating points day to day based on your levels of stress and so what is the feeling associated with those or what's the breathing pattern or what's happening to me mechanically when that happens?

So that I don't need to become dependent on a heartrate. I can then become aware of these feelings or these senses that are starting to come. This is where technology needs to come in for people. This is what we're trying to do is educate people to triangulate or understand to a large degree, how to make that connection and get them back to the hard wring of what we naturally are capable of.

[0:15:10.3] AVH: Right. I think, one thing that you talk about a lot in the book and I want to touch on a few times as we go through here is the idea of finding the balance between not abusing technology but using it in a way that isn't at the expense of being in tune with our bodies. Correct me if I'm wrong because I think this book can be useful to everybody but I almost feel like you're speaking in a lot of cases to really type A athletic, successful people already. Who need to be maybe brought back a step versus a lot of books who are maybe speaking to the unmotivated or the people who are having a hard time even getting started.

I think that that former group can sometimes be even more difficult because think of an example like you talk in the book about playing, you know, just being outside and moving and just kind of experiencing your body and the world around you and things like that but even type A people want to quantify that, right?

How much do we play, how hard? Do we compete or is it unstructured? How do you get people who are so highly motivated to be able to step back and not try to quantify everything?

[0:16:17.0] BM: Give them a dose of reality. You know, I think that's where the education kind of comes into stuff but this is where we're trying to talk to people about like that concept of triangulation, but using yourself as part of that and when I say triangulation, we're using like three points to understand something.

Maybe you've got two pieces of technology that you're trying to understand something but the third thing is you. What is it about you that you're quantifying? If it's the same thing, that's not what you know, we've got to change that, right?

It could be multiple things even within yourself. How's my head? Has my mood changed as a result of this? Hey, what does my body start to look like, right? You know, a lot of these people, I think, you know, we're a part of this you were going is, into the kind of the hacker community and that's that type A.

The executive, who wants the quick solution to get him to be or her, you know, I shouldn't – there's plenty of women in the hacking community as well. The person that wants to find almost the shortcut to getting back to you know, this natural concept of something or this, "Hey, I can train," you know, a lot of people thought that like what I did with cross fit endurance which is now power, speed, endurance was this kind of hack.

A lot of people think that that's kind of a hack, right? Because we're using less volume with what we're doing to a large degree so you're doing the raining in a shorter time and it's a quality over quantity thing and that is not the case. There's a lot more skill development in something like that.

You're spending almost as much time on something except that extra time becomes spent on understanding a skill. We really want to get people to start to understand that life is more about developing a skill, not just the kind of that training concept.

That's where we start to push people into that area to where it's like, "Hey, go play" and it's like, well, "For how long, you know, how long? What's this going to do for me?" And this and that but "I'll do it", you know?

No, you need to go out and play and explore that and see where it takes you. See where you end up getting as a result of that. Not trying to quantify anything, and allowing yourself to let go because that's what we're not doing. Everything's going to really come back to the breathing concept but this is where we really start to see problems with people, especially within breathing.

I mean, I'm literally doing consults with people left and right now with like breath work. You know, I had a couple here yesterday and it was a husband and wife combo and the wife was literally on her phone and just didn't want to be engaged the entire time.

Here's a woman who is in her 40's, who is attached to her phone and Instagram and whatever's going on there and totally shut off from the outside world and they have – there's like, they've got no sex life right now, all this stuff like, people just dump on me and it's like, "Yo, you're not catching this thing." You're not getting what's going on here, you need to – it's not the phone, it's the person who is getting attached to something and you know, this is about that whole alcohol concept, it's perfectly fine to have a glass of wine but, put the bottle away and like, you can get on your phone and play around on some social media.

But, put it down and be engaged in the conversation. I mean, we were here to do a consult and she couldn't even be engaged in the conversation. Until of course I took her through some breathing which then, boom.

Altered her state and got her engaged and gave her something to go, "Oh, this just changed me. Now I'm engaged, I'm willing to listen." I think that's where this concept has to go is you

have to give somebody something, you got to feed on the carrot and if they get the carrot then they're willing to travel down the hole.

Enter into the rabbit hole and find out how deep and windy it goes.

[0:20:31.8] AVH: Do you think that there are some people, obviously, there are people with more or less addictive tendencies? Do you think that there are some people who absolutely should not use certain technology or certain devices because it's extremely hard for them to be able to use it in moderation or not sort of abuse it?

I think of an example for myself, I've always had a hard time sleeping and I refused to track my sleep in any way with technology because I feel like it would make me more stressed and paranoid and so I don't even touch it.

Do you think that that's – that there can be kind of black and white that way? No, you should not track macros because you're going to obsess over it and be crazy or do you think we can all kind of find ways to incorporate it in a healthy way?

[0:21:17.4] BM: Well, you and I are cut from the same cloth and unfortunately, for me, my job is to kind of understand all of this. I have to go down that road and I have gone down this road. I've spent more money on technology than most people I know and to understand it and see what it's doing for me.

I've had the sleep trackers, I've had various ones. I guessed to some degree they all work, it's very interesting how they work but it's also that catch 22. I'm concerned, I found myself being concerned about winning. I've got to win my sleep game so I got to go to sleep now and then I got to sleep deep. I can't wake up and I can't do this.

You know, all this stuff and I got obsessed about it but then it's – you know, unfortunately, there's a side to this that not everybody wants to hear and this is also a part of my job. And you know, like I said, I'm exactly like you, I obsess on stuff, I've done the macros thing, I've counted everything. I've weighed and measured everything, I've been the cook, I've been the baker, I

tracked everything. I do still go back and monitor things just to understand it so I can equate it to things but the fact of the matter is, it's not the technology or it's not the character.

It comes the person who we actually are and how much do we actually want to change. How much are we willing to go down that road to understand ourselves and we fall into these identities of "I can't do this or that because that's just not my personality."

That's not necessarily what it is. I've been able to go down that road to where it's like, okay, I need to go in and understand this and use it in a balanced way to understand it and when I have the concept of understanding this.

Then, I actually can use something in a way that's going to contribute to what's going on. I get a post not too long ago about diving with sharks and I'm actually going shark diving on Friday. Out in Waterloo bay island to go jump in the water with some great whites.

I'm doing this as a part of a study at Stanford as I'm going with Dr. Huberman. I'm mainly doing this because I need to experience things on an extreme level so that I can actually make sense of them on a basic or fundamental level.

The communication factor that happens in that. I need to be able to go in and talk, I need to walk my talk. I do a lot of breath work obviously. I've engaged in it, I'm pretty deep into it, to a level that I don't know too many people who are any deeper than where we're going right now.

There's a small group of us that are here. I need to be able to go and do something and be able to see if what I'm actually doing works at that level. If it can work at that level, it can work on the basic level.

I can be able to communicate that to somebody and say, "What do you want to change?" Because there's this thought process that goes on in the head and we're no – that's perfectly fine but there's a physiological reaction that occurs to that when we become obsessed with what's going on in the head.

That is where the things need to change and it's like, how can I interrupt that physiological process that's occurring so that I can actually process what's going on. This is where we start to talk about things like PTSD, trauma, all of that. Where people have not processed things and we all experience all of that.

It becomes a – we don't come out of this sympathetic tone or this sympathetic state and we don't come down and then we go and we post on Instagram or Facebook and we talk about something or we comment on something. It fires us up or somebody comments on something and it spins us up and I'm only speaking from personal experience, right?

We don't process why I'm being so reactive about something like that. We just continue to spin up. Yet, if we were to interrupt that and allow the thought process to happen, not allow the physiological response to occur, we then are able to move into a processing point.

This is where therapy comes in and understanding that and you talk to your therapist or you talk to somebody you get closed to and whatever but this all fits into the technology thing and unfortunately, if we're just glued to this technology and we're constantly going back to it and thinking that's going to solve our issue.

It is not, you know, back to that shark dive. You know, that I did last year, it's like I jumped, you know, I told this story. It's a picture of a shark, right? I'm talking about being in the water with the shark and there's this animal there and it feels everything.

It works off of what's going on in the water and it demands respect and if I don't give it respect, it's going to treat me exactly like that, you know? The animal's hard wired to know whether I or it is like prey or it's friendly and it doesn't need to be treated like prey.

When I move around in a way that you know, evokes, like I'm scared or I'm terrified. It's going to go, it picks up on that energy and goes, perfect, time to eat, but what I don't behave like that and I behave calm and I'm like, wow, this animal's stunning, it's allowing me to be here, it's perfectly fine.

The moment that changes, it changes. I'm not saying there's not certain circumstances where that situation can change but the fact of the matter is that I could be talking about a human being right now. Because we are hard wired the exact same way.

[0:27:18.4] AVH: Right.

[0:27:19.8] BM: We walk into a room and we instantaneously know if we're with a group of friends or family members, that there's something wrong based on facial recognition, mood, energy, all of it. Yet we're moving ourselves so far away from this and thinking that some device is going to tell us what that is, the technology's never going to replace your soul.

[0:27:42.1] AVH: I mean, I really like the idea that you're touching on technology isn't inherently evil or bad or out to mess us up. It's about understanding ourselves and you know, as you're telling me the stuff, I'm thinking, but that's so much harder than just going on Instagram and like, getting riled up or like checking my – whatever's on my wrist.

I mean, obviously, that's the answer is that it's so much more work to understand yourself and understand your reactions and that's why this is a process that takes a long time, right?

[0:28:12.1] BM: I'll go back to Greg Glassman on this because he made a comment years ago and he's still a good friend of mine. The quote is something like "Comfort is an illusion. It's the difference between the way we want things and the way things are." The fact is, we strive for short term comfort over short term discomfort. The short-term discomfort gives us long term satisfaction.

[0:28:41.5] AVH: Right. One thing that I thought was really useful that you talked about is when you ask why are you trying to optimize this way? People don't often stop to consider, "Why do I need this piece of equipment? What am I hoping to achieve, is there a way I can do that without technology, right?"

One example I think of and I'm not trying to crap all over this product because I've never used it but there's these brain boosting, like headphones that are out now. I don't know if you've used

those, you know, you put them on and then they put some electrical impulses through your brain.

You know, I guess you can absorb information or perform better and I know there's a lot of elite athletes using it and perhaps, you know, those are effective and they're maximizing people's performance but I think for most of us out there, most of us, sort of normal people.

There are a ton of non-technological ways we can be making gains first but we think because everything is out there available to us that we should have it and we should have it all and why not try to use it all.

That goes back to I think the bio hacking concept that's so hot right now too. Yeah, the idea of asking "Why, why are you doing it? Why do you need this?" I think a lot of people aren't stepping back to kind of ask those questions.

[0:29:51.9] BM: Yeah, I mean, I think you're talking about Halo which is the...

[0:29:58.2] AVH: Yeah, that's it.

[0:29:58.5] BM: You put on and it's got you know, it's just sending, regardless of what it is, it has some credibility and some people feel a difference but here's the thing. I understand the need to want something. I want that iPhone X, I'm not going to lie.

I want it, it's amazing, right? Damn, facial recognition, right? it's got all this cool stuff. I also understand what I feel right now is far different than what I felt five years ago, there is an inherent need. I got to have it versus, I'd like to have that phone and maybe I'll get it after it releases sometime.

I'm not in a rush, I've got a lot of work to do but you know. The idea is to let us kind of understand that there's a bigger process to this than just the need to have something. I don't know entirely where I was going with this statement but I did have something to say about it but we feel the need to want something, right? We have to have the next piece of technology but are we understanding that there's a piece there to understand about ourselves.

That's the big concept we need to drive home is, it's not the new thing, it's what is that getting you, how is this going to enhance your state? Your Being, and if it's an opportunity to learn then by all means, you should be doing it.

But if you're not learning anything, then this is just the problem, nobody's really learning that much, you're just engaging and engaging. It's reaction. You know, hand swipe, we now see – I think we're starting to see Dr. Human was telling me.

We're starting now to see Parkinson's diagnosis's under the age of 25, which is, you know, dopamine overload from technology towards that.

[0:32:03.1] AVH: Okay, that leads to my next question because you talk about the teenagers who aren't getting their licenses, aren't having sex, super depressing. We're becoming voyeurs and we'd rather look at other people's lives online than live our own.

I think a lot of us can relate to this on one level or another. I know in the book, you talked, I really loved this, you talk about the idea of comparing how much time we spend on social media to how much time we spend working out which I think would be a really rude awakening for a lot of us because people are like, I work out every day.

It's like, okay, maybe you're at the gym for an hour a day but are you on Instagram? Like five hours a day? Think about the time that you're wasting and the good that you could be doing with that time, right? You talk about Media Fast, tell us a bit about that?

[0:32:51.6] BM: You've got this thing on your phone, in the settings, it tells you how much time you're spending, percentage of time that's being spent on what app, or what area of your phone. If you really want to learn, and you really want to do something, my suggestion is go in there today and without judgment, look at where you're at. Reset that and each day, or maybe once a week, go in and look at that with – All I'm doing right now is I'm planting a conscious seed.

To just be aware of what, where you're spending your time. If you want to make it working out but like look, I can show you, people who are working out just to kind of avoid dealing with

anything, you know? This part of stuff we're picking up on, especially with the anxiety stuff, this is why I'm involved in the projects I'm involved in right now.

Because it was like, I've got world class athletes right now who have anxiety levels that are higher than most people I'm seeing in the general population and that's not okay, that wasn't okay in my book, right? That doesn't mean to stop working out though, you know, that means hey, what are you working, what is the obsession with running every day as much as you can to do this thing and you know.

It's like, you hear about it. I talked to athletes that have stress fractures. You know, within their femurs. I mean, do you know how hard it is to stress fracture your femur? On your body? You've got to really work really hard at not eating stuff and running a lot. You do things like that.

It bums me out that that's where we're getting and these are just the things I've seen a long the way so it becomes, "What do you want? You know, the consult I did yesterday, what do you want? What do you guys want? Do you want to change?"

Because change is, you got to learn and you got to learn from what's going on and that doesn't mean you got to throw away your phone, that doesn't mean you got to get rid of Instagram. It just means, use it in a manner that is safe for you.

It's not consuming you, go have – go try and spend as much time with another person than you do on Instagram.

[0:35:20.1] AVH: Yeah, a lot of people would be uncomfortable with that.

[0:35:23.5] BM: Right, well, that's the thing is we're seeing, what I'm seeing, especially with like my millennial friends. I mean, we're talking high level scientist type people that I deal with. PHD's, engineers at the highest level. They don't want to have real conversations. They want to have text conversations.

[0:35:41.0] AVH: Yup.

[0:35:42.2] BM: I get these seven page text messages and I'm like, no way. That's not happening, give me a call. I'm not even going to read that.

[0:35:50.3] AVH: Yeah.

[0:35:51.0] BM: We're going to talk, whatever all that was, we're going to have a conversation. We need to bring back what it's like to actually socialize and look at somebody in the eyes. I'm studying behavior right now, things we do, crossing our arms, gestures, all of that and it all leads back to certain signs of things and it's like, it's amazing.

We are all just programmed by the whole machine, you know? Bruce Liptin, I just heard said something, it was so profound, he did an interview, he wrote the book *Biology Of Belief* if you've never heard of it, it's amazing.

Because there is a biological process that occurs and it's dependent upon what it is you believe and it doesn't matter whether you believe in Jesus Christ, Mohammad, whatever, you know, the tree or like weather, you know, some celebrity is your god, it doesn't matter. There's a biological process connected to that and the fact is, it's like, if Matrix was not a movie, it was a documentary.

We're just programmed into this machine and it's the same marketing, the same stuff that was happening with tobacco, alcohol, all this stuff that was being subtly marketed to us and we're looking at. I'm not suggesting that's the enemy, it's just that people are trying to run a business and we're trying to blame the business versus catching our own behavior with what's going on with it.

The moment we're – this is where breathing comes in too. Take a breath, be aware of your breath and guess what? You're present right there and you can start to be aware of what your behavior's doing or what you're thinking is doing.

[0:37:31.3] AVH: Right. You asked the question though, what do you want and that's a simple question, but the answer isn't always simple and what about people who don't really know what

they want? How do you, you talk in the book about trying to find your internal motivation again, the reason why you love doing what you're doing.

Instead of external validation, right? Just the dopamine hits that we get from social media and from monitoring our progress and things like that. How do you go about doing that when you are used to this, immediate gratification and you know, from one minute to the next, I could be thinking, alright, I need to get off social media and I need to be present?

I need to enjoy this moment and this thing that I'm doing. Then the next second I'm like lost back down to Instagram rabbit hole. How do you do it? Do you have to set hard lines for yourself? Do you have to say I can't be on social media this amount of time?

I have to go, you know, be face to face with someone as many times a week till it becomes comfortable. I mean, how do you start that process, it seems like a giant hill to climb for a lot of people.

[0:38:33.7] BM: It can be for some; some people will have to draw hard lines at first. I've dealt with a lot of recovering, alcoholics, drug addicts, sex addicts, food addicts, you know, people who've had these disorders. I am a firm believer that you actually have to engrain yourself in like a huge dip, like life altering, radical change regardless of where you're at, that could be social media, okay?

If you're literally thinking that your life exists in your social structure exist on social media. This may be what you want, like what you need to do, right? You may have to set those hard lines like I can only be on social media for five minutes today.

That's to just put something out. Going on to social media to just comment on things. Your input isn't needed on somebody's post. It's just not. You can read it and if it affects you in a positive way, give him a like. But then you get out, right?

You may use hard lines in order to understand that. But if you believe that you know, the fact is, it's got to come down to what change do you want? I'm not here to tell you what it is that you're going to find happiness, like what your true passion is.

But I will tell you this, where I'm at is where I want to be right now. I haven't been doing what I'm doing now in the same manner for the last 20 years. It started off with you know, like lifting weights, then it went into running and triathlon.

Then it went in to understanding running mechanics and then it went in to endurance and rewiring endurance stuff and a bunch of different things to where here's where I'm at right now. It's this other place and I found this thing that interest me highly. I just want to learn and that's the thing is we're not learning.

This is the concept that I really think where what I've noticed with people, especially like you know, like my parents and even my grandparents, prior to them passing away. The moment we stop wanting to learn, life no longer move forward.

[0:40:57.8] AVH: Right.

[0:40:58.4] BM: Life ends. I become opinionated, I think that I understand everything I've ever needed to understand and I no longer want to understand anymore because I'm perfectly fine or I'm perfectly comfortable with my current views on everything.

Unfortunately, there's absolutely no truth in that. Because even science is about this is what we know now and until we find out something else which we're going to, most research, finds something else out and it goes, well, that's not what we know now. Here's what we do know.

This is even more fine-tuned and here's how much deeper it goes. We're never going to know everything, it's an impossible thing.

[0:41:42.1] AVH: That's exciting, right? You're never going to know everything so keep working on it.

[0:41:45.5] BM: Really exciting, this is why I love that analogy of the Matrix being a documentary. Because, you got to want that red pill, you got to want to wake up and just know

how deep that rabbit hole is. You got to want to do – and the moment you want that, you can't imagine.

You know, a guy told me about 20 years ago. Said, if you just follow this path. You will not be able to dream where you'll be in five years. I was like, "You're full of dude." Literally, at the point where I was at 20 years ago, five years from now, it was actually like three and a half years.

I was like, I cannot believe how good I feel and where I'm at. I compare that to now and I can't believe with what I'm doing. It's not about popularity, it's not about money, it's about my drive to want to learn more.

[0:42:44.5] AVH: I completely agree with that. I took up a new language a couple of months ago. I mean, part of my selfishness for having this job as a podcast host is I get to have people like you on where I get to learn things and ask questions.

I completely agree in having an open mind and an outlook to want to always know new things and change your own world view based on learning new things is incredibly important. Again though, what happens if, I mean, if people are getting complacent and they're used to technology, telling them things, rather than maybe teaching them things or having them go out and learn things on their own.

How do you change that mindset, for people who are like "Yeah, no, I'm pretty cool where I am, I don't really need to know anymore." I mean, are they lost causes or what? What do?

[0:43:31.0] BM: You know, this is a rhetorical question and it's something I struggle with every single day. I don't know the answer to it, you got to answer it for yourself and everybody's got to answer it for themselves. Are we supposed to save everyone and everything?

[0:43:48.1] AVH: Right.

[0:43:49.7] BM: Is that the solution?

[0:43:50.1] AVH: Yeah.

[0:43:50.8] BM: Because I'll tell you what, through natural selection, certain genes don't get passed on, right? Yet we've altered a lot of that to where we're at. I'm alive because of western medicine. Most people are alive because of western medicine today, living pretty healthy lives, longer lives, maybe not everybody's healthy.

Now we're learning to alter genes so that we can remove things that wouldn't have naturally passed on. Here we come around full circle, to what nature would have originally done potentially, you know? It's a weird, it's a scary weird thing to me, where we're going and the only thing I can look at is just the behavior of how we've traveled and it's like, something has to change because if the behavior doesn't change, we're about to have a human being connected to a computer.

You know, the brain is going to be connected to the computer within the next 10 years at some point. AI and human beings are going to be connected, this is what's coming and there will be these, what we could potentially call super humans and what will happen when these super humans starts to exist for the rest of us. All we have to do is look back on our past and how we treated other people with color, race, all of this of different belief systems. It's the same thing over and over and over and you know look, I mean if you're not vegan, vegans are pissed about that right? If you're not paleo some people who are paleo aren't happy about it, you know? If you are not cross fitting, you are not a part of the tribe.

Listen, the behavior is the same and until the behavior changes I don't know. I don't know so all that I am trying to do is share how – what I am learning from all of this and how to get you connected back to what's in you, which I ultimately believe that this is just a subjected experience that we are all part of the same thing and if I'm made up with the same that's on the opposite end of the universe. That there's somehow and you are there's some connection and I identify with the same things that you are talking about saying I just feel like this or that.

And it's like I get it, I know. I know when I get angry about something that that is, I have an idea. I identify with what's going on and it's a behavior trait I don't like in myself. I have done enough work to go down that road and until we start to really understand this and connect this and use

technology in a manner to get us to this point, I don't know that question. I come to that question, is everything worth saving?

[0:46:34.9] AVH: Yeah, that part actually calms me a little bit, the question is it our job to save everybody? The idea of super humans completely freaks me out and that's a whole other podcast topic. So I don't want to even go down that road but will bring it back to the book a little bit and going back to tech and improving your fitness and your wellness and your health. The one thing that you talked about throughout the book is that it's not obviously it's not inherently bad stuff and we shouldn't be getting rid of all of these external sort of resources that can help us.

So with said, are there any sort of general apps or equipment or anything that you think are generally good? Or conversely are there ones that you think are sort of unequivocally bad? I know in the book you talked a bit about some of these genetic tests and stuff where you send your spit off in the mail, not necessarily always being accurate enough to tell us much. Or maybe they don't give us information that we can really do much with and things like calorie counters not often being super reliable.

If that's what you're using primarily. If someone is looking to get into this world a little bit, up their game in terms of trying to be healthy and pay attention to their body and what they are doing, are there some things that are generally good, maybe some things you are using right now that you like and some things that you're like, "Just don't even worry about those they're not useful?"

[0:48:01.5] BM: I think the genetic testing – so look they are all doing the same thing. Most of them are changing a couple of different things that you can see right? And I think it's a good thing to do if you want to learn something right? I think getting your blood work done is an important process. I think and being able to look at that. I think using a heart rate monitor to some degree. I mean look I just had the cross fit games champ, Tia Tumi get a heart rate monitor.

Because she wants to learn what I had done with another athlete that she trains with and this next year, she's going to go through a process of understanding where she's at. But that's the starting place. She's got to get the heart rate monitor that we can go through this process and

then she can start to connect the dots. So I think a heart rate monitor to some degree. I think a pulse oximeter to some degree to understand what's happening.

Not only with heart rate but with oxygen saturation levels. I use apps almost – not almost, every day. I use a breathing app currently that's very basic, that I've probably made this guy 20 or \$30,000 worth. Because it allows me to input some stuff and take me through protocols that I want to either A, design or B, give structure to somebody with, right? And the irony is this we are actually developing an app that will fingerprint all of this.

It will be able to do all of this stuff. But the idea behind it, is to get people to start to feel and so we are winding this thing up to where it actually brings people to feel. "Hey how did you feel after that? Where did you see? Hey notice that you're a little stressed today, you weren't able to complete this. You should pay attention to that if you are going to go workout." So that's just pushing people to start to learn and understand, right?

I think that social media is amazing. I wouldn't be where I am at without social media. This is a fact but it has to be used in a context of delivering information. I look at that like this: Whether it's good or bad, it doesn't matter but on the basic fundamental level of cells, just cells, we have the ability to do the same two things that these things are doing. Which is reproduce and share information and we're now able to do that on a global scale and sharing information and what does that information you're sharing? Is it your selfie of you half naked or is it some –

[0:50:41.5] AVH: If you want likes, it is Brian.

[0:50:43.3] BM: I can't answer that question for you. I can't answer that question for you but I do go back to that rhetorical question. Is everything worth saving and it really comes down to that, what is it you're sharing? What is it you're experiencing? Do you want to help people? Do you want to get people to move into the direction that allows us to get to a better place? I think the Halo thing is a great concept. I've met a lot of people who like it.

We're going to look at it, I just connected Halo to actually, Dr. Kelly star at because we are going to start looking to see if we can use it with pain. I know we can use breathing with pain and there's a lot of things out there that are happening with the breath work and it's just a tool and I

am looking at a lot of things and so I think there is no technology that's necessarily bad even if you want to count your calories. If you think putting on a Fit Bit is going to help you get off your ass and go do a little bit more and move around more, that's a healthy thing and you should do it.

But if you find that that – you are just doing another thing to do it and you can get off your ass and go start moving a little bit more and motivate yourself, you don't need to spend the money.

[0:52:00.2] AVH: I could keep you hear for a lot longer but I want to ask you one more question before I let you go because we have been touching on this breathing throughout the entire call and it is such a big deal. I've had such amazing results. I am not going to ask you to walk us through some serious breathing right now but for people who are a little bit interested in this and want to learn a little bit more and maybe want, right now, without taking a class or buying anything to go out and just try some of this breathing.

Give us a couple of steps of what we should do like where should we go and sit down and give us like a one two three for some breathing that's going to make us feel better.

[0:52:41.1] BM: So we have a very cheap option on power speed endurance. If you want to follow some daily stuff and understand what it is that we do like in terms of even just getting up and doing something to, "Hey I am going to work out" or after I work out or at night right? We've got the PSC breeze subscription which is like 10 bucks a month right? We also have breath assessment where we actually fingerprint, you know this is what we are moving into the app thing but it is going to be much more robust but the most simple thing you can do is actually just do –

Here are three things that I can do with people after they tell me about their lives, right? Because I first need to understand who you are and I can map some things. But first, you're going to use five breath cycles okay? For each of these three things and based on these three things, you're going to put them into certain places throughout your day okay? One, you're going to inhale, you're going to attempt to inhale for a seven count and exhale for a seven count for five breath cycles.

And you're going to monitor your state, how you feel before you do this and after you do this, okay? Right it down, how do you feel? What did it do? Rest for about two minutes, don't do any other sort of breathing. Then you're going to do an inhale for five seconds, a breath hold for five seconds and an exhale for five seconds and you are going to monitor that and you are going to do that for five cycles. Then you're going to inhale, hold your breath, exhale and hold your breath or pause in the end and you're going to do that for four seconds, four seconds, four seconds.

Based on that, you do the feeling thing again. How did you feel? What did that make you do? One of them is going to probably make you feel up, one of them might make you feel a little tired, calm. The other one might make you feel calm, clear and maybe but not tired right? And so you are not tired, if this is something that made you feel calm but clear and up that's something you're going to do in the morning. If one of them felt like, "Hey that really just calmed me down or I felt sleepy," right?

Like I felt I could go take a nap, that becomes your nightly routine and then the other one becomes your stress reliever where you are trying to use that like think about after a workout or somebody cut you off in traffic or you just, somebody on a subway or something, did something right? You're going to do that and each of that will be done for 10 breath cycles at those given times.

[0:55:27.9] AVH: It's interesting, so different breathing routines will have different effects on people. So one of those might calm me down and it ramps you up is that right?

[0:55:37.7] BM: This is the big thing that we really uncovered, is that no pattern is the same for – look, you are doing a squat routine and I am doing a squat routine. How is that going to affect us both? Very different ways and although it's going to help our squat, one of us is going to go up quicker than the other, right? One of us is going to respond as fast as the other one. It just is what it is. It's no different and that was the thing and this is where I am leading people is to really start to understand the principle of things, so that you can explore them infinitely.

Because if we miss that whole point, if we jump into advance breathing which is more or less what I do at group levels right? I walk people through a profound experience to a large degree

and they're like, "Oh my god! I got to do that next," like that's the show right there. That's the short term of, "Hey, I can have fun with this," and that's perfectly fine to do from time to time but the reality is that you need something, we all need something that has a long term reaction or physiological change that pushes us.

[0:56:54.2] AVH: And so the power speed endurance you said that you've got the membership. This is now I am just getting ingredients just asking for myself but the monthly thing, are there pieces there where there's videos or there's people that's walking you through the breathing too?

[0:57:10.3] BM: Oh yeah, we've got videos the whole nine yards and we're about to launch our online Fundamentals Program. We have the Art Of Breath seminar as well but we have all the breathing techniques and there's a video as to it doesn't walk you through necessarily what you're going to do. It gives you the protocol but it shows you what the pattern is and there's explanation.

[0:57:30.5] AVH: Right, got it. Okay, good because I want that. Ever since I did the first, that the show that you call it, ever since I did that the first time I just need somebody to like, I don't know, give me the information again so I can do it by myself. I would be doing that all day every day if I could. I never get anything else done. But alright, so we'll let you go here but tell us where, is the book out now? Can folks buy *Unplugged*?

[0:57:56.7] BM: Yeah, *Unplugged* released July 11th I believe. So it's out there, it's ready to go. It is easily the best feedback I have gotten on any of the books I have done. This is my third book, it's easily the best even though I had a New York Times bestseller. This one didn't hit the list yet, you know maybe it will at some point. I don't know but it has easily been the best feedback we've gotten on something because it affects all of us at this point.

[0:58:25.0] AVH: Yep, absolutely. Where can – for folks who are using their online time wisely, where can people follow you and your work online?

[0:58:34.7] BM: My Instagram is probably the easiest or Twitter. Instagram is @iamunscared and Twitter is @brianmackenzie.

[0:58:43.2] AVH: Awesome, alright Brian thank you so much for your time. Thank you for writing this book and good luck with those sharks next week. I'll be watching for sure.

[0:58:52.2] BM: Thank you so much Ashleigh.

[0:58:53.2] AVH: Alright, take care.

[END OF INTERVIEW]

[0:58:54.4] AVH: Alright, Brian MacKenzie ladies and gentlemen, swimming with sharks, no big deal. Definitely follow him on Instagram during your very productive and useful time on social media because you can learn a lot, it's really good. So I hope you enjoyed it. Next week, we're chatting with Dr. Norm. He is the founder of Digestive Health Institute and he's the leading gut health expert.

He is going to talk to us about SIBO aka Small Intestinal Bacterial Overgrowth which is a mouthful and why we just call it SIBO but he's going to talk about what it is, how to deal with it, best practices, basically just to gain and maintain good gut health which is always a useful topic. So come hang out with me next week.

Oh and one more shout out to our awesome sponsor, Clean Made Market and Clean Food Fest. You can learn more about this health and wellness event that's taking place in LA in October. Check out cleanfoodfest.com and if you're going, we would love to hear from you. Stop by and see us at the Paleo Magazine Lounge.

Alright, thanks for listening. I hope you are enjoying the podcast. If you are please be a dear and leave a nice review for me on iTunes because it will help us get in front of more people who can benefit from the podcast and if you're enjoying listening then hopefully some other people will too. So just do me a solid guys and you'll be entered to win some free Paleo cookbooks.

So everyone is happy and if you do leave a review, tell me about it on Instagram @themusclemaven so I can thank you personally and give you a virtual high five okay? Alright, that's it. Thanks for listening.

[OUTRO]

[1:00:32.8] AV: Paleo Magazine Radio is brought to you by the Paleo Media Group and is produced by We Edit Podcasts. Our show music features the song *Light It Up*, by Morgan Heritage and Jo Mersa Marley, and on behalf of everyone at Paleo Magazine, thank you for listening.

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