



Danny: Ok, I'm being joined here on the show by Mr. Dean Dwyer, Dean how are you doing my friend?

Dean: I am doing very well Danny, how the heck are you doing?

Danny: I'm doing fantastic and I'm in a great mood for today's show cause I was just actually thinking as we kind of set this up, that it's a kind of cool show for me to do for a few other reason than the actual content we're going to look at today, and I suppose just for a bit of a back story for people, myself and yourself have talked numerous times on this stage, but I think I first came across your name way back when you were releasing the book Makeshift happen, which we'll talk about later in the show, which was launched what year was that?

Dean: You know, it's almost 2 years now, was in May of 2012.

Danny: Yeah and I remember around that point I was on Shawn Crockstons mailing list and he sent out an email saying, this is a cool book, you guys should check it out. So I ended up buying the book, read it and really loved the stuff in it, was really helpful. But I suppose it was really only a while later when I started listening to your podcast that I really, really resonated with the message that you were giving out. so essentially on the podcast you were talking about how we can build towards something great in life or the lifestyles that we want or happiness, and just the different systems that you kind of trying to create to do that, so I remember I got in touch with you, we exchanged a few emails, Skype calls and that was all really, really helpful to me and then even just recently in April we got to hang out at paleo effects which I suppose is another story in its own right, and then having you on the show is a kind of amazing, kind of full circle I suppose when I think about where I was when I got that initial email from Shawn to where I am now with things and how things have kind of progressed, but, all that said, I'll actually get down to business here and what we're actually here for, today I wanted to talk to you dean about what stops people from achieving things, from reaching their goals, and I suppose when we narrow that down to nutrition, what is preventing someone from eating in a way that is going to be healthy or gives them a body composition that they are happy with, because often it's now really the knowledge per se, because we have access to that information now, but it's very different from people putting that into play, so I know you've done a whole lot of stuff around habits, willpower, making shifts happen, as you brilliantly term it, and perhaps before we get into that, you can frame things by telling people a bit about where you come from all this stuff, what your main messages are, and what really the whole makeshift happen concept actually is.

Dean: Well first of all Danny, I was going to say, thanks for having me on the show, and it is great that yeah you and I have actually had numerous

correspondence over the past year or so, and its funny, not a lot of people really take the time to reach out to other people that they're following and somehow provide some kind of feedback that adds value to the things that they're doing, and you and I were just talking offline before this interview started and that's one thing that you do really, really well that I think so many people miss an opportunity to use to their advantage to make connections with people whose stuff they really like, and yeah I thought it was just fantastic that we got to meet at paleo effects, I was kind of laughing as you were telling this story, because I'm thinking of Jim and one of the guys that we were hanging out with, and just some of the stuff that was going on, and I really had such a great time and again its part of the awesomeness of this sort of lifestyle when you start putting yourself out, when you start a blog or a podcast or whatever it happens to be, you just never know who you're going to connect with and how that's going to play itself out in your life. I mean, you're in Ireland and it just amazes me how this stuff all kind of works, so...and being relatively new to it myself, truly grateful that we had a chance to meet and we get a chance to continue the friendship. Yeah, so thanks for having me on the show. In terms of what I do, yeah I could give a really long winded answer, but I think ultimately Danny, what my journey, you mentioned my book, initially I taught for 17 years but I always had a calling to do something else, I loved teaching, I loved the kids I was teaching but I never liked working for someone else, and that was a real struggle for me, I struggled with that for about 15 years before I was able to break free from that. The book came about because I was trying to figure out what I could actually do in terms of a business and I come across an idea from Jason Freed, over 37 signals, and he talked about just basically he's built a career for himself solving his own problems, which was a monumental moment for me and that's essentially what make shift happen is, it was my journey with weight loss, I had been up and down with my weight for about 25 years, never obese, but for a guy that worked out 4 – 5 days a week and ate

predominantly organic foods, I was always 30 or 40 pounds heavier than I should have been. Nobody knew I was doing anything, like if you didn't know me, you'd never know that I worked out, which was not a great sign for somebody who is putting in a lot of effort and getting very little on the back end in terms of results. So I wrote that book, I started a blog around that, but my journey has evolved over the last 2 years specifically and really in the last year what I've come to discover was that initially it was health that got me into this whole thing, but you know, you can't fix your health if you're ignoring other aspects in your life that are broken. And so what I'm really fascinated with now is how people go about designing their ideal lifestyles.

Danny: Yeah, I really like the phrase of that and I suppose we're talking about designing their lifestyles and two concepts where we tend to think it was...like you said, the problems and then what can we come up with for a solution, and that's really the biggest problem for people, is getting to a point where they have an actual solution that's going to work for them. So perhaps a good place to start is probably with a concept you've mentioned before and I think it's the Einstein quote that you often mention, you can't solve a problem with the same thinking that caused it, what has this meant to you and how has this framed the way you think or act.

Dean: Yeah you know, sorry I'm sure there's a joke in there somewhere I was going to say, thank you somebody actually read that post that I put out there talking about that, but yeah you know, I had seen that quote forever and I understood it intellectually, but I never really understood it intuitively within the context of my own life, and when I had this moment, I think it was November 2010 and I remember this very distinctly, I was standing in front of a mirror with my shirt off, which I never did, cause I never liked how I looked and I certainly didn't like how I looked that day, but I remember it was the first time that Einstein quote came into my head

and I finally got it I realized that every time I got to a point when I wasn't happy with how I looked I always did the same thing, I tried to exercise and diet my ways out of those problems and it never worked and as I was standing there I thought I know how this is going to play itself out, I'm going to be very disciplined for the next couple of months, I'm going to start to make some progress, and then the wheels are going to fall off again, and that was then that quote came to mind and I thought, I got to do something different, I can't keep doing the same things and assumed that this time its going to be different. So it really kind of set me on a path to kind of where I am now, cause I really...I sort of look at all my problems now Danny a little bit differently than I used to, In the sense that I realized that whatever I was doing before isn't going to work and it isn't going to get me where I want to go, so I become a lot more cognant off now, just of how I think of things and trying to step back and see the flaws in my own thinking and what I can do, and again sort of applying that Einstein quote of what I can do so that I can get a different result.

Danny: And just on that, do you think, when you talk about designing solutions and coming up with ways to tackle problems, is it kind of like trial and error to a certain degree, or we kind of train ourselves to be good at designing solutions? If that makes sense.

Dean: You know, I think it's a combination of both things that you said; training ourselves is really a series of trail and error. You try stuff out, you basically sit down so you know, one of the things Danny that I do now is, first of all in the past I always I had this mindset where I felt that there was somebody else in the world out there who was going to fix me. So I was always looking for that solution, that next thing that was going to have this big impact in my life, and so part of the whole Einstein thing and this change in thinking was this idea that I had to be the expert on myself, that no one else, regardless of how great their information is, no one else can

fix me. Only I can fix me and so what I started to do now is I'm really very cognizant of the things that I'm doing, so when I'm struggling with something, I'll give you an example, sort of a present say example, I have really been sort of looking at my exercise program, because I had this...and again I'm 48 as of this show right now, I came to the realization about 3 months ago that I actually don't like working out, I don't enjoy the way it sort typically presented to us, which is...and I have done what everybody else does, I you know, for 25 years I had a gym membership and I was the guy that said I could never workout from home, but then part of this shift was this idea that I had to teach myself how to workout from home, which I have and I really like that now and I would never go back to a gym, but even within the context of the workout that I'm doing, I'm just basically...like I pick a time everyday that I'm supposed to workout and I do a number of exercises within that time limit, and I actually don't enjoy doing that, there's nothing fun about that for me. What I do like about it is I love the outcome that you get; I love the whatever you get as a result of that. But in terms of the actual; stuff itself, it was something that I always put off, and so what I'm doing now is I'm actually exploring the idea of creativity, because I believe that we are hard wired to create, and I'm taking that idea and extending that to my workout. And how do I implement creativity within the context of what I'm doing? And so my workout right now has changed completely. I don't have a set workout time anymore. As a matter of fact just before this call I did a set of pull ups. And so basically now, what I'm doing is I'm trying all kinds of different kinds of exercises that have a specific purpose, but I just implement them throughout the context of my day. So you know, I was at Starbucks yesterday so I had to go for washroom break, so I was in the washroom, I did a set of push ups while I was in there, so that's just sort of an example of where this cool thing has really begun to evolve for me. Which is really been quite exciting.

Danny: Yeah its really cool and its just actually made me think when you said about people getting creative with, for example a workout or how active they become and keeping that creativity there, one guy that was at paleo effects, Darren would be someone that would definitely be along those lines of incorporating creativity and kind of spontaneity with movement rather than the typical I'll do nothing all week, but then I'll workout really hard 3 times a week, which kind of misses the whole point of being generally active overall. But getting back to what you were saying there, talking about people wanting to make a lasting change, I know one of the big kind of concepts that you've been talking about recently dean is around consistency, and I find it fascinating when you do talk about it just because you always lead with that. You struggle with being consistent on certain things and now that you've really seen the power of being consistent, and I know that you actually highlight another really quote that I think I've written down here somewhere, it was from Jim Collins, I think it was great by choice is his book, and it was, we found in all our research studies that the signature of mediocrity is not the unwillingness to change, the signature of mediocrity is chronic inconsistency. And when you brought that to my attention I was like Wow! That just makes so much sense. Could you perhaps just mention how do we create consistency? I mean is it purely just a mindset thing or again is it something we can program ourselves to be more consistent at things?

Dean: Yeah by the way, you're right, it was great by choice and its funny, Jim Collins I find a lot of the ideas that I implement on my health journey, and I actually get from business books, because the principles all apply. I think sometimes we make the mistake of if I want to lose weight then I need to read weight loss books, which obviously help and you know, you obviously want to reference resources that specifically deal with that but I have found some of the best ideas...like again, this consistency thing, you will not find much on that in any of the literature that's out there when it

comes to weight loss and health and yet it is without a doubt I think the biggest mistake that people make. The first question if I was to ask somebody who is struggling with their weight is tell me what things you have done consistently for the last 2 or 3 years. Most people have nothing. We just jump from one big sexy extreme solution to the next and we overlook something like consistency because it's extremely unsexy. That people would be disappointed if I said, listen I'm going to tell you one thing, its free and it could change your life if you actually began to implement the concept, and they'd probably start crying if I said its consistency, they'll be like, oh my God! What a disappointment, but it is, yeah I thought the Jim Collin thing really, really opened my eyes to just how important that is in my life. And I wanted to share another story that I always tell now and I always think about when I think about consistency, but I'm fascinated now with process. In terms of how people do the things that they do, and again not just in weight loss, in every area in life, and Stephen King, somebody else said, I think there's a book called daily rituals, and Stephen King writes 2000 words a day every single day, 365 days a year, he never takes a day off. He starts at 8:30 and he finishes when his 2000 words are done. Sometimes that's 11:30, sometimes that 1:00. And once he's done he's done. And I know a lot of people would be tempted to say, yeah but dean that's Stephen King, I tend to say the opposite, I think that what makes Stephen King; Stephen King is he shows up every single day to write 2000 words. Now that doesn't mean that everyday those words are great, but because he commits to that every single day, he is the most prolific writers of our time. And I believe if we took the same ideas and we started applying that to any area of our life that we're struggling with, whether it's our weight, whether its our relationship or whatever it happens to be, like relationships are another good example. Relationships don't fail overnight, they fail because over the course of time we stop doing the things that we were doing that brought us success at the beginning. Like as an example, when people first



start going out, they hold hands all the time, but one of the first things you see once a couple has been together for a certain period of time is that goes away, and again I think that if people started looking at sort of understanding what is implicit to your success and making sure that you incorporate that on a daily basis, or whatever it happens to be, consistency is such a powerful thing. By the way, I have no idea if I answered your question.

Danny: No, that was really great because you actually touched on another kind of resource that people should probably check out, and that's Daily Rituals, because even last week I was listening to I think it was one of the Tim Ferris podcasts and he was talking with, I think it was the Chase Jarvis one, and he mentioned again Daily rituals as being such an important book for him, and I know that he was talking to the effect that certain people have for efficiency will have a certain amount of things that they do consistently all the time to achieve something, some sort of goal. So for example, he was talking about when he started trying to lose some body fat, he'd have the same certain meals at say breakfast and lunch pretty much everyday for 2 – 3 years and then when he was going out for dinner then that's where he'd allow himself to be a bit more spontaneous and do something to deviate from it, so I think the whole area of rituals is kind of really fascinating and when we're talking about consistency what does consistency actually look like in practice? Because it's clear that there's a massive different between what we're probably talking on here with consistency versus being consistently perfect. And what is that difference I suppose in practice dean?

Dean: That's actually a really great question and as you were asking me that question I was just thinking about an email that I got from somebody yesterday who was looking to see if I would be interested in doing some consulting with him on his own health journey, because he's the same age

as me, he's 48 and he seems to be doing a lot of the same kind of things I'm doing but he's not getting the results. But one of the things that he said in his email and we were talking, he mentioned John Keeters Carb night protocol, and he said, you know, I'm following that protocol more or less, and it was fascinating to me and I thought about it this morning and I thought it was interesting that he'd put in the words more or less and I thought that's the mistake that most people make, is that they think that they can get away with more or less, and I know for myself I can't. Its not...this idea again of what this consistency looks like, it looks like something that you do every single day. I know I'm making this sound very absolute and sort of maybe obvious, but it isn't obvious because people start doing something and then they give up rather easily and sort of end up getting back right to where they were, and when he wrote that email and said you know I'm kind of following it more or less, more or less is the problem, for example for me I don't have the body type Danny that I can do something at 70% and reap the benefits that other people might reap the benefits from, I have a very unforgiving body and so for me I need to be at like a 95% level when I'm doing something, that's just what I have learned about me, and I think most people are like that. I think a lot of people think that they can get away with 70% effort, well I'm paleo most of the time, but you know what, its that most of the time part, that's the problem. People haven't realized that they need to be doing things a lot more often and a lot more consistently than they actually are. So in terms of an actual example, or as I said the Stephen King, even though its about writing it's a great example, but we could take that example and look at what people do in their own lives on a consistent basis that contributes to their success. And I think that the biggest problem with that Danny, before we even get into consistency is people don't know what actually works for them. They're trying so many different things and they get so overwhelmed with just...you know a new blog post comes out and somebody says you should be doing this or that and so they start doing

that and they're trying to juggle 10 or 12 things and of course they all fall off the table eventually and they end up doing nothing. So its really trying to identify, but I believe we all have 3 to 5 core behaviors that if we focused on those and did those without fail we would being to see incredible results. And whatever area of life that was that we were looking to change. I'm going to use another non weight loss example, but then I'll come back to something that's more applicable to your audience, but I talked about relationships earlier, and again relationships don't disintegrate overnight, they disintegrate over time because people stop doing the things that lead them to be successful and led them to be in love in the beginning, and there's a great story about Andrew Agassi and his wife Steffi Graff, every single day he's got a chalkboard that he's put up in his kitchen and every single day he writes a loving note to her, and he's done that without fail for years. Now again I don't know the ins and outs of their relationship, but I will say that that is a very unique behavior that anybody who is in a relationship and wants it to thrive should be stealing, but he does that without fail every single day. He doesn't do it sometimes, he doesn't do it...yeah I did it once this week I did it 3 times last week, he does it every single day and I don't know if he's consciously figured out that that's a core behavior that he needs to continue doing that will allow him to be in this loving relationship. But it's the same idea, so if you were looking at weight loss, I'll share another story of a woman that I interviewed privately, because I wanted to learn more about her story. Her name was Carren, and Carren lost about...lets see, I think her heaviest was around 195 pounds and she's now down to 115 and she's sustained herself for the last 2 – 3 years, but she weighs herself every single day. Now I know, in fact I wrote in my book about the fact that I didn't think the scale was a good idea; I've since changed that because of this whole discovery about just consistency and the fact that you have to have some weigh to measure what you're doing. So she weighs herself every single day and that gives her immediate feedback on whether or not she's on track or not,

she can tell within 1 or 2 pounds, for example if she eats almonds she'll gain 2 pounds, so she knows like over the course, her weight will fluctuate a couple of pounds the next day and so that gives her immediate feedback, but she does that every single day because she realizes that that's really important to her journey, so you know I think Danny, whatever people...the idea of consistency first needs to start with people identifying what is it that you do in your life that gives you the most success and then figuring out how to put that in your life so that you can commit to it on a daily basis without fail.

Danny: Yeah and its interesting you bring up the success people have from say for example weighing themselves daily and it being a consistent habit or a behavior that they do and it ties in nicely with what you said on the top of the show when you mentioned us being over in Austin and hanging out with Jim because I don't actually been chatting with Jim because he has his own fat loss clients that he works with and its one of the things he gets them to do each morning, he'll get them to take a tape measurement, a waist tape measurement and just text that number to him each morning and he says its not really for me to see how much their waist has gone down by over a few days, because you can't really be all that accurate, its more a cue for that person, that that's the person they are now. They wake up in the morning, they take that tape measurement, send it to Jim and then follow his guidelines for the day and it's almost like this conditioning protocol over and over again. So it actually really made sense then when you were talking about that we do have evidence now that people who are consistent with measuring metrics for example like their weight can be more successful with something like fat loss. I think its kind of this concept of having certain behaviors, that's what we want to be consistent with, these behaviors, and I know before you have talked about how sometimes people can loose sight of what behaviors they need to introduce into life and what they focus on instead tends to be what outcomes they

want. Could you kind of lay that out for people, because I think that's a really great way to think like this on that concept of behaviors versus outcomes.

Dean: Yeah, by the way great question and I loved what you said about Jim too, and I think that's brilliant that he does that with his clients and hopefully his clients will connect the dots and realize that again that there's an element of consistency at play with this that will contribute to their success. If they don't make that connection or he doesn't help them make that connection then the problem is once they're no longer working with him, they're going to stop doing that and not realize that was a huge...again very unsexy, it doesn't require any time at all to sit down and actually do that and yet people would just randomly dismiss it and look at the bigger sexier things like extreme exercising and all sorts of things, but great question with the behaviors versus outcomes. One of the things that frustrates me on this I was just thinking about this the other day, I love bookstores and I go through the health section and there's this whole shred series right now like loose 20 pounds in 20 days or whatever it happens to be, and that kind of stuff always drives me bananas because it makes weight loss seem like you're calculating interest, its just do this and you'll loose 20 pounds. There's no way that there's anything that's accurate about that, that there may be some people who have lost 20 pounds on that protocol, but the truth is just the hand full of people that that might apply to, for most other people its not going to work, or some people are going to gain weight following that protocol or some people are only going to lost a few pounds, but that's an example of an outcome, even I mentioned this potential client who emailed me, he emailed me and said I'd love to work with you to see how I can loose weight and I wrote back and said, I will tell you write now that I have no control over how much weight you loose, I have no idea whether or not you will loose any or not, I don't know what you do when I'm not talking to you to being with, but that

is...that's an outcome. But I said, what I can work on you with are the behaviors to put in place for great health and if you put those behaviors in place, one of the outcomes that will be a result of those behaviors is weight loss, and so I will talk to you about the behaviors that I will put into place to allow weight loss to occur, but whether weight loss occurs or not is really going to be up to the individual. So I don't know if that makes it clear Danny, but...so again a behavior is weighing yourself everyday, and what I love about something like that, I said even though a few years ago I talked about why I didn't think it was a good idea, but as I said I have since switched that now, but one of the reasons that that's so great is that it creates awareness which is another big mistake that people make on this journey to losing weight and changing how they look is that they have no way to sort of gauge on a regular basis what's working and what isn't. We don't gain 20 pounds overnight, we gain 20 pounds over the course of a year because we put on a 8<sup>th</sup> of a pound today and an 8<sup>th</sup> of a pound tomorrow and a 16<sup>th</sup> of a pound the next day, but the reason that people step on a scale and say oh my God I don't believe I gained 20 pounds, because they're not measuring anything, so they have no idea what's going on. So the brilliance of again this woman weighing herself every day was that it creates awareness and awareness allows us to begin to make better choices, because we begin to make connections, she made the connection again when she has almonds that her weight fluctuates about 2 pounds and so that feedback gave her enough insight to realize that she only had nuts once in a while, she just treat herself like the Tim Ferris concept, but she's extremely strict for whatever periods of times she needs to be and every once in a while she'll treat herself to that knowing that her weight is going to fluctuate a couple of pounds, but then she gets right back on track. So yeah again, I think I hit the question Danny but I'm not sure...

Danny: Yeah no, it absolutely did and I think the important thing I suppose to point out to people is it's not necessary that weighing your body weight is the key here, it's having that consistent behavior whatever that maybe. So it could be weighing yourself, it could be like Jim, the tape measurement, it could be using something like heart rate variability or measuring your resting habits, whatever metric you want to use, but using it as a way to check you're going in the right direction, but also as a cue and to keep you I suppose in that mind frame of checking this because I have a goal that I want to reach and having behaviors that tie into this will work for me. So I think yeah it makes so much sense.

Dean: Can I jump in again, you know I was going to say, I think that's a really good point that you made, that I happen to be using the example of using a scale, but I think to your point, it's really about finding whatever metric you feel is getting you the results or giving you the feedback you need to get the results that you want. And by the way, it is for anybody who is overweight, the scale is quite horrifying actually and that was one of the reasons when I wrote initially in my book, I said smash the scale was the title of that chapter was specifically that, but what I realize now, the mistake that I made when I wrote that at the time was that I didn't understand what that number actually meant and I also wasn't willing...the reason I was telling people not to use the scale because my own personal experience when I would get on a scale it would depress me when I would see how much I actually weighed, but you need that feedback, you need to be truthful on this journey, and I wanted to preface the whole scale thing by saying, there's really 2 parts to that, first of all that is one metric that you could use but there are others, so it doesn't have to be that one. But if you do use that one, you also have to realize that the second part of the journey is how to deal with the emotions that come with seeing that number, when you get on a scale and you think you know, you've been great for the last...you've had a great eating day and

you get on the scale and your weight is up 2 pounds, how do you deal with that? Well that's part of the journey, you don't hide from it by not weighing yourself anymore which is what I used to do in the past, you have to begin to understand that that's...there's also an emotional journey to this too, in terms of how do you deal with these setbacks, how do you frame them? How do you take a look at them and put them in such a way where it's providing you feedback that's not depressing you and take you away from the journey, but it's actually encouraging you to continue to use the metrics that you use to get the results that you want.

Danny: Yeah and that's one of the reasons why a lot of times I tend to push people towards keeping some sort of photographic evidence of their progress whether that's weekly...that they don't have to show to anyone they can keep for themselves, but again if they stack up over 8 weeks of a timeframe and they can see week to week a progress picture to compare to what they were like last week, they can kind of see if they're not doing things right, and if things are going in the right direction it's kind of quick and easy way to do it but it works exactly the same with the scale so it's an interesting one in that sense. And another one topic of behaviors, when we're looking at behaviors for change, so for example we've talked about fat loss, but we can really apply this to anything. Is there a case that we have to approach behaviors differently when we're first starting out on a journey as opposed to what might actually be the best method or the most sustainable in the long term so like I often think that as a long term way of eating, someone's nutrition they should not be counting calories, they should not be measuring the food, they should not be having to measure themselves every single day and so on...but is there a case that, ok that's great, an ideal in the long term, but to get started on the journey perhaps we have to change our mindset on that.



Dean: Yeah and let me know Danny if I'm not answering the question the way you're interpreting it, but as you're saying that, when I think about this is so I'll give you some example from myself, by the way the pictures thing you get your clients to do, I think is really smart, I didn't have a scale when I started this journey, I still don't have a scale even though I talk about that but I use pictures and I will take a picture every single day and I did that for about 3.5 months and that on a weekly basis I would compare one week to the next and I was just looking for any kind of evidence that things were progressing in the right direction. I found that to be really powerful, in fact I think it's far more powerful than a number just because of the whole picture a thousand words kind of thing, so yeah I think that's brilliant and I wish more people would get people to do that. But in terms of you're talking about weighing foods and stuff like that, so when I first started I also...so I started with a theory. Because again this whole idea of I had to change my thinking, I had to do something different otherwise I was going to end up right back where I was, and I come across an article by mark, and he talked about something, what I'm going to call a carb threshold, that essentially there are certain amounts of carbs that some people can take in and if they go over that it will cause them to gain weight, if they can keep it under a certain level it would give them the opportunity to lose weight and that theory made sense to me. I didn't know if it worked or not but it made sense to me so I decided to try it. The problem was I didn't know what a 100grams of carbs actually looked like. So I actually had to log my foods, I used a online free online food tracker and for about the first 3 and a half months I logged my foods to be able to figure out what does a 100 grams of carbs look like and then secondly to monitor my eating to see whether or not I was staying within my range. When I first started that and I might have even said this in the book as well, I truly believed that I was going to have to do that behavior for the rest of my life, but I have since changed my view on that too that I have done this long enough now that I am pretty...A I'm very consistent, and B

its also become intuitive now because I've done it for so long I have a sense of where I am with my carb intake. When I run into problems I will sometimes go back and I'll track for a little bit. So in terms of like weighting foods and measuring yourself and all sorts of things, I think in the beginning they're really, really important because people have no metrics to gauge their success, and that's why they're in this situation that they're in, again people don't gain weight over night, they gain weight because they're not doing anything to track their weight and so suddenly they're like Oh my God! We shouldn't be shocked by that but we are and the simple reason is because we're not tracking anything. So I think the whole point of that stuff is to give you feedback, in terms of moving forward, you have to that for the rest of your life? Well I think we should only be doing the things that we ultimately that we truly enjoy doing. I talked about exercise and the way that I was exercising for the first 48 years of my life I've come to realize is not really enjoyable. I understand the benefits of it, but its not really enjoyable so I'm constantly wrestling with myself. So I've made the switch now to really incorporate creativity and just changing the whole concept of how I work out and I really enjoy it actually, its really a lot of fun, I'm still in the honeymoon phase, so I have to be careful to not get too far ahead and say I'm going to do this for the rest of my life, I have no idea, I have no idea how this is going to play itself out but I'm definitely liking where it is right now. So I would say the same thing with people in terms of these things that they're starting out with. First of all start out...people tend to do way too much way too soon, again if people could just focus on one thing, and I can tell a story about that in terms of the ability to start out small and work your way up and really use time to your advantage as opposed to a disadvantage, like where people say I want to lose 20 pounds in the next 30 days,. Which is a recipe for disaster, but yeah whatever behaviors people put into place have to be serving a purpose but also understanding that at some point down the road they're either going to become intuitive enough that you will not have to

keep doing that anymore and B if you absolutely loath it, then you shouldn't be doing it anyway.

Danny: Yeah I like that and I'm actually really glad you gave that answer just because with my clients that I have actually, for the first 5 – 7 days I will get them to track everything they're eating, log it down in something like my fitness pal, we'll kind of review it and really for them as well to be able to actually see what their diet is looking like and what is coming out of it, because a lot of people just don't know that if they've never logged stuff before....but again its not a long term thing its just those first 5 – 7 days and I know someone like John Romenelos, who has done some fantastic writing around this area as well, he for a lot of people when they're first starting out, well he doesn't think it's a long term behavior they have to do, for the first week to 2 weeks, he'll get them to weigh their food as well. So if they get a piece of chicken they weigh it just like a body builder would do it just so they can visually know what a 120 grams chicken breast is, or 30 grams of protein is this sized chicken breast for example. And so I try and tie that in so its really good to hear that you feel that there is a benefit for people doing that when they're first starting out. And the other thing...

Dean: Danny...yeah no I think that's a great point you brought up about john, and its brilliant, it's a brilliant strategy because again what it does is we totally underestimate the visual element of this journey as well too, of just being able to get a picture in our head of what something looks like, and again I don't even know what a 120 grams of chicken looks like, I basically use the size of my fist as a visual gauge for a lot of the stuff that I do, but again that would be a worthwhile exercise for me to do. When I started out, when I read marks thing and a 100grams of carbs I had no idea what that looked like and so the first thing I did, I used to be a vegetarian before I switched over to the primal sort of paleo template. I put in what a

typical vegetarian day of eating would look like and it came out to...now you know again, its different for everyone, but essentially if you keep your carbs under a 100 grams a day then you have the ability to lose weight. So I thought that's a good gauge, but my typical vegetarian day for me was like 300 – 400 grams of carbs, I was like no wonder I couldn't lose any weight, but until I actually put it into the...I think I was using...it wasn't my fitness pal but it was something like that, but until I actually logged it, and saw then numbers, I had no visual of what that actually meant. I had no idea what I was eating and why that was even causing me problems. So yeah it is. Anything that we can make visual is such a powerful strategy. I should actually write something about that, cause that's a really great idea I hadn't even thought about that, but the ability to visualize the unvisualbe, I just made up a word by the way, its powerful, its really powerful.

Danny: Yeah and it also reminds me of the second point I was going to make from your previous answer, in and around your workouts and again we can treat them the same way, unless we have some sort of way of measuring or some sort of metric to go by, where we're in the same boat, I found this recently myself that I kind of knew what a good workout was, and I knew I should be consistent with it but I just kind of go in and doing what everyone...I got in the gym and I just realize that this is not working out for me. And so I got in contact with my buddy James who I got on my previous gym problems off, I said lets put something proper in place, went up and got tested for different measurements and so on, put a plan in place, set a date for here we're going to reassess how things are going and again he will know by that time whether I've been actually doing the work and working so I think that having that accountability and also those metrics to track is really important and it just reminded me of that when you said it. And another thing that I did want to mention about something we already talked about earlier when we mentioned not having to be perfect or consistently perfect, and one thing related to that is the idea of

the guilt that a lot of us may feel when we “mess up” so like often I say to people like that guilt can sometimes be worse than actually going and having that slice of pizza or that tub of ice-cream or whatever it was that someone it was that someone has done and just the guilt they feel afterwards is such a burden on them, and I remember you wrote something about this before as well I think dean, is there anything that you found to be helpful for people to keep in mind specific regards to the guilt they feel when they're trying to achieve a goal and they know they've messed up?

Dean: Yeah and I have lots of thoughts on that actually but I'll try and keep this somewhat composed and relatively short, I think first and foremost guilt is something that we will deal with for the rest of our lives, it never goes away and again I think sometimes there are a lots of things on this journey that frustrate me in terms of what other people are putting out there because people make this journey sounds really simple, you know, I switched this eating and I never had cravings again, and its like, Wow! That's not my experience, I have cravings all the time, and I go through phases where I'm really great and I go through phases where I'm not so great, and I'm constantly struggling and sometimes I make the right choices and sometimes I don't but guilt is always there, its never going to go away, but one of the things that I've come to realize is that failure is actually not the problem, most of us think that failure is, but it isn't failure, its failure to recover. Failure is a constant; we are going to mess up on this journey, and all our journeys, relationships everything. We will mess up all the time. I think again something else that people probably subconsciously they go into these things and its all about perfection and a lot of this stuff is all about perfection, and I think that's the wrong message to be sending people. Failure is a constant, you're going to mess up, I don't care who you are, I don't care how successful you are, you are going to mess up, so because that's a constant, then the real challenge is how you're going to deal with it when you do, and so for me, its not

failure, its failure to recover and so I really put a lot of work into how do I get back on track, how do I when I go out...I'll give you an example from a couple of weeks ago, so what I'm doing now, about 6 weeks ago I switched from 3 small treats a week to sort of one 6 – 8 hour window every week, sort of the carb protocol that I've been playing around with which has worked very well for me to this point. So I do that day on Saturday, Friday or Saturday, but I went out a couple of weeks ago to a volunteer dinner, and I didn't realize it was a dinner, but there was a dinner and a lot of the foods that I was having really didn't comply with the way that I should have been eating that day, I had a very strict eating day, a very low carb eating day that I had planned, but I went there unprepared so I started eating some of the stuff and I thought you know what, I'm going to make this day my carb day, which was a mistake in hindsight because I ended up doing a treat day on that day and then I did it again on my regular day on Saturday, and I kind of felt a bit of guilt about that, but you know, I sort of stepped back and I thought, ok what happened there? What was the problem? And the first problem for me was that I shouldn't have just instantaneously switched my treat day to Thursday, that was a mistake, that was the first mistake that I made, I should have found a way to figure out how to stay within my eating on that particular day, but number 2 I also realized how important it is for me to plan out in advance what day I'm going to have that treat, because it makes everything else during that week so much better, and I really look forward to that day and I didn't enjoy the Thursday, I ended up turning that into a treat day as well, but I didn't enjoy it because it was unplanned, so you know, part of it for me is also stepping back, the failures are my opportunities to figure out some of the blind spots that I have in terms of the things that I do and most importantly is to make a note of what I would do differently next time. And then hope that the next time out that things go the way that I want. Now, sometimes they do, but honestly Danny, sometimes they don't. but again that's part of my journey is to step back again and so okay, I blew it

again ,what am I missing on this? What do I need to do next? Maybe I need to bring treats with me, maybe I need to eat just before I leave to these things, so you know, failure isn't a problem, failure is always going to fail, I find now that what this journey has really taught me is I've gotten really good at getting up, dusting myself off and getting back on track. I still have that guilt I still have that voice in the back of my head that's like you know, you shouldn't have that, but I can turn that into a whisper now as opposed to a shout and that doesn't dominate the rest of my life.

Danny: Yeah that makes total sense, especially when at the start of that point you mentioned something that really jumped out at me when you talked about this concept of when other people are promoting different ideas so for example people might read online somewhere, once you switch over to a paleo diet for example all your cravings go away, you don't want to have these foods again, so then the behavior that ends up happening is, someone switches over to a paleo diet, they're doing fine, and then when they certainly have a craving for whatever reason for some sort of food they then think themselves, I must be doing it wrong, or what am I doing wrong that is making me have these cravings that no one else supposedly is having, which isn't really the case, so that's more of a misplaced guilt which can be just as bad. So I think we have to take a step back and kind of just realize that this isn't going to be like I said, its not going to be perfect, and like you're saying, be able to recover from failure if that's even the right word a lot of the time.

Dean: Yeah, I was going to say Danny, I think we all have a huge responsibility to tell the complete story ,and that is part of the messaging that I believe is missing with all sort of...and I'm going to put this "experts" in quotation marks, but all "experts" in all spaces are really doing a huge disservice to people because they're not telling a complete story, I think sometimes in our desperation to come of as an expert of a guru we only talk about all the

things...we talk about all the theory behind all the things that we're doing, but when we leave out the fact that we also struggle we do a huge disservice to the people who are following us for exactly the point that you said, because the moment that they mess up, the first thing that they do is they attribute it to a character flaw. And that does a tremendous amount of harm and so part of my journey now is I have a huge responsibility to tell the true story, to not say oh I never have cravings, I'm constantly wrestling with cravings, I have days where I eat something that I shouldn't, I have days I'm supposed to work out and I don't work out, I have days when I want to get to bed at 10 and I don't get to bed till 1, and you know, there are lots of things on this journey that I constantly mess up and I will, I realized that I will mess up on this stuff for the rest of my life, perfection is unattainable and anybody who comes off as being perfect, then you have to kind of put a red flag up on these people and realize that they're leaving something out, they're not telling you their complete story, and those are people I don't follow, I love transparency, I love people who are open and honest about their journey because those are the people I'm going to learn the most from, the other people that are just telling me all the good stuff, they're leaving something out that's really not going to help me sort of in the bigger picture of this.

Danny: Yeah and I think when we look at the people that we connect with or we resonate with their message is not those people who are just telling everyone what is the best way to do something and just laying out this is what you go and do, its being transparent, seeing what problems they are having and almost just on a basic sense, humanizing a bit more, that these are real people, the exact same way that we are, and I think even on a separate note for me I think the whole idea of why I am so obsessed with learning about health and nutrition and performance and just how to really tie all these areas together, is not so I can do them perfectly all the time, its that I can go and do stuff that's not so great for me now and again, but be



resilient enough to those. So for example, because I pay attention to my sleep, most of the time and really focus on making it good quality, from time to time I can stay out until 2 or 3 in the morning and bounce back really quick, in the same way that because I will eat good quality food the majority of the time, then I'm healthier and more resilient to really breaking down if I have something bad for example. And just being able to have all those different cool experiences from like because I'm healthier from doing stuff most of the time as opposed to needing to do it all the time and missing out on some of those other cool things that aren't so great for me.

Dean: I like that point, I'm glad that you threw that in, I think that's important for people to hear too, I think I said something earlier about somebody emailed me recently and just said you know I read your book, do I have to log my foods? I think she used the word loathe. I loathe logging my foods, I said well, if you hate it then don't do it, I mean again the bigger principle of this is find something to track, but I think ultimately Danny your thing...this is about enjoying our lives too, it's about how do we end up doing the stuff that we do so that we're not depriving ourselves of just the true enjoyment of going out with friends and having drinks and having a great dinner that maybe doesn't...to the Tim Farris example, doesn't quite fit in with the way you normally eat, but you've kind of built that buffer in because you were so strict for the 5 days previous. So yeah I think that's huge, you can't overlook the enjoyment aspect, which again is not something that talks about on a consistent basis but happiness is a huge motivator to driving our behavior and so we've got to find ways to make sure that ultimately we're happy. If I'm doing a bunch of stuff and I don't like it and I do it grudgingly, there's no benefit from that. There's no benefit from doing something just because in theory it's good for me if I truly don't enjoy it.

Danny: Yeah I got a lot of that from; I had Amy Kubal, who I'm sure you know...

Dean: Love Amy!

Danny: Yeah she's just such a cool lady and she was on and she was talking about here story which as you know is phenomenal and she was talking about this idea of being able to have those foods now and again, but when we do have them, rather than just feel guilt for having them, really make a big thing of enjoying them, so she talked about what a lot of people do is when they, like you said, we know we're going to mess up, we can't avoid it, at some stage we're going to mess up and we're going to fail, so her thing was, rather than do it in a way where you're hiding away from people and you go and binge and just grab a bar of chocolate and just shove it down your neck because you need it and you don't want anybody to see, instead if you just plan it out and say ok, I'm going to have it now and just sit down and enjoy ever bit of it rather than just doing it and feeling that guilt, it was kind of...I learnt a lot from that when she said it because it was kind of a missing link for me in a lot of stuff I thought about, and I had been kind of...I've said this to people before I was one of those people, I knew everything from the nutrition and the science side, and that's what I loved looking at, what was the optimal diet for humans, I would love to look into, but then its more of this practical based stuff around the psychology that I've really started to pay attention to now and so that's why I found today so helpful.

Dean: Yeah, and by the way, I'll give you an example, talking about, because I'm a closeted junk foodie as well, when you see me in the grocery store people go wow! You eat so healthy, and I'm like, yeah but you don't see when I get on my bike at 1 in the morning and bite through a 24 hour grocery store and get ice-cream and nobody sees me, that kind of thing, and I've had those moments as well too, but I mentioned earlier, I'm

experimenting with John Keefers Carb night protocol, and I'm trying out a bunch of different ideas right now, but today is my 6 hour window where I can kind of let loose, I am, and I've been playing with this for the last 2 or 3 weeks and I don't know if this is going to continue but on my list of things to have today is 6 doughnuts and I'm going to have ice-cream as well, and my challenge with that is to truly enjoy it. And so typically what I would do is I will get it and I'll watch a movie, I'll watch something that I've been wanting to watch, but again sort of really be able to enjoy it, and I know there's a bunch of people that just cringed right now at the things that I just said, keep in mind that I've got a protocol that I'm following for me which is actually been working, I must say I'm really impressed, I've been doing it about 5 weeks now. I'm impressed with the results, but again this is only, take this with a grain of salt, this is what I'm doing, I'm not saying that other people need to do the same thing, and I don't know if I'll continue doing that, I'm literally at this, I've got a friend of mine, she's like I can't believe you're going to be eating doughnuts, and I'm like, I'm experimenting, I'm trying to figure out what I can get away with, so your point Danny about those moments when we're out and there's cake and ice-cream and those sorts of things, can I plan to have those moments and not have them impact me physically, emotionally? Mentally? Psychologically and those sorts of things, yeah that's a great point that you were saying and I think it all ties back into not just doing these things but being comfortable and happy doing them, which is a big challenge.

Danny: Yeah that's awesome and I'm sure I want to be kept up to date with how that goes for you cause it'll be interesting to see how that carb night protocol works. Just I think its time that we start to wrap this thing now dean, cause again we're probably coming up on time here. If you could probably finish with, maybe could we summarize for someone that wants to make a change if there's like maybe like 3 bullet points of initial things they need to get clear in their mind if they do want to change, and this

could be if they want to change anything, is there any 3 bullet point cliff notes of what do they have to get clear in their mind starting out?

Dean: That's a great question and I know that my answer is going to be one that I'll probably not regret but I'm going to be thinking this all day and I'll be like ah! I should have said this or I should have said that, so I'm going to try and wing in here Danny but I think of the top of my head the first thing that I would say is again the mistake that most people make is they do way too much, way too soon, way too fast. And it's kind of intuitive, but the ability to start out small...this is Jim Collins said something else about companies that go from good to great, is that it's the 20 mile march, you know whereas, some people they feel great one day and they go out and they run 40 miles and then the next day they're so exhausted they don't do anything, the companies that really thrive are the one who every single day regardless of the condition they do their 20 miles, they do the 20 miles, so for people starting out, again start out small, and do your march, figure out again, maybe I had a friend who got great results by doing only 2 things and he did it for about 2 months, he weighed himself every single day and he logged his foods, and he couldn't exercise cause he had a back problem and I really thought that that demonstrated extremely well, if you pick the right things to start off with and just get really good at those one or two things, then you can step back and look to add another thing to the pile that will sort of help you get where you want. So start small is the first thing, number 2 is leverage the power of consistency. When you look at people who fail, the number one reason is because they stopped doing whatever it was that they were doing to get success, and that's a common misconception that a lot of us have, it's sort of like you think of calorie deprivation, and a lot of people use that as a strategy to lose weight, but it doesn't make any sense, because you can't do that for the rest of your life. So people always seem to be surprised that they will cut their calories, they will lose weight, and then they will go back to eating the way they

were and then go oh my God I can't believe I put the weight back on again. Well you went back to the same behaviors that you were doing before, so you know, you have to pick something that you can actually do long term and that's my third point, sustainability. Is that one of the things that I try to think about now is can I do this 5 years from now? I mean obviously things are going to change and going to evolve but am I doing something right now that's sustainable, that I can actually do long term? I had a point maybe 15 years ago when I used to work out at the gym, I was working out twice a day, In the morning and at night and I was actually getting results, but I remember thinking this is ridiculous, you can't do that for the rest of your life, what happens if you get married or you have kids, which I haven't had, but even then its 2 hours of my day, its not sustainable, so we need to think long term of the things we're doing too, and extreme solutions don't scale, you can't do them forever, and even though they do get you short term results ,and that's pretty much every exercise program you see on late night infomercials now, are all the extreme solutions, but those are the worst things for people because first of all there's no long terms studies done on where people are 5 years from now, biggest loser is a great example, that's an extreme solution that we have here in Canada US, really popular show, but its extreme, what we don't see are where are those people 5 years form now? Have they been able to maintain the results? And I've only seen a few follow up studies that they've done on some of the winners who were unable to sustain the results which is again what you see with most people, they pick something that's not sustainable.

Danny: Yeah its exact same as if we look at the workout side of things now, its all with P9X or insanity ,its like...the real common question we're getting, is this something that I should go for if I want to get in shape if I do this will it work? Well probably if you do some sort of workout 6 days a week for like 90 days, its probably going to work, but where do you go then, no one

is going to keep doing back to back bouts of P90X, its that whole kind of sustainability thing that you mentioned.

Dean: I think I did P90X and I did it the first time through, I didn't miss a day, I did 90 days and nobody knew that I did it and I just said well I'll do it again, and I did the first day, I missed the second, did the third and that was it I never did it again.

Danny: That's it, can you see yourself doing it...but yeah those 3 bullet points absolutely fantastic dean, just for people there was number 1, start out small, 2 leverage the power of consistency and 3, look at sustainability and I'll do a bit more of that in the show notes for people. So dean before I let you go, where can people find you once you got anything going on, anything you want to draw peoples attention to?

Dean: Well, is you come to Toronto you can find me at any star bucks in the area, so you're more than welcome to visit me there, but if you're looking to find me online, DeanDwyer.com and everything that I put on there is really about what I said in the beginning of the show that this is really about a lifestyle journey, you can't neglect a broken relationship, you can't try and fix your health and neglect a broken relationship, you can't...all aspects of your life they're all integral to the overall journey of health and that's what I do interviews and write posts and all sort of those things.

Danny: Perfect, so we'll finish with the very final question I promise, and this is the one I always end with, so if there is just one thing you could advice people to do each day that would lead them to have a better or happier life what would that one thing be?

Dean: Danny that's a good question, a big question. This is another one I'm probably going to wish that id said something else, but I'll say this and

this came up when you were sort of reiterating the points that I had made for that last question that I thought was my last question which I was quite happy with that I thought I answered that decently. I will say this; maybe ask the question why are you doing what you're doing? And maybe that doesn't make any sense, and I'll just try and give a bit of context for that. But when I was...I talked about this whole workout thing that I was doing for the first 48 years, I was just doing stuff, and I realized that I didn't even know why...I mean obviously because I wanted to look good, but that's not a sustaining reason long term, I realized that the real reasons that I am doing this stuff that I'm doing is I want my body to be able to do things, so I actually sat down and thought well what do I want to be able to do? What are the different things that I want to be able to do? And how do I create a routine that allows me to do that? And I think I mentioned this in my book make shift happen, and this is not my line and I can't remember who said it but basically we should have a body that allows us to save our own life and the life of somebody else, and I often think of scenarios, like what would I need to be able to do in various scenarios, and I think of firemen training and what if I find somebody unconscious and I had to pull them away, would I even be able to do that, would I be able to jump over a fence and get away from a rabbit dog or something like that? But I think asking that question within the context of everything we're doing, like...I think sometimes again we think that weight loss is a sustaining reason to do things, but it's actually not. Vanity is important and it's an important part of my journey and I'd be lying if I denied that that's not part of the reasons that I do it, but it's really about why am I doing the things that I'm doing? And trying to get to the truth about that. That was a long answer by the way to a short question I'm sorry.

Danny: No it was good, I loved that. So, dean, it's a good way to finish, I think you scrapped through there perfectly, so in all seriousness dean, thanks so much for coming on, and you've been very good with your time, gave

some absolutely great advice and some brilliant stories for people to go through, so I'm sure people will be connecting with you and following some of your stuff, which I of course advice, and we'll be in touch again soon my friend.

Dean: Yeah can I leave one more comment for you audience? I was going to say this, its imperative on my job when I'm being interviewed by people if I really like the interview that I have to say something, and I'm going to say something to you that somebody said to me that I thought was an ultimate compliment, I interviewed Michael Hyatt, who is a new York times bestseller, he wrote the book platform, and at the end of our interview he said, you know what thanks dean, you area great conversationalist. And I was like you know, that was the ultimate compliment because that's really how I view my interviews as a conversation and I am going to throw the same compliment to you my friend, I think you have a gift, the ability to obviously ask questions that you want to ask, but also listen to the answers that I'm giving, and expand on those and sort of tie those into the whole show, which again is an art, not everybody can do that, and as soon as we started talking, even your introduction, I was like he's actually really good at this.

Danny: Dean that means a lot and I really appreciate that feedback, its amazing to hear, so thank you so much and I'm sure we'll probably be doing this again.

Dean: We will be doing this again at some point.

Danny: Dean thanks very much and I'll talk to you again soon.