

Steve Taylor, RD
Sustainable Results, Human Behaviour & Dietary Approaches

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Episode 260

Danny Lennon: Steve, thank you so much for joining me on the podcast. How are you my friend?

Steve Taylor: I am doing great. I appreciate you having me on. Thank you.

Danny Lennon: Yeah. As we were just saying I think we're going to get into some really good stuff today and something that's extremely important and I think very relevant to the large majority of our listenership. But before we get into any of that type of stuff I wanted to start by getting a bit into your background. Can you maybe from an overview level give people an idea of your current work, and then previous to that any of your academic background etc, that kind of led you to the point where you're now?

Steve Taylor: Okay. Yeah, just briefly I got into nutrition and exercise I fell in love with it at a very young age. I started weight training when I was 14 for sports, and then just continued to fall in love with it and wanted to learn more about it and went onto get my Bachelor's in Nutrition and Exercise Physiology. At that point still wasn't sure what I wanted to do career wise yet. I just knew that I want to keep learning more about these topics, so I went onto do my Master's in Dietetics, Nutrition and Exercise Physiology. From there I moved to California interned with 3D Muscle Journey, and then moved to Los Angeles, California took the National Exam to get my RD credential and started my business.

Danny Lennon: Awesome. So, with that what would you say are, if there is any underlying kind of philosophies by which you now work that have

either been influenced by other people, from stuff you've learned, your own general life experiences I guess. I there anything that you think kind of sums up your practice and the way you try and work with people?

Steve Taylor:

The biggest things that I do are always focusing on sustainability and big picture, and a lot of that came from – I've kind of always been that way naturally even when I started my own fitness journey at 14 I always thought big picture and what I wanted to do long-term and that's why I spent the first few years bulking and trying to learn all the concepts and apply things that I learned right away. And then, kind of came to in with that just from my interning, and then work with 3D Muscle Journey when I was interning with them. They had that same philosophy and a same mindset, so I really incorporate that into how I do everything and the other side of what I do and I would say probably just on a more individual level is the relationship building and that is with every person I work with I really try to get to know the person before I do anything else. Before I give any guidelines or any suggestions I try to get to know the person about their life, their values, their beliefs and really try to form a bond. So, there is that trust and that open communication that we can have moving forward.

Danny Lennon:

Yeah. It's super interesting you say that because so often when I talk with someone who is recognized for the great work they do, from their perspective the biggest thing that most people talk about as the thing they feel is most important to their practice as well as being maybe the thing they're most proud of is as you say that ability to relate with people, to build those relationships so that they can have this open kind of communication. I think that's probably something we'll come back to within this conversation because it definitely relates to some of those topics. We'd kind of discuss that some of the things to talk about would be not only behavior change, but really how can we get long-term sustainable results with people. And I know that's an area that you've mentioned you're particularly passionate about, and I guess before we even get to that that stems from well why is that as big of a concern as it is, and I guess that's probably the issue of weight regain or beyond that just the inability for people to maintain a certain result that they have either struggled to get to or have achieved enough like we said struggle to maintain it. So, how do you see that overview of people's attempts to get to a certain goal diet wise and often that can be for weight loss and

this ability to not be able to sustain that in the long-term where is the good point to jump in on this?

Steve Taylor: If it's something where the person truly does have an underlying motive to do this stuff, and they're trying to make these changes and it's not happening or they're able to do it in the short term but not sustain it in the long-term, a lot of that can come down to the methods that they are using. So, they might have the motivation and the reasons to do this stuff, but the methods they're using don't align with them, it doesn't align with their life, and so that situation is pretty easy because it's like once you kind of offered them new choices in terms of tools and strategies they are already motivated enough to take those things and run with them.

On the other side if it's where somebody is wanting to make changes, but they're not really following through with them. They kind of know what to do, but they're just not doing it, a lot of that comes down to like just the basic level of not really having a compelling motive to actually apply the knowledge they've learned or the tools they picked up.

Danny Lennon: So, from your perspective when it comes to understanding a client's motivation and their attitudes how do you do that in practice? How do you talk to them, how do you try and structure that into consults that you may do? Is it from a perspective of discussions, is it questionnaires? How do you try and get some insights into a client's motivation and attitudes?

Steve Taylor: Just initially what I do differently now compared to when I started is I screen people a lot harder initially. So, kind of before when I started my practice I was very familiar with nutritional principles and how to program for exercise and all that stuff. And then once I started working with different people I started to see that hey no it wasn't just having the knowledge it was motives to apply the knowledge, and so now even just initially before I take anyone into my weekly coaching program I make it clear that no matter – that I am not going to be able to do anything that these tools and this knowledge is useless if there is no underlying motive to actually to use them. So, I'll ask them – I ask a lot of questions and try to get down to that deeper reason why they're doing this stuff, why they reached out to me in the first place, what they're hoping to gain from let's say changing the way they eat or changing the way they exercise because ultimately if someone is wanting to

change the way they eat, and change the way that they move it's because the impact it's going to have on their life, it's because of an impact some sort of – something they think they're going to get from it to change the way they feel or to use this stuff to maybe attract the spouse or to do something with their career, develop their self confidence or whatever that is. So, I just continue to try to take the conversation down. After an initial report has been established, so after they trust me and then after we have this dialog going I go through that screening processing, try to go down as much as possible to make sure that there is some underlying motive already present that is something that is enough to get us going, and then from there we can tweak it as we move along.

Danny Lennon: So, in practice how do you play on that information afterwards because I know there are a lot of practitioners listening to this and I think it's awesome that you've mentioned that you have tried to use this deeper questioning to really drill down into what is the reason for this change beyond that surface level. So, after a period of time and you've been able to establish some of these things and you have an idea of these deeper rooted motives and drives of why they wanted to make change. How do you use that information? Is it a case of once they realize that it's kind of there for them for good and they are able to make better choices or do you have to on a recurring basis talk about that with them or do you change how you structure things and you frame things with that new information?

Steve Taylor: Yeah. That's where it comes down to the person and the motive they gave me. So, just I guess on a basic level if we go down to the questioning and I kind of elicit their motives. Sometimes they are aware of it like a big one a lot of times is if somebody had a recent health scare or a death in the family they really had a big emotional impact in their life that kind of shook them. Like they are primed to change their lifestyle, and so that's a moment to capture that motivation and run with it and so we might start at that point, and then from there as we work together that can either stick with them or can slowly fade over time because the emotional impact of an event can slowly dissipate as time moves along. And so, we can take that initial motive and as we move along try to make it more of an internal thing and fit it deeper into their value structure and their identity. And concepts like that to where they're not necessarily needing external rewards or they are not needing events in their life to keep them motivated and

on this path. But to what really is something that they own and something that how they see themselves as living this type of lifestyle.

Danny Lennon: Yeah, for sure. I think obviously a lot depends on the individual and the circumstances that we're talking about and I'm sure this will change from person-to-person. But when it comes down to trying to drive greater adherence to a certain plan or strategy or dietary approach that between you and the client you deem that the best way to go. Obviously, we can't talk specifics for everyone, but we may get into some examples. But from an overview level again do you have a typical framework that you found useful for – a good starting point for increasing adherence to a set plan that maybe there's some piece of advice in there for again those practitioners listening?

Steve Taylor: Yeah. In terms of adherence and I will say that if – and that's why I just wrapped that conversation on motives is because if that is there adherence typically isn't an issue on my end because I know the nutritional principles like we know the things that need to be in place. And so, I can as long as I offer them those methods in a way that's flexible and a way that fits with their lifestyle as long as the motivation is there adherence typically isn't a big issue. So, I really don't run into too many – because again I kind of had that initial screening process or when someone comes in the door I was like okay are we going to be a good fit. Like is the motive there to do this, if it's there then it's like okay we continue to develop our relationship and that's why kind of just to tie back the beginning of the conversation I'm like let me learn about this person, let me learn about their beliefs, their values, their current attitudes, what they want in the short term, what they want in the long-term 20 years from now and let me tie all of that together to how this fits in with all of that. And then, from there just from formal training and experience – and I am sure you guys and all the practitioners know this, I'm sure you talked about this stuff plenty on the podcast, is we know it's the fundamentals that need to be in place in terms of being in a calorie deficit and different strategies for eating patterns to maximize satiety and prevent overeating. So, from there we start slow and we build, so in my practice my three focuses are nutrition, exercise, and then just developing the whole mindset that's going to allow the behavior change to last long-term. And so, I typically start very simple and slowly – it's a progressive process, and throughout the

weeks add in more, add in more, add in more until we get them to the point where they're self sufficient.

Danny Lennon: Yeah. Just within that you had mentioned that you at the outset are assessing to see you and the client going to be a good fit, and I definitely want to get into some of the kind of specifics to that. But from that perspective what does that look like, is there any examples you can give of number 1 what you are looking for in that early conversation or questionnaire screen to see if you're a good fit, and then second for you personally as a practitioner what is deemed not a good fit or is there any examples you can give of either a potential client that wasn't a good fit or a type of person that you feel could do better elsewhere or that just is not going to be productive to be working with you?

Steve Taylor: Some of the biggest stuff is, because my process is remote and so this is all online through Skype and through Google Docs and things like that like there has to be a respect for the other person's time, and there has to be a willingness and that comes back to motivation again, like have everything filled out, to be punctual like sending the stuff over that I request, and having the spreadsheet filled out and some different stuff like that. So, really and honestly I can gauge a lot of stuff like that upfront just in peoples responses whether they're giving me full answers, and how they structure their sentences, because again I do some – we talk but I also ask questions over email, I send out some forms and things like that, and so just by peoples answers alone – and I'm trying to think how I can break that down without – since no one on this episode knows what those forms look like, but I'll ask general questions and that lets me know whether we're going to be a good fit or not, and then when we talk I kind of give them my overall philosophy and at this point like you talked about somebody who is not being a good fit, just kind of the recent examples I think if somebody is coming to me for something short term like when I first started my practice I would work with people to get ready for different events maybe like a wedding or a vacation or like to get ready for let's say just different events like that. And so, now I've really narrowed my focus to saying like we probably wouldn't be the best fit there. I really try to focus on these long-term sustainable behavior changes, and the flip side of stuff I've also worked with people who have an eating disorder. And so, if we work together and we notice that we're not progressing in the way that we want to go because we have that relationship – I wouldn't say recent, but a few months ago I was

working with someone who wasn't moving in the direction that they needed to go, and so they ended up going to in-patient treatment because it's like we did all we could do but it's like hey we need something more invasive than what we can do remotely online, and so that's a good example of like we tried it and the set up wasn't working for them so they needed more invasive approach and then they can transition into that.

Danny Lennon: Yeah. I really like that, because it essentially gets back to what we're trying to do as coaches here is just what way can we be effective and get someone a certain result, and realizing that certain cases may require something external to us and being able to notice that at the right point, and being able to either whether that's referring someone out, like you said, or just realizing that the way we work is not going to be essentially set up for this specific person's goal. I think that's important because that's how could this person be best served for their goal as opposed to well how do we just get every single client in the world. And I think that's something that takes a bit of time to appreciate, but it's such a big factor.

Steve Taylor: Yeah. I think that's why I was having a hard time of maybe coming up with a specific example because I haven't really had any issues where someone hasn't been a good fit because I kind of know my clientele who I work with, and then if we get to a point where things aren't progressing to the point that they need to be. We had that relationship with them we can refer them out to a more invasive like in-patient treatment for eating disorder or something like that. So, I really haven't had too many where it's like once we've gone through all that stuff now we just don't click on like the relationship level. I've never had that and it's just those systems in place to prevent that from happening I think.

Danny Lennon: Sure. One thing I'm particularly interested to ask you about, because this is something that I've thought through before when it comes to the idea of sustainable dieting or sustainable strategies. And again on the surface it sounds like the thing that we should be striving for but I think there is a slight nuance and difference certainly I try and get across to people that there may be a difference between a sustainable diet and sustainable results in the long-term. And I am just wondering how do you balance out the use of let's say certain strategies that may not be sustainable, but using them for certain period of time with certain types of people. So for example, I am thinking about some of

them that they're looking at rapid weight loss in obese folks early on or if we see the very low-energy diets with someone who is a type-2 diabetic for example, these are probably unsustainable diets but they're used in a kind of acute short period of time before transitioning to something else. So, I am wondering how do you think through this idea of essentially a difference of striving for sustainable results and maintaining results in the long-term versus the specific strategies we use and need for a "sustainable diet"?

Steve Taylor: Yeah. I can only speak from kind of my practice and I would say on my end I pretty much only use methods that are going to be sustainable long-term. So, I don't start off with any rapid weight loss approaches or things that I don't think that person can do long-term. That's how I handle that, and what I try to do is gauge where the person is at and how much can this person handle at this time. But what I offer them is still all within things that are going to be sustainable for them long-term. It's just how quickly we progress through the system is based on their lifestyle and their personality and where they're at with motivation and things like that, if that makes sense.

Danny Lennon: Yeah, totally. So, essentially even at certain time points maybe the total energy in the diet may change or their specific goal whether that's trying to lose fat right now or later on it will be maintaining weight. Even if those things change and fluctuate over time the kind of core principles and behaviors, and type of foods and meal structures are going to be fairly similar and that is what is driving the sustainability. Am I correct in saying that?

Steve Taylor: Yes. I would say the only thing, and you could look at this either way, the only thing that I would say is it's like a kind of like a temporary tool that will not be a long-term strategy would be tracking. So, I do think there is value in learning the quantitative information about food, so learning about food labels and learning about how many calories, and how much protein is in this serving of this food, and so I do use tracking initially. Not in every case, but let's say in most instances I'll use tracking initially to help them to develop that knowledge base of food, and portion sizes, and serving sizes and all that different stuff., and then later on we will transition away from that. So, that I guess maybe is example, but it's still nothing that's crazy or outside of the realm of sustainability. But that is a tool I use it you could say is not a long-term thing. I don't expect anyone to track for the whole life. We

might do it for 3 to 6 months or something, and then from there transition more to more of an intuitive approach based on what they've learned.

Danny Lennon: Right. And that's really interesting thing that at least anecdotally I think myself and pretty much most of the practitioners that have used that tool I am sure will agree is that those things that people learn and the behaviors that it modifies by doing something like tracking they persist even when it's not there anymore which is what allows and facilitates that intuitive eating long-term. And actually I think it was Alberto that – he has a great quote that always sticks my head where he said, "Tracking macros so you don't have to count calories the rest of your life," and it's essentially that idea that it teaches you so much within that short window of time that even unconsciously going ahead that's still going to be able to slightly influence either how you eat or make you aware of certain things you otherwise wouldn't?

Steve Taylor: Yes. It does. It teaches you so much and it really doesn't take that long even with 2 months of consistent tracking you pretty much cover all of your habitual foods and many foods that they aren't even habitual things, you just have maybe once a week or once a month, within 2 months you've covered many of that stuff and you've already learned a ton about food. And one thing that I do along the way is I'll run little mini tests of like okay we might be tracking in this period but for the next three days I don't want you to track and I want you to just continue practicing the behaviors that you learned but just forget the numbers and don't worry about tracking or it's like if a holiday comes up it's a perfect time to give someone three or four days of not tracking. Because at that point we set it up, so it's not like they don't need those tools to keep them on track. This lifestyle is something they've really owned, and health and their longevity is a high value for them, and so they actually don't want to abuse food or they don't want to go way off track and it's very easy at that point like once you are at that level where this is like now how you see yourself and these are values for you. They are no longer like having to force yourself to do something. It's automatic at that point.

Danny Lennon: Yeah, completely agree. One thing that I think ties into this drive for unsustainable methods is that many people may have or at least something that you are trying to work against when let's say a new client comes to you and you try and implement something that's going to be sustainable is probably messages they're

hearing from dieting industry either directly or indirectly. Are there any particular messages that you feel are particularly damaging to people that they pick up along the way either from like I say the dieting industry if you want to call it that or other places either online or elsewhere that you think are particularly damaging maybe in the general sense, and then also why we see a lot of this striving for unsustainable methods?

Steve Taylor:

Yeah. I would say probably two things on that. One is just the rates of loss, so expectations I think. In the media there is false expectations about how quickly someone can lose weight and you see things all the time 30 pounds in 15 days, and so that puts people into a frame of mind where they think that's realistic and if it's not for most people who are doing some crazy approach. But again that's what comes back to not being sustainable, and that's what creates the yo-yo effect. So, one thing I do upfront with my clients is I will say okay well here is the goal, here is where we want to get to. What is the timeframe for doing this? I make sure upfront that the timeframe in their head is realistic for their goal, and if it's not I'd make it clear what is the realistic timeframe for that, so that they don't feel de-motivated if it's not happening at that pace. And to just kind of frame everything else in terms of like – because there are thousands of different approaches for weight loss out there and the way you can easily just kind of shunk everything down and narrow through it is can I see myself doing this for the next 20 years and if you can't well that probably isn't the best approach, if your goal is long-term sustainability. And once you find methods that okay I can see myself doing this forever, I can see this being my lifestyle because that's ultimately what we do as practitioners if our goal is sustainable behavior change is it's not just making these little modifications but it's a full lifestyle change. And so, just asking that question, can I see myself eating no carbs for the next 20 years? No. Well, then maybe I should find a different method that I can see myself turning into a lifestyle.

Danny Lennon:

Right. Yeah. I think that's one that's often overlooked is that when we are thinking about a change in our food consumption and change in our dietary habits. It's not just the change in that it's for us to be able to do it is going to require a lifestyle change. So, the example you give if someone is going to eliminate carbohydrate and let's say they want to go into a ketogenic diet and they want to think about sustaining that for life that isn't just a food choice. That is going to influence so many things in their general lifestyle

that will probably have to change to accommodate that, and I think that's sometimes missed, right?

Steve Taylor: Absolutely. And still like if someone is considering that then you can ask them questions that will get them thinking about that choice in different scenarios, you know what about holidays or what about work or what about after your training you start to ask different questions and they're like oh shoot like actually they don't know whether I could do that and it's like okay.

Danny Lennon: Yeah, and often that's it. People have considered what they would feel like with the end result and what that might be, but don't consider the reality of the process to get there and some of those realities of what it's going to be like on a day-to-day basis in the long-term and in certain occasions and so on. So, I really like that you said you'd highlight that to them through questioning, right, of ask them well how would this be as opposed to pointing out well don't do that, well it's going to help to realize for themselves almost is this going to be something I'm going to want to do down the line.

Steve Taylor: That's why sometimes also it's like I can have trouble articulating my thought because in my practice when I sit back I kind of have little rules for myself and just kind of like how I see things going, and during all my checking I do, it's a weekly checking process and they're all lives, and they're all over Skype or on the phones. So, they're all in real-time and I would say during the whole thing I maybe talk 20% of the time, they talk 80% and of the 20% that I say at least 75% of that is questions like I do a ridiculous amount of listening and questioning because it's like no one wants to be told what to do. It's all about leading people to seeing things differently, enlisting things within themselves they hadn't even discovered yet, finding those limitations and those barriers, bringing them to the surface, and then changing them. So, it's like all that is done through questioning and it can also be hard to articulate maybe in a podcast like this but once you get out – that's why it comes back to the initial thing I said at the beginning is that relationship has to be there because if I'm going to sit there and ask someone a bunch of questions. If they don't want to feel like they're being interviewed or probed like they have to know that I genuinely care about them and that I have their best interest in mind, and so I always make sure I establish that first.

Danny Lennon: Yeah. There's no set blueprint or no script you can hand someone for that, right? It's literally that – it's like building that relationship, having open conversations, and just asking questions that will guide someone in the right direction, and so often people talk about empowering their client that it's become a kind of cliché but what you've said is essentially that and I don't think people realize that that's what it is. Really it's using that type of – leading them along that they are essentially noticing things, they are making those decisions about what's happening and realizing stuff themselves so that they can make better decisions in the future. So, I am so glad you bring them up. Before we start rounding this thing Steve I want to kind of leave people with a couple of bits of a summary of some of these ideas. So, when we talked about adherence, motivation, attitudes, people's behaviors and psychology towards dieting and how all this fits into trying to build this sustainable approach. If you were to kind of summarize maybe a couple of bits of advice and this can just be anything that comes to the top of your head. It doesn't have to be comprehensive, but for let's say two sets of people that are listening a) people out there that are just planning a diet themselves or planning to look at different dietary approaches and are maybe looking to change the way they're currently eating what would advice them from the perspective of things we've talked about. And then, second question would be same thing in relation to coaches, nutritionists, dieticians what piece of advice you would give on the kind of general topics we've discussed?

Steve Taylor: You know coming from the frame of what is my ultimate end goal and if it is to lose weight and keep it off long-term then to ask some of the questions like whenever you are deciding on the approach that you should use, asking the question like is this something I can see myself doing long-term. And if you say, no, keep searching for approaches until you can answer, yes, to that question. And also, within that making sure that the method that you choose and it kind of falls along that line or enjoyable, so I think there's a common false belief that changing your lifestyle and losing weight and exercising all that stuff has to suck and that's just not true. There are so many different approaches and so many different ways, and it can be fun and it should be fun if it's something that you're planning on doing for the rest of your life. So, that would be the big thing and along that as well is – and I think this is what can get very confusing is in this day-and-age there's so much information out there that I would say once you can answer, yes, to some of those questions start applying it and

kind of just – I did this with myself like I love learning and sometimes I can just be spending way too much time researching, and learning, and reading books, and listening to podcasts and it's just like man what am I doing like I don't need to know all of this. I just need to get out and start applying this stuff. So, that is the second point I would say it's like once you can answer, yes, to some of those questions and you think you have found some methods that are sustainable start actually applying and put the books down, and put the podcasts down and start seeing the results and seeing how you respond to stuff. Sorry I am spending a lot of time on this question, but I think along that as well is it's finding someone else either a friend or a co-worker, a family member, a coach or someone who is going to be in your corner to where they're going to prevent you from getting just caught up in the day-to-day because it's like the motivation can be hot, and this desire to change is there, and then after a week or two it's easy to fall back into old pattern. So, if you had someone else who is involved in this with you who'll keep you from going back to that old lifestyle, who'll keep you moving in the direction you want to go that could be extremely beneficial, especially if you have different life events that come up or something that could easily lead you off course.

In terms of practitioners just from my own experience I guess the biggest stuff that I have found is one the initial screening process. So, on my end it came down to, like I said, when I started my practice I pretty much opened my doors to anyone. I worked with people from all backgrounds, of all different goals, and then as I moved along and got more experience I really narrowed my niche and it's like now I know who fits with my system, who I am looking for, and so that narrows it down a ton. And then, that initial screening process of looking for the motive for why they're doing this different stuff, and sometimes as I found too is like the motive might not be there. They might be like I don't know, but I can tell that it's really there and at that point it's just they don't necessarily believe that they can do it because they've had past failed experiences, and so it's like they really don't want to open up too much because they're not fully convinced they can actually do it. And that's again just something I can feel, like if I feel that's there and I feel they truly want to do this we'll continue and move forward with that. I think probably basic stuff you guys have already covered in this podcast before is just having my system to where it's like when someone comes on I know the principles. I know my thing is nutrition, I like to do some type of resistance

training, some type of daily activity, and then along the way kind of cultivate that mindset that's going to allow this change to last long-term. So, those are kind of my focuses and I have my system for doing that. I have like I said, we track for a period of time, we transition into a more intuitive approach, and then along the way I'll be tracking process. We take little – I call them pop quizzes where we do three days of not tracking, and this is like let's just let what we've learned guide you and let's see what happens and that's very empowering for the client as well to see that they don't need these different tools to keep it. It's not what's making them adhere, but it truly is them who is making them adhere and it's not me and it's not the tools.

Danny Lennon: For people who are interested in finding you online, social media, website all that type of stuff where is the best place for them to track you down?

Steve Taylor: Yeah. My website is stevetaylorrd.com, and then social media is Steve Taylor RD, so Instagram, Facebook those are the two main ones. I am on YouTube as well, but I haven't put much on there in a while. Yeah, if you search Steve Taylor RD it's pretty consistent branding across all the platforms.

Danny Lennon: Awesome. I'll link up to that in the show notes for you guys as well, so you can click through and find that there. And Steve that brings us to the final question that I round the show on and it is simply if you could advice people to do one thing each day that would have a positive impact on any area of their life what would that one thing be?

Steve Taylor: Apply what you learn that's what I found on my – I learned that out from experience like I get sometimes caught up in studying, in researching, and reading all the books, and listening to the podcasts and I get thousands of ideas and I have all of these different approaches, I'm just like I have to take a step back and apply some of this stuff. You don't need all this stuff. You just need one way, so I would say apply what you learn.

Danny Lennon: Love it. It's definitely a message I need to keep reminding myself of as well. I am very much guilty of that sometimes.

Steve Taylor: It's so easy.

Danny Lennon: Yeah. And learning new stuff is fun, so it kind of makes it twice as hard because you always want to read more and look at new stuff, and it's kind of shiny object syndrome I guess as well of always something new is most interesting. So, yeah I'm trying to battle that and remember to apply like we probably know some things that we should be doing already before moving onto the new stuff.

Steve Taylor: It is, and one way that I've helped really framed it for myself is experiential learning, so it's like you said like I am still learning and just my main focus now it's like remind myself is I want more experiential learning like learning through doing and reflecting on doing versus the traditional like sit back and paths that lead you through books or notes. So, I've kind of framed it to myself that way like it's still learning and in fact it could be much more useful now actually than what I get from books because it applies directly to what I do.

Danny Lennon: For sure and it is very different. I certainly agree with that and it's something that like you say I don't think you can get from studying, looking at a book, I mean that's great foundationally but the two are required and it's something you don't get from one that the other gives you. So, I am completely onboard with that message man and that's a great way to round this thing out. And I want to say thank you for doing this. Thanks for taking the time to come on and talk and for the information you've given folks.

Steve Taylor: Absolutely. Well, I thank you for having me on.

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