



EPISODE 935

Audiobooks Vs. Physical Books, Neurostacking, & Cognitive Flexibility

With Guest Jim Kwik

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SHAWN STEVENSON: We know that reading is one of the most remarkable ways to learn and to retain information, but when we say we're reading a book, if it's an audio book, does that still count? On this episode, you're going to find out the differences in similarities when it comes to learning and retaining information from a physical book versus an audio book. And you're also going to learn some incredible insights that will help you to accelerate how quickly you're able to read and to assimilate that information. And you're also going to discover this incredible new science around something called Neuro stacking, neuro stacking.

And one of my favorite parts about this interview with the world's leading accelerated learning expert is when we talked about something called cognitive flexibility. And I'm telling you now, this skill, this mental skill, this brain skill is needed today more than ever. Alright? We need some cognitive flexibility when it comes to cognitive function. Some people are stiff as a board and some people are super bendy. Let me see you do that yoga. Alright? And I'm telling you again, learning from the world's foremost expert is priceless. And I've learned so much from our special guest today. And not only that, being around him and being a part of the events that he's put together, this is where I was able to share the stage with Quincy Jones.

This is where I was able to another event. Meet my literary agent who was just there attending the event along with me, and that was how my international bestselling book, sleep Smarter came to be in existence. And at this point, sleep Smarter has been translated and published in nearly 30 different languages slash countries. And it was from being around our special guest, attending his events. Another event that him and I attended together is where I found out about podcasting, you know, nearly 15 years ago. And it was due to somebody that he introduced me to magical Things happen around our special guest and I'm eternally grateful and I'm grateful to be able to share this with you today and to also share with you, and you're gonna get the details at the end of the episode, that he has one of these live events coming up.

And I'm going to be there doing one of the keynotes along with several other guests who've been here on the Model Health Show. And you can come and hang out with me and our

special guest in person. And you can get the details for that event@limitlesslive.com. Alright, come and hang out with me. Experience an immersive event where I'm telling you magical things, these incredible synchronicities, these incredible connections happen, not to mention the priceless, the invaluable information to education that we get from these amazing speakers. So check out limitless live.com. And now let's get to our special guest and topic of the day.

Jim Kwik is an internationally acclaimed authority in the realm of brain optimization, memory improvement, and accelerated learning. With over 30 years of experience, Jim has dedicated his life to helping people to tap into their brains full potential. Jim is a New York Times bestselling author and one of the most sought after coaches for industry giants like Google, Nike, SpaceX and institutions like Harvard and the United Nations. He's here today to teach you how to unlock your limitless brain potential. Let's dive into this conversation with the one and only Jim Kwik.

I've got one of my good friends here and people say that, but they're not really good friends. Like you're actually one of my good friends. One of my favorite people in the world. Jim, Kwik. Good to see you.

JIM KWIK: We go way back. It's great to be back.

SHAWN STEVENSON: So you're well known for reading a book a day. Alright, you have consumed a lot of incredible information and you've been able to process things and share it with the world in various ways. But a question that I have, we've got this huge innovation in audio books today. Do audio books count when we're counting the number of books that we're reading?

JIM KWIK: So, I teach people how to read faster, so it kind of helps to read a book a day. I read a book a day for four and a half years. Not, I'm not doing that now maybe three, four books a week. I would rather go a day without eating, honestly, than a day without reading. And because of my learning difficulties growing up and I couldn't read my teachers would've been surprised if I read a book, much less, you know, wrote a book. But I love audio books. I'm a fan.

There, there are some slight, there, there are some differences though. So, I'm sure some people listening, they prefer audio books. They're very convenient. You know, I grew up in the personal development industry where they say, you know, turn your car into a university on wheels. You could always, you could get like a PhD or a Master's just in your commute to work or school. When people are tested though for comprehension and retention, reading actually outperforms audio books. And one of the reasons why is everyone could imagine is usually when we're listening to an audio book, we're doing something else. We're cooking, we're cleaning, we're working out and so we're distracted. So part of it is our focus is going a little bit elsewhere. Audio books activate the, this auditory cortex, reading is more visual, so as your visual cortex, which is, takes up a little bit more real estate and in your brain.

So we process, the way we teach reading, smart reading is more based on sight rather than sound. One of the things that slow people down when they're reading, and I imagine everyone could relate to this. When you're reading something, you ever notice that inner voice reading along with you, hopefully it's your own voice is not like somebody else's voice. They call it sub vocalization, sub like under, vocal, speech. It's your inner speech. But the reason why it's kind of a bad habit is if you have to say all the words, you can only read as fast as you could speak. And, that means your reading speed is limited to your talking speed, not your thinking speed. And certainly we could think a lot faster and, you know, and people say a picture is worth a thousand words. That's something that you're seeing. But audiobook, I use audiobooks myself for exposure of information.

SHAWN STEVENSON: Yeah.

JIM KWIK: Helps me get a nice general glimpse of information. Obviously a lot of people listen to it at higher speeds 'cause you can understand that, that, but you can't maybe read that fast, unless you've, you know, had certain training like what we do. But also, so when it's fiction, narrative content you're reading, it's pretty much equal. You know, when you're listening to an audiobook or reading it. But if you wanna study something, I listen for exposure, but I read for mastery because like audiobook, it's not easy to go back, right? If you're reading and you want to get un really understand something, you could go back and reread it. You could highlight, you know, what you're reading and emphasize certain things.

But reading I, I think is the best exercise for the brain. You know, reading is to your mind what exercise is for your body. And so, you know, somebody has decades of experience like you do, and you put it into a book, which you've done many books, and somebody sit down and read that book in a few days.

They could download decades into days, and what an advantage that is. But yeah I love audio books when I can't physically read something. And I'm also, I don't read a lot on screens, more 'cause of preference. Because I just feel like we spend a lot of time on screen, so I don't need another excuse. I also find I have more eye strain sometimes, you know, with that. But certainly there's certain advantages of, you know, especially if I'm on six city travel right now and it's easier than carrying, you know.

SHAWN STEVENSON: Six books.

JIM KWIK: Yeah. Pretty much. Or 16. Yes.

SHAWN STEVENSON: Right.

JIM KWIK: Yeah, no doubt.

SHAWN STEVENSON: Something else that I picked up from that is, so we are using different parts of our brain which is kind of obvious, but not obvious if you don't really think about it. But with reading a physical book, there are other senses that are coming into play too, right? There's gonna be just this heightened state of focus because we're choosing to focus on the words on the page. But there's a tactile experience.

JIM KWIK: There is.

SHAWN STEVENSON: There's a field. We're touching the book, and one of the things that I learned from you years ago. That transformed my reading speed is using a visual pacer. Right. And so I do that To this day. I use a pen or I use a highlighter, or I use my finger. Can you talk just a little bit about that? Because there's gonna be people listening to this that haven't heard this before.

JIM KWIK: Right. Right. Right.

SHAWN STEVENSON: Why does that?

JIM KWIK: Right. You know, and certainly back in school you're you're not encouraged to use a finger while you read. They call it a visual pacer. You use a pen, a highlighter, a mouse on a computer, where we're training our 2-year-old to learn how to read. And naturally he will use his fingers to help him focus, naturally. And sometimes in traditional school systems, they'll actually frown upon that and not encourage it.

SHAWN STEVENSON: Maybe hit you with a ruler.

JIM KWIK: Yeah. That this is very, that's the interesting feedback to associate to that. You know, some conspiracy theorists would say like, they wanted people to read more slowly. Right. And not learn and have knowledge inside their mind. But yeah, so your visual focus lead your mental focus. Right. Your eyes are attached to your brain. They're only part of it like outside of your skull, and that's why. The visual you had your great podcast the number of podcasts on eye health, but you know, some people aren't read just 'cause they're visually fatigued and that leads to mental fatigue also as well, especially if you're reading more, more quickly and more more efficiently.

So that could be a challenge. But yeah, when you use your finger while you read. Help you to focus you back skip plus, you know, you don't go back and regress. They call it regression. Also your eyes are attracted to motion. You know, something ran across the room, you would focus on it 'cause it's your survival. It's also how your nervous system is connected, there's certain senses that are really closely linked. Like if you, the example I use is if, have you ever tasted a great. Piece of fruit or like right off the vine or at the farmer's market, a great peach or something. You're not actually tasting a peach.

Your tongue is not capable of tasting what a peach tastes like as much as it is smelling the peach. But your sense of smell and taste are so closely linked that your mind, your nervous system can't tell the difference. It could tell the difference when you're congested, when you can't smell outta your nose.

What is food? Some food tastes bland, right? So there's this overlapping of senses, and just as your sense of smell and taste are so closely linked, so is your sense of sight and touch. When people use their finger while they read, they'll report to us anecdotally. They feel more in touch with their reading.

You know, even small children, I'll go to my son and say, look at my keys. Look at my keys, and I'll shake it in front of him. And what does he do? He reaches out to touch them in order to look at them. Right. And so it's fascinating, you know, be able to stack kinda like neuros stack, you know, you could actually use more of your senses to enhance your learning. Same thing with, if you really wanna stack, you could listen to an audiobook while you're reading it. Right? Then you have the auditory and the visual and the kinesthetic of the touch and that will lead to more activation of your nervous system. So you're gonna retain and understand it better.

SHAWN STEVENSON: It's more comprehensive. That is, I love that. And I've done that several times. Like I'll have the audio version of a book and I might go through the audio first and then read it.

JIM KWIK: Yeah.

SHAWN STEVENSON: But usually it's the other way around.

JIM KWIK: Right.

SHAWN STEVENSON: So I'll read a book to get that kind of very focused version, and then I put the audio book on and just have that in the background if I'm driving or maybe, you know, working out just around the house doing stuff and hearing the story, it is kind of like a refresher.

JIM KWIK: Yeah. And you're hearing it a different way.

SHAWN STEVENSON: Right. Exactly.

JIM KWIK: Also as well. Plus there's that narration from the whoever's reading the author or whoever's reading it. So it's a little bit more personal. You know, I imagine a lot of people listening, even with your podcast, they feel like they know you because they listen to you right before they go to bed or when they're getting ready for work or when they're in the shower or, you know, it's very intimate and the power of voice.

SHAWN STEVENSON: Yeah. Absolutely. Now, you mentioned something that I'm so excited to talk to you about today, and this is a new topic for people to learn about. And you mentioned neuros stacking. So can you talk about what that is? And this can be a game changer in our lives today, especially today.

JIM KWIK: Yeah. I haven't talked about this on in books or on even our own podcast, on stages and neuros stacking is what I do. It's your brain is like a symphony. And let's say there's an instrument that's playing, that's great. Right, to listen to one instrument. But if you're in an orchestra, there are other instruments that are layered into it at certain times, which makes even more magic. And so it's really the science, the art and science of stacking certain behaviors and habits together to get even better results in a way that's more enjoyable and with greater ease.

Right. So it could be as simple as an example of what we talked about, listening to an audio book while you're reading the physical book at the same time. It could be, you know, in the morning. What I'll do is I'll drink my water because we can lose up to a pound of, you know, water while we sleep through respiration and perspiration. And your brain is mostly water, as you know. You know, our mutual friend, Dr. Lisa Moscone talks about if you're just a little bit dehydrated, how it affects your cognitive health, your cognitive performance. But I'll drink some water and hydrate in the morning. But then I'll also stack like neuros stack with it like an affirmation, something simple.

And and if you look at, you know. Dr. Motos work, you know, in Japan where water when the words that you put on the glass or you say changes the way it looks, you know, found a molecular level it's kind of interesting whether that's true or not. You know, it makes it, it sets my intention. So almost like stacking, or you're doing deep breathing, but you're stacking

visualization of what your wind will be that day. Something similar to that or maybe you're moving and you're getting sunlight first thing in the morning.

SHAWN STEVENSON: Yep.

JIM KWIK: To help reset your circadian rhythm, help you sleep better at night. And, but then you're also getting the movement also as well, which, as you know, we're more than most all the brain benefits that come from movement.

SHAWN STEVENSON: Or having tea outside in the fresh air, in the up as the sun's coming up. Stacking those things.

JIM KWIK: Yeah. For me, it's interesting 'cause it, what I love about this is it doesn't take a lot of time and it costs near or no money, so there's no excuse for anybody, even with your kids, you could do these things with your children also as well. Something like doing something like gratitude. You could do gratitude along with your family, and then so you're stacking the gratitude, all the benefits that come with gratitude neurologically and we could talk about that. But then also you're creating connection with your family and, you know, the power, just like as you write about being around the dining table together communing, you know, the power of relationships and those deep relationships, how they affect our happiness and our longevity.

So always looking for either things to stack together or back to back. Because when you're looking at the science of habit formation, what makes it really easy where you don't have to use willpower is that it's all about having a trigger that creates a behavior, right? And then there's some kind of reward. So maybe it is you're making your coffee as a trigger and then the few minutes it takes for it to brew, you're doing air squats, right? That's your trigger. And then after it becomes a habit, you don't have to think about it. You don't have to use decision fatigue, right? You don't have to utilize all that, any kind of willpower.

It's just habitual. And so they say that first you create your habits and then your habits create you, the challenge. And they say 40% of our behaviors each day approximately are habitual.

But where do we design those? You know, especially the habits of the routines first thing in the morning and before you go to bed, 'cause that's usually what you can control. When in the midst of the day, there's fires to put out and there's family, and there's might be a little bit of chaos, but but I'm very, those bookends when I'm, especially when I'm thinking about neuros stacking, I'm thinking about how I stack things in the beginning and at the end of the day. And my mind are really broken into three parts and three C's.

I tend to iterate a lot in the morning, and it's different for each person, maybe their chronotype or in maybe their lifestyle. The the first c in the morning is, I'm looking, I'm thinking about care, like self-care, but I'm also thinking about I'm most creative in the morning. That's when I really write. So in the morning time I try, instead of task switching so much, I try to focus on, you know, one cognitive activity, which is being creative. So that's where I'm designing and scripting out podcasts or I'm writing right now for my next book.

In the afternoon is when I'll do more consumption. So I create where I'm pulling outta my mind. Later in the afternoon, i'm in the mode where I could just focus on consuming, where I do research or I read my books and or I listen to other people's podcasts. And then in the nighttime, in the evening time, the third C for me is I wanna clear. So it's like I want to control-alt-delete, which, you know, younger generation probably doesn't know what that is, but I wanna do like a mental reset and how do I, 'cause I wanna get in that parasympathetic rest, digest, set myself up for a good night's sleep. And so how do you clear? I could talk to a family member, like I could talk to my wife about my day. That's a way of me clearing, I could journal of gratitude or some things I learned that day. I could plan my day out for the next day so I don't have to think and ruminate about the things that I have to do the next day.

It's outta my mind so I don't have to worry about it or anything like that. I can do a little yoga nidra to clear before I go to bed. So, yeah, that's, that, that's kind of how I break up the day. And it takes less because when you're task switching throughout the day, it uses up, not only do you make more mistakes, but it uses up more energy. And we waste time, right? When you go from one task to another, that's in a different, let's call it a category different cognitive web, you have to open up and shut down. Then it you make more mistakes. It takes more time. It can take five or 10, 20 minutes to regain your focus on that new activity.

And it uses up a lot of glucose, you know, you lose a lot of a lot of energy. And so if you wanna be maximally efficient and be more limitless, we can be more intelligent and more deliberate, more intentional with the choices that we make. And so, neuro stacking is about taking those good habits and either putting 'em back to back as triggers or doing them simultaneously to activate. Kind of like they they say in science, right? Neurons that fire together, they wire together. So you can be listening to a book and reading. And you have this synergy, this deeper integration.

SHAWN STEVENSON: So powerful. I love this. You mentioned briefly there, gratitude. And there's a lot of science on this now. It's remarkable for what it does for our overall health. But can you talk a little bit specifically about what gratitude does as far as our brain is concerned?

JIM KWIK: Yeah. You know, I really think that gratitude is the the memory of the heart if you will, that we're not always logical, but we're biological and gratitude. Where in a world where people, there's a lot of fear, there's a lot of unknown or uncertainty. I think gratitude is very grounding. It calms your nervous system. For me, it's a way of getting to that parasympathetic, rest and digest where I could restore better. Sometimes when we're in fight or flight we don't make the best decisions, right, where we're stuck in let talking about the brain, kind of in our survival brain and it holds you hostage from your executive functioning.

Your problem solving, your ability to be creative, your ability to to vision new things. Because when you're, when your amygdala is set off, then you're under threat, right? There's saber tooth tigers everywhere. So I think gratitude is a wonderful way to calm down your nervous system, to slow your heart rate also as well. And you know, and a simple exercise I do to be more grateful is. Something like if you wanna feel wealthy, count all the things you have in your life that, that money can't buy. You know, if you're blessed to have any of your senses, like, you know, what would you, whether it be any price you would take to be able to give that away, you know, or the, or what if the only things you had tomorrow is another mental experiment? What if the only things you had in your life tomorrow were the things you express gratitude for today? You know, and it's just, it just lands different.

SHAWN STEVENSON: Yeah.

JIM KWIK: Right. And that the expression is what's important. You can't just like mentally, oh yeah I'm glad I have a place to live and a job and people in my life, but when you feel it it just changes. So, yeah. Do you have some kind of gratitude practice yourself or prayer or like at the dining table or, what does that look like?

SHAWN STEVENSON: Of course, that's how I start off my meditation. You know, after I do, you know, maybe do some breath of fire, maybe, you know, just do some kind of breath work, then I'll sit for a bit. But once I get into more active versions of it, gratitude is the first thing. We've been doing that for many years. And as a family, whenever we sit down to eat a meal together, we go around and share three things that we're grateful for from that day. And we've been doing that for years as well.

And truly, you know, especially when you're dealing with a negative feeling situation, emotion, gratitude is an like, it's like an antidote for so many things that we deem to be negative. It's just like an instant perspective shift. And some, it's a, it's like a muscle though too. You know, sometimes being able to tune into that gratitude station can be a little bit difficult if we haven't trained ourself, but it can really help to pull us out. Reframe. And also, as far as that family context, it's like, it's a unifier. You know, it gets us talking, gets us thinking and starting to. Also search through the day unconsciously for things to be grateful for because we're not gonna, we know we're gonna be talking about it later. You know, there's just so many, there's nothing but upside when it comes to gratitude.

JIM KWIK: So it activates that. We've talked about in previous episodes that reticular activating system, that RAS where you start observing things that you can appreciate more. Yeah. And you start seeing that just like when those exercises where they say, you know, close your eyes and think about everything around you that's the color green. Right? And then you think about, you don't seal up and then you open your eyes, you do. And then you say, okay, close your eyes. What's red? Right. You will be, it shines a spotlight on those things that, that's always there 'cause our brain primarily is more of a deletion device.

Because if we let everything in, we would, we'd be overloaded and overwhelmed. But we're, what we decide to let in are things that we're interested in, things we have questions about

the things that are important to us. And I think gratitude is the primary emotion for creating or manifesting anything you want in your life. 'Cause I know, I mean, how many of us know people who have a lot of, let's say, have a lot of material things, but they're not very happy, right? Gratitude is antidote for fear for stress. And when we're in that state of appreciation, I feel like we perform better. And you know, even giving is another part of it.

When you give, you teach your nervous system that there's enough. And so being very intentional and what you just did at that meal, you're doing neuro stacking, right? You're eating a healthy meal. You're communing with people that you love and and gratitude is great grounding. So it's like stacking it so it doesn't take necessarily more time. And it's also, it's not just what you're doing, it's what you're not doing. Where most people are working while they're eating and that puts 'em in a stress state. They're in the sympathetic state, so not digesting. So it's not even just like what you're eating.

Of course you wanna eat the best foods possible that are nourished 'cause what you nourish flourishes. But it's also, you know, when you're eating and how you're eating it. 'cause a lot of people are not even tasting their food nowadays because they're just focused on what, whatever else there is.

SHAWN STEVENSON: Yeah. Wow. And by the way, shout out to everybody who's watching on their phone right now and eating.

JIM KWIK: Yes.

SHAWN STEVENSON: Thank you for having lunch with us or dinner, whatever the case might be. But that's a neural stack as well. You can do it intentional and be able to, you know, sit with people who are virtual friends and mentors from afar. Things that you can never do before. It's such a blessing.

JIM KWIK: Yeah. And with those mentors too, if there's conversations then you're getting the novelty and the nutrition at the same time. Right.

You're learning and building that making those new connections 'cause neuroplasticity, right, which is the phenomenon of our brains, our ability, our nervous system ability to make new connections. Right. We could think new thoughts, we could have new feelings, we could have we could change our beliefs and the way we look at the world. So it requires novelty, like building a muscle.

Right. You give it some kind of stimulus, some kind of novelty. You work it out and then you give it the proper nutrition to build. Same thing with neuroplasticity, novelty, and nutrition. So having great discussions around meals as you're getting your nutrition, while you're getting the novelty of new ideas. So you're feeding your mind and your body.

SHAWN STEVENSON: Got a quick break coming up. We'll be right back.

When it comes to brain health and optimizing our cognitive function, most people have heard that up to 80% of the human brain is made of water, and even moderate levels of dehydration can dramatically reduce our cognitive function. But what's left out of that equation is that what actually helps your brain to maintain its proper water balance are key electrolytes, in particular, sodium, potassium, and magnesium. Researchers at McGill University found that sodium functions as they quote on off switch in the brain for specific neurotransmitters that support optimal function and even protects the brain against numerous diseases.

And don't even get me started on magnesium. Another key electrolyte when it comes to cognitive function. A double-blind placebo controlled study published in the Journal of Alzheimer's Disease found that improving magnesium levels in adult test subjects who are age 50 to 70. It can potentially reverse brain aging by over nine years. A younger brain also accompanies better performance, and electrolytes tend to come hand in hand when we're thinking about performance, but it's far deeper than the performance we think about when it comes to sporting events and things like that. It's really about how we're showing up in our day-to-day lives, how we're showing up in our work, how we're showing up as parents, how we're showing up in our relationships, and just how we're showing up with our energy and electrolytes.

These are minerals that carry an electric charge. It's truly about optimizing the energy in our bodies. Number one, make sure to eat foods that are rich in electrolytes every single day. And number two, if we're looking for supplementation when it comes to electrolytes, look no further than the very best electrolyte supplement in the world from LMNT. Go to drinkLMNT.com/model right now. And with every electrolyte purchase, you're going to get a free gift pack that has two packs of their most popular flavors for you to use yourself to try out, for you to share with a friend or a family member, but most importantly, for you to get optimally hydrated to fuel your brain cognitive and your performance.

Go to drinkLMNT.com/model. That's drinkLMNT.com/model. Getting gonna get a free sample pack with every purchase. And my special guest just left here with cans of their new sparkling electrolyte performance drink as well. So they've got sparkling element, ready to drink, incredible flavor, such a vibe. You would have a sparkling beverage, and they've got one exclusive flavor that's only found in the sparkling version, black cherry lime. And it is a good. All right, so again, so many great things. No artificial colors, zero sugar, and the science backed optimal ratios of those key electrolytes that you're looking for, that you're simply not going to find anywhere else. Go to drinkLMNT.com/model. Take advantage of their incredible free gift with every purchase. And now back to the show.

SHAWN STEVENSON: We've already covered so much to make our brain stronger, but just like our physical body, our brain also. It needs flexibility. It's something that we can develop that can help us to be more resilient, that can help us to perform better. And this is something I'm so excited to talk to you about, again having access to you and insights like this is priceless. It's changed my life like 20,000 times. But let's talk about cognitive flexibility. What is that?

JIM KWIK: So just like, physical flexibility, which everyone's familiar with. When you're more pliable you're not, you're less rigid, right? You're less prone for injury. You want to be mentally flexible. Cognitive flexibility, I think, is one of the most important traits to cultivate, especially in the age of technology and information and artificial intelligence. What it allows you to do is to be able to solve problems, to be more creative, to be able to be, as you mentioned, more mentally resilient when you're faced with difficulty.

You know, I'm thinking about cognitive flexibility where you're not stuck and rigid, where you're gonna break as opposed to bend, which is a big difference. And so some people are so rigid in their thinking, it's like the, you know, all the examples. Kodak was very, they had the brilliant engineers back then. But they weren't cognitively flexible to be able to adapt, to be able to change, to be able to evolve when digital cameras came out. Right. That would be an example, or Netflix and Blockbuster, right. People stuck in being cognitively inflexible to, to a certain way and doing the same thing and not evolving.

And so I feel like now especially is important because the amount of information, the half-life information is getting shorter and shorter, which means an X amount of very small amount of years that information's out, out outdated, right. Because of new research that, that, that comes out and new information. I feel like your mind is like a parachute. It only works when it's open, but sometimes even when I do corporate training, I train maybe 200 of the fortune to 500 companies out there on accelerated learning, building learning organizations, speed reading, memorizing. You know, sales scripts, names and faces, those kind of things.

And some people in there, especially when I got started, 34 years I'm 52 now. 34 years ago, like, I'd be in front of a corporation, a executive team, and people there two, three times my age. And they say like, oh I have 30 years of experience in this sales, or whatever it happens to be. And then when you have a conversation with that person, they're not cognitively flexible because they haven't adapted or evolved. Because when you really find out, it's not that they have 30 years experience, it's more accurate to say they had one year of experience that they've repeated 30 times. Right. And so they're not improving and changing and evolving and adapting and learning and growing. And then you become outdated.

Then we become more extinct. And so cognitive flexibility is just like physical flexibility is your ability to adapt, to be able to be it's like mental parkour, right? It's like to be able to go and jump and go and not be stuck in one place. And I feel like knowledge, yes, you have more knowledge, you can make better decisions and create a better life or business or whatever your pursuits are. But I think really human beings, it's not, it's more our ability to adapt and adapt intelligently and quickly to be able to respond. Because it's like your operating system.

If you have an op, an opportunity to get these software updates in real time, in these patches in real time, that's like the greatest advantage ever.

As opposed to having the old things that was five years ago. Because then you're just gonna slow down. You're gonna make mistakes. There are gonna be bugs and blind spots. And so I, I think cognitive flexibility would be in one of my top superpowers to cultivate. 'cause it's not something you're just born with. It's something like everything else, like gratitude, something that's trained right? And you have to be able to have the make the decision, the self-awareness that's important, and and introduce yourselves. Even now, people are so tied to certain identities, right? They have a certain way of knowing something and really what they're doing when they're faced with something else, that's an opposing opinion.

There's that threat. There's a psychological threat which lights up your amygdala, where you feel like you're under attack and then you go into defense mode and then you get. Your state changes into one of fear or anger and you're not really thinking about what they're saying as much as you're thinking about how to protect your own identity, right? So, 'cause our ego gets in the way also as well. So how do you remain cognitive, flexible in a world where you see like opposing information, right. Something contrary to your worldview.

SHAWN STEVENSON: Yeah.

JIM KWIK: And and that can be a challenge, right? When we, I mean, I'm sure all of us have a belief that we used to have that we'd be embarrassed to say today. Maybe it's a health thing. Like, like for me 30 years ago, I heard someone very notable saying, you should juice all these oranges every morning. And when I was in college, I didn't have any money to get organic oranges and I would've to walk to the grocery store and with the little money I had to get these oranges and walk all day back and spend all the time juicing them thinking it was good for me, you know?

And I just, I didn't realize that this is gonna affect my insulin and my glucose and all these spikes long term, but that was what my current belief level was. But being open and cognitively flexible to new ideas based on new research allows you to make different choices,

which allows you to do different behaviors and get different, different results. So yeah, mental parkour.

SHAWN STEVENSON: I love it. Parkour!

JIM KWIK: Yes.

SHAWN STEVENSON: Shout out to that episode of The Office. You know what this reminds me of? There's a amazing quote and it's just, it really it really compliments that story that you shared. This is a quote from Muhammad Ali. He said, "the man who views the world at 50 the same way as he did at 20, has wasted 30 years of his life."

JIM KWIK: Yeah.

SHAWN STEVENSON: I love that quote. And this also has me thinking about what we were talking about before the show, and I'd love for you to share this story. We were talking about, and I just asked you, do you, have you watched boxing recently? You know, because a big fight just happened, Canelo versus Crawford. And I asked you when's the last time, you know, you saw a fight and then you said, share that story.

JIM KWIK: Oh, well, I don't wanna, I don't wanna drop names, but I work with a lot of people in Hollywood helping them speed read scripts, remain focused on sad when they need to memorize their lines and all those many pages of scripts. And I get a message from Sylvester Stallone when this Mayweather Pacquiao fight was happening years ago. And he says, you wanna watch the fight together? And 'cause he was kind of hosting a watch party at his home. And I was like, yeah, of course. I wanna watch the biggest fight with Rocky.

Right. So I go over there and we're in his, he has his home theater. And I'm sitting on the couch and right next to me is Sly Stallone and this is great. And then right a few minutes afterwards, Arnold Schwarzenegger comes in and sits right next to him. And and I swear, if you take a picture of that couch, people would be like, who photoshopped that Asian dude in that photo? But I'm also curious, like, I mean, the fight, you know, went the distance.

It wasn't too thrilling, but I always feel like genius leaves clues. So when I ask these two individuals like, you know, what did you think about that fight? And, and I was like, what's the difference between, you know, somebody at that level and somebody like an amateur and, 'cause I feel like wherever you are in your stage of growth, it's just important to remember that every professional was once a beginner.

Right? Every expert was once was an amateur, right? And we're just showing up every single day and growing and we all start, you know, in kind of that place. And Arnold looks at me and he says the difference between, you know, those individuals and those who we don't know who they are is you know, they're willing to, I mean, it's kind of cliché about what hard. But this, it's like they're willing to do what other people aren't willing to do, right? And then when you're willing to do what other people aren't willing to do, you could live a life that most people and most people can, right? If they're willing to push past the pain to be able to get that thing that they really want, you know, it's had like, it's kinda like that marshmallow test that they do with kids where they put a marshmallow in front of a child and said, this is yours.

But if you don't eat it for, if you wait for 15 minutes, we'll give you three marshmallows. There's something like that and they follow up years later and those people could delay gratification which is also a superpower, you know, tend to have be more happier and have more wealth and abundance and health and all that good stuff. But yeah, that was a fight to, to remember for sure.

SHAWN STEVENSON: Incredible. So basically also, you don't be watching fights.

JIM KWIK: No, I don't.

SHAWN STEVENSON: Just to be clear, obviously. Boxing and fighting is not good for your brain at all.

JIM KWIK: To be absolutely clear. And I'm honestly kind of torn because I, I enjoy, you know, I go to an occasional UFC fight. I like seeing people in, in sports, especially 'cause I think there is a great metaphor. I like I to see human excellence.

You know, especially the mental component to it. But I'm not a big fan of concussions and TBIs. And maybe I've been traumatized with my own, you know, as a child and work with so many people who struggle, you know, with those focus issues and brain fog and migraines and all the things that I had, you know, with for my injuries.

SHAWN STEVENSON: Yeah. The same, I'm a big fan of excellence. I love studying excellence and witnessing it, getting proximity to it. It's contagious. And this Crawford Canelo fight, like, these are those generational fights. These don't happen very often. Two undefeated. Well, Canelo, he's like 62-2. He lost two fights and Crawford's undefeated, I think he was like 39-0, and undisputed champions. They both have all the belts on belts. But it's a great example with Crawford who won that fight, which again, beating Canelo is, I mean to say it's extremely difficult to do.

Mayweather is, you know, one of the only people to beat him. And nobody's ever knocked either of these fighters down on all these fights. But Crawford was a fantastic example of cognitive flexibility. And Canelo even shared that in, in so many words. He shared that he couldn't figure him out. In all of his years of experience and his dominance in the sport. He said, I couldn't figure him out. And it's because Crawford was so dynamic and flexible in what he was able to do, right. He can literally there's a orthodox stance where your right-handed stance and then there's a south paw stance where it's the left-handed stance and he is arguably the greatest fighter ever to be equally as effective with both.

And he utilized what was working best and as well as his footwork with keeping Canelo from being able to do what he wants to do, right. And so I'm watching, and I'm witnessing these small things and I'm just like, this is so incredible. It's a chess match. It's a chess match. And again, not to glorify getting punched in the head, but to witness excellence is something special. And just to like put a little cherry on top with the, you know, the fighting and the brain trauma, one of our mutual friends, Dr. Daniel Amen. He has a largest database of in the world by far of brain scans. He's scanned everybody's brain from Muhammad Ali to Justin Bieber, you know, to of course tons of everyday folks and executives and athletes and his data was used for the big NFL study.

And so one of those obvious things was that came from his data. Yeah. Con combat sports, worst thing for your brain. Football that's up there in the top three as well. But surprisingly soccer. Soccer players have some of the worst brains. And it was, when he first said it, it was then I was like, oh, but the ball seems so like light, like that's not. But it's the jarring of the brain because the brain is existing in this fluid and he's just like, basically it's like shaking up a pickle jar. Like your brain being a big you know, two pound consistency of butter organ in this pickle jar and just getting shaken up all these times when you're heading the ball. So we need to be aware of this stuff. Not to take away from the joy of sport, but one of the things he advocates and so do you is brain protection.

JIM KWIK: Brain protection. Yeah. Where, wear even simple things like wear a helmet and avoid those kind of, those kind of micro concussions or the, those micro impacts, which could really add up to big, you know, he talks about changing your brain and changing your life. I went to Dr. Amen in 2010 to get my brain scanned and yeah, it was a challenge because of my TBIs as a child and, you know, I've also flipped off bikes and, you know, back then we weren't very, it was different. Right. We were out there and just you would climb monkey bars and there would be no mat or anything.

It would just be concrete or gravel. Right, right below you. It was those times I remember I wasn't very well supervised. My parents were, you know, they immigrated here and they had many jobs, so I was just kinda home alone a lot. And I would climb up to the attic and I remember falling down from the attic straight down.

SHAWN STEVENSON: Geez.

JIM KWIK: And just like alone. Yeah. These kind of things. Right.

SHAWN STEVENSON: Asian Macaulay Culkin out here.

JIM KWIK: It was, it's definitely a dead will be.

SHAWN STEVENSON: Booby trapping yourself.

JIM KWIK: Yeah. We definitely have to protect our brain. You know, but it also affects our cognitive flexibility because, I mean, the brain is very resilient, but it's very fragile. But also when it comes to our mental state, and you know, I think one of the things people could do to develop more cognitive flexibility is to introduce, you know, kinda like CrossFit for your brain is challenging yourself with new things and new ideas. You know, when something could be like, something as simple as your frame of the way you look at things like we have an event that we do annually, a brain performance event that you've spoken at.

And I remember when you, that one particular one that you spoke at, well, could we kind of bring together the Avengers of performance, you know? And we have one coming up in December, which we're so excited. It'll be the best we've ever done. Three days of just deep immersion in performance. But this one Quincy Jones was there. And I pulled him outta the audience and, you know, a legend. You know, he was in his eighties and he's just you know, this amazing producer, music, thriller, founded Oprah, like all this, you know, will Smith, all of that. And so I, on all these Grammys and when they pulled him on stage for fireside chat, kind of an impromptu.

He was like, I was asking him like, everybody knows your successes, we are the world and all this. I want to know like, about your problems. And I dunno if you remember this, but he said that I don't have any problems. I'm like, what do you mean? Like everybody has struggles and problems. And he's like, no I don't have problems. I have puzzles. So that would be a reframe that's being more cognitively flexible 'cause all of a sudden you put a new label on something and you perceive it completely different. I'm like, wow. Like that was a big aha for me. You can, even if you, if we have the video, like you might my face change 'cause I've never looked at problems the same way.

'Cause problems is something you dread, right? Problems, something you have to deal with. But a puzzle is like, at least when I grew up puzzles were like fun. They were challenging. There, there was a solution to it, right? So you could change the frame and that changes helps you become more cognitively flexible. It opens up more options, more solutions. And another one is just leveraging these micro stimulus where you could do something different.

Like I've been talking about this for 30 years. Try when you're brushing your teeth, use your opposite hand. You know, that helps to, helps you to be more cognitive, flexible.

You're challenging a routine and it's not just potentially, it's engaging a different part of your brain, right? These cross laterals, that one half of your brain controls the other half of the body. God forbid, you know, somebody has had a, like a stroke. If it happened on the left side, maybe they're paralyzed, they're gonna be pro likely if there's any paralysis on the right side, right?

Because one half of the brain controls the other half of the body below the neck. But it's not just that, you know, it's just not the mind body connection. It could be a body mind connection. Where using certain parts of your body could stimulate different parts of your brain. That's why the cross laterals are so important. So important for children to learn to be able to crawl. Because the number one reason you have a brain is to control your movement. And as your body moves, your brain grooves. So something simple as brushing your teeth with the opposite hand. Okay. So potentially it's activating a different part of your brain.

Or maybe even using your opposite hand while you're using a visual pacer, going back to reading, could challenge a different part of your brain. But not only that, there's two other benefits of doing it is it forces you to be present. Because if you never brush your teeth with the opposite hand, you're not gonna do anything else. You're gonna focus on that activity, right. So it, especially first thing in the morning, you get to flex your focus muscles as opposed to your distraction muscles. Right, multitasking while you're brushing your teeth. And then the other thing is, I think the biggest benefit, it becomes a gateway habit.

Wow. I've learned to brush my teeth with the opposite hand. That's a new habit that I do now, what else can I add? What else can I do? And so it, I actually can change my habits. I don't have to be I, as a reminder that you could be the pilot of your mind, not the passenger. So like little things like that. Challenging yourself to do new things. You could, you know, if it's safe to be able to do things with your eyes closed, you know, with sensory deprivation, help enhance, you know, your coordination. Develop other senses. That'd be like a way of flexing your

cognitive flexibility, right? And also having conversations with other individuals that hold opposing views.

So many of us, especially with algorithms on social media, we tend to see the things that we engage with the most. And it becomes this, well, you know, this echo chamber where you just hear the same thing, you're validating, you're looking, you see the same evidence and so many people, because it thinking is the hardest activity. What's the quote? Thinking is the hardest activity there is, that's why few people indulge in it, 'cause it takes a lot of energy to change you know, our thinking for things. But generally we're not looking to, for new ideas, we're looking to reinforce what we already know. And with algorithms, we only see that, but we don't see the opposing view.

And then when we are in a conversation with somebody and they have, you know, and there's this whole idea where you could have your strong convictions loosely held, not my idea. Right? It's just this idea where if you're presented with new information or new facts or new research, that you're open to that. But sometimes we get defensive, like somebody has an opposing view in politics or some other area, which, you know, there's a whole stressor and fear around that. But when you feel like your amygdala is on fire, right? It's on fight or flight because you feel like you're being threatened, you know, and then it's how do you create psychological safety when you're communicating to somebody that you care about and you're holding this like deep emotional, like charge over something, some situation or some ethos.

You know, and that's why I think it's so important to negotiate, to make that person feel safe, right? 'cause it's really hard to change someone with new ideas. Or another thing is somebody holds opposing idea. Get curious yourself. You know, like if you had to argue for that point of view for five minutes, what would you say? And you know, and so you get to exercise your own empathy and you also, through mirror neurons, you demonstrate that this is okay to, like when you're talking to somebody with an opposing view, that you're vulnerable, that you're curious, that we don't, it's humbling 'cause we don't know it all.

And that makes them feel more safe also as well. And then maybe instead of spewing facts, which is because people are just gonna just delete and distort to reinforce what they already know, right? That's part of the human condition. You could talk about stories, which tend to be more, the narrative tends to go in easier. You know, talking about when you talk about stories, and we used to be talking about storytelling to be able to remember things like the greatest teachers in the world used parables and metaphors. You know, it just allows people to feel a little bit safe and open into ideas. And you don't have to switch somebody.

Let's say you wanna talk to somebody who's cognitively inflexible. You could demonstrate your own flexibility. You know, entertain that. Nobody's a hundred percent right, but nobody's a hundred percent wrong. You could get curious, which is a superpower because that keeps you learning and growing. And when you're talking to 'em, you don't have to switch them to 180 degrees. Maybe just try to shift their perspective, even five degrees, you know, a little bit, and start with some momentum and some kind of mutual understanding to that people.

SHAWN STEVENSON: And can you find understanding within yourself? Try to understand them.

JIM KWIK: Yeah.

SHAWN STEVENSON: Where they're coming from, their perspective. Ask questions, especially with our own cognitive biases that we all have. That's something that I'm so grateful. I don't know where it came from, but I have this check-in with myself, you know, occasionally, especially when I start to, it's kinda like that Mark Twain quote. You know, when you find yourself on the side of the majority, it's time to pause and reflect. And so questioning my biases, questioning what I believe to be right and just inquiring. And I think it's healthy because it keeps you more balanced. And I think it, it also makes it easier to understand people. And there's that great quote from St. Francis of Assisi, seek first to understand and then to be understood. Right. And so by me having that open ability to question myself. It makes it so much easier and more graceful to, to ask questions and try to understand someone else.

JIM KWIK: Yeah. And that openness is cognitive flexibility in action, you know? And when you're flexible and you have more options, and in game theory, everything else being equal, the person who has the most options will win. Right. And that's the thing, is just it allows you to see more opportunity, allows you to see more solutions. And it allows us to evolve, right? Like, it's the same thing with this idea where you, I mean, who wants to be the same person that they were, like you mentioned 5, 10, 20, 50 years ago, you know, like down the line. And, you know, for me I don't want to put my head on the pillow at night as the same, you know, mentality or understanding as the one that woke up on that same pillow. Right. And I feel like we're here all to grow. Like in nature you grow. And if you're not growing, you're sliding, right.

SHAWN STEVENSON: Obviously we're talking a lot about transforming our brain and our results and our performance in our lives. One of the most powerful ways to do that, and I would argue has been the most powerful thing in my life, is going to a live event. Because of the immersion.

JIM KWIK: Yeah.

SHAWN STEVENSON: So many of my experiences You just mentioned that Quincy Jones experience. I came to this event, I spoke at the event, Daniel Amen. Spoke at the event. All these other superheroes, like you said, and Quincy Jones comes on stage. I, it is so visceral. I have chills right now. I can see it. I see it. I feel that experience. It changed the game for me. And I remember you also asking him about how he stays so youthful and so creative.

And he said essentially to make it a practice to, to never stop learning. Right. And that's one of those things. And he's has decades upon decades of influence that a lot of people don't realize. You know? Of course the music side, Michael Jackson, thriller, all that good stuff. Him being an artist himself, but also the Fresh Prince of Bel Air. Just all this cultural influence and to learn from people like that. That's the kind of thing that happens around you. And as you mentioned, you've got an event coming up in December. I'm gonna be a part of it. You've got these other superstars who are gonna be there as well.

JIM KWIK: Yes.

SHAWN STEVENSON: And of course you're gonna be speaking and teaching, and if you can you let people know where they can get information about the event, come and hang out with us.

JIM KWIK: Oh, that'd be so fun.

SHAWN STEVENSON: And listen, when I tell you, let me give one more example, being around you, an event that you put together is where I met my literary agent. Since then, sleep Smarter has now translated into almost 30 different languages.

JIM KWIK: Wow.

SHAWN STEVENSON: 30 different countries.

JIM KWIK: I just got Goose. I call 'em truth bumps, man.

SHAWN STEVENSON: It's just, it's so powerful, you know? Yeah. And also the manifestation of podcasting and me being a part of that, you know, maybe 14 years ago we were at an event together. Yeah. Just, that's where the idea came from. Right. And so I cannot stress enough how valuable it is to attend live events and also, again, come hang out with me. And hang out with Jim. So let everybody know about the event coming up.

JIM KWIK: You know, I feel like the world needs needs people who are gonna step up and really it's about. The story of human evolutions around going from limitation to becoming more limitless, right? Going from the limitation of self-doubt or self, or lack of self-confidence, lack of self-worth, or self-belief or lack of self, the certain skillset or tool set or mindset. You know, every movie is about that freedom, that liberation. But, and it starts with the mind, but where do you learn how to do that? I love podcasts. I absolutely love books. Nothing has changed me as much as deep immersion around people who are at the best of what they do and different areas.

So, you know, everything I've done in my career has been what I wish I had. Right. And when I didn't know how to read, I did the research and created a reading program, tell people, read around the world three times faster with better comprehension. Or when I had lack of memory, we created memory improvement. You know, when I couldn't find a supplement for, you know, for our brain, I, we created a, you know, quick mind, the, a nootropic to help with focus and memory and mood and mental energy. I and when there was no books on an owner's manual for your brain, you know, I wanted a write limitless things that I wish I had to gimme that edge.

So, you know, people don't have to spend literally a million dollars like I have on learning all this. And three decades in my life, I did the work for them, paid the cost for them, and made it easier for them. But the best thing is in person. Right. In, in a world where we're kind of on screens where there's no distractions, you could just be three days and learn from individuals and insights and then also be surrounded with people who are on the same path, right? Who are on the bequest to reveal and realize your fullest potential. And I think it starts with the mind. So we created an event called Limitless Live, and it's a three day deep immersion event. Live in person, where there are no distractions. Where I've handpicked my superhero friends, people that are mentors to me, people that I respect, people that I, that have changed my life. And yeah, i'm so grateful that you're one of those individuals you know, and so we have at this event, everyone from Dr. Mindy to Dr. Gabrielle Lyons, coming to Jamie Kern Lima, talking about self-worth.

SHAWN STEVENSON: Billionaire, Jamie Kern Lima.

JIM KWIK: Yeah. We have everyone from and for entrepreneurs out there, we have Jason Pfeiffer, who's the editor in Chief Entrepreneur Magazine, talking about forecasting for the future and how to be able to adapt. And also other speakers that you might not have heard from, 'cause they don't have books, but like the creator of MacGyver is coming, and what is MacGyver known for? Be able to solve a big problem with duct tape or a paperclip or whatever. How to use the resources that you have to be able to tap into solve problems to make your life better, to save the day. So it's not a matter of your resources, but more your internal resourcefulness. So we've handpicked 20 of the most amazing experts and you know,

I asked them to share something that they don't really share publicly really tailored for that group.

And, you know, my goal is for every one of those sessions to be people feel like it was worth the time, travel tuition, just to come for that one session. Plus you're in a room. In the past, as you mentioned, Quincy Jones has attended. We've had the founder WordPress Matt Mullen, way at 10 multiple times. We've had this CEO of sprint. I mean, that, that room, the person to your left and to your right you'll get as much value as the people on stage, you know, and plus it's in this five, you'll love this. It's a five star wellness resort outside of San Diego. I mean for the people who really prize health, it's like farm to table, organic gardens, not chlorinated, but saline pools.

I mean, it is like a paradise of nourishment for your mind, your body your spirit. So three days Limitless Live. It's all about activating your mind will take you on a journey where you become the superhero of your own story. And and I could promise you it it'll be it'll be an event people will never forget. My life was also changed by events. So I know the power of it. It'll be fun. So people go to limitless live.com and get all the details and spend time with you. And a lot of our authors and speakers will be doing book signings there and photos and it's a different experience because we don't just teach you how to learn faster and perform better, we actually do it.

So everything detailed from the food to the music that puts you in outfit that states or the states in the morning. We have activities of breath work and movements and cold plunges, like all the fun stuff. But you know, I believe that one step in another direction, right, changes your destination or your destiny. And we want people to come here to leave feeling limitless, to really win in 2026. So yeah it's gonna be a blast. It's gonna be so much fun. I mean, we have mental, it was just so much experience there. And the past, you know, we've set up ping pong tables and Dr. Amen has challenged a lot of people. We bring in like chop, you know, chess players. And we do. It's an experience. You'll always remember.

SHAWN STEVENSON: Yeah, I can't wait. I cannot wait. Man. Again, I just thought about while you were sharing that I thought about somebody else who attended the event and he came

as an attendee. And he was a little known actor at the time, and now he just played Mr. Terrific in this new Superman movie.

JIM KWIK: Oh, yeah.

SHAWN STEVENSON: Right. So it's just like the most incredible people come there and their lives change. Like, it changes the course of your life being around you, man. And I'm so grateful for you. I share this all the time, but. I don't think you are ever gonna understand how important you've been in the trajectory of my life, and I'm so grateful for you, man. You know? Thank you. It's just, and it comes from such a good place, and you really are about that life. You show up and you deliver and you give, and I'm so grateful for you and everybody.

JIM KWIK: I feel the same way. I mean, I'm echoing something that I know all your listeners would agree with. You're an inspiring force of nature. You're an unstoppable force for good. So, I can't tell you how much you've helped me personally, my family, you know, our team also as well. And, you know, it's great. I think we're all, if you're listening to this right now, I think there's a reason, you know, and certainly that there's a version. I wanna remind people that. There's a version of yourself that's patiently waiting, and the goal is we show up every single day until we're introduced to that person.

Because you know, sometimes, you know, it could be lonely on this path. Like people are like, why you go to those events? Why are you listening? Reading those books? Or listen to that podcast and you know, maybe your friends and family don't understand. Everyone in that room will understand because they're on the same path. You know these, I believe the life you live are the lessons you teach. You could come and make those changes. Become more, be more, do more, have more, share more, so you can be a living example and inspiration like you are for so many other people you know in your life. Because nobody does alone. People ask like, why is it limitless?

It's just limitless is not about being perfect. Limitless is about advancing and progressing. You know, beyond what you believe is possible. So one of the topics we'll talk about is more your cognitive flexibility, but that's only one I'll be teaching accelerated learning, speed, reading,

memory, all of that. But we've brought in the Justice League or the Avengers, depending if you're you know, DC or Marvel of performance. You know, and it'll be, and most of all, it'll be fun, you know, I feel like education is one thing, but education with entertainment really leads to real empowerment for people.

SHAWN STEVENSON: Yeah. Right now, limitless live.com, go and check out the event, get your tickets, come and hang out with us in person. I can't wait, man. I appreciate you so much. Thank you for coming to sharing today.

JIM KWIK: Thank you, Shawn.

SHAWN STEVENSON: The one and only Jim Kwik. Thank you so much for tuning into this episode today. What a wealth of information, and we're just scratching the surface. All right. Make sure to head over to limitless live.com and come and hang out with me and Jim and these other incredible speakers for a full immersion. All right. Come and hang out with us. I'd love to meet you in person. And truly, these events don't come around all the time. And I wanna reiterate this point, my life personally would not be what it is and what I've been able to accomplish, the lives that I've been able to impact had I not met Jim Kwik.

He's been an incredible friend. He's been an incredible mentor. He's been incredible supporter, and he lifted up my voice early on when no one else did, but he was able to see my heart and my intention and my potential. Very early on. I've been in this field now for about 23 years. It's that Jordan number. All right, but this is like early the first few years, and I was able to be on a conference call, this is back in the day of conference calls, all right, with Jim Kwik, and he asked me to co-host one of these calls with him that was reaching all of these people, and I was just like, oh my goodness, this is the greatest opportunity.

And I was so grateful, and we've been great friends ever since. And just being around him, being in the environment, coming to these events, I've got friends, lifelong friends from these events. I've had experiences that are just like, they're so visceral and so vivid in my memory, like being able to sit there and listen to Quincy Jones in person. I left a true mark on my life. And not to mention just learning. I learned how to juggle at one of these events. Like what?

Like just all these incredible things happen when you are around. Jim Kwik and his incredible team and these events. So limitless live.com, head over there, get your ticket. Can't wait to see you there.

We've got some amazing masterclasses, some world-class guests coming your way very soon. So make sure to stay tuned. Take care, have an amazing day and I'll talk with you soon. And for more after the show, make sure to head over to the model health show.com. That's where you can find all of the show notes. You can find transcriptions videos for each episode. And if you've got a comment, you can leave me a comment there as well. And please make sure to head over to iTunes and leave us a rating to let everybody know that the show is awesome and I appreciate that so much and take care, I promise, to keep giving you more powerful, empowering, great content to help you transform your life. Thanks for tuning in.