

## EPISODE 289

[INTRODUCTION]

**Dov Baron (DB):** We're all searching for something that we needed, but couldn't get. By going through the emotional source code, you discover what that is. And when you discover what it is, your anatomy of meaning changes. When your anatomy of meaning changes, you get to own your original identity, the truth of who you are, which transforms your beliefs, it transforms your values, and it transforms the way you behave.

**Announcer:** Welcome to Elevate, the masterclass where we dissect the elements of exceptional achievement and lifestyle design with a focus on personal growth and real estate investing. Now, here's your host, Tyler Chesser.

**Tyler Chesser (TC):** Elevate nation, welcome back. This is Tyler Chesser. I'm so thankful to have you here. I'm blessed and grateful to be sitting with the great Dov Baron today. Today's conversation is transformative. And there are really not many words that I can share that have not been said in today's conversation and that have not been felt throughout this transformative conversation. But it is powerful. And it is one that helps you understand the basic need of life or the basic need in our life versus the self-actualized realization that we can create in our life. And there's a big gap, and there's a big chasm to cross. In today's episode, you're going to learn how to cross that chasm. You're going to learn how to go further faster. You're going to learn how to expand, how to elevate your performance, how to elevate your fulfillment, how to elevate the purpose and the reason behind doing all that you're doing in your real estate business and in your personal life.

Buckle up. Today's episode is mind-blowing. It is powerful, and it is life-changing. Elevate podcast is all about mindset, mind expansion, and personal development for high-performing real estate investors. I'm your host, Tyler Chesser, and I'm a professional real estate investor and entrepreneur. It is my job to decode the stories, habits, multifaceted expertise of world-class investors and other experts to help you elevate your performance and lifestyle. Are you ready to take it to another level? It is time. Let's raise the bar today. And I just want to invite

you to pay the fee. The fee is to pay it forward. As Dov shares in this episode, do not hoard this, pay it forward and pass it along. Because unlimited abundance is your birthright. And as you pay it forward, that flows to you in a much greater capacity. In fact, avalanches of abundance are coming your way.

And by the way, I want to encourage you to give us a rating, review or subscribe or follow Elevate podcast wherever it is that you listen to or watch podcasts. It is very powerful for us, it's very important to us. And if you want to receive tremendous value from going through this podcast, we really need to hear your feedback. And we really appreciate your feedback. So if you've already done so thank you so much. And if you're watching on YouTube, give us a thumbs up. And of course, don't forget to share.

Without further ado, I want to introduce you to Dov Baron who is the founder and CEO of Dov Baron International. He is a preeminent expert in helping leaders create life and work meaning. His models and strategies of the emotional source code and the anatomy of meaning are used by leaders in business and government worldwide. By the way, this is one of the highest sought-after speakers, and consultant coaches across the world, someone who's who really works with the most elite performers across the world. So, we are receiving a massive gift in him for spending time with us today. And by the way, we are worthy of this gift. We are worthy of receiving and immersing ourselves in absolute transformation. So, I want to encourage you to buckle up, get your notebook ready because I've got pages and pages from this conversation. I would encourage you to do the same as well, because it's action-oriented, and it will speak directly to your soul.

Without further ado, please enjoy this fantastic conversation with Dov Baron.

[INTERVIEW]

**TC:** Dov Baron, welcome to Elevate, my friend. How are you doing?

**Dov Baron (DB):** Thank you, sir. It's good to be here. I'm happy to be here. I'm looking forward to serving this audience. Feeling good, and ready to go.

**TC:** I know. And then, you know, obviously coming off of a bit of a sickness here bouncing back, you know, better than ever, very excited about this conversation. I know we're going to serve very high-level listeners today to really expand beyond their wildest dreams. And you know, and a lot of the work that you've done over the years has been for the exclusive of the exclusive. So, I think we are all going to receive a tremendous gift in this conversation. And while we dive into this conversation, I want to help the listeners understand a bit more about you, you know, because we're going to be talking about some concepts that are unbelievable and game-changers. But let's start with you. Talk to me a little bit about your upbringing, your backstory,

**DB:** I appreciate you asking, Tyler. Thank you. The backstory is long and way too long for this show. But the truth of the matter is, I was born in abject poverty. I was surrounded by violence and crime and addiction and all kinds of abuse and it was not a pleasant environment. And it was a place you didn't get away from. I was born in northern England in a very working-class, industrial kind of place that if you walk out on the street and you're out there for half an hour, you come back with a black ring around your collar that was just from the grime. So, it was very industrial. And it was kind of a place where people believe this is my lot. Actually, that was a language pattern. This is my lot in life. You got to make the best of your lot in life. And I never felt that way even as a small child and even though it was all poverty and struggling, all those kinds of things.

**DB:** It was several things that transformed me or fed that idea within me. When I was 10 years old, I walked into the living room. It's interesting because as we record this, it's appropriate. But I won't say why until I go in further. But I walked into the living room and I saw my mom crying, which was not particularly unusual. But she was crying. And I said, why are you crying, mum? And she's wiping her eyes and pushing the glasses up as the tears are flowing. And she just looks at the TV set and she says, he's dead. I said, he's dead? And I looked at the TV set. And there's nobody there I recognize. I mean, this is not a soccer player. You know, this is not

somebody from Coronation Street. This is not somebody I would recognize. And so I listened and all of a sudden, I hear, "I have a dream that one day..." and I just became hammered silent, listened, as Martin Luther King gave his "I Have a Dream" speech. And I went away and that's my angle about who he was. My uncle was sort of the brains in a family and learned about how he followed Gandhi's path and a path for peace. And I became very inspired.

Now, what I was inspired by was not just his civil rights, which I'm certainly a big proponent of, but it was more the fact that here was, now, you gotta remember, I'm 10 years old, so in the mind of a kid, he was this black Christian minister on the other side of the world, relative to a child on the other side of the world who has impacted my mother, a white Jewish woman on a different part of the world. And he's made her cry at the end of his life. And that idea, that level of impact is possible, sort of lit a spark in me. It fired me. And then when I got to be 14, I was this weird kid. Long time, I was doing what other kids were doing. And it was a sunny day, and my mum came in the living room and I was watching TV, and I would watch BBC Two. Back in those days, it was only three TV channels. Yes, I'm that old. And BBC Two was kind of the (makes verbal sounds), posh. It had documentaries, it had Shakespeare, it had ballet. I always loved BBC Two.

I'd have fights with my siblings about trying to get it onto this channel. And it was a Sunday afternoon, nobody's down, watching BBC Two and watching the documentary. My mum came and she said, what are you watching? I said, I don't know. Because it was a silent documentary. It was all done with scenery, and it was shot across four seasons. It was ten years but made to look like four seasons. And you meet this character, it's a girl. And then later on, she meets a guy, and later on, they have a kid, and they travel from one coast of the country to the other coast. And my mum said, what are you watching? I said, don't know. And she said, what is it? And I said, I don't know. She's, where is it? I said, I think it's America. And she goes, oh, yeah? And I said, yeah, I'm gonna go live there. And she says, you know, I'm 14, right? In the ghetto. And she goes, okay, son, then she leaves the room.

It wasn't America, it was Canada. How do I know? I did leave. And I left at 21, I began to travel the world and study with great teachers around the world. I moved here when I was 32 years

old. And I'd lived here for about three years. And I'd been to Stanley Park many times, but I'd never paid attention. And I went into the entrance of Stanley Park. And as I went and says, at the entrance of Stanley Park, there are these beautiful Native American totem poles that stand beautifully high with the park is the background. And if you look the other way, he's got the city as the backdrop across the ocean. Gorgeous, absolutely gorgeous. And I remember that was the last scene of the movie, of the documentary when I was 14.

So, I lived exactly where I said it was going to live at 14.

**TC:** That's amazing.

**DB:** It was an interesting manifestation of my reality. You know, without any conscious, I'm going to, you know, I've gotta go find those totem poles. I'd pass those totem poles, probably a thousand times but I've never even noticed them. But this was today.

**TC:** Wow. You know, it makes me think of this, you know, inputs, and, you know, our environment, how that can shape our future. And you were talking about being impacted by this individual that we all know, you know, Dr. Martin Luther King, Jr, you know, an individual who made a tremendous impact on the world. But he impacted somebody in this corner of the world that you would have never really anticipated and that lit the spark within you. And you had this drive to say, you know, what, I want to make an impact and, you know, pulling yourself out of this abject poverty, surrounded by crime, violence, addiction, you know, you knew that there was something more than suffering and abuse, you know, you must have this innately within you. But then you're talking about pulling out and traveling and studying with some of the world's greatest thinkers, doers. You know, later pulling out and running multiple companies, talk to me about that experience. I want to go back and talk a little bit about some of the lessons that you've learned growing up in poverty as well. But talk to me about the experience pulling out of this poverty as well.

**DB:** Well, first of all, as a kid, I was this very strange child, so much so that my mom thought I might be possessed. Because I'd be talking about things that are on the other side of the veil.

Now, let's remember, this adult is a very science guy. I studied neurosciences, I've studied quantum physics, etc, etc. But I'm into this very, what appears to be a woowoo thing to my mom, and so she shipped me off to the rabbis.

**DB:** And I began to study with them as a small boy. They sort of take me under their wing. And it helped me to be at peace with what I was experiencing. They never made me right. They never made me wrong. They just were really good at asking me questions. And the wonderful thing about that world is particularly in Lubavitch in Hasidic Judaism is there's an old saying, if you get five hostages in the room, so five Hasidic rabbis in the room, you get six opinions. And so it's never about the answer. It's about digging deeper. And that trained my mind very well. So, by the time I was 10, I taught myself prana yoga. And I'd made myself a promise in my teens that I was going to study these different religious philosophies.

So, when I was 21, I'd made this promise to myself that at 21, I created the opportunity to leave the UK. And, you know, I had a job, I created a position that would allow me to study so I began to study Buddhism, the Tao, Vedantic Hinduism, which is Vedantic philosophy, Kabbalah, and Gnostic and Coptic Christianity, with all these different teachers, living and learning with them all, studying with them, and really just digging deeper and deeper into the spiritual paths. And after a while, I mean, I was besotted with it. And it was absolutely my life. I was meditating four hours a day, and still running businesses, and still studying. So I was still doing all those things. And I got really sick suddenly. Of all these people who could tell me which way my shark was spinning, but couldn't get their shit together to pay the rent, or hold down a relationship.

So, I was like, well, okay, this is really great. But you know, what's driving that? So I started to study psychology, and I studied psychology and I became a young therapist, and I loved young because young bordered on the metaphysical, tie the metaphysical understandings into a psychological understanding and made me think in a different way. But being a therapist had no appeal whatsoever because I really had no interest in listening to people whine and complain. So, I then started to study what was back in the 80s, called the psychology of excellence, very early 80s. Psychology of excellence today is called leadership. But it was

athletes, entertainers, those people who were doing the best of the best. A Greek CEO that I got to know very well, who had a very successful business that was across Australia where I was living at the time. And he took me under his wing, and I started to study him and study how he ran businesses, and another guy run a national menswear company and just started learning all these things.

But, what I found was that how much soul they lacked. So they had this brilliant strategies and could live a lifestyle that was unbelievable, unimaginable to me, but it didn't have any soul to it. So this was fascinating. So I've got the spiritual, I've got the psychological, I've got the successful, but there's no connection. And then in '83, I was in Melbourne on a break, and went into a bookstore. I'm a massive reader and started finding some books and found a book on quantum physics. It wasn't, it didn't say quantum physics, I'd never heard of quantum physics. It was actually a book I pulled something out and this book sort of fell out. And it was a little thin book. And it was Hugh Everett III's "Theory on Multidimensional Reality". And I could only read every other page because one page was in mash, and one page was written. So, I just ate it. I mean, I just consumed this book and became fascinated with multidimensional reality and how it worked and what was driving it. And that led me into other other parts of quantum and started to study that. And then later on, started to put it all together in the understanding of what resonances.

So, if you want to understand what resonance is, you've no doubt seen the experiments where somebody scatters sound on top of a metal plate, and then runs a violin bow down the side of it. And you see that the center moves into battens. That's resonance, okay. And beginning to understand that in the context of universal resonance, not as some woowoo thing, but as the formation of all things, and through an understanding that quantum physics shows that below the particle is the quantum wave. So the quantum wave takes form. How does it take form? And so I began to formulate how those things come together through personal, emotional quantum resonance fields. And that led me into developing and architecting what is now called the "emotional source code". And the emotional source code is very personal. So you, yours is not the same as mine. It's not to say yours is not the same as your mom's, your dad's, your brother's, your sister's, but it is in a field that is the same.

So you have a family resonance, you have your own personal emotional quantum resonance field, that is your source code. Your organization has one, your company has one, your city has one, your country has one, the planet has one. So, understanding that is so fascinating, because a lot of the things that have, if you're going, what the is going on with the world? Why are things happening his way? I can show you the source code of it. And when you get to the source code, oh, okay, it makes sense now. That was a long way around, sorry about that.

**TC:** No, this is so good. And by the way, I'm now really connecting the dots in terms of where you came from, to what you're doing now. And the value the massive, unbelievable value that you're adding to other people, other leaders, other organizations. And you know, one of the things that you said, I just wanted to comment on because it really resonated, we were talking about resonance, so no pun intended, but it really resonates with me, in terms of you met so many people who were tremendously successful in business that lacked soul. I mean, like, I never put words to it, but I've seen that you see that so much. It's like, you know, where's your depth? And, you know, it's like, okay, that's great. You're earning more money, you're creating tremendous value in the marketplace, but how about your soul? And, you know, it almost feels like looking back the key to you being able to draw delineations, from different sorts of backgrounds, whether it's spirituality, science, business, it's all about that multidisciplinary learning. Do you agree with that?

**DB:** Absolutely. You know, my title is that I'm a polymath. And I just recently put out a video talking about how polymaths will rule the world as AI takes over. We have lived in a cult of specialization, and most people have gotten very focused on that. And that's great, it's good, but you're gonna get killed by AI. And unless you are multidisciplinary, unless you understand how to tie all those different things together, you're going to be dead in the water. So in my work with very large organizations, I talk about engagement. As an example, when I go, okay, how's your engagement? Oh, you know, when we did this, we're pretty good. Well, all right. Tell me how, you know, well, stats came back when we did this survey, blah, blah, blah. Okay, that's, that's wonderful. Now, if I go around and check the engagement of your people individually, what will I find? Oh, I think you'll find is good. Okay, let's find out. So we're going



to cover snow. It's never good. It's rarely good. I mean, I'm gonna say good. I'm gonna, I'm talking about good, not great. It's rarely even good, right? It's below, it's less than 40% for most organizations. 33%, 32%. I mean, it's terrible. When I look at that. I say, what are you missing?

So, I'll give you an example. I was brought into a company and they say, you know, millennials are a pain in the ass. We can't get them to work. They don't want to do that thing. And this is pre-pandemic. So, we're talking about pre-great resignation pre-great, you know, any of those things. Okay, let's walk through it. So, we walk through it and go, what your culture? So they hand me a pamphlet. That's not your culture, that's a pamphlet. No, no, it outlines our culture. Okay, but that's not your culture. Then, they go, what do you mean. Let me explain. You have two cultures, you have the one you think you have, that's the one on paper. That's your brochure. That's the one you like to think you have and you tell yourself you have. But it's not your culture. That's actually a subculture. And your subculture is actually your culture. And they go, what do you mean? So let me ask you a question. What's the rule you have around here? And he said, well, we know we're a bit old school around that we have a rule that you have to start work at nine, everybody has to be at their desk and work at nine.

Okay, cool. How many people show up before or after nine. They go know where everyone is really good. I go, if I go into any department, I guarantee you that's not the case. And they go what you mean. And I said, if the leader in that organization shows up at 10 after nine, everybody knows you only have to be there at eight after nine. That's it. So your culture is always developed by the leader, the leader of the organization overall, but also of each department. And its leadership is permission and permission is by their behavior. And permission forms the culture. If you say we don't do that here, but you do it. Well, it's different. I'm the boss. No, that's the culture. That's how it works. So that's the level of engagement. So I say number one question for you. If you want to understand, if you want to improve your engagement. Let me ask you a simple question. How engaged are you? What do you mean, you? You're the boss, I'm talking to you, the CEO, the founder, the owner, how engaged are you? And maybe they're really engaged? How engaged are your board? Beyond profit, you can't have an engaged culture if you're not engaged, because leadership creates permission.

So, this is the key we've got to understand. If you want to upgrade your culture, you want to upgrade your organization, you have to take personal responsibility, that you are an example. Now there is a resonance and they go, what do you mean? Alright, you have a car? Yes. Do you have a radio in the car? Yes. Okay. Maybe it's an old school radio, the one with dials? Well, no, it's not. But you can get radio stations, right? Traditional radio stations? You go, yeah. I go, okay, where's the cable from the radio station to your car? And how does it unravel wherever you drive? They go, well, that's ridiculous, it doesn't. Of course, it doesn't. It's a radio wave, isn't it? And they go, yeah. I go, so if your radio station is tuned to 95.3, and that's the pop station and you like that station, you listen to the pop, but maybe when the kids gets in the car, and they're messing around and they knock it off station, and then suddenly, it's in 103, and that's the classical musical station. When you turn on 103, do you get upset when it's playing classical music? How do you know? Oh, my God is on the classical station. You're gonna know it's on classical station. That's resonance.

Resonance is whatever it is you're getting whatever it is you're broadcasting. So your team are the vehicle, the radio set, picking up whatever you're broadcasting. If you want to have a better culture, look in the mirror. The answer is always in the mirror. But you don't want to do that because you want to blame millennials. You want to blame those people? Well, we bought them a foosball table are taking into the San from Rome, a foosball table,. We've gotten this cappuccino machine, we've got these beanbags. And they go, what happens? I said, let me guess nobody uses. That's right. How do you know? So but I think I can work it out. But let's say I said, first of all, how many times have you sat in here? Well, I don't sit in here. Well, leadership is by permission. If you don't sit here, then they all go, yeah, it's all for show. If I sit there, he's going to be watching me through his office, and he's going to think I'm lazy. I'm not going to go use that. So you've set something up for them that feels like a trap.

Number two, did you ask anybody? Well, we know we read the Google report, we read this and blah, blah, blah. I don't give a shit what you read. Did you ask your people what they want? No. Maybe they don't like coffee. Maybe you don't like foosball. Maybe they don't like beanbags. If you didn't ask them, you've not included them. If you've not included them. They don't have

any less sense of autonomy in the decision. And even if they want to go use it, they probably won't. So, you've shot yourself in the foot twice. You're not leading by example and you didn't bother to ask. Instead, you act like an authoritarian leader but you dress it up to look like, oh, we're a community.

**TC:** Yeah, I mean, people don't feel heard. And they're not vibrating on the same wavelength. So you're out of alignment, you're out of resonance. You know, there's a huge path that you know, you're going down different directions on, and there's a lot that can happen there. But man, I wanted to go back to the emotional source code, because that is something just unbelievable that you've uncovered. And from what I understand your entire life has been driven by this question, why do people do what they do even when what they do doesn't make sense? Talk to me a little bit about that.

**DB:** Even when it doesn't make sense even to them?

**TC:** Right, even to them.

**DB:** It's important, right? Because we've all done that. We've all done stuff and went, why did I do that? Why the hell did I do that? I know better. And then we beat ourselves up going, I know better. So why do we do that? That was the question that I live in, in that ghetto world that I lived in, that permeated my brain and drove me in everything I did. There was like, I kept looking at really smart people that I knew who were falling into patterns of behavior that were completely aligned with our environment. But were out of alignment with who I saw them as. You know, my aunt, for instance, was a beautiful woman. We lived in the ghetto, she's the one who told me about style. She said, you know, if you haven't got any money, you save up some money, and you buy a piece. This is what she called it, a piece. What's a piece, I said. And she said, it's one piece of clothing, that's expensive, but you put it with things that are not expensive, but it's a featured piece. And so because it's high quality, everything around it, all your other clothes look like they're also expensive.

She understood style, she was fantastic. And she was very beautiful. And she was funny, and she was playful. And she would date these absolutely horrible human beings. And she would always have this fantasy that this was the one and that he's going to treat me like a queen. No, he's gonna beat the shit out of you, I can see that. I'm 10 years old and I'm looking at him and I can see he's going to beat you up. And he's going to use you and then he's going to dispose of you. I could see that. But she would see differences. And that was just one example.

And you as you listen to this might be able to relate to this, she would date the same person with a new face, right? We've all been there. We've all done it. And we got teasing. And why didn't I see the signs? That's because of your emotional source code. So the emotional source code, so let's just look at this. People will say to me, I have this behavior I need to change. Can we change the behavior? And I go, yeah, of course. Will that work out? Can you make sure it sticks? And I go, no, oh, my God. I work with you. Well, you can work, doesn't matter who you work with, it's not going to change. The behavior is not going to stick, right, you're going to have an impulse to keep doing it. They go oh, so what do we do? Well, your behaviors are all driven by your beliefs and your values. Oh, so we got to deal with the beliefs and values. Yes. Okay. So all right. So if we go to the beliefs and values, will that change the behavior? Yes. Will that make it permanent? No. Well, it will last longer. Yes. Oh, what? How do we get it to be permanent? Well, you believe some values don't exist on their own. They are held in place by your identity. Oh, okay.

So, if we examine my identity, can we change the beliefs and values we have? Absolutely, yes. And they go, how do we do that? Well, you can't do that without examining your anatomy of meaning. And you can't do your anatomy meaning without knowing what your emotional source code is. So, you go to sounds like so much and go, yeah, it's big, huge. Does that mean I'm stuck in this where I am? Absolutely not. I transform people all the time. One of my clients, I spoke at the UN many years ago, he and I spoke in 2015 at the United Nations and the Department of State about the radicalization that we're now seeing. That's crazy, right? You know, with the Proud Boys and all. We were talking about how to avoid that and what strategies needed to be dealt with. And the reason we were invited to go there was because he was a neo-Nazi. He led something called WAR, White Aryan Race, in Canada, took this

province, British Columbia to the Supreme Court twice to try and make it a WAR province. That's how radical he was. He became my client and we were being interviewed by a CNN person. And she said, how could you possibly serve this individual, Dov?

And I said, well, let me just tell you the story of how we met. He came into my office, he sat there, and we were laughing and joking and going along for 10 minutes. I kind of met him briefly. His friend, who paid for the session, and I said, let's stop wasting your time, Tony. Let's stop wasting Damien's money. Why are you here? He looks down at the floor, swallow some golf balls and says, I'm a neo-Nazi. Then he starts telling you about some of the things he's done and how he's behaved. And you wouldn't know it. I looked at him, he has no tattoos on his face or anything. And he's looking at the floor. And he's feeling enormous amounts of shame.

And I said, so, are you still in the movement? He says, no, I'm not in the movement but the movement is still in me. I still believe all those things. And he looks up at me and I've got a big Cheshire Cat smile, and he's now, he's mad. So, what are you laughing at? And I said, Tony, do you know my name? And he goes, yeah, of course and stuff. I go, do you know where that name comes from? He goes, no. I'm a Jew, I said. I was born Jewish. And he says, oh, freaking irony is us. And so, the lady who was interviewing us on the panel said, how could you possibly serve him? He wanted to annihilate your people. And I said, because you saw a neo-Nazi, what I saw was a young man who was highly intelligent, highly articulate, needing a place to belong, and instead found a place to fit in that world, leverage and use his skills. He wasn't a neo-Nazi. That was just the opportunity that presented itself.

And so, anybody can be transformed, unless they are literally psychopathic. Anybody can be transformed when you get into their emotional source code. So when I got into his emotional source code with him, we transformed his anatomy of meaning. We transformed all of the things, all the meaning that had come from. This is not a surface exercise, it's deep. But as a result, he could see it built an incredibly false identity, an identity that have taken him to the Supreme Court to stand up and fight for this. Now, how embedded is identity? Let me give you

an example. If I asked you, right now, Tyler, what's the most important thing in life? What would you say?

**TC:** That's a big one. You're putting me on the spot there. I would say, service contribution.

**DB:** What's more important than that?

**TC:** That's the most important one.

**DB:** If you're dead, how do you serve?

**TC:** Through your example of your life.

**DB:** So let's go to your example of your life that you left behind. How do you serve as you can't breathe? You personally?

**TC:** I think we have to take the opportunities that we have, while we can breathe to make a difference,

**DB:** But I'm saying you can't breathe anymore, you're done.

**TC:** I think it's similar to kind of MLK in the, you know, the impact that he had on you, you know, it took advantage of his time. And now because of that, we're having this conversation,

**DB:** And you've done a brilliant job of nailing it. So that's really good. Thank you. So the truth of the matter is the most important thing in life at a basic primal level in everybody's biology, and psychology is life. Right? What it all comes down to, all the zombie apocalypse comes, you know, you will do things you thought you couldn't do because you're going to try and survive. Survival, right? We're all you know, we're animals at the basic level. Okay, so I say to people, is that the most important thing? They go? Oh, yeah, I guess it is. Now I think about it, actually, is now think What do you mean? I say, Have you ever heard of somebody who

strapped bombs on themselves and blow themselves up? And they go, oh, yeah, of course, why would they do that if the most important thing is life, I don't know.

Because identity is more important than life. It's the identity. Now the identity you attach yourself to, can be like MLK, and have an impact on me as a 10-year-old kid, but it can also be to be a jihadist and do whatever you decide to do. But I'm not here to judge either of those things. That's fine. You do what you want to do. But my point is, this is your identity is you'll give your life up for your identity. So it's the most difficult thing in the world to change. And identity does not change without crisis.

Now let me repeat that identity does not change without crisis. So if you right now, as you listen, watch this are making five mil a year I'm just making up a silly number. I realized that that's probably small for some people and very large for others. Okay, you're making 5 million a year, you live in a nice house, you got a beautiful car, you got a beautiful partner. On the surface, that all looks great, but you're miserable as all sin, you're not gonna let anybody know because your identity is more important. And your identity is you're a happy guy and you you're the one with the champagne and you're the one with the yacht and you're the you know, you're all that shit that we get to see on the internet about what success is.

You know, you're Instagram happy, okay, but your internal is miserable because the identity you've built doesn't have any depth to it. But it's now a surface representation of who you are. That is a crisis. And we call that quote, an identity crisis. We might call it midlife crisis. Now there are a catalyst for that. In my case, it was falling off a mountain, getting smashed to pieces. For some people, it's a car crash. For some people, it's bankruptcy, it's a divorce, a horrible diagnosis. It's the loss of a loved one. There's a million reasons it could be. And at that point, we go, I've got to re-examine my life, the challenges when that opportunity comes, and everybody loves when I felt at the moment people go, how much it changed your life. And I say actually, now I realize it didn't. I go, what do you mean. It embedded, we embedded you in what my ego might NC when I fell, and I fell 120 feet got smashed to pieces, I think 11 or 12 reconstructive surgeries. Initially, I was walking around with my jaws wired together. My jaw was in five separate pieces, right, and then putting it to an intro and talking through wire. And

people are saying, how you doing, and through that wire, I say, I'm great, I'm coming back. It was a lie. I wasn't great. I wasn't coming back.

But my identity was, I was an ex-boxer, ex-martial artist, ex-ghetto kid, ex-leader, run businesses. You're not putting me down, man. The world has tried to put me down for a thousand years, it's just not gonna happen. So it was the identity that was getting more deeply embedded. And it wasn't until probably about a year and a half later. And I was out with my friends. My friends were very good. They came and took me out and try to give me a night out, cheer me up. And I had no money, blown everything. And I'd go out with them and I'd fake life. You know, you go out and (feigns crying), it was because I was just miserable. And every time I go out with them, I feel worse because I realized, you know, I'm just never going to laugh again. I'm never going to be funny again. I'm never gonna, it's over.

But meanwhile, I'm telling everybody else, I'm great and I'm coming back. And one night, we went out with the lads and I had a good laugh. It was the first week the wires were off and had a good night and had some fun. And it was like maybe I am coming back. And I had this spark of hope within me, it felt like it was possible. And I came through the back of the house and I opened the kitchen door and the light from outside illuminated the floor and across the floor was garbage everywhere. There were coffee grounds and meat packaging and empty cans. It smelled horrible. There was kitty litter. It was all over the floor. And I went from that moment of hope, that spark of hope and pure joy to pure rage. I was infuriated. I knew exactly who had done this. And I wanted in all honesty, to kill that individual. And I went in this rage looking for that individual.

And when I got into the living room, that curled up and all comfy on the couch was the responsible individual, he was there. And I lifted my hand to strike, which is not who I am. I'm not a violent person. And I stopped myself immediately. And instead, scooped up my cat into my arms, pulled him to my chest and he was stiff and he was cold. And he was dead. He died of distemper, he's been sick, I didn't know. He died of distemper and it had some kind of seizure or something and he pulled everything over. And I fell to my knees and I began to weep. I had not wept for my fall and not allowed myself to cry and feel the loss of who I had



been. And I was just two minutes into that when I realized I'm not crying for the cat. I'm crying for a loss of who I was. And I finally allowed myself to recognize that that identity was dying, and I had to let it die. I had to let it die. Then that was the moment of change, the moment.

So remember, I'm great, I'm coming back and then feeling like I could, they could all go back to normal. The moment of changes when you're in a crisis. And then it could go back to normal and you choose another path. So if you've had a friend who had a heart attack really young, and you know, and they were very successful, and they work 70 hours, 80 hours, many hours a week, you know, and then they have the heart attack and they're in the hospital and you go see him and you go, oh my God, you just woken me up. I realized I got to, I was missing my kids, I'm missing my marriage, you know, I gotta change around and then you bump into them four months later, and they're doing the same shit. And you go, that's just who I am. See, that common. This is who I am. It's an identity statement. They will give up their life. They will give up their family, they will give up their loves to hold on to this identity. That's how addicted we get to it. It's an addiction. It is a neurochemical addiction. So we get addicted to it, and we go back to it.

But the moment it changes when it could go back to normal when you're given that opportunity, and you say, I gotta go another way. And that meant that my journey was much longer and harder and the recovery was harder. And so, my work now privately, has found a way to condense all that, go right to the emotional source code, go to the anatomy of meaning, gave you the identity that is you. So I'm not putting anything on you. So like strip away. Let's find this. But people are afraid of that. I understand. But as Joseph Campbell said, the treasure we seek can only be found in the cave. We have fear to step into it. We got to step into that darkness. We got to step into that unknown. And if you try and do that on your own, because you're, you're an egomaniac, like I used to be, and you're so you know, I can do anything, then you can. You can do all kinds of things. You can't do this, you cannot do this journey alone. It's very simple, a fish cannot describe water. You cannot describe your own water, you're swimming in your own shit. And you gotta look at that. And you need somebody who can guide you, somebody who can guide you into that darkness, because on the other side of that is a life that is so full, and so rich, and so deep.

And I always say to my clients, I'm not here to help you be more successful. You already know how to do that. But what I can tell you is inevitably you will be and they go, why do you say that? And I go, it just, it's just what happens. I never planned it that way. But all my clients, they see magnitudes more of success, but it's coming from a different place. And they're fulfilled and they're deeply connected because they've connected to that soulful bone cells. And that's not a religious term. It's this term that is beyond the mind. It is this term beyond the identity. It is this term that is beyond how the world thinks I should be. But to me feeling so deeply connected, that I can be in love with the person in front of me without having any sexual or any other connotations is that I can love you for who you are, even if I don't like your behavior.

**TC:** *Hey, guys, I want to remind you to check out CF Capital. CF Capital is the premier boutique real estate investment firm in the Midwest and southeast region of the United States. We are a national real estate investment firm with a purpose. We provide property investment and asset management solutions to help passive investors maximize returns on high-value multifamily communities. But our investments go far beyond acquisitions, we invest in people. We are in the business of elevating communities and raising the bar for everyone within our ecosystem. CF Capital is a real estate investment firm focused on the acquisition and operation of multifamily assets. We confidently deliver tax-advantaged stable cash flow and capital appreciation with a margin of safety. By investing alongside our team, investors can preserve and grow their wealth without having to deal with tenants, termites, or toilets. Investors come and stay for the outsized returns we create in our deals while appreciating the ancillary opportunity to make a bigger impact that only CF Capital can provide. If you're an investor and want to invest with us, here's how to learn more about CF Capital at [CFCapLLC.com](https://CFCapLLC.com) or by simply clicking the link in the show notes of this episode. We will see you on the inside of this powerful community. So, let's elevate communities together.*

**TC:** And this is for people who are really looking for something more, but they just may not know what that is. And I know that that is you know, that probably is speaking directly to many of the listeners today. And I'd love to just follow up with you in you know, on identity, you know, to be able to make that transformation you mentioned, you know, it's really got to be a crisis. It's got to be you know, you've got to go through a grieving process to where then you allow

yourself to go into the unknown. The other thing too, that I would love to just kind of rehash and some of the things that I've loved studying about your work is, you know, this transformation can help us understand the massive blind spots in our lives, businesses and finances, and through our relationships, you know, the filters with which we're making decisions across the board. You know, this is really what it comes down to when you're talking about identity. That's really the basis of doing things that we know are not the right thing to do but we still can't really explain why. But tell me can people make a transformation without going through some sort of tragedy or crisis? Or you feel like I mean, tell it tell me a little bit about that.

**DB:** That's a great question. Thank you. So the answer is, as I said, most people need a crisis. Now, let's look at how do you determine a crisis? So do you need a plane crash? Do you need to have fallen off a mountain? Do you need a heart surgery? What if a crisis is a twisted your ankle that awakens you? Whatever crisis is is simply a way of paying attention? So the way I explain it is this. This is just my my metaphor for, think of it this way. I like to say that the soul whispers, that your soul is always whispering to your most authentic and soulful path but we're busy and it's noisy. The world is a noisy place. It's never been noisier. We've never been more distracted.

Okay, so we don't really pay attention because the soul's whispering, what's that? Whatever, right? And so after it was this for a while, maybe I'll speak but there's a lot of speaking going on. Actually, it might even shout and eventually it might slap you in the head, or in my case story of a mountain. But the truth of the matter is, that was my fourth fall, it wasn't my first. I fell 120 feet but I'd fallen 70 feet. That should have been enough to wake somebody up, right? And other two other major falls as well in between those. But the truth of the matter is, it's the stopping and paying attention and with this so, put this in your brain for a minute, I am always in communication with the highest and greatest part of myself if I can listen.

So, if each day you sit down, I highly recommend that you do this whether you work with me, or you read any of my books, or you do your own stuff, this is a great place to start. Just sit down and say, when might my soul have been whispering to me today? Well, you know, I

snapped to that person in the coffee shop. What if that was a whisper? What if that was a way to have you pay attention. What if you didn't just go? Oh, yeah, I was irritable and I was impatient. Yeah, that's true. But what if that was a whisper? What's the message in it?

Oh, I twisted my ankle today. What if that was a whisper? What if that was telling you to slow down, that maybe you're not paying attention to things? What if when my wife was upset with me about this thing, and I kind of dismissed her, that was a clue. That was a whisper from that soulful part of myself. Because you can decide when the crisis is, and you can decide how big the crisis is. And the problem is because of our ego, and identity addiction, it often has to be massive but it doesn't always.

So, for instance, one of my clients right now, he just sold his company for about half a billion dollars. Nice. Not bad. All right, you know, you can't live on it but it's a decent start. And he said, I'm thinking about what's next. And he had been introduced to me by somebody else, not really about working with me. He just, you know, he said, I was talking to Franco and he said, to talk to you about, you know, what's next in my life? Because I'm thinking about doing this. I'm thinking about doing that. And he's telling me all these things. And I said to him, I asked him this question, when did your soul first whisper to you that the path you're on might not be your own? Well, that's ridiculous. And I said, okay, just think about it.

Then we had a conversation later, and he came back. I'm talking to him about a week later, and he goes, because my clients speak to me this way, because I speak to them that way. He goes, you bastard. That was a mind worm. He goes, I could not get that out of my head. And he goes, I was 19, 19. Just arrived at Cambridge University. He's 64 years old. I was 19, I just arrived at Cambridge University. He said, and I laid on my bed and I was thinking about the girl back in Calgary that I had left. And he said, and I left it to pursue this. And he goes, and he says, I still think it was the right thing to do. He goes, but my mind whispered to me, or is using my soul whispered to me, what did she give you that you can't find here? And he said, and I thought that that meant I should have stayed with her. Because I realized now that that wasn't what it was. He goes, but it's only because you asked me that question. He goes, all my life, I've been pursuing the thing that she gave me that I couldn't get, even with a half billion dollar

company, even with three houses, one of which is on a beautiful island and a boat and you know, etcetera, etcetera. He goes, I get it now.

And I go yeah, we're all looking for something. And this is the key for all of us to remember. Right now, as you enter into your life, as you will step out into the world, I want to have you go away with something, and that is - everybody you meet, billionaires, Oscar-winning actors, gold medal athletes, the wealthiest of the wealthy, magnets and icons and whatever you want, I want you to get this. Everyone you meet is in pain. Everybody has a pain. You can't see it but everybody is hurting, and everybody is trying to feel better. And the problem is, most people don't stop long enough to ask how can I feel better without going external.

So, they try to feel better by collecting another million. I have clients who've done this. You know, I'll feel better when I get to be a millionaire. Well, that was great. But I know I realized now that a million's not really a million like it was when I was a kid. It's 10 million. Okay, now you're at 10. How is it? I mean, it was fantastic for a week or two. One of my clients, this is a guy I was interviewing possibly to work with him. And he was going to be a client and I said no to him. And I said, what car do you drive? And he said, a Rolls. I said, when did you get it? He goes, oh, very recently. Oh, beautiful. Tell me. He says, it's like four weeks. I said what was it like the day you picked it up? He goes, oh my god. He goes, it was a dream come true. I always wanted a Rolls since I was a kid. I was like, oh, that's fantastic. He goes, living in East London, you know, is poor, and a dream. I saw all these Rolls Royces going down into the West End. And I wanted a Rolls and I go, must have felt fantastic. He goes, it did.

And I said, now walk me into it, you sit in the Rolls. He was like, he goes, oh, my God, it's heaven, right? I said, and you're driving it and he goes, amazing. I said, How many of your friends did you call while you drove? He goes everybody. I drove around and met people and took him for little drives in my Rolls. And I said, that's fantastic. So it's pretty exciting, right? And he goes, yeah. So, the next morning when you got up and you got your Rolls, how was it? It was pretty amazing. I said as amazing as it was when you first got the Rolls? He goes, maybe a little bit less but it was pretty amazing. I said, how is it getting in the Rolls now, one month into it? And he goes well, it's still pretty, it's an amazing vehicle. No, no, no, it's not

about the technology of it. How does it feel? He goes, it's a car. He goes, it's a spectacular car, but it's a car and a goal. How many of those things will you have to buy to stay in that feeling that you had when you got the Rolls? He goes, I bought a lot of stuff. And I said, so what actually will fill that gap. And he goes, that's what I don't know.

And I said, yes, you keep purchasing things to fill a hole that cannot be filled from the outside. And until you have the courage to look at what it is, this is a guy who makes a million a week, right? Until you have the courage to look at what it is, you're gonna keep throwing things at it. He goes, I gotta tell you the truth. I said, what? He goes, I took the Rolls back this morning. He goes, I took and gave it back and said, I don't want it. And I said, why? He goes, because I realized it wasn't giving me what I wanted. And I said, well, what will? And he goes, I don't know. And I said I do. And he said, well, what is it? And I said, oh, I'm not going to tell you. Then he goes, you're keeping that a secret from me?

And I said, no, I know how to get to what it is. I don't know what it is. You don't know how to get to it. But I can guide you to get to it. But I can tell you, there is nothing in the external world that's gonna give it to you. We're all searching for something that we needed, but couldn't get. By going through the emotional source code, you discover what that is. And when you discover what it is, your anatomy of meaning changes. When your anatomy of meaning changes, you get to own your original identity, the truth of who you are, which transforms your beliefs, it transforms your values, and it transforms the way you behave. You don't have to try and behave differently because that's not aligned with your identity. Once it's not aligned with your identity, I have no interest in it. I'm done. Okay.

**TC:** Living a self-actualized life.

**DB:** That is what it is.

**TC:** You know, it's transforming from that, you know, we need, you know, basic life to living a life that is meaningful to us in alignment with what is our resonance?

**DB:** You got it, you nailed it beautifully. And so people will ask me, well, what's your purpose? Because I say, you know, have you found your purpose? Oh, well, you know, I read Simon Sinek's book, "Start With Why". That's great. And as the book says, "Start With Why". It doesn't say end with why? What do you mean, your emotional source code is the why of your why? It's what's underneath that, that you can't find on your own? Again, the fish can't describe water. It's the why of your whys, what's underneath that. But when you get to that there's such beauty, such magnificence and such generosity of spirit, that is beautiful, you want to serve in the world. And it brings us full circle. Tyler, thank you, because it really does, it brings us full circle.

Because when people ask me my purpose, you know, I can give you all the pieces of it. But the simplicity of it is this, to serve those who will never know my name, and whose name I may never know. Why? Martin Luther King never knew my name. I never knew his until that moment. It's that impact that you leave, as you said, way after you're gone. And if you're not driven by that, then maybe just take a moment. And just ask yourself that question. I deal with lots of people who have multi-generational family wealth, three, four, five generations. I see businesses that are multi-billion dollar businesses go down the toilet because of a generational problem. Why? Because they've not done the emotional source code of the family, the individuals, and so you get a fight going on. Because somebody in that line of, you know, how do we serve here is saying I'm not aligned with your purpose. And I don't know what mine is but I don't want to do this. And when we bring them together, and we find others this common purpose, their businesses explode, because they want to be there. Because it's not about money. Although they make a lot of money. It's not about the money. It's this magnificent impact that is multigenerational over time.

**TC:** Dov, this is just absolutely ground-shaking. I mean, earth-shattering, unbelievably powerful conversation, I just want to thank you so much for spending time with us. And you know, people are getting an opportunity to have a look into one of the world's greatest minds multidisciplinary, learning, studying, growth in service. And so I just want to thank you so much. I want to transition briefly into the rapid-fire section of the podcast before we wrap today because man, we have given tremendous gifts to the listeners today.

So before I let you go, I want to talk to you about the Rare Air Questionnaire. It is all about being uncommon, it is uncommon to look within and ask these types of questions and be willing to enter the darkness and go through that tremendous discomfort to shift that identity with what is in resonance with your soul. And as corny as all of that may sound to some people I mean, this is absolutely transformative, not only for yourself, for your business, for your organization, for your family, for your ancestors, and for humanity. I mean, this is what an amazing conversation if you had to point to two or three of the most impactful books that you have read over the past few years with your multidisciplinary learning what were those be and why?

**DB:** The first book would be my bible. My bible is called "The Prophet" by Kahlil Gibran. It's a book of poetry. Poetry? Come on. It's not your rhyming poetry, it's short allegories. So it's the stories of this great high priestess who's asking the Prophet. She says, speak to us of children, and he speaks of children. Your children are not your children. They are life's children. They are the arrows and you are the bow, right? I mean, it's just beautiful. It talks about friendship, talks about work. Work is love made manifest. I mean, it's beautiful. So I carry it with me, wherever I go. I use it to remind me of how to be in the world. It is the book that influenced me the most, and continues to influence me the most.

Hugh Everett III's "Multidimensional Reality" was profound for me. I don't even know how available it is. It was written in the 50s. It is magnificent, but it's not, quote, an easy read. But it just allows you to break open your own thinking around that. There's another book, "The Road Less Traveled", M. Scott Peck that I read very early 80s. It was a transformational book for me, because I was already a therapist, and I was reading this book, but written by a military psychiatrist. M. Scott Peck was a military psychiatrist. And I'd been trained in the same way he was, which was this idea that we have to be these neutral sounding boards for our patients. And I never, I would never allow my clients to call themselves patients, they were clients. And because I used to say, if you're sick, you can't work with me, right? I don't believe you're sick. So you're not a patient.



And I remember having this inner turmoil about what I was taught about how I was supposed to be with these people, and then a red Peck book. And he said, he said that he was trained to be this neutral person. And he said, but if I can't, if I don't fall in love with you, I can't help you. And that transformed the way that I saw the people I worked with. And so you know, to work with me, there's a qualification process. And there's a whole bunch of things you have to do to qualify. I've been asked about that recently by a client, why did I go through all that? I said, A, I have to get full assessment. But the bottom line is, I have to find out if I can fall in love with you. They go, what? I go, not romantically, not sexually, but I have to know that I can care with all of my heart and soul for you. Because there's going to be times when you're gonna hate me and you're gonna say, I'm gonna fight for your soul, not for you, not for your AMC, not for your ego. I will battle your own ego, in order to serve your soul. So, those books really impacted me. The truth of the matter is there are many, many, many books that have had enormous amounts of influence on me. But my number one always is Khalil Gibran, "The Prophet".

**TC:** Beautiful stuff. I can't wait to pick those up myself. We'll put links in the show notes for the listeners so they can find those books. Hopefully, if we can find Multidimensional Reality as well.

**DB:** Hugh Everett III

**TC:** Outstanding, and I'd love to ask you just a couple more questions before I let you go. If you had to point to and this is going to be challenging, I think for you the biggest way that you elevate your life on a daily basis, what would that be and why?

**DB:** Oh, that's really actually quite easy. You can see it right over my shoulder if you're seeing this on video, and it is at the end of every show, I say, "stay curious, my friends, stay curious." I elevate my life through curiosity. And the first level of curiosity is how can I love this person. Sometimes to love this person means I'm going to say something that is going to upset you. See, we have this ridiculous new age idea that love is soft and fluffy, right? There is a saying that truth hurts, right? But the truth hurts before it sets us free. And so I will always try to come at you with as much compassion and caring and love as I can. But sometimes you need a swift

kick in the ego to pay attention to the person who loves you and is not going to let you get away with this. There's this new-age bullshit idea of unconditional love. If you're loving unconditionally, you're a very unhealthy, psychologically, a very unhealthy individual. And go well, you know, so, I'll give you an example. You've got a dog. Yes. Okay, you've got a dog and the dog comes in and takes a shit on the rug as a puppy. And you go, it's so cute, it's okay. Then you clean it up and the dog does it again and again and again. And then after about several months and a lot of poop you know you've lost your rug, now you lost your temper. And, one day you come in, you want to kick the dog hard. Dog looks and goes, what the hell's wrong? Isn't this the toilet? But you think you were being unconditionally loving. What you were doing was teaching the dog permission, again, leadership is by permission that this is the toilet.

If you don't have conditions around your love, you're saying please come and shit on my rug. My rug might be my self-worth, my self-esteem, my caring. So we need boundaries, not walls, boundaries. Say listen, I love you but you don't get to treat me that way. I love you enough to let you go, if you want to be abusive. I love you enough to say, no thank you. So love is, has to have those hard boundaries that say, you know this is what healthy love looks like. So you've got to be curious enough.

If you want to elevate yourself, number one, be curious about what you already believe, about what you're already certain of. So, I ask you right now as you listen, what are you curious of? What are you most curious about? Write that down. Great. Now I asked you what are you most certain about? You write that down. Now let me ask you which one do you ask more questions about? And here's what I'm more curious about. Yeah. Now flip that over onto what you most know about. What are you most certain about? Because the three words that will kill you, I know that. The moment you say - I know that - you have shut down your mind, you've shut down your ability to learn.

So, instead of saying I know that, it'll come up, everybody has an ego, mine too. And you'll come up with "I know that" and ask the question, "do I?" Your mind will say yes. And you say, could I know more? Yeah, but not from this idiot? Well, what if they know something you don't know? Yeah, they sound like an idiot now but what if you listen a little further, and you'll learn

something more? Okay, I don't think so but, okay. You've got to be willing to wrestle that ego that wants to say, I know that. And even if you get to, I absolutely know this. The question is, am I using it? Because you can know something and not use it. We've all been down that road, right? Knowledge is not what transforms us. Transformation comes from the application of the knowledge. So stay curious, my friends, stay curious, this will elevate your life. And stay curious about what you think you know, and stay curious about how you can be curious in a state of love.

**TC:** Dov, this is so good man. And your whole life has been you know, really one of service. And really, that's where your life is today. And you know, contributing so much to the world's most powerful people in it is really, really remarkable. My last question for you is really around that. I mean, what's the biggest way that you elevate others around you? I mean, if you had to summarize and really hone that in I mean, what would you say about that?

**DB:** Again, it's simple, but not easy. I am willing to see them. Everybody you will ever meet. Kim Kardashian, she's about as seen as you can get, is desperate to be seen. Everybody you meet is feeling pain, and they're trying to feel better. And one of the ways you can make them feel better is to see them. In my office, in the city, there's a guy who sits outside on a piece of cardboard with his cup and asks for change. And one day, a client came into my office and said, you know, I just stood in a puddle out there, I'm sorry. And I said, okay, and he goes, it might have been pee. And I go, why? And he goes, well, there's a homeless guy that's collecting money. I said, it wasn't pee. And he said, how do you know? Listen, let me ask you, what's the guy's name? He goes, what guy? The guy collecting money. He goes, I don't know. Why don't you know? He goes, I didn't ask him. Why didn't you ask him? I never thought to ask him. Did you look him in the eye? No. Why not? Well, I was in a hurry to get here.

Yeah, that's the problem. The thing you can give any human being is dignity. I said, now, go away. At the end of the session, go away. Next time you come, make sure you come knowing his name and you know his story. And he says, do you know him? I said, I do. Now, I didn't tell him but I told him later. His name is John. The reason he's on the street is because he was hardworking guy who got leukemia. Got very, very sick, ended up being evicted from his home.

Wonderful guy who I would sit next to on the floor. He didn't ever peed on the floor. He never did any of that stuff. And when I would pull my car up, he would guide me into the spot and he would feed the meter for me. And I'd come out and I say, how much do I owe you, John? And he goes, 75 cents. Okay, then I give him something. And oftentimes, I wouldn't give him any money. Give him 75 cents but I would sit with him and have conversation with him or chat with him, find out about his family. I knew him as a human being and gave him dignity.

Now, of course, every now and then I would give him some money. Now, I wouldn't give him a quarter, I give him 20 bucks. You know, how is that going to change my life, but it's going to change his, gave him dignity. Walk through the world, giving people dignity. See them. You want to be a better human being? See other human beings. Don't just see the people you're trying to impress. Because think about it, when you meet somebody you're trying to impress, what do you want? You're this big, powerful, hooaha of a human being in your world. And then you walk into this other world with somebody you're trying to impress? What do you want? You want them to see you. Suddenly, you're the little guy. So, start looking for the little guys you can see as you walk down the street. Stop looking at your bloody phone or at the floor and look people in the eye and say, hey, smile. Hi. Oh, I can't do that, it's too...No, it's not. I've walked through some of the roughest places in the world, never had a problem in my life. Hi, how're you doing? How're you doing? Smile, be kind, be gentle, be compassionate, be giving. If you're going to give something, give dignity, the dignity of seeing the human being as whole.

**TC:** Dov, I'm searching for the words, you know, powerful does not come close to really describing this conversation. I just want to thank you so much for spending time. I want to acknowledge you for giving us the dignity of your time today and giving the dignity of you know are really giving us the idea of how we can transform not only our own life, elevate to the next level and beyond by the way, but also not forget about giving dignity to everyone else who just wants to be seen.

Dov, tell the listeners where they can find you? Where they can learn more about you?

**DB:** Thank you, Tyler. Appreciate it. You can find out more about me at [DovBaron.com](http://DovBaron.com). If you're watching this, you can see it on the screen is on my banner. D-O-V-B-A-R-O-N dot com. Dov Baron. You can write to me personally. Yes, I know, I'm insane. I'm gonna give you my personal email address. It's [Dov@DovBaron.com](mailto:Dov@DovBaron.com). You can find me, of course on LinkedIn, on Instagram, on Twitter, on those kinds of places. We also have a YouTube channel with about 1000 videos. They're absolutely free, of course. They're available to you. I also write for Medium under the Curious Leader. So just go to Medium, and then look for Curious Leader and you'll find my articles there. There's only one Dov Baron. And if you Google me, you'll get more things you can possibly go with.

And if I can be of service to you reach out to me. But you know, I want to just say one more thing before we finish, Tyler, is that okay?

**TC:** Absolutely, please.

**DB:** Okay. So listen, if you're watching or listening this and you found any value in it, I want you understand I have two podcasts. I know what it takes to put a podcast together. And it's a bloody one way street, where you know, Tyler goes out, finds people like me, you know, my hours are not cheap, right? He finds these amazing guests that he's at home for you. Alright, he's an amazing guest. You won't even do other shows. He finds these people, again, very expensive for the hour, and they give you their hour because of the work Tyler does in putting the show together, quality show to bring to you. Why the hell are you hoarding it? Stop hoarding it, share it with others. Share the show with other people. Write to Tyler, tell him what you got out of this episode or any episode. Tell him what the value was? And moreover, what are you going to do with it? And please, you have my email address [Dov@DovBaron.com](mailto:Dov@DovBaron.com). Write to me, tell me what you got out of this episode. Tell me what you're going to do with it.

I heard from somebody, I've done a show eight years ago, wrote to me last week, it was so cool. It was so wonderful. And I'm so grateful for that. But listen, all the work and effort that goes in, you've got to go on to Apple or where it is. Rate, review, subscribe, because it makes a massive difference to Tyler. And so, this show, because we all know the world is a world of

algorithms now, do that. Share the show with everybody you know, get it out there, share the knowledge, be generous. This is an abundant universe, and you're not going to become wealthier by hoarding. You're going to come wealthier by sharing, including the knowledge or the insights that you got today. Thank you. Thank you for listening. Thank you for your time. Thank you for your commitment to your evolution by listening. I appreciate it. I am honored for your engagement with us. I really sincerely thank you. And of course, as always, stay curious, my friends, stay curious.

**TC:** Dov, I cannot thank you enough for those kind words. And I feel like this is the beautiful beginning of an amazing friendship together. Again, Dov, thank you so much for being on the show. And we'll look forward to part two at some point in the future.

**DB:** Thank you.

[END OF INTERVIEW]

**TC:** Elevate nation, what can I say that has not been said in this podcast, in this episode. What a transformative opportunity to sit down with Dov Baron. And I mean, I had so many additional topics that I was thinking of covering. But I think it was perfect in the way that we did it today. And the way that Dov showed up to help us understand our potential transformation. And by the way, our transformation never ends. This is a journey, this is a process constant. And never ending improvement starts with the foundation of our identity. And there is a lot that we can dive into and immerse ourselves into stepping into that transformation and stepping into the right transformation.

Instead of buying things or doing things or you know, aligning with an identity that does not serve really the true essence of who we are and who we're meant to be. We're spinning our wheels. And so let's not do that. So I just want to invite you to re-listen to this podcast. I don't know how many times, I mean, it's gotta be it's at least two times. I mean, repetition is obviously the mother of all skills, but what we talked about today was multifaceted, multi-dimensional. And I really want to encourage you to immerse yourself in this. And also I

encourage you to have a discussion with a friend. I just want to thank Dov for those kind words at the end talking about sharing this episode. Of course, you know, we invite you to do that, we'd love for you to do that.

I invite you to have a conversation about this. What was it that you learned about yourself? What was it, maybe, what have you been doing that doesn't really serve who you really are? Or what curiosity do you have about yourself that maybe you weren't not aware to even ask prior to listening to this conversation? Have that discussion. Identify your top one, two or three distinctions or takeaways from this episode. By the way, there's probably many but focus on priorities. What's your highest priority to focus on, to take action on because if I know, you know, if I already know something, if I'm certain of something and I'm certain that that works well then why am I not doing it? Why am I not using it? I mean, there's just this is such a great episode I want to encourage you to ultimately take massive action. That's the most important calling here is to take massive action on what you learned today.

Until next time, Elevate nation. Thank you so much for tuning in, and we will see you next time.

[OUTRO]

**Announcer:** Thank you for listening to Elevate. If you enjoyed this episode, be sure to rate, review, subscribe, and pay it forward by sharing with a friend. Most importantly, take this opportunity to elevate your results by taking immediate action on what you learned. For more, visit [elevatepod.com](http://elevatepod.com).

[END]