**PEP 92 6R Ian Bower Edited\_Transcription**

[Daniel Hill] (0:05 - 2:43)

Welcome to the official property entrepreneur podcast with myself Daniel Hill. We are now ranked top 10 in the UK for all business entrepreneurship podcasts. Last year we were ranked the seventh top property podcast and every month we are ranked in the top 5% of all podcasts around the world by download.

Thank you to everybody who shares, subscribes and supports this podcast. It is literally my life's work in simple blueprints broken down to enable you to achieve everything you want in wealth, health and life by design. I hope you enjoy this next episode and if you're not already joined one of our exclusive and private VIP WhatsApp groups, check out the show notes, come join the party and I'll look forward to seeing you in there.

Success and failure are both very, very predictable. Let's get into it. Okay, ladies and gentlemen, so for today's podcast, we're bringing back a very popular format of mine with the six rounds, which is basically six rounds, six topics, two people.

I have no idea what the three topics my friend has chosen are going to be and he equally has no idea what my topics are going to be. Okay, my friend today on six rounds is Ian Bower and you may recognize the name from the recent Hall of Fame podcast. If you've not yet listened to it, go back and listen to it.

It's called the Elite Athletic, the Entrepreneurial Exit and the Family Man and Ian talks about his journey over the last couple of years, smashing it out of the park. The first time that I met Ian was, well not one of the first times I met Ian, one of the first times I had a really nice personal experience with Ian. We shared a few things and one of the things that came to mind for me was I'd finally felt like I'd found someone who could take over my position in ultimate high performance, smashing out of the park, going out there and breaking every record on the books and I had a bit of a self sense of relief.

I could hand that mantra over to him and over the last year, there's definitely been a shift in that. He's gone out and smashed everything out of the park and I have taken a bit of a backseat in some capacities. With that in mind, we've got lots of similarities and also a number of differences and we're going to do six rounds today, which is six rounds of eight minutes.

I've got no idea what Ian's topics are going to be. He's got no idea what my topic is going to be, but we're just going to talk openly about them and I'm sure you're going to get a lot of value from this conversation. Without further ado, for round one, eight minutes, Ian, you're up.

[Ian Bower] (2:43 - 3:05)

Thank you. Right then, Dan. First question is a nice easy one.

What are your values and what do they mean to you? Do you keep score? Do you know when you're getting bent out of shape and has it been a natural progression to get there or have there been something that have been kind of set from when you was younger?

[Daniel Hill] (3:05 - 4:29)

Amazing. Values, really, really good question. I would say we need to develop our values and get to know our values and sometimes they serve us well and sometimes they don't serve us.

So for example, it took me years to figure out what my values are and now they're carved in stone as my core value is service. I'm a man of service. I'm only happy when I'm serving.

I only feel good when I'm giving back and then my supporting values are growth, innovation and adding value. Now, when they landed for me about seven or eight years ago, I was like, that is it. I've nailed it.

I've got it now. Now you can hear me rattling them off. It sounds a little bit functional and I am getting to a point in my life now where I'm revisiting it because things like my work ethic, one of my values is work ethic.

But like the quote I shared with you yesterday, you can have a high work ethic and compete with insecure masochists all your life or you can get to a level where you can rise above that. We talked about this in the boardroom yesterday where you rise above that and you actually start to operate at a higher level of performance where you become more of a composer or a conductor rather than an actual worker. And I'm starting to question whether the idea of being a masochist and working hard is actually something I still value, which I've prided myself on or actually something I judge myself on poorly.

They're my values. What are yours?

[Ian Bower] (4:29 - 5:08)

So my main value is growth and my supporting values are tough love, do, be my best and do the right thing. And I came to that or I did some work on that recently just to kind of figure out what they are. And I'm not happy unless I'm growing or doing something.

And I think my supporting values are, well, do be my best is all about turning up and doing my best. But sometimes maybe I might turn up to a race hungover. I'll still do my best, but be my best would be don't turn up to a race hungover, like a running race.

[Daniel Hill] (5:08 - 5:28)

That's a good question. So we may or may not come onto this in another topic. When we talk about things like where you arguably might be seen as letting yourself down, drinking specifically, if you were to let your hair down, have some beers, then wake up the next day hungover and then go and do a run, would you be proud of the fact that you'd gone out and done it anyway?

Or would you be disappointed the fact that you've not performed the best you could have done?

[Ian Bower] (5:29 - 5:50)

If it's a proper race, I just won't be hungover for the race. And if it's like a park run or something like that, I just go out and do my best. So yeah, I don't, if I commit to doing a run, I just do it regardless of how I feel the next day.

And I just crack on and do my best.

[Daniel Hill] (5:50 - 6:03)

With tough love, is tough love, because normally values are things that are important to you, is that it's important to you to give people feedback and tough love, or is it important to you that you take it on board and you get tough love, or is it both?

[Ian Bower] (6:03 - 6:44)

It's a combination of both. So I think it's just more about telling the truth. So regardless of how good or bad that is, and just being honest with people, I don't like being in a position where there's either an undercurrent or we don't know what the truth is.

So I just prefer kind of lay that out and talk about what, I guess, what my version of reality is and trying to align with the other person. And where do the right thing comes into place is not everybody wants to hear the truth, or so it's just gauging really, is my, can I add value or is it the wrong thing to do? So that's where do the right thing comes in as well.

[Daniel Hill] (6:45 - 7:48)

So because a lot of people will be sitting there thinking we've all been in positions where you can see in my head, I've got a thing like in the same way with karma credits, I've got like cha-ching and eh-eh, they're like noises that remind me of what things are. When I tune into someone doing something, the way someone's behaved, the decision someone's made, the way someone's speaking, in my head, it's called don't do that. And I hear them saying it, or someone will say to me, do you think this is a good idea?

And in my head, I'll just say, don't do that. And if the feedback's invited, then I'll gladly offer it. But if you see someone blindly walking themselves into a hole, and you know that they're setting themselves up for failure, but you also know that if you offer that tough love and that feedback, it's going to be poorly received.

Again, one of the mantras I've come up with this year is some people are just really easy to fall out with. And you just think sometimes it's better to stay in your head than it is to offer it, because you want to do them good. But actually, they end up offended, you end up upset, and nobody gets anywhere.

Do you then deliver the tough love? Or do you bite your tongue and just roll with it?

[Ian Bower] (7:49 - 8:13)

It completely depends on which context. And I think from a work perspective, I've spent a lot of time not doing the right thing, not following my gut, and it's just ended badly. So I've kind of learned over the years that you need to tell people the truth.

You need to, or I definitely do. And if I don't follow my gut, it ends up badly.

[Daniel Hill] (8:13 - 8:42)

Sound. Yeah, I think it's completely, there's time and a place for everything. And it's not easy.

One of the things I learned when I did all the old soul stuff last year and the year before, when I figured out I was an old soul, the only thing I didn't score old on was how do you behave when you see somebody who needs support or somebody who needs help? My immediate thing is I need to go and help them. Whereas an old soul should be wise enough to say they need to either ask for help or make mistakes themselves.

And that was a game changer. On values, go.

[Ian Bower] (8:43 - 8:53)

Yeah. So another question I was going to ask about value is what do you think your partner's values are? And do you think, where do they align and where do they not align?

[Daniel Hill] (8:53 - 10:26)

Mate, this is a really good one because I was literally just about to ask a question. I was going to say, can we fall into a trap of setting values for ourselves, which we think are aspirational and we want to get to, but actually they align with who we want to be or who we want somebody else to be and not actually what we want, who we want to be and what we want them to be. And that's a dangerous trap.

I would say, if I think about Sav, my partner, about, I don't know, I think it's because you've got friends. I think about my friends have probably got all very common shared values. Then also there's sort of things you do behind the scenes in private.

And I'd say I've got public friends who are people that I know and we're all congruent in all capacities. Then I've probably got private friends who've got some stuff in common. Maybe we're all workaholics and we all love business, but then also we love a good party as well.

And I'll go out with them and we've got those values. We've also got other ones who want to be in bed at eight, nine o'clock every night, seven days a week. And it's different.

I think with my partner, yeah, I would say the answer to the question is probably twofold. One is we've got very different values on lots of things and different standards. And I would also say our values are completely aligned in other things.

And I would say if I was to split just off the top of my head, it would be personal and professional. Professional, we have very different values. To her, it's a job.

To me, it's a life. But personally, we both love chilling, being ourselves. There's no, yeah, that would be my initial thought.

What's your thoughts?

[Ian Bower] (10:27 - 10:39)

So Annette's main value is communication, which is connection, respect, being listened to. So that's really important for us. So quality time.

[Daniel Hill] (10:41 - 10:42)

Well, I'll round up, quickly finish.

[Ian Bower] (10:43 - 11:11)

Quality time, spending time together. And so, yeah, so where mine is growth. So sometimes when we go away on holidays, I want to go out running.

I want to do stuff. And Annette just wants to go walking and stuff like that. So that's probably the only time we get maybe a little bit of conflict is we just want to do kind of different things.

But like yourself and Sav, love, respect, doing the right thing for each other, we align really, really well.

[Daniel Hill] (11:11 - 11:22)

Do you think, just close the sentiment, do you think you should be, do you think it's good for partners to be, if you've got two ends of the spectrum, completely aligned and then completely unaligned? Like where would you, where do you think the sweet spot would be?

[Ian Bower] (11:22 - 11:44)

Or values? I think it's, from experience, I think it's really important that you have some fundamental life values sorted or very similar. But also, I think it's really healthy to have massive differences as well.

So you, to have another version of me as my wife would be. Can you imagine us being married?

[Daniel Hill] (11:45 - 14:00)

It would be brilliant, but a disaster at the same time. Absolutely, yeah. Sav and I bring out the best and the worst of each other.

I think me and you would probably just bring out the best, well, like it would, yeah, it would not, it would not end well. My closing sentiment on that is I think values should be put, like in my head, what values are is like who we are under the skin and in the soul and stuff. They want to be quite well aligned with, you know, love and connection and doing the right thing.

But then preferences are very different. So like preferences is like love languages. Like my preference is acts of service.

You know, what's important to me is acts of service, whereas Sav's is quality time. So it's like, as long as she serves me in the capacities that are important to me and I give her what she deems to be quality time, which can be very different to what I do, then yeah, it's all that understanding. It's definitely not easy though, but I completely, yeah, completely get it.

Right, next question. Next question, next topic is competition. So I see a lot of my old self in you and in some capacity, I used to be the most competitive person in the world, or not in the world, definitely in the family.

If I lost a car game, I would go to bed upset. If I was out racing 100 meters sprint or doing high jump, my life depended on getting over that bar, getting across the line for anyone else. And all I wanted to do was, to be honest, when I say be the best, all I wanted to do is be number one.

All I want to do is be number one. And then as I've sort of achieved that more and more in life, it started to taper off. Now, this is like a gift and a curse because I look at people like you and other people that I work with and know as high performers, and I look at them, they've got an energy and a drive that I find quite like, I don't envy it, but I find it like admirable and aspirational.

And I just think I used to love having that drive where I want to be number one, I want to win, but I don't have it anymore. And I'm like, am I glad I've achieved it and I've relieved myself of it? Or am I ready for the next challenge and I need the next thing to get stuck in my teeth and go for it?

And of all the people on the board and the people I know, like my close friends, you're in the top three of people that are out there to win every weekend. And I was just interested in what's your sense around competition, competitions, winning, being number one?

[Ian Bower] (14:01 - 14:59)

That's a great question. And it's definitely been a journey for me. So when I was a child or young, I just wanted to win absolutely anything at pretty much all costs to the point where if it was on holiday and we went go-kart and I'd go the day before to see what the best kart was and stuff like that, which my brothers still tease me about.

I remember losing at karts when I was younger and I lost a pound to my Auntie Lynn and I started crying because I was just so bothered about losing. And was it the pound or was it the fact you didn't win? It was both.

It was a bit of both. And when I was younger, I just used to be competitive for absolutely everything. And as I've got older and matured, I can definitely pick my battles now.

So I guess the best way is with my friends. I'm a terrible winner, but a really good loser.

[Speaker 3] (14:59 - 15:00)

So it's like, look at me, look at me.

[Ian Bower] (15:01 - 15:47)

So I lose terribly. But sorry, I win badly just to my close friends. But I'm a good loser.

If I lose, I lose fair and square. And as I've got older, I just pick my battles now. So if I lose stuff that I'm not bothered about, I'm kind of at peace with that.

I'm not overly fussed. But if I want to win something, I'll do my best. So my benchmark now for being competitive is not what happens externally.

It's what happens internally. So if I rock up and do my absolute best, then I'm really happy. If I do my absolute best and lose, I'm happy.

If I don't do very well and win, I'm less happy than if I do my absolute best and lose, if that makes sense.

[Daniel Hill] (15:48 - 16:47)

So when you compete in so high performance is something like people, some people are in this space, look at high performance and the things that people like you and I have achieved when the levels we take ourselves to, whatever it is, sport, fitness, money, business. When you're and I've been out with you, you know, for those who haven't listened to Ian's other podcast, what was your marathon time around this two hours? 244.

244, which is like elite athlete, like nobody goes there. When you're competing, whether it's you're running the marathon for your own PB or, you know, run the race, or I've been out with you in the atom around the track. And it's like, there's not much room for error in that car.

What's going through your head when you're competing about the get, because there's the mental side and the physical side, but mentally, what gets you across that line in 244, gets you across, you seem to win every race you go to in your racing cars. What's going through your head when you're focusing on getting across the line in first place?

[Ian Bower] (16:51 - 17:20)

For me, it's just how hard can I push myself? That's my motivation. It's like, how hard can I go?

How hard can I push myself? And running is great because it's such a mental game. And the sentiment behind running is how long and how hard can you hurt yourself for?

And the masochist in me just wants to hurt myself for as long as I can and for as hard as I can, because I get strangely great peace for doing that. I just really, really enjoy doing that.

[Daniel Hill] (17:22 - 17:45)

So that's quite nice as an internal thing. Do you think, do you ever go through your head? Because I know I did.

We were talking about yesterday when I won Mastermind and broke the record. I used to be on a treadmill with a picture of somebody else in front of me being like, I'm going to beat this guy. Do you ever have those external draws of like, I want to lift the cup?

I want to win the medal. I want Annetta to see me to be a winner. I want my parents to be proud.

Do you have those external factors pulling you?

[Ian Bower] (17:49 - 18:08)

Yeah, I do like the recognition of doing well. But I think ultimately, I can't do well unless it starts internally. I think the external part's a bonus.

But really, unless internally I want to do it, I won't get the motivation. What are your thoughts?

[Daniel Hill] (18:10 - 20:36)

I think my initial, people have probably heard most, if you're not listening to the Meaning of Life podcast, go back and listen to that. I sort of talk about my journey. Initially, it was through necessity.

I wanted to make money and be financially independent. And then that was like what drove me because of my sort of like humble beginnings, if you like. That was, it was just not an option.

Then it was my parents' expectations. So that was quite an external thing. And it was like I really wanted to make my parents proud.

And then I got to a point where I made them proud, which is probably where I am now. And I'm like, now I've really got to dig deep inside and be like, this is why I'm asking the question, really. Because I'm like, I look at, so I was chatting to a friend last week and he was saying, how do you, how are you so, not, I mean, he's in the journey I was in for the last 10 years.

I said like, do you never wake up and you're not driven and you're not motivated? He's like, I can't afford to be. So if I don't get up and achieve these targets, we won't make payroll.

And he was like, maybe you should raise the stakes. You know, maybe you should put your head on the block. And I was like, that is probably what's required to get that drive.

But mate, I've spent 20 years trying to get myself to a position where I don't have to have those problems. I never expected to get to that position. And the problem be, I wish I had that drive.

Just pulling you up on one of your points, just to explore it because it interests me is, I've prided myself for 20 years being a masochist. You know, I'm the one who'll go the hardest. If we're doing a weight cut, I'll do it for the longest.

If I'm going to go to something, I'll break the record. I'll get the medal. I'll make it happen.

Whatever it takes. Failure is not an option. And all of that normally, like you've said, is at my own expense.

It's stars in my eyes. It's ulcers in my mouth. It's blisters on my feet.

I'm the one suffering. But I take pride in that or I have taken pride in that. And as I go into my next phase of my journey, because I'm ending a journey now and starting the next one, I am thinking, do I look at that now?

Because I'm still in my head, but hold it with pride. And if I'm not doing that, it's not in line with my values, not working hard, not getting up early. It's not in line with my values.

And I'm thinking, like, is it time to reset and renew and revisit? And should I be holding the masochistic? Because only a few of us, you think about our group of people, there's only a few of us that take it to that level where we're self-hurting, you know, to achieve these things.

Is that something we should hold in high regard moving forward? Or is it something we should actually potentially critique ourself on and see if there's another way? Good question.

[Ian Bower] (20:38 - 21:06)

Saved by the bell. I think it all depends on the area. So yeah, I just, I think it's about picking your battles.

I think if it's enjoyable and it's not detrimental to your health or relationships or the people around you, then fill your boots. And if it's detrimental and it's not serving the bigger picture anymore, then it's probably worth reviewing that.

[Daniel Hill] (21:07 - 21:35)

What about if it's serving your internal value? Like, if it's serving your internal value of, I want to, I'm hurt, I want to hurt myself. Is that, like, self-harming is obviously not a good thing in whatever capacity you look at it, whether it's alcoholism or it's physical self-harming or it's masochistic.

They're not deemed to be satisfactory things. But why do we seek pleasure from those things? And are they self-serving or not?

Final question.

[Ian Bower] (21:36 - 22:08)

I think if I look at my values and be my best, for me, it's just part of me. It's ingrained that I just want to do my best. I just want to be my best.

And I think that's just inbuilt in me, just to do and be my best. And obviously, that aligns with growth. And I think my view on it, as long as it's not detrimental to the wider picture, which is loved ones, family, friends, then I think it's fine.

[Daniel Hill] (22:09 - 22:30)

Yeah. And whilst I'm challenging myself on these, my general sentiment is the same. The things that make my eyes water and make my hair stand on end and get me excited is when I see people at the highest level of high performance.

Like Michael Jordan, when he came off and won his final NBA thing and he just cried into the trophy. That's the moment we're chasing, isn't it? God.

[Ian Bower] (22:30 - 22:48)

So literally, when I did my marathon, I just cried. At the end, I just... And I'm not a crier and I just...

After a few marathons that I've done, I just literally cry because I'm completely depleted and I'm just... I don't know if I'm happy or relieved. Yeah, it's the only thing that really just kind of does me.

[Daniel Hill] (22:48 - 23:23)

And one of the angles on this is anti-climax. It's the journey, not the destination. All of this plays into it.

And when we think about that, to manage other people's expectations who are thinking about really upping their game, levelling up, beast mode, high performance, do you think that when you cross the line and you cry and you win your trophy and you lift it, is that the beginning of the success or is it the end of the journey? What's the most rewarding part? Is it the 12 months, 12 weeks of training or is it the run and the trophy at the end?

What's the most satisfying?

[Ian Bower] (23:28 - 23:49)

I think it's who do I have to become to get that time for me. So that's the rewarding part. Crossing the line and achieving what I achieved was...

It was more of a relief that I've done it as opposed to an excitement. And it took a while to just sink in to say I've done a 2.44. I don't know if that answers your question.

[Daniel Hill] (23:49 - 24:37)

I think it does. I think in summary, because it's like I play with this all the time where I've got to and this is the best analogy. I've never shared it before.

This is the best analogy that I've managed to come up with. It's like selling a business. You get excited about the idea that you're going to sell your business and you're going to cash out and you're going to leave in this romantic idea of what it's going to be like.

The journey to get there is absolute hell. Yes, I agree. And it's painful.

And it pushes you to all levels of stress, emotion that you never thought was possible. You cross the line and everyone thinks you're going to be popping champagne course. It's like I'm going to bed.

I'm absolutely knackered. And all you feel about is relief. And then whilst there's probably a bit of an anticlimax as to what it looks like, it's still something you can carry around with you for the rest of your life as an achievement, the rewards that it gives you.

You carry all this stuff, but it's not perhaps it is all of that coming together.

[Ian Bower] (24:37 - 24:49)

That's the journey, really. I'd agree with that. And I think the only thing I'd add is I can't rest on my laurels.

I can't. So if I've done something, if I'm not there now, I struggle.

[Daniel Hill] (24:50 - 25:53)

And that's all the way back to values where we started. Yeah. If your values are high performance, getting up early, smashing it.

It's like not doing that is not good, is it? Just jumping in quickly to let you know that the brand new Boom or Bust report is now out at www.boomorbust.co.uk. And what I've done in there is I've listed out the top five things that I'm doing now as recession is coming to make sure that 2022, 23 is the making of our businesses, not the breaking and how you can do exactly the same. Also, if you've not yet secured your place at the last three-day blueprint event, the grand finale on the 24th to the 26th of August at the Belfry Golf and Spa Resort, you can secure your place on the same page, www.boomorbust.co.uk, or go in the show notes now and get access to the VIP podcast group where you can get VIP access and discounts to come to the last ever event of 2022. Back to the podcast.

[Ian Bower] (25:56 - 26:18)

All right, next one. You're up. Okay, so my next question is all about purpose.

Do you think that you can ever be fulfilled and be completely aligned with, say, a life purpose, get out of bed every morning and be fully aligned with what you believe your life purpose is? Or do you think that's a unicorn?

[Daniel Hill] (26:19 - 28:21)

I think it's definitely what we're chasing. I can only speak from like, obviously I can only benchmark against chalking up against other people and my own experience. My own experience has been, I've had a number of purposes.

I've probably got fundamental purposes, like I'm a man of service. That's never changed. You know, I like to serve others.

That's just what I find rewarding. And I get my best feelings from giving rather than getting. But I think that's probably ingrained and it's maybe more of a value.

Whereas where I've had a purpose, like a challenge, like first of all, being self-employed, then the next seven years building a national business, then the next seven years, oh, there's another one in there somewhere, self-employed, then building a small business, then building a national business. They had real clear purposes. And whether the times were good or bad, I never questioned getting out of bed, apart from maybe when it was really bad a couple of times.

But in the main, there was a reason to get up. There was a purpose. And as per my Meaning of Life podcast, if you've got that big goal, actually the reward is the enjoyment in the game.

Like the fact that you can get up every day and be locked in, sometimes excited, sometimes stressed, but every day has got a purpose. It's really rewarding. I've definitely reached the end of one of my cycles now, where I'm like, I've achieved a lot of stuff.

I don't have that next big thing that's really getting me going. I'm looking for a new North Star to take me forward. But I really do hope I find one because the concept of having a purpose is probably one of my values.

I like to be locked into stuff. So my values maybe and purpose have been cyclical because maybe they're not big enough. But then I look at people like Elon Musk, who used to be one of my heroes, and he wants to get to Mars.

His purpose is to try and advance life to become a multi-planetary species. And he's quite transparent in saying the work that he does, he'll probably never see the results of it in his lifetime, but it's unlikely he'll satisfy that purpose before he dies. So I suspect he has got maybe a unicorn to a degree of a big purpose.

That's my initial thoughts.

[Ian Bower] (28:21 - 28:55)

Would you say that you compromise your purpose because you're really good at business? So for example, you really enjoy business, but do you think there's something else out there? Or do you think you're quite comfortable and it will be very difficult for you to go into something else because you're good at business and you enjoy doing it?

So does that almost stop you from finding a purpose or finding the next big thing because you're so good at what you do and you enjoy it?

[Daniel Hill] (28:55 - 30:30)

Mate, this is such a good question. Again, only benchmarking on my immediate thoughts is I tried to play the piano this year. So I started learning to play the piano and I'm progressing.

But because it's easy to go to work and do business all day, because I'm good at it and I find it comfortable and I can get big rewards for very little work, I just tend to do it because it's comfortable. Whereas playing the piano, I find hard and it frustrates me that I'm crap at it again. And because I've got something to lean on, which is business, I don't have to force myself to play the piano.

And if I'm completely honest with myself and you, if I did what I want to do, which is not the easy thing, I would probably go into music. I've started getting more and more into music, getting on my decks again. I've done some bit of songwriting and things like that.

If I was really going to go again, like the hard thing is to climb the mountain, the even harder thing is to go down the mountain and then start climbing another one. If I was to really go for my next thing, I think it would probably not be more of the same. It would probably be, possibly be, I should turn this into a job or just finish it off and then get in the studio, spend more time in the studio than I do at my desk and really go through those hard miles again of like getting locked in.

Because when I think about my passion, like music is one of my passions and I feel like the only reason I'm not doing it is because I just don't want to do the hard work to actually be any good at it. Interesting. Interesting.

What's your thoughts? Because you're in a similar place, you've just sold your business.

[Ian Bower] (30:31 - 32:03)

So I kind of, so my journey has been, I think you start your work life and you do work that you like, don't like or love for money that you definitely need. So you go on that journey and then you kind of go into a career or you start a business and again, you're kind of working to achieve something. Then I went through a cycle where I kind of realized I was doing work that I don't like for money that I don't need.

And then I'm kind of in this next place now where I'm kind of doing work that I don't love for money that I don't need. So by, we don't have to trade time for money, we're in that fortunate place. We can be more selective with what we do with our time.

But if I'm doing work that I don't love, does that stop me from doing, is there something out there which work that I love for money that or reward that's almost irrelevant because I love it. And I don't know. I don't know.

I'm thinking about this quite a lot. I'm thinking if I want to go again or do something because I've got that fire in my belly that goes, I want to do something again, but I don't think I'm going to compromise with A, who I work with, and B, what I'm doing. But I'm just thinking it is, is there something out there that's going to be bang on purpose for me, which is, I don't know what that is yet or not.

I don't know the answer, which is the question.

[Daniel Hill] (32:03 - 34:07)

I think we're both in the same place. And I think throwing a few things in the mix. One is recently I looked upon this big house, which I shared with you, I shared with the board members.

And it was like so out of my comfort zone, you know, ginormous house, grade two listed, two acres of land, like just crazy, like maybe a bit of a dream house, but equally probably a bigger ego play. And one of my main reasons for thinking this is a good idea is if I put pressure on my overheads, because I've never had high overheads, then it will motivate me to go to work. And I'm like, well, surely the aim of the game was to not go to work.

And it's like when you get to a point where you don't have to work, it's like where you need a bigger passion to go and do stuff. Because it's like, why try and force yourself to do the same thing again? Like Elon Musk says, if you need words of inspiration, don't do it.

And it's like, it's like you don't want to be motivating yourself to do, obviously there's time and place for everything. You have to motivate yourself to go out for a run at five o'clock in the morning in January when you're running the London Marathon. But it's for a bigger purpose.

You don't want to do the same thankless task day in, day out. My feeling is like, my feeling is twofold. And this is based on where I am, my journey is, I don't know whether I've got this burning desire and this addiction.

I don't know whether it's a bad thing, but I was asking you about competition, drive. Am I fundamentally flawed as a human being due to whatever, ego, self-worth, whatever. So I feel like I have to be striving.

I have to be competing. I have to be driving. Or some of the thoughts I had recently is like, well, do I just put my boots up?

Do I just hang my boots up and say, well, I've done that, I've completed it. I'm going to go and start a family. I'm going to go and do whatever.

I tried traveling this year and it was an absolute disaster because it doesn't make me happy. Then I'm like, are these, am I putting a plaster on that? Or do I need to, am I going to do this for the rest of my life?

And I just love the anxiety and the adrenaline and the drive for doing it. Or actually, do I need to hang my boots up and go and do something new?

[Ian Bower] (34:09 - 34:21)

Or could it be a possibility? Do you think you're missing something internally? Do you think there's something that you're covering up possibly?

[Daniel Hill] (34:21 - 35:38)

Well, you've said that to me a couple of times. I think you're probably right. I think when I'm thinking about my reflective stuff now, about what do I actually want to do with what I've got?

Is it go again? Is it start to reap some of the rewards? Is it to settle down and have a nice big house and a family?

And I'd say there's definitely something missing, but I don't know if that's like because I've finished the journey and I'm ready for the next one. Or exactly what you're saying, is there something fundamentally under the covers of like, right, there's a bit of deep work that's required here to resolve it. The meaning of life continues.

Right, next up, my top one of mine. Well, this might lead, I've got a couple actually, but this might lead on quite nicely because actually I think we've covered on the other ones as we've spoken. So you asked me a question recently and it has not necessarily plagued on my mind, but I've played it out a lot of times in my mind.

And I've also shared it with other people that I respect the opinion of and had lots of different perspectives on it. I'd like us to revisit. So the next one is about authenticity.

And when we were at Glastonbury, we were just having a walk around, completely stone cold sober, just having a chat. And you asked me, do you remember what you asked me?

[Ian Bower] (35:39 - 35:53)

Yeah, I think I asked you, is your default being 100% authentic? Or do you, or I think the sentiment is, do you have like different characters that you play out and not be completely authentic?

[Daniel Hill] (35:54 - 37:04)

Cool, we'll explore that because that's a slightly different question to what you actually asked. And it might be that, because as I've explored this with other people, it's like, well, what window? We're all at the same level of the lighthouse.

What window are we looking out of when we're asking the question? And what the explicit question you asked me was, do I express myself? Do I feel like I express myself authentically?

And I was like, do you know what? That is such a good question. And my initial take was probably not.

It's probably I don't express myself authentically. All the time. And my initial thought was that that was the wrong answer.

And I should judge myself poorly for giving you the honest answer. But then I went away and thought about it. And it's like, what is authenticity?

What is being authentic? Who are we being authentic to? And I just wanted to explore the question in a bit more depth.

And also I think a lot of people will find it interesting. So the question is authenticity. The topic is authenticity for this round.

And the explicit question you asked me was, do I express myself authentically? And my initial answer to you was, I don't think I do. Let's explore it a bit.

[Ian Bower] (37:06 - 37:10)

So I guess why not would be my first question.

[Daniel Hill] (37:12 - 38:58)

Because my thought is, and again, like I say, I've played this round a lot. I think a lot of this is about definition. My definition of authentic is it would be natural.

But if I just dropped all my guards, what would my authentic and natural self be? If I put no effort into being who I've tried to become, I would suggest in my head, it would fall back to either the things you do when you have too much to drink and you embarrass yourself. I swear too much.

I get too loud. I can say jokes that I just think that was a joke I probably shouldn't have made. Or I'll fall back to like myself as a kid, whereas like the traits that I had that I really didn't find attractive.

And I've spent my life crafting myself into someone I can be proud of. And sitting here sober, considered today, I feel very proud of like who I am. And I feel like I'm being authentic to who I want to be.

Am I being the same? If I was to drop all of the self-awareness, the consideration, the deliberate attempt not to swear, to be considered, to listen rather than speak, all of those things are forced and learned behaviours to be who I want to be. But they're probably not authentic to who I would be as a default human being, because I'm the same as everyone.

I want to talk rather than listen. I think I'm right and you're wrong. I want my defaults to get defensive rather than receptive.

And that was why when I reflected on it, I thought actually, I don't want to be, I don't want to express myself authentically because I'll tell everyone to, I'll tell them things, you know, I'll probably speak in a way I don't want. That's my, that's where I've sort of got to with that. That's an interesting take, actually.

So I think the... What's your answer to the question? How authentically do you express yourself?

[Ian Bower] (38:59 - 41:11)

I think I am relatively authentic in a lot of areas now. I think that when I started my business, I became a character, a character that I thought I needed to be to be successful or for people to like. And that was a process.

And then I think a few years ago, and that's when I realized that we're probably being characters that aren't authentic to us anymore. And I think that was very, I think that we found that quite difficult. So we just, you know, we're in a very compliant industry.

We've got to be very compliant people. And my default is not compliant. I've got literally no compliancy in me.

So I need grownups around me to kind of help, especially from a commercial sense. And I think when I'm speaking, I think tough love and authenticity kind of go well, quite well together. But I think areas where I'm not authentic, I really like to be able to sing or dance.

And I think I'm almost, sometimes I get a bit self-conscious. So I become stiff or not authentic. So it's kind of self-expression maybe is a subject that I want to be more authentic in.

I love, I used to be horrendous at singing. Now I'm just really bad. And I think as human beings, we love to move.

We love to express our voices, however good or bad that is. If in the shower, in the car, when no one's there. And I think I'd like to be able to sing on karaoke and not embarrass myself.

That's the height of my expression or maybe through movement. My friend does bio dancer, which is like movement with music. And it doesn't matter what you do.

It's not dancing. It's just self-expression movement. So I think from that perspective, I think that's where I'm inauthentic.

And that's where I'd like to be more authentic as in like the creativity part.

[Daniel Hill] (41:11 - 42:14)

Let's put on a strand of that. So when we're talking about, so a lot of that defiled back to the earlier topic of values. When we're thinking about, you know, what are our values?

So for example, you had to be compliant professionally, but actually your value is probably to be a bit rebellious, break the mold, you know, be a more dynamic, creative person. Where we think about being authentic. So let's say for example, one of your values is doing the right thing.

Now, if you're being authentic to your human self, when the shit hits the fan and you've got to put your hand in your pocket, you've got to rise above it, you've got to take one for the team, which results in you doing something you don't want to do to be aligned with your values. But perhaps it's not authentic to the way you want to behave in that moment. Does that make you authentic to your values and the person you want to be?

Or does it make you unauthentic by behaving in a way that you really don't want to behave, but you know you want to do it because you want to be perceived or you want to sleep well in line with your values?

[Ian Bower] (42:16 - 43:17)

Good question. I think that following my gut is being authentic. So, and that sometimes means doing, I think being authentic and doing the right thing, which is harder than doing the easy thing, is I still think that's authentic.

So, if you've got an opportunity to do something that's really, really easy, that could still be inauthentic. So, sometimes doing the harder thing or doing the right thing is authentic but harder. So, I think being swearing or I think the definition you used, that doesn't necessarily mean that it's the authentic thing, if that makes sense.

I would say for me, being authentic is doing the hard thing. Sometimes it is doing the right thing. It is having the difficult conversations.

And I think being inauthentic is actually taking the easy way out.

[Daniel Hill] (43:17 - 44:02)

Just to close this off. So, one of the things I struggle with is because I've got a public profile and we talked about this yesterday in the board and I've had a public profile for over a decade. And originally, it was not authentic to who I was.

It was authentic to who I wanted to be. And then my journey over the last 10 years was getting closer to it. And I would say the gap now between who I am on the mic, who I am on stage, who I am in business is very, very similar to who I am as a personal individual.

That said, there's always a difficult and if you take it to the ultimate extreme of like global celebrities, they have to behave in a way in public that perhaps they would do not behave in private. What would your view be on that about how that is reflected? Just to finish on their authenticity.

[Ian Bower] (44:04 - 44:51)

I think that's, I think it's really, really difficult because I think you have to, this is just my view. I think you almost to be a celebrity, I think externally, you've almost got to maybe sell your soul because you have to be super compliant, super squeaky clean. And I don't think as humans naturally, we're not perfect.

We do swear. We do fall over. We do, you know, I say to my wife Annette sometimes when either of us do something, I said, we're not stupid.

We just do stupid things. And yeah, I just think it's a, I just think it would be really, really difficult to be a celebrity. I wouldn't want to do that now.

[Daniel Hill] (44:52 - 46:01)

No, I wouldn't. A friend of mine, we're talking about doing like big YouTube stuff. I was like, you know what?

I don't want to be famous. I don't, I used to, I remember I did a personal development course in 2006 called more to life. And one of the big things, I want to be famous.

I want to have loads of money. I want to drive a fast car. And like, yeah, the older you get, the closer you like, you just realize a lot of things, those things aren't important.

Just to close off, I've just Googled and this is quite interesting because it's a slightly different angle to perhaps my interpretation. What's the definition of authentic? And it basically says, um, authentic, genuine, being actually and exactly what is claimed.

So maybe that's like how, how aligned are you with your values? Because if you claim to be, if you claim to do the right thing, does that mean you do the right thing when everyone's watching? Or does it mean at the weekend when you're, you know, you're confronted with things that perhaps are not aligned with that, do you do them or do you not?

So that's interesting. Maybe authentic is actually you get to choose the rules and it's how aligned you are with those. And do you pay, do you fake it till you make it?

Where are you on that journey sort of thing? Very interesting. I enjoyed that one.

Right, over to you.

[Ian Bower] (46:02 - 46:20)

Spirituality. Okay, so this is probably something that's relatively new to me, um, by new maybe the last five years, something like that. And what's, what's your view?

Why do you do it? What, what are the benefits that you, you get from it?

[Daniel Hill] (46:21 - 46:42)

Mate, this is a banging topic. And I would, if you'd have asked me before, do I want to include it? I probably would have said, well, people always ask in the podcast about the woo-woo stuff.

They want to hear more, but I never really have, I never really bite the bullet and actually talk about it. And people have a very different views of what it is. Um, so why do I practice?

Why do I, why is it important to me?

[Ian Bower] (46:42 - 46:48)

Yeah, what, why is it important to you? What do you get out? What, what do you get out of it?

Why do you do it? What's the value?

[Daniel Hill] (46:49 - 47:18)

So really, really good question. So spirituality probably worth defining. Some people see it as a religion.

Some people will see it as like the woo-woo spirit stuff. To me, it's just believing in life being more than yourself. I don't believe that this is my life.

Oh, I do. But I don't believe that Daniel Hill's one of a kind. He's just on his own.

It's me against the world. Spirituality is about connecting with other things like you and I connect. We have a relationship.

We have shared values.

[Ian Bower] (47:19 - 47:32)

Sorry. And the thing that I'd add to that is mindfulness as well. Like meditation, um, I guess reading.

So medicine for the mind, really. So I would class all that in the same, the same subject.

[Daniel Hill] (47:32 - 49:07)

Cool. So spirituality to me is like about oneness rather than one-to-one. So it's all about being connected.

I believe like karma credits when it comes out is the easiest way for me to explain that, which is my book that's releasing in September or October is my easiest way to explain about the law of the universe. I believe if you go out and do a good thing in life, karma, it'll come back. If you do a bad thing, bad things will happen.

So that's my sort of spirituality is I believe in a much wider thing. I believe in the soul. I believe like I'm an old soul.

I've been there a thousand times. I believe there's young souls, you know, people here that are young souls and it's not their fault. They find things challenging.

Um, and then I believe in the more tangible lifestyle practices of like Taoism, stoicism, where it's just about being a good person and not getting caught up in, you got to remember materialism is been around forever, but it's also a very new thing. Celebrities, Ferraris, we're in a developed nation where we've got the luxury to worry about these stupid things. You go to undeveloped countries where they're worrying about survival.

There's some of the happiest people because they've got a bowl of rice. So that's my spirituality. And I just, I get, it makes me not scared of death.

I'm not scared of dying. It makes me feel very connected. I've lived a fear of a life of fear and a life of scarcity where I'm scared of everyone and I want to beat everyone at winning.

And I've lived a life of abundance and love where I just love everything, love everyone. And it's just so much more enjoyable to be connected. And I find that I have no concerns in life at all because I'm protected by this invisible insurance policy of spirituality.

[Ian Bower] (49:09 - 49:17)

And what about meditation? How often do you meditate and what benefits do you, or how does that help your mind?

[Daniel Hill] (49:18 - 50:18)

So meditation for me is like, I think you can get the, for me at least, so probably twofold. One is I think you can get the same benefits from meditation that you can get from running. So meditation for me is like, if you're racing the race car around the track a million miles an hour and you want to get it back on the road, you probably need to cool down the engine water, like change the tires, look after it.

Meditation pulls me off the ceiling, brings me back down to the floor. So it grounds me. And then when I use it for other practices, it will settle me if I need to be creative.

So if I want to get really creative, you can't jump off the treadmill and paint a masterpiece. I have to calm things down, slow things down, do my practices and just be present. It's very easy to get, let the ego run away with your brain.

It allows me to be present, whether that's to calm my brain down or to work on something. It gets me in a state to be able to work. That's why I do it.

And I don't, sometimes I'll do it every single day without fail. Other times I might not do it for three or four days. It's just, it's needs must really.

And also I'm a much better person when I meditate.

[Ian Bower] (50:20 - 51:17)

Yeah, I find meditation, I've run for a long time and I run five, six days a week. And I find that really kind, I have some of my best thoughts and most creativity when I'm running. And I find when I meditate, which is not that often, it could be a couple of times a week.

It could be every day or it could be a couple of times a month, depends on what cycles I go through. But the biggest benefit that I find is it almost allows me to raise out my mind and see me from above. And it's almost a bit ironic because I find that when I meditate, I can just basically get rid of all the crap and pollution so I can push myself harder.

So I can go, you know, so I'm almost meditating, not for a more peaceful mind. So I can smash myself more, which doesn't sound, well, it's just an instrument.

[Daniel Hill] (51:17 - 51:27)

It's pulling back the elastic. It's like if you pull the elastic and pull it and pull it and pull it, it'll snap. But if you want to give it a good yang, you need to pull it back, let it regroup and then go again.

[Ian Bower] (51:28 - 51:46)

I think when you went traveling and it was a disaster by your own account, did you think you gave yourself enough time or enough kind of relaxation or was there a lot more going on in your mind with other businesses and stuff or projects that was going on?

[Daniel Hill] (51:48 - 53:18)

So I've reflected on this because again, we've talked about this a couple of times. My reflection critically is fun. So this is like a few conclusions I've come to.

Is fun one of my values? And my definition of fun is internal rather than external. If I can have the most fun on a day on my own with a journal and coming up with ideas, being creative, being on my own, I can have some great fun.

Is my idea of fun going out on jet skis and paragliding and laying on the beach? Definitely not. So I'm pretty clear on that.

Am I missing something from not having fun? Well, young souls love the fun because everything's new, it's exciting, great. Spring break, old souls are like, yeah, I've completed that.

I've got a bigger thing to deal with. Did I, in the holiday, give it enough break to actually break the chain? If all of that was wrong, did I give myself enough time in the holiday to break the chain and actually feel it like an addiction?

If you want to give up smoking, drinking, drugs, you can't give up for two days then go, fuck it. It turns out I still, oh, I swore, my bad. You can't then turn around and go, oh, do you know what?

Actually, I've realized I prefer life with it. And that's what I did with work. I had a week of like, nah, this is not for me.

Quick, give me the fix. So critically, would I have a different outcome if I took a year off rather than a week off, two weeks off, potentially?

[Ian Bower] (53:19 - 53:29)

And what do you do regularly to keep your mind calm? Or do you have any certain habits or routines that you go through just to keep your mind as peaceful as possible?

[Daniel Hill] (53:30 - 55:24)

Well, this is like never meet your heroes. You find a problem, you solve it, and then the solution creates another problem. So where I've talked previously about my drive and my parents' expectations, and after 20 years, finally dealt with that.

I was like, amazing, I'm free. I can be friends and have a great social life with my parents. And I'm literally loving it.

I'm getting up every day now and I'm like, oh, why do I need to go to work? I don't have that drive anymore. And it's the same in meditation.

One of my objectives this year was piece of a pensioner, presence, appreciation, and gratitude. And it was all about stop living a million miles an hour, stop trying to live in tomorrow, be grateful, be present, and be here. And through, so I built a zen den at my house, through meditation, through my spirituality practice, through my diet and my exercise, through supplements, even things like magnesium and CBD oil, I've achieved that proper chill of like, it's given me what I wanted.

But now I'm like, it's not what it's all cracked up to be. Now I'm like, I'm the chill, most chilled person that I wanted to be. I've got, I've completed piece of a pensioner in my mind.

But now my unease is I don't want to be chilled. I want to be active and I've stopped taking, well, I stopped taking my magnesium and my CBD. I've actually had to go, I've actually gone back onto a small dose.

But I then started to feel like I was coming back to life because I started getting stressed and adrenaline again. So yeah, it's like, why do I do it? Because I want to be calm and peaceful.

But you can overcook it. The same as, in fact, this will take us quite nicely onto our final topic. You've got to go to, we talked about this yesterday.

You've got to go to each end of the spectrum to find the middle lane. And I've done burnout until you can't sleep. And I've done get smashed on CBD oil and magnesium till you don't want to do anything.

Now I've got to find where's the middle ground, where it serves everyone.

[Ian Bower] (55:26 - 56:00)

Yeah, I find that the mindfulness for me is just so I can get more laser focused. I find the more that I can get pollution out my mind and the more I can be calm in my mind, it just means that I can have absolutely more clarity and focus on what I'm doing with less negativity from either the world or surroundings to get in the way. So that's why I find running brilliant.

That's why I find meditation brilliant. And also exercise for the mind reading, reading in an audio books. I find that really, really good.

[Daniel Hill] (56:01 - 58:35)

Yeah, so for meditation in that capacity is don't sweat the small stuff. So easy to, your brain is looking for two things. One is to stop you from doing anything uncomfortable.

And also it's the second, is it's trying to find something to worry about. And if you allow it to worry about the fact that an employee turned up three minutes late and, oh, this is just a signal of who they are and I should really fire them. And you lose a whole day worrying about something little like that.

It's like, if you won't worry about it for three years, don't worry about it for three minutes. Like when you meditate, it pulls you back up to the big picture and you're out of the weeds. So that's pretty important.

I think this is our last round, is it? It is, yeah. Sixth round.

This, I'm gonna, I wasn't sure if we're gonna do this, but I'm gonna do this one for a few reasons. So one is it summarizes a lot of the things that we've just talked about. Another thing is we've alluded to it a few times and I don't want people to get the wrong impression.

And the third is you and I have talked about this a million times. We may come up with some new conclusions or we may just hash the same stuff that we've done a million times and not get anywhere. And I guarantee you, there's other high performers in our place with their own questions.

So the last topic is alcohol. Did you see that coming? No.

Hold my point. Hold my point. So we've talked a bit in here about drinking and alcohol and hangovers and swear, like acting out of sorts when you've had a drink.

Now, I just wanna make it explicitly clear, neither Ian nor I in our current position in our lives have any issues with alcohol. We both drink socially and it's something that we choose to do at times. And also both of us have done huge stints of not drinking.

That said, for whatever reason, the whole time we've known each other, alcohol seems to be a topic of like, do we, don't we? And in the same way that meditation, magnesium, spirituality can be really, really great for you and it can have its benefits, if you overcook it, it can also be a bad thing for you. So I wanna visit the topic of drinking and in high performers, it tends to be one or the other.

Either people, they take it or leave it. They don't tend to drink. They do very little or they go all guns blazing for a competition.

Then they go out on a bender for a week, two weeks, Tyson Fury style, Ed Sheeran style, Avicii style. And it actually ends up being their downfall because they're using it for something. Alcohol, where does it fit in our lives?

Where's it good? Where's it bad? What is the answer?

Like, why do we keep talking about it?

[Ian Bower] (58:36 - 1:01:18)

So I'll probably share my journey that I've had with alcohol. So when I was younger, I used to do a lot of martial arts and I very rarely drank. And then once I started my business, I worked hard.

My wife, Annetta, worked for me in the business. We both worked really hard and we got to a point where it was quite stressful and we used to have maybe one to three beers a day. And I said, we've been doing this for about four years, for about four years.

And we did it for a long time. And I think the challenge that I had with alcohol was that when I had a beer, I shut my laptop and it stopped working. So I made this connection that alcohol means no more work.

It means relaxing for my mind. But I also ran 70K a week. I also ran a multi-million pound business and I became a master at doing exactly what I had to do and nothing more.

And I didn't necessarily see a problem in doing that. But I think on reflection, my moods were harder to... My default's positive and my moods became...

It was a lot harder for me to be on my default of positive. And I didn't really realize that I was just doing the minimum possible. But when I did...

So it was one year, no beer, bar holidays and special occasions, which I did at the start of last year. And I went straight into 75 hard, which is a challenge where you have to eat well, no alcohol, loads of exercise, loads of water. And I did four and a half months of no alcohol, which is the longest I've ever done alcohol, probably in 15 years or something like that.

And it was literally, my life went from black and white to color. It was just an absolute game changer. And I think one of the main reasons why I did that was because Annetta and I are trying for a child.

So we need to kind of get our bodies in the best position. We wanted to gear the business up to get investment or sell. And I couldn't do that whilst I was drinking regularly.

I had to... And also it didn't align with who I am or with who my values was. So I kind of didn't feel right in that.

But I just needed that short, that circuit breaker. So why do you still drink now? So where it's landed at the moment is holidays and special occasions.

And I can be flexible on what a special occasion is at times.

[Daniel Hill] (1:01:18 - 1:01:33)

But why? When we talk about having stints of no drinking at all and it's life in HD 360, as opposed to black and white robotic, if it's that good without alcohol, why does it still turn up?

[Ian Bower] (1:01:34 - 1:02:56)

I feel that it's just almost a habit or it's almost like a social norm or I feel like I just want to drink. But I think the biggest... So when I drink now, I don't get drunk.

I think I'm not going to say... Yeah, so the last kind of times that I've drank, it's more to just drink. And I think when we went snowboarding at the start of the year, when everyone else was like smashing the acorn bombs and all that kind of stuff, I had one or two and then had like Baileys and just so I've got this, I can moderate a lot better now.

And I think I drink because I think I like it, but I've never woke up in the morning and thought, I wish I had a bigger headache. And I've never woke up in the morning and thought, I wish I had an extra beer last night. And I feel like drinking for me is a chapter in my life, which I've really, really enjoyed.

But I feel like I'm coming to the end of that chapter now and I'm still going to write pages in that book, periods in my life, but I don't think I'm going to be writing massive paragraphs and stuff like that. I do it because it's forced a habit. I do it because it's a social...

[Daniel Hill] (1:02:56 - 1:03:07)

Let's be real as well. The first two beers, for those people who enjoy drinking, in certain situations like a social, the sun's out, barbecue, those first two beers are pretty good, aren't they?

[Ian Bower] (1:03:07 - 1:03:23)

They're amazing. Yeah, they are amazing. And they don't make a difference the next day.

So I've just come back from Thailand, drank literally two beers every day with an Alpina Colada, ran an hour in the morning and did two hours of Thai boxing and didn't even feel any alcohol. So what's your thoughts?

[Daniel Hill] (1:03:23 - 1:05:25)

Well, my initial observation is you and I are on exactly the same page. I think in this category, you're probably a number of months, if not years, ahead of me. I feel like I'm still...

The bot wots, the best of things, worst of things. One of the things that's the best of both of us is if we go in, we go in, like on. There's no halfway switch.

And unfortunately, that applies to me in business. It applies to me in challenges. It applies to me in whatever I'm doing.

But it also applies to me in things like alcohol, not necessarily food, because I think I've conquered food. Food used to be like feast or famine. I was either cutting weight, ready for a photo shoot, or like a lot of the UFC fires, I'm not prepping at the minute.

I'm just going to pile the weight on. And then that was how my pendulum swings. I feel like I'm getting to a stage now where the instances where I drink to excess, which ends up in a bar or somewhere till like you're up at midnight, two o'clock in the morning, and the sleep deprivation is probably as damaging as the hangover.

The law of diminishing returns in the moment is not, I'm not there thinking this is amazing. And I wake up the next day, like when I was at university, I would be like, this amazing party and meeting people, having fun. Now it's like, I'm definitely outgrown this experience.

And I could quite happily gone to bed at seven, eight o'clock, had some water, had some dinner and gone to bed. But then the next day now, if I miss it and I lose half a day or a day of a hangover, I'm so disappointed with myself. I'm like, I just absolutely gutted.

I met a friend round a few weeks ago and we went for the two beers, went to the pub in the sun for the two beers. Then we went home and said, should we have another couple of beers? Got on the decks.

Then we're like, should we go to the local pub? Cause they'll be playing some music. Oh yeah, okay.

And we literally woke up in the morning and said, do you know what? We should have stopped after the two beers in the pub, but we didn't. And in the moment there's that instant gratification, scratching an itch, but it's escapism for me.

[Ian Bower] (1:05:27 - 1:05:59)

I think when we both did 75 hard at a similar time and for me not drinking for four and a half months, I felt absolutely amazing. And I think one of my values is do be my best. So for me, it was, I didn't miss alcohol at all.

I actually, that was probably the best chunk of my life in the last couple of years, just cause I got so much done. I was just an absolute machine, where you on the other hand, you had absolutely no fun and you really didn't like it. So which I found quite interesting.

[Daniel Hill] (1:05:59 - 1:06:43)

Yeah, there's been two periods of my life where I've gone completely clean of anything. And that was 2019 when I did my body transformations, that was probably four to six months of no alcohol, no late nights, no socializing. Well, if I was socialized, I wasn't feeling it.

It was no nothing. And then 75, I did dry January and then 75 hards, about four months, three or four months of no drinking. And it was, they were both of those were the most productive, most driven, most successful periods of my career, but they were both the most unenjoyable.

And that may have been the lack of alcohol, or it may have been the stress that enables you to put yourself under when you're not flowing out.

[Ian Bower] (1:06:45 - 1:06:54)

So I think just to leave it then, where do you think your alcohol journey is going to go for the short, medium and long term future?

[Daniel Hill] (1:06:55 - 1:07:42)

I would say, I don't have, because I don't, my thing is, I don't know about short, medium, long term. At the minute, I've got no, I keep thinking I want to do no drink at all. I'm amazing at no alcohol.

I'm also amazing at completing alcohol. Either of them I'm good at. It's the middle where I struggle.

If I was to have the happy balance, it would be once a week without using that once a week as a springboard for like, right, today's the day sort of thing. That would be my sweet spot at the minute. And yeah, that would be, when I've done that well, that's been my place.

And that doesn't impact my business. It allows me to let the spring to uncoil. I can let my hair down, I can relax.

And as long as it doesn't affect the rest of the weekend, then that would be my, that's where I am at the minute and what I would like to sort of, where I'd like to stay. What about you?

[Ian Bower] (1:07:42 - 1:07:48)

I think Utopia for me would be holidays and special occasions where I give myself permission to drink, but not the obligation.

[Daniel Hill] (1:07:49 - 1:09:37)

And I think both of us like drinking. We just don't like hangovers. That's it, isn't it, really?

Agreed, agreed. Guys, I hope you've enjoyed that. That has been an absolute banger.

Some of those questions were amazing. And I think people are going to get a lot of value from that. So I hope you've enjoyed this.

If you want to hear more about this sort of stuff, if you've not already listened to Ian's podcast, the Hall of Fame, two episodes ago, go back and listen to that and you can hear more about his story. If you enjoyed some of the spirituality, drive, meaning of life stuff, go back to one of our highest downloaded podcasts, the Meaning of Life, about four or five episodes ago. I think you'll get a lot of value from that.

Thank you for joining us. One of the longest podcasts we've done in a while. We're going to be bringing back the six-hour format.

So keep an eye open for that. And I hope you enjoyed this podcast and I look forward to catching you again next week. All the best.

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And every Tuesday, I'm in there answering questions, giving you one-to-one direct support. And we don't know how long we're going to keep these open for. Success and failure are both very predictable.

I will see you on the next episode.