

# LEADERSHIP MASTERY COACHING



## Emotional Mastery

We're going to jump in and we've got a treat for you today. All right, we are now good to go, everybody is now muted out and a whole bunch more people just got on the line, so that's a good thing.

All right welcome Eastern Region, hey I want to jump right in today, this topic that we're going to talk about today is Emotions, managing your emotions, dealing with your emotions and for those of you who have been on the call for the past five minutes, you've heard me say several times now that I truly believe of everything that we've shared together, as a region, that this particular topic, many of you are probably going to find to be one of the most valuable.

And the reason I know that is that not only because of the time of year for you, I know that going into the summer, I mean you guys have a lot going on and so I'm also going to ask that you do something a little bit extra today, just to stay focused.

I'm just going to ask that, I can't see you and obviously it's up to you and only you and it's your investment of time, but I'm just going to encourage you to really do whatever you can to interrupt interruptions to eliminate distractions, shut a door, turn off a phone, get off the internet, because I just truly believe that this topic today can really be a game changer, not just because you're going into the summer, but when you've got this much on your plate, it's an emotional experience.

This is an intense time of year and so dealing with your emotions and knowing how to manage your emotions and how to identify what's going on and what to do with them, how to use your emotions to an advantage is just huge and it's going to serve you this summer in a big, big way.

So let's just start off by talking about what are emotions. What is an emotion? The topic of emotions for many people is almost like Taboo, it's like ten years ago or 20 years ago or 50 years ago, nobody would have ever brought up emotions on a business related phone call. It just wasn't something people talked about.

But we now live in a day and age when it's more accepted as something that affects the bottom-line. And when I think of what is an emotion, I'll give you a couple different ways that I think it's important we identify with emotions.

## Emotional Mastery 1

First of all, and this is kind of starting off with the big picture, our emotions are how we experience our lives. I mean if you think about in your business, think about anything that you want to achieve, you want to sell a certain amount of blades this summer.

You want to develop a certain amount of leaders. You want to grow your business a certain percentage. If I asked at the end of the day “why do you want those things?” The only one true answer that’s true for anybody is because of how those things are going to make you feel.

I mean you’re not working hard so that you can get a trophy, you’re working hard to get a trophy because of what that trophy is going to do for you, how it’s going to make you feel. You’re not working hard to grow your business to make money, you want to make that money because that money gives you a feeling of security and confidence and significance.

So when you ask the question, “what are emotions?” Emotions are how we experience life; they are the most accurate description of how we experience life. Think about for a minute the best experiences that you’ve ever had in your business and if you think about a time in your business or a time in your life when you were on fire and I’d even ask that you go to that place.

And I know I see a whole bunch of people just jumped on and we’re talking about emotions today and I would ask that you go out of your way right now to be really focused, because I think this is going to be a big call for you.

And so when you think about some of the best experiences that you’ve ever had, I want you to think about what was it ultimately, that made it an incredible experience. Was it the experience itself or was it the emotions that that experience gave you or that you chose in that experience, do you follow me?

Think about some of the worst experiences that you’ve had, think about times in your business where things weren’t going well and if you think about well what is it ultimately that made that a crappy experience?

It wasn’t the experience; it was the emotion that resulted from that experience. So I’m starting our call today with the question of what is it that emotions are, I hope you can agree with me that ultimately emotions are the most accurate way of describing how we experience life.

Now I also want you to view emotions as a physical experience. I want you to think about a time when you were absolutely motivated, maybe the emotion that you associated with that was passion, excitement, maybe it was vitality, maybe you felt energized, maybe it was confidence.

I mean these are emotions of power, emotions that drive us. And when you think about those emotions, I want you to think about also the way you behaved in

association with those emotions and one of the things that you notice is that our emotions are a physical experience.

You know look at the other way around, I just got off a coaching call, I just got off before we started this call, with a client this morning who was depressed. And this client happens to be one of the best at what they do, but they telling me they were depressed and I was trying to help them identify and notice how depression is a physical experience.

It's not only a physical experience in our body, that you literally feel it, but it's also a physical experience in that it's an emotion that paralyzes us. I mean, you may have never used the word depression to describe how you feel, but I think everyone of you can relate to the reality that sometimes the way we feel, whether it's fear or maybe it's an anxiety or maybe it's anger, maybe it's guilt, maybe it's overwhelm.

These are some of the emotions that in the past you may have thought of as negative. I'm going to totally flip it around today and give you a whole new way of looking at and using your emotions. But in the past you probably thought of those as emotions that slowed you down.

Paralysis from analysis, that's not true, it's paralysis from emotions that make you fearful, that's the bottom line. So what is it that emotions are? You know they play such a huge role in our businesses. Well, they're how we experience life and they're a physical experience and I think one of the biggest misconceptions that people have about emotions is they feel like emotions are something that run them.

Emotions are the reaction to what people do around us. If you've ever found yourself thinking that way, maybe not consciously, but maybe indirectly you felt like God I feel this way because of what that person does.

You see that's a huge mistake when we think that our emotions are a response to something, because at the end of the day when I ask the question "what is an emotion?" Yes, it's how we experience life, yes it's a physical experience, but ultimately, I think that if we want to really step up as leaders, we have to understand one key idea and if there's nothing else you get from today, I just want you to understand this.

Emotions are a choice, emotions are a choice. You're emotions are your choice. Now I know that as soon as I say that, there's some of you who might quickly disagree. You might tell me that your doctor's disagree. You know, you might disagree with me.

You might think "oh they're not a choice Jon." Well if you don't think they're a choice, you're right in that, you're right in that, because of either our past experiences or our habitual ways of getting into certain emotions, what happens is we get to a point where we get into emotional states, you get angry when somebody drops a pencil and you don't know why you get angry, so you might think "well I don't have a choice, I don't know why, I just get angry at people for some reason."

Well in that sense, it's not a choice, because you haven't recognized that there's something that you can actually do about it, but ultimately at the end of the day, what I'm going to show all of you today is that emotions are a choice, emotions can serve you and there is no such thing as a bad or negative emotion.

So here's what we're going to do, what we're going to talk about, what you're going to get out of this message today, is how to use emotions to your advantage, how to control them. And I know that for me to tell you that you can control your emotions, that's a big claim to make and something that people would disagree with.

Now here's the deal, I'm going to show you how to control them to the degree that they can serve you. You may not always be able to control your first emotion, but some of you have heard me say this before, as a human being, one of the greatest freedoms that you have is the choice to control your second emotion.

That's what creates a champion by the way. It's not that a champion doesn't live with fear, it's not that champions don't deal with depression or anger or guilt or overwhelm or any of these other emotions that in the past you thought of as negative.

It's that champions have an ability to do something positive with these emotions and at the end of the day, the thing I want to show you today is how to instantly change your emotions. And I think a lot of you are going to agree, when we get to the end, that this call it might be the call that most directly, of all the calls we've had is going to be the difference between your success and your failure.

So first thing I want to dive into, now that we've identified well what are emotions, they're how we experience life. But we have to recognize that not everybody deals with emotions the same way. I'm going to describe for you, three different ways that people deal with emotions.

And as I describe these, I want you to ask yourself the question, "which one of these am I?" Now what you might find is that you've done a little bit of everything here. You see the first way that some people deal with emotions, is what I would call avoid and ignore.

What does that mean to avoid and ignore, it is as clear as it sounds, but let's get clear on what it really means. There are some people who believe that I should suppress my emotions or what they might do is they might play down their emotions. They might be denial or they might say well it's not really a problem.

Or they might avoid them and just feel like these painful emotions, I should just not feel them. But here's the problem with avoiding or ignoring emotions, and the other reason we often become avoiders of emotions, is because in business we hear people say things like "don't get emotional."

But that doesn't work, because ultimately you can't avoid an emotion. All you can do is hold it off for awhile, but at some point it's going to come back and sometimes it

comes back at exactly the wrong time, in exactly the wrong way and you think what the...why did that happen, how did that happen, why is it that I cannot control this?

Well it's because avoiding is not a long term solution. In the moment it might feel like it's working, but a more powerful approach is to find out what's the meaning of this and then to do something immediately, to not avoid or ignore our emotions.

So have you ever found yourself doing that? I know I have. I consider myself somebody who is not an emotional person, so of the three different ways that people deal with emotions, the first two I'm sharing with you are what I would consider to be disempowering.

And most of us gravitate towards one of these two ways of dealing with emotions. For me, I'm an avoider, and I've had to learn I have to deal with it differently. You see the second way that people deal with emotions, it's almost the opposite of avoiding and ignoring, is they identify with and they indulge in their emotions.

Have you ever done that or seen people who do that? They feel a certain emotion and it's almost they feel like they have to be emotional all the time. Or they feel like they have to magnify how they feel. They're a little bit afraid and they have to let that fear turn into anxiety.

These are the type of people who will literally want to compete with others on how bad they feel. "Oh you've got it bad, let me tell you how bad I've got it." I mean that's what it means to identify with and indulge in our emotions. And that's a problem, because if we're over intensifying or magnifying our emotions, then what happens is we are getting to the point where we may not be using them in a powerful way, they might be using us.

I know you might think well if it's a positive emotion, that's great, but what we're really talking about right now is how do you deal with the negative emotions. I mean, you don't really need much of a plan of how to deal with the positive emotions, you feel good, you feel good.

But when I say how people deal with emotions, we're talking about how do you deal with the ones that pull you down? How do you deal with the ones that slow down, the ones that get in the way? The ones that show up at the wrong time and the wrong places, and some of us avoid them, we try that, doesn't work.

Some of us overindulge in them, we try that, it doesn't work. Maybe you've tried both. Well what I want to offer for you today is a third way to deal with emotions. As I've told several of you before we started the call, this is a concept I shared with a group last week that I've been working with for awhile.

And they shared with me; they said "Jon, this one idea has been so transformational." Even just the moment I shared it with many of them and I'm just thrilled to bring this to you. So here's the third way that people deal with emotions,

remember the first is avoid, the second is identify and indulge, the third is what I call listen, learn and leverage.

Listen, learn and leverage, see Tony Robbins made famous this idea, like 20 years ago, when he first came out with the book *Awaken the Giant Within*, if any of you've read it, you're familiar with some of these ideas and one of the ideas that he came up out with is this thought that there's no such thing as a negative emotion.

See our emotions are like our radar and if you choose to use your radar is going to tell you what's going on, it's going to tell you what you need to do, but see the problem, as my friend Susan Scott likes to say, she's the author of *Fierce Leadership* and *Fierce Conversations*, great books, in fact I interviewed her, her interview's going to be up on my blog in the next day, you'll enjoy it.

One of the things she talks about is how the radar always works; it's the operator that's in question. Can you relate to that? And so what I want to suggest to you today is that there is no such thing as a negative emotion. Instead, and I'm going to use the phrase that Tony Robbins coined or at least he's the one I learned it from.

I want you to view those negative emotions as action signals, action signals and what do I mean by action signals, well look, what does it mean to listen, to learn and to leverage? It means, first of all, you got to actually pay attention to your emotions.

You can't overindulge in them, make them worse than they are and you can't avoid them, you just have to listen, that's what that means. And to learn means you've got to ask yourself "what's the message that this emotion is sending me?"

And in a few minutes I'll give you some very specific examples and I really want to encourage you guys to step up and bring some questions on this call today, because I know that this is going to be very personal for many of you.

But to learn from an emotion, to use an emotion as an action signal, instead of just letting fear turn into anxiety or letting a little bit of frustration turn into overwhelm, or letting disappointment turn into guilt. You understand what I'm saying, that sometimes we let these emotions get out of control and they control us.

Well instead, let's listen and then learn from them. What are they telling us? And then to leverage an emotion means that you take that message and you now do something, you allow it to become an action signal, so that you can solve whatever it is that's leading to that negative emotion.

What we're not going to be doing today, this isn't going to be some type of psychotherapy, where you go in and analyze your past, that's a bunch of BS, you can do that that can be very affective, I've done that, it's not a bad idea.

But I truly believe that your past doesn't have to equal your future, that if you learn how to use these tools we're talking about, you can change your emotions in an instant

and you don't have to go back and dwell on why, when you were a kid, you learned to get angry at everything.

Or why it is that you get depressed or why it is that you're always afraid, you don't have to figure out why that happened, because what you can do, is you can start figure out that these emotions are giving you signals, and if you listen and you learn from them, you can leverage them to put you in an awesome place.

So what I'm going to share with you right now is a process. How do you listen, learn and leverage. I'm going to give you a three step process, what do you do when you find yourself feeling in a disempowered state?

And I'm going to give you some examples, I'll give you an example of a client I talked to this morning, of how we used this process. And as I go through this process, what you're going to find is this, you're going to find that this process, that this formula that I'm giving you, you've probably done this before, or parts of this on your own.

Because the human body or the human being or our minds are very intelligent and a lot of times when we feel certain emotions, we will naturally do things to fix those emotions. The problem is, sometimes what we naturally do to solve our emotions, is a great decision.

Sometimes they're awful decisions. So what I'm going to tell you how to do today, is how to make sure that any emotion that in the past, you may have considered negative or disempowering, that going forward, it's going to serve you.

It's going to become your ally and not your enemy, so here's the three steps. What to do when you receive an action signal. That's the new phrase we're going to use an action signal. You getting pissed off, that's an action signal. You're angry, that's an action signal. You're depressed, that's an action signal. You're hurt, that's an action signal. You're afraid, you're disappointed, whatever, these are action signals, you feel inadequate or insecure, that's an action signal.

These are all signals to do something. Here's what you're going to do, step one, is what I would call Identify and Appreciate. So let's talk about that, identify and appreciate, so often, people feel so overloaded and overwhelmed by their emotions, that they don't ever take the time to actually identify what it is they're feeling.

All they know is that "God, I'm being attacked by these negative emotions and feelings." Have you ever had that experience before? I have it all the time. I'm only able to share this stuff, because I'm messed up as the next person, but I have to use these tools, so I can keep myself going. Remember we talked about at the beginning of the call, emotions are physical experience.

You want to learn to be productive, you want to learn to be good at time managing, it's all about emotions, because if you can get yourself in the right emotional state, you can become a machine and you can go all day long, whether that's in your business or just physically you want to stay energized, it starts at a physical place, but sometimes

the problem is, we become so overwhelmed that we never stop and identify and actually get clear on “what am I really feeling right now?”

I want you to write that question down. “What am I really feeling right now?” I’ve heard it said before that the average American experiences, on a given week, an average of 10 to 12 emotions. Now here’s what’s disappointing about that, there’s quite literally thousands of emotions, at least in the Webster’s dictionary, there’s thousands of words that represent different emotions.

But the fact that we only experience 10 to 12, it should be huge warning sign for you. And the warning sign that that should send to you is that if you’re only experiencing certain emotions and you’re probably experiencing the same ones again and again and again, then what it typically means is that you’re only experiencing the ones that you’ve really learned to identify with.

Now maybe you’ve never even given them a label or a name, they’re just a feeling that you get maybe its stress or overwhelm or insecurity, whatever it is. But see here’s the problem. The ultimate problem is that if we don’t learn how to specifically identify how we feel, there’s no way on earth that we’re going to make an intelligent decision about what to do next.

So we’ve got to get in the habit of asking, how am I really feeling right now? And one of the things you’ll find is that in the process of identifying with emotions, just by choosing new labels, you can lessen the intensity of an emotion.

For example if you ask yourself the question, how am I feeling? You know your first answer might be, I’m f’ing pissed, I’m angry as hell. And sometimes you might just find that just by ask, you know, am I angry or is it something else? Is it just that I’m a little bit disappointed? Or is it just that an expectation wasn’t met.

You might notice that just by lessening the labels that you give, because you’ve chosen to identify how you feel, it lessens the intensity and you can make a more logical decision in the midst of a challenging emotion. But identifying is so important, ask yourself the question, how am I feeling right now?

I had a client this morning, who came on the call, and this is a sales person, it’s not a Cutco person, and he said to me “Jon, part of my problem is, I know that in my business I have to make about 80 calls a day to stay on top of my game.”

He’s currently the best in his company at what he does, but he realized that he can’t stay on top for very long, because he’s able to get about 40 calls in in the morning, and then in the afternoon he’s supposed to make another 20 to 40 calls, but he continually finds that he can’t get himself to do it, he comes up with distractions and all these other things that he does, and so I asked him “how is it that you feel, I want you to go to that place, how would you describe the feeling?”

And he said “part of me I feel fatigued.” And I said that’s good and you know why? Because fatigue is really an emotion, what’s the opposite of fatigue? The opposite of fatigue is vitality, now you might think well vitality is a physical experience.

Well remember emotions are physical, so fatigue is an emotion that we have, you can feel mentally and emotionally fatigued, I hope that you’re getting my hint by the way that there is no difference between an emotion and a physical experience, it’s the same thing.

So I said great you’ve identified it, but I also asked him how else do you feel. Because sometimes we have multiple emotions that are running inside of us and if we don’t identify them, we’re not going to make the best decision. He said “ultimately Jon, I feel like I’m not making the phone calls I need to make, because I feel like I look forward to those calls and I get depressed, because I’m spending time with wrong people.”

I said okay good, great we’ve identified. Now remember I told you the first step to dealing with what we’re calling an action signal and again, what you used to call a negative emotion, we’ve got to call it an action signal, so the first step is to identify and appreciate.

Now why am I saying appreciate? Because one of the mistakes that we make is we sometimes beat ourselves up, we sometimes think “God I’m stressed all the time.” And so we feel like that stress is something to be ashamed, we feel like that stress is something to avoid.

We feel like that stress is something to be disappointed by, or frustrated by, when in the end when you understand that that stress is an action signal, you have to learn that you need to appreciate it. See when we learn to appreciate these negative emotions or these action signals, then now we’re in a place where we can do something positive with them.

So again, first step is to identify and appreciate. Hopefully you’re following me so far. Here’s the second step, when you find yourself in a disempowered state, you’re just not feeling good and so first you say “how is it that I feel right now?”

Because remember your feelings run you, your feelings determine how productive you’re going to be. Your feelings determine how good or bad your next training is going to be. Your feelings determine how deeply or how not deeply you’re going to connect with somebody in this next important conversation you have.

So you’ve got to be willing to put this stuff to work. So you’ve identified that you’ve got this disempowering feeling. You’re fatigued or you’re depressed, like the example I gave you earlier. And you appreciate it, because you now understand, because you’re on this call today, that this emotion is an action signal, it’s telling you something.

Here’s step number two is what I call Become Curious and Confident. Become curious and confident, now what does that mean to become curious and confident?

Curiosity by the way, in and of itself is an emotion. Curiosity is an emotion that children experience all the time.

And here's why I believe curiosity is one of the most powerful thought patterns to go into. You know many of you have heard the Jim Rone saying, I heard this 11 years ago when Dan shared it with me that being a leader is about being able to turn frustration into fascination.

What's that all about? Well that's about being curious. Why is curiosity so great? Because curiosity is a feeling of discovery, curiosity is a feeling of learning, curiosity comes from a place of empowerment, curiosity comes from a place of excitement, "hey I'm curious, I'm going to learn something here."

But you see we don't get to the place of curiosity, we're going to stay in that frustration instead of fascination, we're going to stay depressed instead of interested in why we're feeling this way. We're going to stay fatigued, instead of wondering what is it that's leading to this.

And so you've got to get curious and I'm going to tell you that you want to get curious very specifically and I want you to write this down, get curious and ask yourself, what is the message that this action signal is sending me?

What is the message that this action signal is sending me? All right and I'm going to give you some very specific examples, I'll give you several in a few minutes, let me go back to the example of the client I had this morning. I'm talking to a guy on the phone; he says "Jon, I can't get myself to make these extra calls."

And all of you can relate you have times in your business and in your day when you just can't keep yourself going or even if you do, you're just not in a peak state. You're fatigued, you're depressed, you're afraid, whatever it is, I don't know.

And so first thing we did is we identified. I'm going to call him Dave, let's just call him Dave. I said "Dave, so how are you feeling?" He said "I'm depressed and I'm fatigued, I think these both are the ways I feel if I had to give them a label."

I said "okay, are willing to at least appreciate these, because these are sending you an important message." He said "yes." I said "so let's get curious, so what is the signal that fatigue is sending you?" And before I even gave him the third step, he already started realizing well, if I had to ask what's the message it's sending me, maybe the message it's sending is that the way I'm living my life, I'm not healthy enough.

I said "that's a great example." And that is a good example and what I'm going to encourage all of you to do, is whenever you find yourself in a crappy state, an action signal type of emotion, you're angry, ask yourself, after you identify it and you appreciate it, you say thank you anger, thank you.

Now you've got to get curious and ask what is the message that this is sending me. And when you ask that question, you want to focus on the positive message, not the

crappy one, not the message that says “the message is you’re screwed and you’re a loser and you’re always pissed off and that’s why your wife hates you and that’s why your business is failing.”

That’s not the message I’m trying to get you to find. I’m asking you to look for the message that’s going to serve you. Because here’s the promise I’m going to make and I’m more than okay, if any of you want to challenge me on this, or you just want to ask “Jon, how can I really apply this, because here’s the way that I feel or I’ve seen people feel.”

I’ve got a buddy who feels this way and I don’t see what the good message is in this. Well, I can put it to the test and I will promise you that every single negative emotion, whether it’s fear, anger, frustration, loss, disappointment, guilt, these all have a positive message. These all have an empowering message, but you just have to ask for it, you’ve got to get curious.

Now you probably remember I told you there’s three steps. First one is Identify and Appreciate; second one is to Get Curious or Become Curious and Confident. Why do I say become confident, because one of the reasons why we often get stuck in an emotion is because we don’t have the confidence that we can actually do something about it.

I mean have you ever gotten so stressed out that it was to the point where you felt like “I don’t even think I have control anymore.” And see here’s the problem with that and you guys know this because you understand this stuff, because you live it and you even teach it.

But if that’s what you believe, what’s going to end up happening? If I believe that I cannot control my stress, guess how I’m going to feel all the time? Uncontrollably, I’m going to feel stressed. Because if I’m not using the tools that I have to do something about it, because I just don’t believe I can, then I’ve got a problem there.

So when I say you need to become curious and also confident, when I say become confident, what I’m really talking about here is you just need to give yourself permission, you just have to have a little faith and you have to recognize that you have a choice to change your emotions in an instant.

Now if you believe in that, if you sincerely believe me right now, that you can change your emotions in an instant, by the way, if you really wanted to prove that to yourself, you could do it, you can just ask yourself “okay, what puts me in a positive state? What makes me laugh?”

And you can get to that state real quickly. If you ask yourself “what depresses me? What stresses me out? What am I totally afraid of right now?” You can get to that state. And when you do that you realize “oh, I can change my emotions.” But if you’re sitting here wondering “why is it I’m not able to do it when I’m in the heat of the moment?”

Well because when we go into these disempowering emotions unconsciously, when somebody says something or does something and we get bothered by it and we get angry and we don't realize why and it gets so intense, it's because these emotions that we've either been avoiding or overindulging in, when those come up, we're not going to have the intelligence in that moment, to change it.

So this process that I'm giving you, what I want to encourage you to do is you have to actually practice this. Confidence, when you ask how do you get confident? Confidence is something that you have to practice; I've had people ask me that.

Confidence requires consistent practice. You have to practice giving yourself permission to feel confident. So the second step is to Curious, What's the Message and to get confident that you can actually make a change.

Now here's the third step. The third step is to do this, to choose to do a new action or perspective. Choose a new action or a new perspective. So let's go back to the idea of finding the message within a negative emotion. Let's just say you're fatigued. Let me use the example of my client from this morning.

He says "Jon, I can't get myself to do what I know I need to do" that's something we can all relate to, right? And even when he does get himself to do it, he's just not feeling good about it, so we've identified that one of the emotions is fatigue.

And so what I pointed out to him, I said look, what you have to realize is when you ask for the message; there's really two types of messages that every emotion is sending you. These negative emotions, all of them are going to give you one of two types of messages or maybe both of these messages at the same time.

And see one of the messages is you need a new perspective. You need a new perspective. For example he was sharing with me that – when I said how else do you feel? He said "I feel depressed." I said well why do you feel depressed?

He said "I feel depressed because I feel like I'm spending this time talking to all these people and it's just not moving me forward." And then I asked him what do you do to distract yourself, if you're not doing what you're supposed to do, what do you do to distract yourself?

He said "oh I usually call my friends or I talk to someone." I said well why do you do that? He said "well because selling gets lonely." I said oh isn't that interesting, I said well lonely is a disempowering emotion and I said let's use that one right there. I said what's the message that being lonely is sending you?

I said well there's a couple different messages, one message it might be sending you is you need to go out and connect with more people, but I said if you're in sales and you're feeling lonely, this is a classic example of the message that you want to get from this, is that you need a new perspective, because being lonely is sending you a message that you need to connect with more people, but think about it, you're talking to 100 people a day and you're telling me you're lonely.

So what that means is, you need to redefine what you're doing with your prospects, because right now you don't define that as connecting with people. So all you need is a new perspective that in your work every day, you're connecting with people and that's probably going to help your sales.

And he realized oh my gosh, that's a great example of finding a message, where the action or the perspective, just by changing your perspective it's going to serve you, so that you're not going to have to feel that emotion anymore, because that can be disempowering.

And then when I said well let's address the fatigue side of things. I said, what's that telling you? And he said "well the one message it could be sending me is look, the way I'm living my life, it's not giving me enough vitality and energy to get through my day."

I said that could very well be true. So I said, what can you take from that message? And I gave him what I'd do, I said hey I work so hard, I have so much that I have to do that I get de-motivated by it that what I do is I build into the time of day when I usually have the lowest energy, which might be around three, four or sometimes five o'clock, and that's when I go on a run.

I don't work out in the morning. I go on a run when I know that I usually get the most de-motivated or fatigued to keep working. Because that run puts me right back in a place of energy and so I've taken a new action, so I'm not going to feel that disempowering emotion anymore.

See the whole point here is that when you get curious about what's the message that this is sending me, you get resourceful with your answers. You discover that hey, if I'm fearful right now, or if I'm angry or I'm insecure, I'm worried about something or I'm disappointed that there's a message there that you either need to change what you're doing or how you are viewing something.

You either need to choose a new process or a new perspective, you need to change your behavior or ask a different, better question so that you don't go into that same emotion. So let me give you some examples, by the way. I want to give you some very specific examples.

Let's talk about fear for a minute, because fear is one of the most overwhelming, common emotions that we can all relate too. And I would also put out there that every emotion that we feel and we're also going to talk about some of the positive emotions too, because that happens to be part of the solution to dealing with some of these action signals, is you actually have to have the tools in your tool belt of positive emotions.

And by the way, if you ever wonder why you're not feeling good, one of the simplest answers to why you're not feeling good is because you don't have the ability to describe how you do want to feel. Because good isn't a very strong emotion.

Passionate, is better, loving is better, playful is better, confident is better, but you got to realize that in order to feel better you have to actually have a real descriptive, experiential emotion to replace the crappy ones with.

But let's go back to some examples of some of these negative emotions or action signals and talk about how can we go through this process of identifying, then getting curious and confident and then actually choosing a new action or perspective.

Let's talk about fear, all right, so fear, I believe, is it's just anticipating something that we don't feel prepared for, you follow that right there? By the way you notice that that's a different message than anticipating something that's going to go wrong.

You could give it that message, but I choose to give it the message fear is just all it really is telling me, right and the most empowering way, is that I'm anticipating something I'm not prepared for. And see here's what's interesting, sometimes we feel that way and we can't do anything else to get more prepared.

So of course it becomes a disempowering emotion, because we feel that we are just stuck in this fear. So sometimes the solution o fear, the new perspective is you just have to have faith. You just have to stop and remind yourselves, wait a minute; I've done a hell of a lot to get prepared.

It's like that rep whose sold a million dollars of knives and they still get nervous or afraid that they're going to get rejected, they just need to have a little bit of faith and realize, wait a minute I'm actually pretty good at this stuff.

That's something that I do as a public speaker, a professional speaker. I mean my fear never goes away. So the fastest tool I have to deal with my fear, because I'm usually pretty prepared, is I just realize I need to have faith. And so I just remind myself that hey, I've done what I needed to do to be prepared and that helps to start to alleviate that fear, but maybe that fear, the other message it might be sending me is hey I'm just anticipating something I didn't prepare for.

Well maybe I really do need to take an action step to get more prepared. So in that moment, I've identified it, I've gotten curious, in that moment I need to take an action and put in my schedule and make a commitment and be determined that I'm going to do something to get prepared and that will start to alleviate that fear.

So we're using that fear as a signal to take the right action and what's cool about this is, I told you at the beginning we're talking about emotions today, but ultimately what we're talking about is taking action, based on our emotions.

A lot of people hear, we're going to talk about emotions and they think what we're going to talk about is well you should just feel better. Well that's not the name of the game, you guys run businesses, you need to do stuff, you can't just think about stuff, so you got to use your emotions to help you with that.

Let's talk about; I'm trying to think of what's a good example. How about anger? Anger is one that I can relate to and I want to talk about anger for a minute, this is an important example of an emotion that's got a great message.

See the message that anger is sending us, is that somebody else has violated a rule that we have. Some sort of important rule, or value, or standard that we hold for ourselves in our lives or in our businesses, or maybe sometimes we violated our own standard or value, so it leads to anger.

Anger is just magnified hurt or frustration. And see here's the interesting thing about anger is that oftentimes if our anger has to do with other people, it's because what we've done is we very simply, let's go back to the question, what's a message, that's related to action or perspective.

So the message here is that maybe the message is, hey I haven't communicated with somebody, what it is I value. Because sometimes the interpretations we have is oh, somebody's doing something to hurt me. That's where anger can come from; they're doing it to get me.

When the reality is, they can't read your mind; they may have never known that what they were doing is violating your standards. Sometimes that's the message and the action that we need to take, if we're getting angry is we just need to better communicate with people, how we want to see things play out or what our standards are.

We might find that they never knew that. Sometimes we get angry, because when somebody does something, we think that they're doing it to us. We think that they're doing something to get us, or to hurt us. When one of the things that we have to remember is that everybody is doing what they think is the best possible thing they should be doing.

And by the way, your values and your rules aren't the right ones anyways. They're just yours. That's another example of perspective, someone pisses us off or somebody does something and we respond with anger, sometimes we have to realize, wait a minute, just because I got mad at them, doesn't mean that the thing that I got mad at, is the right thing to get mad at.

That doesn't make sense. So sometimes we just have to go in and realize we need a new perspective, or we need to recognize the perspective of look, they're not doing this to do something to me, this is just how I'm responding, I'm choosing to take it personally, but that's an example of getting curious about hey, what's the message this is sending me, that I can listen to proactively, and leverage, make a new decision about something I'm going to do differently, maybe better communicate, or shift my perspective.

That can help. Let's talk about guilt, for example. Guilt is, too me it's when we have disappointment that's magnified. And guilt is an interesting emotion, because a lot of

people end up using it as a crutch, they use it as an excuse, just a BS excuse to not continue to move forward.

It's very debilitating, and we feel like I messed up and we become a victim of ourselves when we feel guilty. Well here's the message that guilt's telling us, similar to anger, it's telling us that we violated one of our own standards.

That's what guilt is usually telling us and too me, the message that I think we should get from guilt, which again it's just disappointment, magnified. The message that I want guilt to tell me is I violated one of my own highest standards and I need to do something immediately, to make sure that I don't violate that standard again.

Let me give all of you an example. I gave a message, at an event early this year, in January and it was one of the worst messages I've ever given, it was awful. And it was just damaging. It was bad; we've all had those moments. And it was so bad, that I felt more guilt, which is just disappointment on a personal level, then I've ever felt.

I felt like oh my gosh, I completely let everybody down, I totally under freaking prepared, I just dropped the ball. If you've ever had an experience like that, that can be one of the most debilitating emotions ever. And so I spent an entire day, I mean I called people, I called my mentors and my coaches and I said what do I do about this, this feels awful.

And one of the things I realized is that I had to take action to get rid of that emotion. I had no choice, because otherwise everything I was going to do, I was going to be in a shitty state of mind, so here's what I did, I made a decision that hey the message this is sending me is that I need to do something immediately to make sure that I don't violate this standard again.

So I opened up document on my computer, and I wrote out, it was literally like a 7,000 word five page, just note to myself and I made list, it was literally like 55 things that I am going to do, so that I never screw up this badly again. And I will tell you that every single word that I typed, as I wrote up that list, I felt more and more liberated.

I felt this weight lift off my shoulders and as soon as I was done with the list, guess what I did? I deleted it, because I realized, you know what? I have just gotten rid of my guilt, because I've realized I have so many things I'm going to do, I don't need the list, because all the things are conscious, I already know I need to do them.

But by going through that process, I committed myself to doing something so that I'll never feel that guilt again and boom, it was gone. But it was because I looked for the message with curiosity and then I chose a new action, which also helped to lead to a new perspective.

Let's pick one more here. And then I do want to open up for questions and conversation. Let's talk about being overwhelmed. I figure for a group of Vector managers, couple weeks before the summer starts, overwhelm is very fitting.

What is overwhelm? Well overwhelm is really when we feel like we have these problems that are permanent, that aren't going to go away, when we feel like we have more to do than we're going to get done and it's actually kind of a feeling of inadequacy, it's a version of feeling like I'm not good enough, because I have more to do than I think I can get done.

By the way, both of what I just gave you are examples of perspectives. When you're overwhelmed, maybe the message it's sending you is you're viewing things the wrong way. Some of you have heard me quote the study that the average executive, has over 400 hours of unfinished work at any given time.

If you sat down and you write down everything that you need to do and should do, in order to stay on top of your game in your business, it's probably way more to do than you have time to do. So being overwhelmed is a classic example where the message might be, hey maybe I'm viewing this the wrong way.

I shouldn't be viewing the fact that I have more to do, then I'm going to do is a negative. Maybe the perspective you need is I'm blessed to be in that position. You got several million people who have recently lost their jobs, who would do anything to be overwhelmed, isn't that interesting?

That's just an example of hey, what's the message this is sending me, maybe I need a new perspective here. But being overwhelmed to me is also a classic example where the message is it's I need to re-evaluate what's most important to me, because being overwhelmed means I'm not focused on what's important, I'm just focused on everything at once and not everything's important.

So sometimes the best way to get focused on what's important, is just to write everything down, which is also an example of maybe the message it's sending you is you need to get stuff out of your head, just put it on a piece of paper, that's the fastest way to get rid of overwhelm is to be able to look at it.

It's so much less intimidating, where at least it's less emotionally charged, when it's out of your head on to a piece of paper. And then maybe the message it's sending you is you just need to take action on this list now and sometimes the most important answers to dealing with our toughest problems, are the simplest ones.

I mean I just talked about putting a pen to a piece of paper, in two different examples actually, both with guilt and overwhelm and you notice that those will alleviate your pain almost instantly. But these are just examples of how you can take an emotion and ask yourself, what's the powerful message that this is sending me?

Now some of you might think "Jon, what if I leave the call, what if I don't find the message, can I call you, can I text you, how do I find the message?" No, no, no you got to understand, you'll find it if you ask for it. You'll find it if you get curious, because you make up the message, that's the whole point here.

I mentioned earlier, what's an emotion? Well it's how you experience life, that's why this topic's so important, it's a physical experience, it's physical in how we experience it and how it affects us. But it's a choice and it's a choice of how you choose to deal with your emotions, so if you've got these action signal type emotions, go through the process, stop avoiding and stop overindulging, just listen, learn and leverage, identify, get curious and choose a new action or perspective, that's it, it's not that complicated.

Now I really want to make sure there is a chance if any of you have questions, or comments, or thoughts, and I'd encourage you to do it, because it serves everybody else on the call, it always does. But the last thing I want to talk about is that what we focused on today, are how do you handle these, what you used to call negative emotions, hopefully you'll call them action signals.

And hopefully you got some tools today that are going to serve you for a long time in many different ways. But remember that ultimately, what's going to serve you the most is not just knowing how to get out the negative emotions, but also knowing where you want to go.

Also knowing which emotions you want to get into, because what's interesting is every one of these negative emotions, has a positive counterpart. And if you realize that, then what you'll find is that sometimes the message that these emotions are sending you, is that you just need to call on a more powerful emotion.

If you're afraid, what that means is you just need to call on a little bit more appreciation in your life. If you're overwhelmed, maybe what you need to call on is just a little bit of focus or persistence. If you're feeling guilty, maybe what you need to call on is a little bit of love; maybe what you need to call on is just responsibility.

I don't know, I really don't know what it is for you, because it's not the same for everybody. So make sure that what you do is you have a list of emotions that you regularly want to feel. And I'll give you some examples right now of lists of emotions that I regularly want to feel and why I think some of these are so powerful.

But you've got to do this for yourself so you know where you want to go, when you need to get out of an action signal. Now you've heard me mention several of these. For example vitality I think is so important. I consider vitality one of those overriding emotions that serves everything else because when you have energy and health, not just fitness by the way, yes I go to the gym all the time and I see people who think they're fit, but there's a difference between being fit and being healthy.

And being healthy means you got oxygen moving through your body, so look if you want some big muscles, that's great, but if you don't have enough oxygen moving through your body, it's becomes very difficult to deal with your emotions.

Because doing this stuff, takes some energy, mental and physical energy is the same thing. So vitality to me is a big one. That's why I pay a lot of attention to how I use my energy and what I put into my body, I try not to eat based on emotion. I don't feel like eating that tonight, well that sucks for you, that you eat based on emotion,

because that tells me that you're probably going to be pretty low on energy shortly after you've eaten, based on emotion.

If you didn't eat the right thing, so vitality passion, what is passion? It's excitement. And by the way, you'll notice that all of these emotions can also have a physical experience. Vitality, breathe deeply and you'll experience vitality. If you want to bring yourself into these emotional states, the action step is to do something, take a walk, do some stretching.

If you want to feel passionate, then talk more quickly, envision your future with more intensity. Speak with more conviction and you'll bring that passion out. How about playfulness? I think playfulness and cheerfulness is a big one.

I think it's a big one because if we can bring cheerfulness to everything we do, that'll automatically really alleviate so many of the other fear based emotions, whether it's anxiety, or frustration, or insecurity, or guilt, or overwhelm, if we bring some cheerfulness to what we do, the other thing about being cheerful and playful is, that's the fastest way to uplift other people around us.

Sometimes in our businesses, as Vector managers, we all get so caught up in I need to be successful. Well that's great, but that doesn't make other people feel good around you. Being cheerful and playful and fun is what's going to attract people and then show them how to be successful, but sometimes that's the emotion we need to bring into our work.

I think that's one of the ones that's most lacking or that people least appreciate is cheerfulness. Confidence, is an emotion, we talked about that earlier. How about love and you know love's an interesting emotion, by the way I have a series of free videos and they're up on my blog and I'd encourage you to go get them.

They're great, they're all less than ten minutes, so they're significantly less long winded than these calls, but I'd encourage you to go subscribe to get the four free videos, Plan for your key staff, I can promise you they are built perfectly to be discussion topics for a meeting.

But one of those videos, I talk about the importance of bringing love to your business, how it's important to cultivate love. What does it mean to love? Well it's different for everybody, maybe it means you appreciate, or you accept, or you unconditionally have compassion towards people.

I don't know what it means for you, but maybe its passion or intensity, I don't know, but you cultivate love, that's the type of thing you got to ask of yourself, what do I love about my business, have I forgotten that? What do I love about my people? I need to pay attention to that. What do I love about our customers?

You got to cultivate that and then you got to share it with others, easiest way to share it is to give it out, anything that you share with others you will gain more of. And love is an important one. Curiosity, we talked about, to me is an emotion. That's the

emotion of wanting to learn, that's the emotion of discovery, it's the emotion of adventure and exploration, that's an emotion that leads to brilliant insights and sometimes just converting that frustration to fascination, is a game changer.

So what I've just given you are some examples of these positive emotions we got to call on. Now here's what I'm going to do, I've left a few minutes here and I would really love to invite any questions at all. And if you have a question or a comment, the phone line is set up so you can press star 7.

And even if you don't have a question, just share a comment, what did you get today that was relevant for you or that you can put to work, I'd just be curious, because I know that this is such a personal topic that it just serves me selfishly to hear from you if there's anything, questions you have where I can help you to put this stuff to work.

Again if you want to chime in, you have a thought or a question, you can press star 7, I can already see...

John Godwin: Jon, can you hear me?

Jon Berghoff: Yes, go ahead, who's this?

John Godwin: This is John Godwin.

Jon Berghoff: Yes, go ahead John.

John Godwin: I have two thoughts and a question for you. First off I got video, the message you sent out for free to all of us and I appreciate that, was really good. And also, I realized with the (inaudible) I've been doing with the challenge with you and how (inaudible), a lot of what I do there is just mentally framing the emotions that I want to feel during the day which, a lot for the (inaudible) that matched up with that was just kind of cool.

My questions for you, was the one I asked you last week and you asked me to ask it on this call. I've been developing assistant manager candidates, I've noticed that one thing that how you always do at the end of your calls is you end it with a call to action, you ask us to respond, at a debriefing and rate your response or a comment and usually set up some kind of positive reward for the people who do that within a certain set amount of time.

And my question was how can a district manager utilize that, especially trying to develop new candidates?

Jon Berghoff: Yes, that's a good question and of course and I should clarify, I don't do that on every call, because I'm obviously not doing it today, but for everybody else, I think John's asking a really good question and one of the things that he noticed that I sometimes do on these calls is I say hey, go put this info to work and if you send me an example of how you put it to work, I've got a free gift for you.

I entice you with something and I've done that before, and John, I think it's a great question, because of the principle behind is the goal is I do that when I want to make sure I actually get somebody to put something to work. Which I know someone could say well you should do that every time.

Well I don't, because I just don't. So if you're asking how do I apply that, well what you have to do is you just very simply ask yourself what could I give to these people to incentivize them and how can I use that as a carrot as a reward if they share an example. And in your case John, one thing I might consider doing is if you're running a key staff meeting, sometimes your key staff, for them, they like being recognized in front of other people, or they like talking at a meeting, so I might tell them, I might say you guys this idea we just talked about, any of you who put it to work and share with me how you used it to create a result by the end of the weekend, I'm going to give you a spot on the agenda at the team meeting to share with everyone how you did that.

Of course you can just give everybody a spot if they actually did something great. So that's an example of how you could put that to work, how you're getting someone to use an idea and you're rewarding them. Does that make sense John?

John Godwin: It does thank you.

Jon Berghoff: Yes, cool, appreciate the question and the thoughts, that's great. Any other thoughts or questions about the topic of emotions and you can press star 7 if you did have any. Not all at once, you're all experiencing the emotion of silence right now.

All right, if there are not questions, I'm happy to rock on and rock out and call it a call, but I'll give anybody a last chance if you have any thoughts or questions.

Justin Hall: Hey Jon.

Jon Berghoff: You would need to press star 7 and there is somebody, go ahead, who's this?

Justin Hall: Hey Jon, this is Justin Hall.

Jon Berghoff: Hey Justin, go ahead.

Justin Hall: I know one of the things I struggle with is, you know, sometimes in the heat of the day, I don't really feel like I have the time to necessarily, you know, in the middle of going from an interview to a PC, to starting a key staff meeting, running a phone jam, I mean the Vector of management, it kind of all slams together.

I mean, do you have anything that you do specifically that's just like a couple minutes where you can just totally rip yourself out of an emotional state or stop, I know that's what this call is about, is there like a real quick version of that for when I feel like everybody on this call probably has moments where we wish we had just two minutes to just take a break and kind of get our heads together. Is there any way to just speed up

that process, so that in heat of the action or in the moment that we can be in total control right then and there instead of having to sit down and say okay, what's going on, what am I doing, how do you implement that stuff immediately?

Jon Berghoff: Yes, man what a great question. That's such a great question, I can imagine some of you thinking Jon, this is great, I'm not going to remember these formulas tomorrow. Justin let me give you a couple thoughts on how can really expedite the process.

First of all, there's a lot that I really wanted to keep covering today, but I had to cut a lot of stuff out and one of the things I wanted to talk about is that remember how we mentioned emotions are a physical experience, well one of the fastest ways to change your emotional state is to change your physical state.

So if you only have one minute and you need to be in a new emotional state, here's what I would tell you to do. Leave your office, go on a walk, go on a 60 second walk. Now if you're thinking what do I do on the walk? Well take the formula today, and let's make it as easy as possible to use this and here's how you do it.

If you look at this formula, it's really just three questions. And the three questions are how am I feeling, that's identifying and appreciating, the second question is what's the message that this feeling is sending me, that's getting curious.

And the third question is what am I going to do about, are you going to take a new action or just select a new perspective. What am I going to do or what should I focus on instead? And getting into a new emotional state does not have to be more complicated than that.

If you find that it is, it's because you're indulging. It's because you're indulging and you're identifying, you're like I'm depressed, I have to be depressed, no that's BS, that's how people decide to feel significant or give themselves attention.

No, so what you have to do is you have to stop and maybe lessen the intensity of the emotions, so you stop indulging and take that 60 second walk, do something physically, do some jumping jacks and say look, how am I feeling, what's going on, what's the message this is sending me, what am I going to do about it? What's a better question I can ask? Because ultimately our feelings are ourselves answering a question, we just need a better question or a different question. Does that help at all Justin?

Justin Hall: Yes, I think that's awesome. That's exactly what I was thinking, was okay, how do I get out of the office and just change it real quick and come back in and be ready to rock and roll for our meeting, so thank you.

Jon Berghoff: Yes, that's cool. Any other questions out there on this topic, well some of you might be thinking of question, again you'll push star 7 if you need to chime in. I'll share with all of you one of the things that I try and do before I get up and speak to a group, is I try and get myself to be in a light hearted state.

I just don't want to take things too seriously, so one of the things that I do, and this is an example of perspective, is I just think of something that's funny. And oftentimes the things that I think about, if I were to actually share it with the group, would seem really immature, like I think about just the silliest things.

I think about things that happen like 10 years ago with a buddy of mine and I just imagine what if that buddy was with me right now and we were looking back on the shenanigans that we pulled and so I get myself into that kind of state, laughing at something just totally ridiculous, where I can authentically laugh at it.

And I'll use anything to get myself to be able to get lighthearted. Whatever it is, I need to remember and sometimes I'll even tell myself, how funny is it that that's what I'm thinking about right now, here comes this professional speaker and here's what I'm thinking about to get in a great state and that actually makes me laugh even more.

If they only knew what I was thinking about to get in the right state. So I meant that's just an example of how you use these tools to get in the right state. Any other questions or thoughts out there?

John Godwin: I have another if you don't mind.

Jon Berghoff: Yes, go ahead John.

John Godwin: I don't know when you covered this, I don't know if it was part of the morning, one of the videos or sometime recently, but one thing you mentioned was in the morning, you walk through your day and visualize and part of your visualization is that you want to prepare how you want to feel during each step of the day and that's something I've been practicing and working on, but my main question is how do you detail this? How can you actually get to the point where you actually feel the emotion, before the event? Does that make sense?

Jon Berghoff: Yes, that's a great question, man that's a good question and John I'm going to kind of rephrase it or just say it again for everybody, so they know what you're talking about. John has heard this idea taught, I guess by myself and the idea that one of the steps you can take to become emotionally better conditioned, is in the morning, visualize how you want your day to go and when you visualize your day, visualize also which emotions you want to experience throughout the day. How do you want to feel as you go through different parts of the day?

Like today and that doesn't have to be a sophisticated process. I mean it can be driving to work, that's what I did today, I had a meeting at seven am and on my way to the meeting, I just thought through my day and I thought how do I want to feel when I get on the Eastern Region call? How do I want to feel on my coaching calls before and after that? And so that's what John's talking about and John your question of is there a way of getting better at that or how do I really intensify the emotion?

And the short answer John is it's something you have to practice, it's something you have to do again and again and again and sometimes what you'll find is that the way to

intensify is just to give it a little bit more time. It's to maybe ask another question, how do I want to feel? And then to ask yourself, what would that feel like physically? Ask yourself, what does passion feel like physically?

And just keep asking that until you feel some sort of energy inside of you, and I know that starts to sound kind of kooky, to some of you, but emotions are an energetic vibration inside of your body. Somebody who's filled with love, they send a frequency out of their body that literally works exactly like a magnet. And there are scientist that have shown that somebody who's vibrating with an intense level of what they would consider love, their vibrations are literally 90 thousand times more powerful than somebody who's vibrating filled with anger.

Now I know you're thinking well what does that mean or how can you prove that, who cares. The point is that there's a physical experience and so John, what I'd ask you to do, is you have to ask yourself, how do I really want to feel and realize that it's not something that you just think, you feel it in your gut, you feel it in your body, when you feel excitement you feel that in your body.

When you feel focused, you feel calmness in your mind and in your head and with your breathing. Your breathing is a fast way to change emotions as well. Does that help at all?

John Godwin: It does thank you.

Jon Berghoff: And the other thing John is sometimes choose a new mental picture, if you're trying to feel love and you're not feeling any love, then pick a different girl. I don't know how else to say it. Get a different picture, because we're visual people and pictures put us into states, so get a different picture, choose another experience.

If you're thinking God, I'm not feeling good as I think about this meeting I'm going to run tonight. Then pick another meeting that you ran in the past where you were at a level 10. How did you feel then and then you'll start to see it in your body.

John Godwin: All right, thank you.

Jon Berghoff: Cool. Pick a different girl; I can't wait for that one to get used out of context. That's good. I went to Las Vegas this week for two days and have you noticed in Vegas, they hand out baseball cards when you walk down the streets? It was interesting.

All right everybody, that was definitely one of those jokes just for me. Any other questions on the topic, I got a call in a few minutes here that I do want to get ready for. But I am here, star 7 if any of you do have any other final thoughts or questions on the topic of emotions.

Maybe you should hug somebody today, huh? Maybe you should hug somebody who you've got like a really confrontational relationship with, wouldn't that kind of

change things up? Going once, star 7, going twice, all right Eastern Region, I love you guys and gals in the most sincere way. Enjoyed our call, you take care everybody, rock out with your homemaker, block out and we will talk soon. Cheers everybody, bye-bye.