

# Disrupt Yourself Podcast

## EPISODE 204: LEWIS HOWES

Welcome to the Disrupt Yourself podcast, a podcast where we discuss strategies and advice for how to climb the S curve of Learning™ in your professional and personal life, disrupting who you are now to slingshot into who you want to be.

I'm your host, Whitney Johnson.

Today our guest is Lewis Howes, a man who, as the founder of the School of Greatness, is all in. He is relentless in his practice of personal disruption. Lewis Howes is a New York Times best-selling author, a former pro football player, a collegiate all-American athlete in football and the decathlon, a successful entrepreneur and wanting to go to a school that taught in the way that he learned, Lewis launched The School of Greatness podcast in 2013. Lewis Howes also dyslexic. He's been sexually abused. He struggled in school. When he was eight years old, his 19 year old brother went to prison. Scared, embarrassed, ashamed, Lewis Howes determined he wanted to be great and so he's disrupted himself over and over and over again.

Lewis, welcome.

**Lewis Howes:** Thanks, Whitney.

**Whitney Johnson:** Lewis, in 2015, you wrote a book called The School of Greatness. Can you tell us about this school and how did it come about?

**Lewis Howes:** I struggled in school growing up. I don't remember a time where school was ever easy, except for maybe one class in college that was about personal branding, to be honest, where that was like something I was interested and excited about. But all through school, I just felt very insecure, very "less than." I was always in the bottom of my class and I didn't feel like the school system educated and taught in a way that worked for my learning style. So, I was forced to learn with these big bulky books that, uh, for someone who's dyslexic, is already challenging to read a couple of pages, but have to go through a whole book and comprehend and remember, it just felt like I should give up. All throughout school, I felt like I should give up and I just never felt like there was really a good solution. So, I couldn't wait to be done with school.

And I remember really learning after the class was done when sports would come around in the afternoon. That's when I learned about life, when I learned about goal-setting, vision, leadership, visualization, dealing with failure, managing anger, working with a team, communication, all those things I learned after school.

And as I went into my kind of career after playing football for a while, I was like, "How do I learn how to live life? How do I learn how to become a human being and get a job, get a career, start a business? I have no idea." And so I did what I learned a lot in sports, which I reached out to coaches and mentors and people that I thought had the answers. And that's what I did when I was about 24, 25, when I was in transition. And I just started reaching out to people who I thought had inspiring lives. And I asked them questions about all these things that I wanted to know. And that's when I learned the most, from other people, not from the traditional school. And so for me, I said, "I want to create something that can help other kids like me who are now adults, who don't know how to manage their emotions, that don't know how to achieve their goals, create structure for their lives and ask questions from the greatest minds and try to tap into that wisdom." So, that's what the School of Greatness is.

**Whitney Johnson:** How long has your school been going now? How many years?

**Lewis Howes:** Eight years, next month.

**Whitney Johnson:** Eight years. And how many teachers have you had at this point?

**Lewis Howes:** We've got over a thousand episodes, so probably I'd say 500 to 600 teachers.

**Whitney Johnson:** All right, so for everybody who's listening and thinking this is a real school that you can matriculate, it's Lewis's podcast. That is the punch line, everybody. It's a podcast where you can go and you can listen and to hear and learn how Lewis has gone to his mentors and said, "How do you become great effectively?"

I'm wondering, Lewis, how do you decide what you want to learn next?

**Lewis Howes:** A lot of it is personal curiosity and also what I feel like my listeners or viewers need. What their biggest challenge is, what they're stressing with the most, what they're overwhelmed with the most, what's happening in a society at the time.

And so I just try to find the, the best, most qualified people for what I need personally, because if I'm curious about the most, then it's going to really show in the interview.

And the whole goal is just to try to bridge the gap from where these guests or experts are for where my audience needs are and challenges are in that moment.

And that's what I try to do.

**Whitney Johnson:** Who's the guest that you've had recently that you felt like really was able to accomplish that goal of, of meeting people where they are and what they need right now?

**Lewis Howes:** I've had Joe Dispenza on, Dr. Joe Dispenza a few times and I just had him back on a recently and I felt like it was for me, I never want the interview to stop because he continues to go down different journeys and paths where I just feel like this is so needed in the world. I truly believe that we manifest a lot of what we think about. Our life is made up of the actions we take on a daily basis.

That's what our life is, the habits and the actions we take. And those actions typically stem from a conscious thought process or unconscious thought process.

And so when we can truly optimize our thoughts and the way we think about ourselves, the way we think about other people and when we think about the world, then our life will start to reflect those thoughts through the actions we take, through the people we surround ourselves with, through the boundaries we create in our life, through our structured day. And he talks a lot about that and filling our minds and our heart with a thought process that will support us and support other people around us, as opposed to thoughts of anger, resentment, fear, anxiety and unworthiness. So he was really powerful recently. I also had Rhonda Byrne on who is the creator of *The Secret*, probably one of the top ten most selling books of the last decade. I think 35 million copies sold. I'm not sure how

many other books have sold more maybe *Harry Potter* or a couple other. One of the biggest movements of the last 15 years in the personal growth space, for sure, if not the biggest in the, in the space.

And when I was interviewing her and researching about it, the last interview I saw of her was 12 years ago. There was nothing online, on YouTube or podcast with an interview of her. And she had a new book come out called *The Greatest Secret* and, um, I reached out to her publisher and said, "Hey, I'd love to have her on." And she agreed right away. There was no pushback or anything. And I was like, "Huh, either..." And as I started to do research, I was like, "Either I'm unable to find anything about her or she hasn't done anything in 12 years," because the last interview she did was with Oprah in 2008, from what I saw, or at least that said on 2008 on YouTube, it might have been 2006. And I said, "This is actually a massive opportunity for the world to hear someone's perspective from where they are actually struggling. Before launching this idea, they had this calling to create a book called *The Secret* to then what has happened since then? How has her beliefs changed? Her ideals change? What has she still struggled or been through? Challenges?" And I think a lot of times we see people who hit massive success and build massive audience, massive movement, financial wealth. And we think that they have figured it all out. But there's always another level. And so it was, it was powerful to hear her journey and story since impacting tens of millions of lives through a book she wrote.

**Whitney Johnson:** All right. So, Lewis, the question that I have in my head is, had she really not done any interviews or had they just not been posted?

**Lewis Howes:** I don't think she did any interviews because I asked her about it and I said, "Am I missing something or have you, have you not done any interviews?" And she said, "I've never wanted it to be about me. I've always wanted it to be about the message." And in *The Secret*, it wasn't... It was what she discovered from all these mentors and people from the past historically who had used the law of attraction. And so she wanted to put all those people on the forefront and not make it about her. But now she said this new book, she feels like it's so important for her to start speaking up about it. It's like a half a million views in the first week and a half. And it's, you know, it's amazing to see the engagement people have because they really wanted to hear from her.

**Whitney Johnson:** Right. Couple of thoughts are coming up is just this idea of right now, there's so much going on with the mind and in so many respects, like there's a divide of people who are saying, "We've been massively disrupted, what do I do with this?" And some people are sort of drowning in it and others are like, "OK, here we go, it's game time. What am I going to do?" And I, I love how you're having Dr. Dispenza, you're having Rhonda Byrne and helping people think about how they're thinking, understanding that we can literally create our future. And it all starts with what's going on in between our two ears.

And I'm also thinking, so I know Bob Proctor was featured in there. He's been a wonderful mentor for me. And it sounds like perhaps for you as well. And just so inspired by his work.

**Lewis Howes:** He's great. We don't really achieve what we truly want and become who we want to be until we efface some type of adversity that we're able to overcome, so it's the overcoming of the insecurities that we deal with and the overcoming of the adversity, whatever comes our way. The greatest that I've studied are never truly fulfilled until they master their insecurity and fear and until they learn how to overcome adversity and know that it's, it's a part of the journey. Once I finally discovered how insecure and fearful I was about life... I kind of lived with insecurity and fear until I was about, I don't know, 17, 18, and that's when I really started to go all in on my fears and insecurities because I was just kind of sick and tired of feeling scared all the time, of feeling embarrassed all the time, of feeling like I wasn't good enough, of feeling that I was never going to amount to anything. And so when I started to have the awareness around these insecurities and fears and say, "OK, I don't want to feel this way anymore. What are the things that are making me feel those things?" That's when I wrote a list of these fears and just started going all in on them like I was playing a sport. And overcoming the fear and insecurity and I would put myself in scenarios, situations, challenges. In three to six month periods, like a season, and I would give myself a game plan on a daily basis to practice the insecurity, to go all in on it, to have game day experiences. And those seasons of life really guided me in overcoming insecurities.

**Whitney Johnson:** So, give us an example. You can either do the high school one and maybe share the catalyst or you can share one that you're working with right now or recently.

**Lewis Howes:** I lived above a jazz club when I was 22, 23 and once a week they would have salsa music downstairs and all the salsa dancers in Columbus would come out and dance for the night and I would go downstairs and watch every week for months and I would never step on the dance floor because I was this tall white dude in a, in a world of Latin people. And I didn't speak the language. I didn't understand what the music was saying and I didn't know how to dance. I felt so out of place.

Yet I felt so inspired by just being there and watching it. And I was like, "Man, it'd be amazing if I could dance one day. And for months, I wouldn't do anything. But I would start connecting with people and talking to everyone. And people would ask me to dance and I'd say, "No, I want to make you look bad," because I couldn't dance. And then one day I just said, "I'm sick and tired of feeling insecure around this." And I went all in on it and I went on the dance floor, some girl dragged me out there. I went out there sweating. I was looking down at my feet for about 30 minutes, doing the basic step, feeling like everyone is laughing at me. And after 30 minutes, I looked up. No one cared. No one looked at me. Everyone was doing their own thing.

And I just said, "OK, I'm going to go all in this." So, I had a friend who is a Colombian, I said, "Burn me a CD..." This is back in the CD world... "Burn Me a CD of the top salsa songs." And I listened to the CD on repeat for hours every single day for the next three months. I was truck driving at the time as well, so I would drive six hours a day in a truck and I'd listen to this salsa music album.

I would visualize myself dancing, I'd visualize myself asking people to dance. I did group classes at night, private lessons. I went out three times a week to clubs and just learned the basic steps.

It became a season of life with an obsession to overcome an insecurity and a fear and a doubt, and within about three and a half months, I remember the moment that I was like, "I am fluent at salsa dancing," and it was like something clicked after all the failure, after all the embarrassment of stepping on people's feet, of not getting it out, of looking silly... It finally clicked. And it's been something I've been doing for almost 15 years now. And it's been one of the greatest skills that I'll have for the rest of my life. But it takes that decision to go all in on our fears until they disappear. It's one of the hardest decisions we can make.

**Whitney Johnson:** It's so interesting. Listening to you talk is your sense of courage and determination and drive. It's like there's this, this... I don't know how to describe it other than I, in my mind is like there is this rod of steel and you're just like, "I am going to do this."

That's what, I like when I hear you talk. And I just I think it's so... There's so much courage and I really love that. So thank you for sharing those stories.

**Lewis Howes:** Thank you.

**Whitney Johnson:** You talked about, I think it was in School of Greatness, about the importance of expressing gratitude... What are you grateful for today?

**Lewis Howes:** I am grateful for my team because I have a very big mission that I feel like is bigger than myself, to serve people. And the, the mission we have as the, as the School of Greatness is to serve 100 million people weekly to help them improve their life. I know that I could not do it on my own. There's no way that I think I could do it on my own. I need a great team. I need resources. I need people who are on board with the mission. And they've just been stepping up in a massive way this whole year with all of their own personal challenges, with all the different ups and downs of life. I'm just very grateful for them. I'm also grateful for my... I made a commitment at the beginning of the year to go see my dad more this year. I wanted to see him four times. I went to Ohio. I live in L.A. I visited three times and I just decided to extend my stay for longer periods of time. And just still being my dad, he had this traumatic brain injury 15 years ago in September, and he wasn't supposed to live. And every year, it was kind of like, "Is he going to make it?" He's alive, but he's not the way he was when I was growing up. He's emotionally different. He's mentally, has amnesia. He has to say this, you know, he kind of asks the same questions over and over. So it's a different relationship. And I'm grateful that he's still alive and he actually seems happier this year than years previously. So, getting to spend time with him and I'm grateful that I'm healthy. For me, that's you

know, if I'm not healthy, if I'm unhealthy, that's the only thing that matters. Nothing else matters as much, much more healthy.

**Whitney Johnson:** All right. So I am going to tell you some things that I'm grateful for with regard to you, because as I have prepared for this interview, I was, you know, I read the School of Greatness and I read the Mask of Masculinity. And a couple of things happened that were really powerful for me that I wanted to share with you. One was that thinking about your story about your brother becoming a musician and how he was just willing to do whatever it took and it sounds like he's been a wonderful role model for you, but it was really important for me as I was listening to that, that sense of "I'm going to do whatever it takes and it's OK if I'm embarrassed. I don't care because this is important. This is too important for me." And that was really valuable for me as I think about the work that I do. So, I wanted to... That's the first thing I wanted to thank you for. The second thing that I thought about is that I made this commitment this week to just be much more appreciative when I'm on calls with people on my team. I mean, you alluded to this, but this idea of we get on a call with people on our team and we're so busy and task, task, task, task, task and just stopping and appreciating or even if you're... I've, the other day I was listening to someone talk and I was like, "That was really good."

And so I just stopped and sent them a note to say thank you for that. That was really inspiring. And then the third one was reading about your visualization. And I remember on Saturday morning I was reading your book and kind of, you know, you kind of moods ebb and flow when I was in that moment of, "Oh, I got so much to do." And I just remember reading your book and, you know, doing some of the work that you talked about and visualizing, you know, visualizing this interview that our learners will get an A in the school of greatness then and visualizing and doing the breathing that you recommended. And I literally felt a major shift that happened by just doing those simple things. And so, I wanted to express my gratitude to you for the work that you've done and for how you really do work so hard to inspire people, but also to truly walk your talk. And so, I'm, I'm grateful for that.

**Lewis Howes:** Oh, I appreciate it, Whitney. Thank you.

**Whitney Johnson:** You're very welcome.

It's interesting, you know, in our work, we talk about the S curve of Learning™, how you're at the launch point and, you know, you can't figure things out. And it's sort of this mess in this jumble of the pieces, but at some point, you hit the knee of the curve and you move into the sweet spot. That's steep, sleek-back of the curve. Then you get to the top and you're like, "I've figured it out, you know, no longer getting that dopamine. It's time for me to do something new." And it's interesting as you talk, it sounds like, like you said, from a business standpoint, you can jump to a new S curve, you'll figure it out, you'll get into the sweet spot pretty quickly, but part of the reason I'm hearing is that you like Spanish, you like training for a marathon, although you were a decathlete, an all-American decathlete, so you do have that muscle, but that sounds like there's something about doing something really hard that makes your brain sweat like Spanish...

**Lewis Howes:** Yeah.

**Whitney Johnson:** That's a muscle that you want to have. It goes back to this rod of steel. You want that muscle.

**Lewis Howes:** Yeah. When I was 18 going on 19 my freshman year in college, I felt very ignorant in my family. I'm the youngest of four. My parents met at Ohio State University and they were opera majors. They have these incredible singing voices. They sang professionally like they were amazing. And they would sing growing up.

My brother is the number one jazz violinist in the world. My sister is a singer songwriter and has music and all this stuff. Sounds like Sarah McLachlan. And I was like, "I can catch a football." Yeah. I mean, I was like, "Uh..." I actually did take choir because my dad pretty much forced it on me. So I actually was a I would say I was a decent singer in a choir. I was never confident, like as a solo singer. But when I was 18, going on 19 my freshman year in college, I was just like, "It is unacceptable. My whole family knows a musical instrument except for me. My parents played piano and all that stuff as well. My brother played the guitar, sister the piano as well." And I was like, "I'm the only one who doesn't know an instrument." And so my freshman year in college, I picked up guitar. And I spent about an hour to an hour and a half a day learning the guitar, teaching myself, someone in my dorm could play and

I would ask them to teach me, like the basic chords. And I would just practice over and over again to try to learn one song. And that one song turned into, you know, multiple songs into understanding guitar. And I'm not this like a virtuoso guitarist, but I can play any campfire song there is.

And I remember I was like, "OK, this is a skill that I developed where it was really hard." It took about a year and a half, two years. And I just didn't want to be someone who wasn't able to understand that language with my family.

And so then, it's like I could start playing the guitar with my brother when he was playing the violin. And over the holidays I can, like, play Christmas songs and stuff like that, and they can bring out the violin. And it's like this experience. It's like a culture that I can now be a part of as opposed to an observer or someone in the stands, I can be in the field in that language.

And it's funny, last, the beginning of last year, I started taking private singing lessons because I never felt confident singing. I mean, for me, I just didn't want to be ignorant with music, I felt like I had to have some type of basic knowledge and I feel the exact same way now at 37, with a language for 20 years. As I started taking Spanish class in high school for two years, over 20 years... I guess I was 17 when I took my first class... I was like, "Man, I really want to learn Spanish," for 20 years. And I took four years in college, two years in high school. I've traveled all over Latin America, Spain, all this stuff. And I listen to salsa music, Latin pop music all the time. But I don't understand it. I understand the energy and the essence, the feeling. But I don't, I can't speak it. And every year for 20 years, I've told myself, "OK, this is the year that I'm going to learn Spanish." I did group classes, I did private lessons one time. And it was always go back to like middle school, high school, where I was like, "Man, this is so hard. It hurts, it hurts my brain." Every time I sit down and do it, that's just like, "I'm never going to learn this." And so, I just decided this year and I was like, "OK, it may take me a decade, five years, I don't know, to actually become fluent, but I'm not going to focus on rushing anything. I'm going to focus on showing up every week and practicing it with my teacher."

**Whitney Johnson:** Have you and your brother ever performed on your podcast, together?

**Lewis Howes:** We did some stuff, like we've done Instagram lives together, we've done a few different things. I want to actually, like, record some stuff with him, I think it would be fun.

**Whitney Johnson:** Yes! Absolutely.

**Lewis Howes:** Maybe we will do that.

**Whitney Johnson:** In Spanish! You should record something and you could learn a Spanish song and sing it in Spanish with your brother. I dare you, Lewis! That would be amazing.

**Lewis Howes:** I know, right? Maybe five years away from that. Yeah.

**Whitney Johnson:** You said something that I thought was so powerful, "You said greatness is a voluntary degree." So, if people want to enroll in Lewis Howes School of Greatness voluntarily, how do we do that?

**Lewis Howes:** Well, I mean, you can listen to any interview that you want to listen to and partake in any lecture series, I guess.

But it's really about discovering your dreams and figuring out who you need to become and what you need to let go of in order to make those dreams happen. I believe that we all have different dreams at different stages of our life. And it's hard, you know, dreams are inspiring, but they're, they're hard to accomplish. And the whole point of it is to figure out what do we need to become in order to attract and get closer to making that dream become a reality. Make that calling something that's, um, going to happen for us, and so in my opinion, life is just all about figuring out what doesn't support us, doesn't support our life, so that we can let go of anger, frustration, resentment, ego and live a happier, healthier life.

And the, The School of Greatness has been all about discovering how to let go, how to become more of who we should be and let go of the things that don't support us, the tools, the strategies, stories, the lessons on how to do that.

And a lot of it is believing in ourselves. You know, I, I didn't believe myself for a long time and I would beat myself up and I was driven to be perfect. And when I would mess up one little thing, I would fixate on that and it would ruin my week. So, a lot of us and I just needed to learn how to love ourselves and believe in ourselves because a lot of people do not love themselves and they lack the confidence to go after what they want. So, therefore, if we lack the confidence to go after what we want, we'll never have it. We'll never create it. And then we'll always be wondering, "Ah, I wish I would have done that." I just don't want to live my life wishing I would have done something that I was born and meant to do, but that's why, going back to the beginning of the questions, Whitney, that's why we must realize what is our great adversity that we're faced with and we must essentially live with it. We all have different adversities that we have to face and we must be willing to embrace them.

**Whitney Johnson:** Walk into your fear.

One of the things I do in my coaching sessions is I'll ask people what was most useful for you in this conversation and it might not be anything I said, it's probably something you said or thought. So, as you've been talking and processing and sharing for the last few minutes, what was most useful for you?

**Lewis Howes:** It is catching myself and, you know, and when I say something, I think something, "This is really hard, this is really hard," then it's going to become harder, like with Spanish. And part of it is creating a context of saying, "Spanish is challenging for me." It is. I'm not going to lie and say, "This is easy," but being aware that it's OK to be challenging and still have fun and, and learn faster. It doesn't have to be a hard learning process. It can be a challenge that I can make fun and, and enjoy the process.

So reminding myself to enjoy the process with when I have an impatient mind, an impatient mind that wants everything now.

Yeah. I love learning Spanish. What was useful for me is this idea of just walking into your fear. So, every time, I mean, I heard you say this over and over again, "I was afraid of it, so I was going to conquer it." Just over and over again.

**Lewis Howes:** What's your biggest fear? Whitney.

**Whitney Johnson:** My biggest fear, Lewis, is getting stuck. Of not being able to make progress. That terrifies me.

**Lewis Howes:** What's progress?

**Whitney Johnson:** Mm hmm. You're turning the tables on me progress.

**Lewis Howes:** I'm curious. What does that look like? You have to write, to write ten books a year? Is that writing a proposal a year? You know, what does that look like?

**Whitney Johnson:** When I think about progress, it's feeling like I as a human being and my sense of self and my sense of character and my ability to, you know, like if I struggle with anxiety, you know, for a certain number of times a day, if I you know, a year from now, if it's today, it's ten times a day and a year from now, it's still ten times a day. I haven't made any...

**Lewis Howes:** It's not progress.

**Whitney Johnson:** ... progress. That is what I'm afraid of. And so that idea of being stuck. And so when I decide that there's something that I want to get better at, that I want to be better, be kinder, be more skilled, be more proficient, being stuck and not being able to make progress on that. That is my greatest fear.

**Lewis Howes:** Why would you stay stuck if you're aware of it?

**Whitney Johnson:** I don't know. It's interesting. I've no one has ever asked me that question, but I suspect there are some element of when you're a child, you can be stuck in something and you can't necessarily do anything about it.

There's not this sense of power and ability to move forward. And so, maybe it's that sense of, "OK, now this is interesting." Maybe it's the sense of powerlessness to do something about moving forward. So, it's maybe not being stuck, but it's a fear of being powerless and not making progress.

**Lewis Howes:** Are you powerless on anything?

**Whitney Johnson:** Well, this goes back to, to Dr. Joe, if we're invoking, if we're not, unless we believe we are, right? So, I think that's the challenge and I think that's one of the gifts, actually, I was going to ask you this question and we started to run out of time is a lesson that you've learned about greatness this year in 2020, and I know for me, one of the lessons has been is the power of my mind and why I love Bob Procter's work so much is in those areas where I have felt powerless of not being able to make progress, of, you know, not being able to be successful and work if, I as I wanted to have the family life that we wanted to, is if I would start changing how I was thinking about it, then I could make progress in the way that I wanted to.

**Lewis Howes:** Yeah. What is the specific thing you feel powerless with, like the actual thing right now?

**Whitney Johnson:** Yeah. Ok, so I think, you know, I have another book coming out, we just turned it into the printer and, or to the publisher and it's coming out in September. And that sense of, "Will I be able to do... There are things that I know to do in order for it to reach as many people as possible. Do I have the power or will I do what I need to do to help it be successful," if that makes sense?

**Lewis Howes:** Well, do you have the power?

**Whitney Johnson:** I do. I do. So...

**Lewis Howes:** Will you do what you need to do? What are all the things you need to do.

**Whitney Johnson:** Ah, that's so good.

Well...

**Lewis Howes:** So you have the power?

**Whitney Johnson:** We're having a little bit of therapy here. This is awesome!

**Lewis Howes:** Do have the power.... You just said you have the power...

**Whitney Johnson:** Yeah.

**Lewis Howes:** ... to do it, but you're not sure if you have...

**Whitney Johnson:** Yeah.

**Lewis Howes:** Is it the willingness to do it all? Is that what you said?

**Whitney Johnson:** I think there's a willingness thing. And I think that there's also something that you said earlier about, and I think this is why this resonated for me when you talked about your brother, and how when he came out of prison, he was just like, "No one can make me ever feel like bad about myself again, like I've gone as low as.."

**Lewis Howes:** Shameful, yeah, yeah.



**Whitney Johnson:** Shame. Oh, there's that word. It's shame. Thank you. We got a whole hour and not talking about shame. So, I think there's that sense of, you know, "Will I do what I need to do, understanding that I might feel awkward, I might feel uncomfortable. I don't know what the outcome will be, but do it anyway."

**Lewis Howes:** Yeah.

**Whitney Johnson:** And now you're giving me a dare and I am going to do it, Lewis.

**Lewis Howes:** Yeah. Yeah. I mean, we can't live our life based on our, you know, being attached to outcomes. We can be....

**Whitney Johnson:** Right.

**Lewis Howes:** ... committed to the results, but not attached because that's when we'll suffer.

**Whitney Johnson:** Right. OK, so now that I just committed, what are you going to commit to as we wrap up?

**Lewis Howes:** I've been committed, while I've committed to finishing my rough draft of my book on the 27th of this month, but...

**Whitney Johnson:** OK.

**Lewis Howes:** I made that commitment already, recently, so... I've been saying that I'm working on my book all year, but then I've allowed excuse and some resistance to actually complete it and, you know, finding any excuse with everything else I have going on of why I haven't.

But there's been some other resistance. So it's just, it's just now not making an excuse anymore.

**Whitney Johnson:** All right. OK, so you're going to get your book done by the 27th And I'm...

**Lewis Howes:** Rough draft. A rough draft. Yeah.

**Whitney Johnson:** Rough draft. OK, and I am going to move forward on putting that book out in the world.

Lewis Howes, thank you so much for being with us today.

**Lewis Howes:** Appreciate it.

---

Well, that was unexpected, that conversation. Talk about turning the tables on disruption. Yes, it was uncomfortable. The launch point of the S curve is almost always uncomfortable. You're tentative, a little raw. That's how it's supposed to feel. As Lewis says in his book, "I put myself in situations where I'm uncomfortable and stay with it until I'm comfortable."

What I loved is that both of us learned something about ourselves in this conversation, and that's what happens in the best conversations, we both learn. You both learn. Lewis caught himself saying, "This is really hard," when he was talking about learning Spanish. I appreciated that he was learning real time and that he was humble enough to say that out loud, that he's talking his way to greatness. In reflecting on his question to me about what I'm afraid of, I realized that I have on many occasions said that my greatest fear is being stuck. And yet I've been learning, starting with my conversation with Bob Proctor a few years ago, is that whatever you focus on, you get more of. So, if you focus on getting out of debt, you're going to stay in debt. If you focus on getting unstuck, you're going to stay stuck. The powers being given to stuck. So, the refrain for

me is that when people ask me my fear, I'm going to flip it and say, "My greatest joy is making progress." This is what I'm out to do. This is the whole point of the S curve of Learning™ the joy that comes with progress toward a worthy goal.

I am giving power to progress, to the S curve, to the continuous pathway to our potential.

This actually then made me think of our hiring for potential PDF that provides those 20 questions on how to hire people that can fulfill the promise of their potential. It's at [whitneyjohnson.com/hiring-potential](http://whitneyjohnson.com/hiring-potential), but now after that conversation, I need to modify it slightly. I want to say to you to remind you that when you're talking to people about their life experience, think about, observe what words they're using. Are they using, "I can't do I couldn't figure it out" or "I can. I can do this. I can find a way."

Just a few other thoughts and ideas that I want to share with you that were from his book because, yes, I read the books when I interview people.

Number one, it's a quote from Chris Lee, "The most powerful work we do is to reinvent our belief system."

Number two, if you want to improve your outer success, improve your inner circle.

Number three, in preparing for the episode, I read an article, which I'll include in the show notes, about what Lewis does to increase his listenership. He relentlessly asks his listeners to write reviews. So, if you found this episode valuable, I haven't been relentless, but I'm going to ask now. Please leave a review. Tell us why you enjoyed it. And if you've already left a review, then show the episode on social.

Number four, be your word. "The easiest way," says Lewis, "to make someone feel unappreciated is to not show up when you say you will." Be your word.

Number five, every new thing we try in our lives is like a new language.

Yes, that is why I love the S curve, because it gives us a language to talk about how we grow.

Thank you again to Lewis Howes for being our guest. Thank you to our team, Emily Cottrell, Whitney Jobe, Steve Ludwig, Melissa Rutty, and Nancy Wilson.

I'm Whitney Johnson.

And this is Disrupt Yourself.