

Jerry Colonna: Hey, Jud. It's great to see you again and I'm super excited to have you on the show. Um, before we get started, could you take a minute, and just introduce yourself?

Judson Brewer: I'd be happy to. And it's great to see you as well. Uh, my name is Judson Brewer. I'm the Director of Research here at the University of Massachusetts Medical School Center for Mindfulness. I am also the founder of Claritas MindSciences, where we take evidence based digital therapeutics and, uh, apply those to behavior change. So helping people change concrete behavior such as quitting smoking, uh, reduce emotional eating, and even, uh, unwind their anxiety.

[00:00:30]

Jerry Colonna: And that's one of the pieces that we'll be jumping in on and ... I just, you know, I think it's worth saying that we've known each other for a couple of years, but really haven't spent, in my feeling, in my view, enough time together. Because every time we spend time together, I just feel like we have a blast.

Judson Brewer: Yes. (laughing)

[00:01:00]

Jerry Colonna: You'd better say yes to that. (laughing)

Judson Brewer: Well, I'm- I'm smiling because I was just thinking of the last walk we took together. It was fabulous. (laughing)

Jerry Colonna: Yeah, yeah, yeah. Um, uh, Jud, you were in a town giving a talk, talk at, uh, Naropa University, where I'm a, uh, a board member. And I convinced you to go for a walk here in Boulder, as I subtly, or not so subtly, tried to sell you on the wonders of living here in Boulder.

Judson Brewer: (laughing)

Jerry Colonna: So. But I remember that walk well and it was really out of that walk that the idea of getting on a podcast, I think, uh, came out of that. And if I recall correctly, we were ... It came after the talk you had done. And, and this was really a talk, if I could, if I could go out there, that's built around your book called, um, it's called Craving. Is that correct?

[00:02:00]

Judson Brewer: The Craving Mind. Yes, the-

Jerry Colonna: The Craving Mind.

Judson Brewer: Mm-hmm (affirmative)

Jerry Colonna: Right. And why don't you just, very briefly just touch in on what that talk was about so that we have a little bit of context.

Judson Brewer: It was, uh, basically, the last 20 years of my, uh, research and practice, uh, and clinical work kind of brought together, which is also very much how the book came together. Where I've been really blown away by understanding how the mind works, uh, from a clinical perspective, uh, as an addiction psychiatrist, but also blown away by the work that my lab's been doing in lining up and understanding these mechanisms more and more. And most importantly, how all of that has kind of come together with my personal understanding of how the mind works through my own meditation practice.

[00:02:30]

Jerry Colonna: So, you know, just- just to, uh, to tease it out a little bit, I've had Vince Horn on the podcast and he's been a long time friend. But I think more than Vince, you are the definition of Buddhist geek. (laughter) Um, I'm joking, but, but I think the thing to understand is that we're gonna have a conversation, if you will, about the neurobiology of what's actually going on, whether it's with addiction to substances if you will, or addiction to mental states. And really what happens in the experiences around things like anxiety and maybe, if we can even touch upon it, guilt. The notion is that I was really intrigued by your descriptions of the, of the way the mind works, so. Uh, this may be an impossibility, but we're going to attempt to do it.

[00:03:00]

[00:03:30]

[00:04:00] If you could give us like a couple minute summary of that talk, and more specifically the role of, uh, I'm forgetting the full name of it, but the PCC structure in the brain, so. Let's- let's see if we can take a stab at it that way.

Judson Brewer: Great, and interrupt me at any time for clarification 'cause I ... I'll try to keep this really, really brief. Basically, um, there's, you know, we look for behavioral mechanisms, we look for neurobiologic mechanisms and we look for- to see how those two overlap. So let's- you know, we can roll up our sleeves and, and really dive in here. Behaviorally, it looks like one of the most evolutionarily conserved parts of our brain is this process called reward based learning where- which is basically set up so we'd remember where food is. So, you need the certain elements, uh, that are necessary, possibly sufficient, uh, where we need a trigger. So you see some food, and then you need a behavior. You eat the food, and then your body sends this dopamine signal into the brain that says remember what you ate and where you found it. We call this context dependent memory. And this gets laid down so we remember where food is. This gets laid down so we remember where danger is so we can avoid it in the future. And you can think of this as the approach, uh, avoid, behavior, uh, even from a binary system you know, we're gonna go toward things that are nourishing where help, help us survive and we're gonna move away from things that are more likely to get us killed. (laughs)

[00:04:30]

[00:05:00]

[00:05:30]

Jerry Colonna: Okay, so I'm gonna jump in there.

Judson Brewer: Yeah.

Jerry Colonna: So what you're basically describing is a very, very primitive and if you, if you will, a pre-evolutionary biological structure that was designed to keep us alive as a species. Move towards things that fed us emotionally, physically, whatever is going on, and move away from things that might kill us. Am I getting that right?

Judson Brewer: [00:06:00] Yeah absolutely. So, Eric Kandel actually got the Nobel Prize for this, I think in 2001. Showing that this is evolutionary- evolutionarily conserved all the way back to the sea slug, which only has 20,000 neurons. So they've mapped, basically, every single neuron in that sea slug. And it does, it approaches nutrients and it moves away from toxin.

Jerry Colonna: [00:06:30] So from, from a Buddhist perspective, from a, from a philosophical's perspective, or even a Western psychology perspective, this basic mechanism which defines us as human beings really, uh, if you will, is the basis of, uh, of your whole mind structure. I'm gonna move toward something that, that, that feeds me and I'm gonna move away from something that threatens me.

Judson Brewer: This is where it gets super interesting because this applies to everything from becoming identified with a certain behavior to some even, some people's description of ego. Yes, absolutely. It gets really interesting.

[00:07:00]

Jerry Colonna: Okay. So let's, let's move to the next level of that because, because I think that, that you started to describe the behavioral structures and that's what we sort of got a very, very surface level analysis of that. And then give me an understanding of the neurobiology of that.

Judson Brewer: Yeah, so let's- I'm gonna do one level up and then ...

Jerry Colonna: Perfect.

Judson Brewer: ... we'll go to neurobiology to link those. So the next level up is where we bring in emotions and you bring in a sense of self. So, with these structures in place, our brains, you know, in modern day, where most of us ... [00:07:30] In, in modern day, have enough to eat, the structure's still in place. And so our brain starts learning, oh you know, maybe I can eat food when I'm stressed out, or eat food when I'm sad or when I'm depressed and I'll feel better because I get that dopamine hit. So we start to learn emotionally driven eating behavior as an example, when we're not actually, when that's not actually gonna help us survive. It actually gets in the way of survival when we get diabetes or obesity or whatnot. So that's the next level where this [00:08:00]

process is still in place, yet we learn to associate certain behaviors whether it's eating ... And we'll dive into anxiety later because that's a little more complex. Whether it's anxiety, whether it's smoking, whether it's, you know, yelling at people when we get caught up in traffic. All of these start to become learned behaviors in very much the same way as the sea slug learns to approach nutrient and avoid danger. Now let's go ...

Jerry Colonna: So, so, so, so, the reward though is we, in affect, quote feel better.

Judson Brewer: Yes.

[00:08:30]

Jerry Colonna: And we feel better, uh, by among other things, getting that hit of dopamine.

Judson Brewer: Yes, yes.

Jerry Colonna: So, so I may eat and I feel better from dopamine. Or, and now we're starting to get into our, the realm of our podcast listeners, I may check my email ...

Judson Brewer: (laughs)

Jerry Colonna: I may check Facebook, and, all the sudden, get a dopamine hit.

Judson Brewer: Yes.

[00:09:00]

Jerry Colonna: Even though it's actually, maybe working against the survival of, of the state that I'm in.

Judson Brewer: Yeah.

Jerry Colonna: Am I seeing that right?

Judson Brewer: Yeah let's concretize that. So, I think about a meeting that I need to prepare for and I, I'm like, oh no, I don't know if I'm gonna do a good job. That feels bad. Our brain says, hey, just go check Facebook or check your email one more time as a way to distract yourself. That distracting behavior gives us that reward of distraction because we're now moving away from that unpleasant emotion.

Jerry Colonna: Gotcha.

Judson Brewer: And then that cycle repeats itself.

[00:09:30]

Jerry Colonna: So, just like the sea slug moves away from something that is threatening and toward something that feels good, we're doing the same thing.

Judson Brewer: Yeah.

Jerry Colonna: We're acting like a sea slug at that level.

Judson Brewer: We are.

Jerry Colonna: Gotcha. (laughter) Okay, keep going.

Judson Brewer: So, I'm gonna bring in next level, which is where the ancient Buddhist psychologists had something interesting to say and then we'll link that to the brain. Uh, so the Buddhist psychologists had this term that they called "dependent origination" which is basically where they explained this process, which is called operant conditioning, positive-negative reinforcement, reward based learning, all of these terms in modern day. You know, Eric Kandel gets the Nobel Prize, B. F. Skinner becomes famous for his Skinner box, which is basically the approach of what behavior thing. The Buddhists described this before paper was even invented. (laughter) So I'm just gonna, I'm just gonna give a shout out because they didn't torture animals or graduate students or use complex algorithms to write their theses. They just sat down and looked at their internal experience, so I'm just gonna give a shout out to them. Uh, amazing. Uh, uh ...

[00:10:00]

[00:10:30]

Jerry Colonna: Right.

Judson Brewer: You know, the Buddha was actually described by a famous teacher as a super scientist. (laughs)

Jerry Colonna: Right, right, right, right.

Judson Brewer: So this process of dependent origination, they basically describe the same thing. We actually wr- published a paper in a scientific journal about the links between operant conditioning and dependent origination. The terminology that they used was, they used a lot of very similar terminology. So craving, clinging, we're gonna come back to the clinging in a second. But then they described, you know, we crave for something, we hold onto it, and then we become identified with it. So they describe this as the birth of a self identity around a certain behavior.

[00:11:00]

[00:11:30] So this is where the ego comes in. So if I eat cupcakes when I'm stressed out, I start learning and identifying with that behavior. Oh, when I'm stressed out I sh- I'm the guy that eats cupcakes or chocolate or drinks a beer or, you know, go chec- goes and checks my Facebook. That identity becomes reified every time we repeat that process. So in modern day we actually call that subjective bias, where we become biased because we're seeing the world through the way we've seen the world in our previous behavior. Oh, I should eat cupcakes when I'm stressed out, for example. Or I- I'm the guy that goes and checks

Facebook, or I'm the guy that goes and loses my shit in the boardroom, um, because that's what I do as a CEO or whatever. And it's worked, quote unquote, worked before. (laughs)

[00:12:00]

Jerry Colonna: Mm-hmm (affirmative)

Judson Brewer: As in I didn't get fired.

Jerry Colonna: Right, right. So, so, so, I wanna play it back and make sure I've got it. So there's this multi-step process, which is I, I move away from something that is threatening, or something that, that, that, uh, I don't like that is unpleasant. I move toward something that is pleasant being defined as reward.

Judson Brewer: Yeah.

[00:12:30]

Jerry Colonna: Um, and that cycle continues to the point where I begin to identify my own sense of self with that cycle. So it might be something like, I'm the guy who loses his shit when, uh, deadlines are not met.

Judson Brewer: Mm-hmm (affirmative)

Jerry Colonna: I'm an entrepreneur, right. Whatever that word happens to mean for me. And so, I'm the person who acts this way rather than defining myself independent of my actions, I become associated with those actions and therefore associated with all the behaviors of those actions.
[00:13:00]

Judson Brewer: Yep, yep.

Jerry Colonna: Okay.

Judson Brewer: And these can be, these are far reaching. So it could be as simple as, I suddenly found a company, and I put on the business card "founder and CEO."
[00:13:30] And every time somebody says, oh, you founded this company? And I get this little puff up in my, you know, in my chest, there's that reward. And then I start the ...

Jerry Colonna: That's the dopamine hit.

Judson Brewer: Yeah. And I start to identify with, oh I'm the CEO. I'm the guy, I'm the man, you know. And then when somebody says, well, you're not that great of a CEO ... (laughs)

Jerry Colonna: Right.

Judson Brewer: That's when the trouble begins.

Jerry Colonna: Right.

Judson Brewer: Or as Robert Persig wrote, I think in his book "The Zen of the Art of Motorcycle Maintenance," he said that first hint of egotism was the beginning of all his troubles. (laughs)
[00:14:00]

Jerry Colonna: Yes, yes, yes, yes.

Judson Brewer: But that's about becoming identified with something. And we can actually experience what that feels like and we can calibrate our system to experience that. So let's take a minute to calibrate that experientially and then we'll talk about how that fits with biology. Okay.

Jerry Colonna: Great.

Judson Brewer: So, if I say to you, uh, Jerry, I think Reboot.io is a stupid name for a company.

Jerry Colonna: Fuck you. (laughter)

[00:14:30]

Judson Brewer: So, y- I know that you're a pretty chill guy. Let's say that you were ...

Jerry Colonna: Oh, you don't know me. (laughter)

Judson Brewer: Let's say that you were very identified with that name ...

Jerry Colonna: Yeah.

Judson Brewer: ... And you had taken years to come up with the perfect name for the perfect company, and then I come in and say, that's stupid. What's that feel like? Does that feel expanding or does that feel contracting?

Jerry Colonna: Oh it's an attack, it's, you know, I mean, I would was joking when you said fu- when I said, fuck you. But, I wasn't really, because I often identify with a character I call the Hulk. Who lives inside of me, to defend against the feeling that you provoke (snaps) in that instant.
[00:15:00]

Judson Brewer: Okay, so you didn't rip off your t-shirt at that moment and jump through the screen to wring my neck, but I get what you're saying, that Hulk.

Jerry Colonna: I might have. (laughter)

Judson Brewer: So that, that contraction, that attack is perfect. Because from a survival perspective, fear causes us to contract, contract down into the smallest ball possible, and to protect our vital organs, right.
[00:15:30]

Jerry Colonna: Mm-hmm (affirmative)

Judson Brewer: So whatever's attacking us isn't gonna rip our guts out, literally, from a survival standpoint. Emotionally, it's the same thing. We contract down and we say, oh I'm being attacked, I'm gonna protect myself, okay. So that's one end of the spectrum, we've just calibrated that.

[00:16:00] Now, tell me what it feels like when somebody has just spontaneously been very generous to you, they just, they've just done something really kind that you just totally didn't expect and you just realized it. Does it feel like you're contracting?

Jerry Colonna: Uh, light. No, no it's light and airy. It's like I can almost feel like my body has been filled up with air and like I'm floating.

Judson Brewer: Great, great. So, if we just concretize this and said there's contraction, so the opposite of contraction is expansion.

Jerry Colonna: Mm-hmm (affirmative)

Judson Brewer: Would you say that light and airy feeling fits in the contraction, or the expansion category?

[00:16:30]

Jerry Colonna: Oh, sure, I mean it's, all the sudden I'm, I'm just, you know, so wide open I can sorta hold the whole world inside me.

Judson Brewer: Great. So, you're so wide open there. Let's go back to the other one, when we're contracted around some identification with something, like my company or my company's name or whatever. That literally may be the experience, what we think of as the experiential self. Because it defines the boundary to- between myself and the rest of the world, okay. So, I can feel that. That's me being affronted, being attacked, okay. Now when you get light and airy and expansive, if you take that expansion all the way to infinity, where's the ...

[00:17:00]

Jerry Colonna: I disappear.

Judson Brewer: Yes. I disappear. So there's the, not only the disappearance of the s-

Jerry Colonna: And, and, and I don't wanna be, I wanna be clear. I disappear in a way that actually feels great.

Judson Brewer: Yes. Yes.

Jerry Colonna: It's kind of oceanic, if you will. It's that, it's that feeling of like, it doesn't actually matter.

[00:17:30]

Judson Brewer: And when that gets strong enough, there's not even an "I" in there worrying about anything ...

Jerry Colonna: That's right.

Judson Brewer: ... Or thinking about this. This is where this connectedness is so strong. This is what Mihaly Csikszentmihayi described as flow, right. It's selfless. Selfless, selfless, effortless, timeless, and immensely joyful. This is things that extreme athletes will literally risk their lives to find. And it's interesting, we can talk

[00:18:00]

about that later. You know, that life daring thing. If we're given a choice between survival and thinking or worrying about survival, (laughter) we're gonna just go to survival. And so that ego goes offline, and boom, we're in flow.

Jerry Colonna: Mm-hmm (affirmative)

Judson Brewer: Most- or that's one way that extreme athletes have gotten into flow. And as Steven Kotler's written about this in some of his books and whatnot, we've even captured this in our, in our fMRI scanners. So let's get into the neurobiology.

There's a brain region called the posterior cingulate cortex.

[00:18:30]

Jerry Colonna: So say that slower again. Post- posterious cingulate cortex.

Judson Brewer: Cortex, yes. Posterior cingulate cortex, so.

Jerry Colonna: Got it. (laughs)

Judson Brewer: So this brain region ha- is very interesting because Mark Rakel at Washington University in St. Louis, it was actually ... This was discovered when I was doing my MD PhD program there, I, uh, little beknownst to me because I was doing immunologic research and he was doing neurobiology and neuroimaging. He found this, what's called the default mode network. And the posterior cingulate cortex, or the PCC, we'll call it that ...

Jerry Colonna: Mm-hmm (affirmative)

Judson Brewer: Um, it gets activated when we're not doing anything in particular. He actually serendipitously discovered this because it turns out, when we're laying still and not doing anything particular, guess what we're thinking about. I'll give you a ...

[00:19:30]

Jerry Colonna: Me. (laughter) The most important topic in the world.

Judson Brewer: Yeah.

Jerry Colonna: Me.

Judson Brewer: And these, there are two main hubs of this. The medial prefrontal cortex, which is probably more involved in the conceptual self. Like I wake up in the morning and I remember my name and I remember I have to go to work and I remember where work is, and all those things. And then there's the experiential self, which is the PCC. Which is this contraction that says, oh yes, that's me. And this gets activated during a number of different types of tasks. So for example, when we're thinking about ourselves it gets activated. When we're feeling guilty, it gets activated. When we're emotion in, about things, when we're ruminating about things, when we're anxious we're- it gets activated. When we're craving, uh, a number of different substances it gets activated. So this brain region seems to be activated literally when we're contracting down around something.

[00:20:00]

[00:20:30]

[00:21:00]

And we've done a bunch of neurophenomologic experiments, which is a big word for saying, we're linking up people's subjective experience with their brain activity in real time using fMRI and EG. We can go into the details later if it's helpful, but basically, we can link up somebody's experience of getting contracted with their brain activity, and that's helped us map this brain region as getting activated when we're contracted and getting deactivated when we're in a meditative state or even in flow. We've had a couple of folks spontaneously report getting into flow in this scanner, we get a snapshot through our neuroimaging techniques and we're seeing, lo and behold, the posterior cingulate gets really quiet when somebody's out of their own way.

Jerry Colonna: Mm-hmm (affirmative)

Judson Brewer: So I think of this brain region as a neural marker of the experiential self. When we're getting, when we're being affronted, when we're being attacked, it's saying, this is me and I don't like this.

[00:21:30]

Jerry Colonna: So, let, let, lemme describe something. Um, myself and, and probably every coach and every therapist in the country deals with clients who say, I woke up at four o'clock in the morning and I couldn't go back to sleep. I just- my head was just spinning, my mind was just spinning, I was just thinking about ... I was ruminating about what had happened the night before and the argument I had with a significant other in my life. Or I was worried about the future or I was worried about the day in front of me. Um, and then, there- we all encounter people who, for whom that never stops.

[00:22:00]

Judson Brewer: Mm-hmm (affirmative)

Jerry Colonna: Except perhaps when they're in the deepest REM sleep, but maybe not even then. And what, so what I'm hearing you say is, those clients, those people who are listening to this podcast right now, who are waking up at three o'clock in the morning and trying to answer email, or going to answer email. Their PCC is too- completely activated at that moment. Um, they are as far removed from the flow state, from a meditative state, as they can be. And, when they're reaching for their phone next to their bed, they're in effect seeking relief from that state. They're moving away from, sea slug-like, they're moving away from pain, if you will. And trying to find their way to a place of calm that's not threatening. Do I have that right?

Judson Brewer: Yes. At that point when we, that swipe is like a rat pressing a lever. Every time we ri- answer one more email saying, okay I got one more email out of my inbox and get that temporary relief, we're rewarding that process, we're reinforcing it. Yep.

Jerry Colonna: Well, so, so, but, but the ... I, I wanna break it down before the reward because the reward is reinforcing the need to reach for the phone. Um, but, but what I hear you saying is that if, if in that moment, you are able to magically transport one of my clients from their bedroom at three o'clock in the morning, to an fMRI scanner, you- we would see their PCC completely activated.

Judson Brewer: Yeah. Lighting up like a Christmas tree.

[00:24:00]
Jerry Colonna: Right, right. Because in that moment, anxiety, guilt, rumination, um, we'll talk about depression later because I know that that involves other aspects of the brain and there are other circuits of the brain, but ... But that heightened energetic state of just super contraction, if you will.

Judson Brewer: Yeah.

Jerry Colonna: The PCC is lit up like a Christmas tree.

Judson Brewer: Yes. Yeah.

Jerry Colonna: Got it.

Judson Brewer: And ex- experientially we feel that as contraction. There's a level of restlessness that says, do something, this is terrible. (laughs)

[00:24:30]
Jerry Colonna: Right. Get, get ... And, and, and physiologically, our breathing shifts. Um, our stomach may shift. Um, our, our other systems may start to shut down

because I'm imagining, just like in the fight or flight state, the body's starting to preserve whatever vital organs it can to stay alive. Am I getting that?

Judson Brewer: [00:25:00] Yeah. And anybody that's listening to this that's identifying with, oh no that's me. They can just check in with their breath right now to see if they're breathing shallowly.

Jerry Colonna: Right, just by listening to us ...

Judson Brewer: Yes.

Jerry Colonna: ... They may have been put into that state.

Judson Brewer: Yes.

Jerry Colonna: [00:25:30] Right. So let's all take a breath. (laughter) I hear you, yeah, yeah. Wow. You know, Jud, I gotta tell you, um, one of the things that's helpful for me, when I start to understand the biology, is that there's a corollary thought that often occurs for me, which goes like this. I am so fucked up.

Judson Brewer: (laughs)

Jerry Colonna: [00:26:00] Can you believe that I do this? Can you believe that even I, oh namaste Jerry, oh, wakes up at three o'clock in the morning worried. And when I hear you describe this, what shifts for me is, I laughingly and almost with tears say, oh, I'm just a human being.

Judson Brewer: Mm-hmm (affirmative)

Jerry Colonna: Doing what I was wired to do millennia ago.

Judson Brewer: Yeah.

Jerry Colonna: [00:26:30] 'Cause I, in my experience this is one of the confounding problems in our modern society, is that we think that because we are subject to craving, to clinging, to addiction, to the need for dopamine hits, to, to this anxiety, that we're broken.

Judson Brewer: Yeah.

Jerry Colonna: [00:27:00] And that somehow, it's the same crazy reification, right, because if I'm broken, now I have something new to worry about.

Judson Brewer: Yeah. Yep. The "I'm broken" is just a habit loop.

Jerry Colonna: Mm-hmm (affirmative)

Judson Brewer: Or a, you know, Alan Watts, uh, this philosopher that many folks may have- know, I, I think he said it this way. He said, the ego, uh, that which he believes himself to be is nothing but a pattern of habits. And so that "I'm broken" identification is nothing but a pattern of habits that gets set up and reinforced every time we think, I'm broken, oh no. That actually gets reinforced. I think, tell me if this is something that you're, you're getting to, which is just seeing that we are identified, in that moment of noticing, we're- we've already let go a little bit.

[00:27:30]

Jerry Colonna: Yeah, yeah. Well, as, as, as we're going to this place, I started thinking back to that wild, pre-paper super scientist, the Buddha. Who was able to begin to just step out of the pattern of reification of mo- the sea slug-like state, right. Move away from that which is threatening, move towards that which is rewarding, only to sort of get caught in another cycle, another loop of mind biologically compelled to do so, that says, I'm broken.

[00:28:30]

Judson Brewer: Yeah, yeah.

Jerry Colonna: Right. And that he was able to sort of take a step back and see the whole cycle, just see it.

Judson Brewer: Yeah.

[00:29:00]

Jerry Colonna: Right, 'cause, 'cause I find too that even bringing my own attention to the fact that I see that I'm broken as a pattern can, if I'm not careful, create another pattern of, look at how broken I am. I see the fact that I'm broken and I get trapped in that loop.

Judson Brewer: Yep.

Jerry Colonna: And it's, and like we fall into an Escher painting of negative views.

Judson Brewer: Right, it's like fractal patterns, yeah.

Jerry Colonna: It's like fractal patterns, exactly.

[00:29:30]

Judson Brewer: And it's that identification, so seeing the identification is so powerful. So, one of my clinic patients who was very anxious, she, we, she came up with a mantra to help her identify when she was identified. And she used, it was so gentle and sweet and also kind of playful. She said, "oh, that's just my brain."

Jerry Colonna: Yeah.

[00:30:00]

Judson Brewer: And that helped her remind herself that this was just a habit pattern that was set up for, by her brain for survival.

Jerry Colonna: Mm-hmm (affirmative)

Judson Brewer: It wasn't her. And when she would say that, oh that's just my brain, she would snap out of it. I mean, obviously she had to train herself to do this, but over time, she was able to just have that pop up and say, oh that's just my brain.

Jerry Colonna: Mm-hmm (affirmative)

Judson Brewer: That's just my brain again. And be able to step out of that habit loop.

Jerry Colonna: I, I wanna share with you uh, uh, something that, that occurred to me when I was in college. I was a philosophy minor in college, I was an English major. And, uh, I remember reading Descartes and getting really fucking pissed. And not really understanding. And, and, again, I had a very surface level understanding of Descartes, but the whole construct of, I think, therefore I am ... Which I understand, meaning I'm creating my own reality, became a trap for me.

Judson Brewer: Yeah.

[00:31:00]

Jerry Colonna: And, and, and what, what freed me from it, momentarily, temporarily, was the belief that, I am, therefore I think.

Judson Brewer: Mm-hmm (affirmative)

Jerry Colonna: Right. I exist outside of these habits of mind.

Judson Brewer: Yes.

Jerry Colonna: And because I exist outside of these habits of mind, the habits of mind are not me.

[00:31:30]

Judson Brewer: (laughs) Right. So we might even amend his statement. I think, therefore I am identified. (laughter)

Jerry Colonna: Yeah, yeah, yeah. Well, le- let's talk a little bit more about our clients, your client, my client. You, you mentioned athletes and extreme athletes. And what pops into my mind is, uh, are, you know, in a sense, the entrepreneurs that Reboot works with. Are in effect the equivalent of extreme athletes.

[00:32:00]

Judson Brewer: Mm-hmm (affirmative)

Jerry Colonna: When it comes to, like we, we ... Just like all of us have some form of body movement and we're on the spectrum of athleticism. Um, all of us have some sort of existential relationship with external identification around the work. Around some sort of thing that I do outside. And so the, we have extreme athletes and we have extreme athletes who happen to be creating, founding companies.

[00:32:30]

Judson Brewer: Mm-hmm (affirmative)

Jerry Colonna: Right. So, tell me about what's happening for these athletes. What's happening for that extreme state. And it's really extreme that I think that we're talking about here.

Judson Brewer: Yes. And, and that extreme is a far end of a spectrum ...

Jerry Colonna: Right.

Judson Brewer: Where, you know, there's a continuum of learning, uh, that's set up for all of us. So I've been doing some work with the US Olympic Committee, uh, they have a coach leadership training program. And it's been really interesting. (laughs) I'm laughing because this shouldn't come as a surprise to anybody, but extreme athletes, or Olympic level athletes, get anxious. (laughs) Shock.

[00:33:00]

Jerry Colonna: Yep, yep.

Judson Brewer: And, you know, a lot of these folks, it's really hard to differentiate them physically. And so what's gonna win a medal is the mental athletics. And I think that's one reason, that's certainly one reason that I watch the Olympics. It's so interesting to see who's gonna nail it and who's gonna choke. Because you just don't know. You know athletically, there is perfect, you know, perfect specimens, yet something's gonna differentiate somebody from somebody else. And if you think of all the different sports. I mean, diving, and you know, everything. It's just like this mental game that differentiates everything. And that mental game is the same, whether you're a CEO, whether you're in the C suite or in the, on the shooting range or, you know, on the downhill course.

[00:33:30]

[00:34:00]

Jerry Colonna: Mm-hmm (affirmative)

Judson Brewer: Uh, so that's the piece that's really fascinating to me.

Jerry Colonna: Well what, what, what is happening for that athlete? So we were talking about the identification, um, um, and the, the linkage of sense of self with some sort of external achievement, right.

Judson Brewer: Mm-hmm (affirmative)

Jerry Colonna: And so it's, and some sort of external condition.

Judson Brewer: So that ...

Jerry Colonna: Yeah.

[00:34:30]

Judson Brewer: For, for an Olympic athlete, it- it boils down to, I'm spending my entire life going for something outside of myself, which is a gold medal. And I don't wanna generalize and say all Olympic athletes are like that. But they're- that medal is pretty seductive. Let's just put it that way. Like, I wanna, I wanna perform at the top level. And it's not just the bronze medal. It's the gold medal. And for some, bronze might be good enough, and for others, they've gotta go for gold. You know, that's where that saying comes from. And so devoting ones entire life to something that can come down to literally milliseconds and many times chance ... You know the, the, the um conditions of the race course are gonna be, might be slightly off for one person versus another.

[00:35:00]

So there's, there's this whole piece that builds up, whether it's performing to make the team, to even make the team, right. And wondering, oh am I gonna even make the team, am I gonna get this right, am I gonna get this run right, am I gonna nail this. And all of those pieces of that "am I, am I, am I," that's that anxiety that just gets in the way of performance. And that's no different whether you're in the C suite or you're on the bobsled track.

Jerry Colonna: So now I'm gonna put up a little bit on the spot because I also know that among other things, you've also tried to found a company.

[00:36:00]

Judson Brewer: Mm-hmm (affirmative)

Jerry Colonna: Or you founded a company. And you were in that C suite spot as co-founder. Am I getting that right, am I remembering correctly?

Judson Brewer: Yeah, I founded, uh, Claritas MindSciences back in 2012. It's, it's still, uh, alive, kicking, and growing. Uh, but I am not, I'm not in the C suite level.

Jerry Colonna: But you used to be if I ... Is that right?

Judson Brewer: Yeah.

Jerry Colonna: So, so when you speak about this, you're not just speaking some sort of theoretical space.

Judson Brewer: (laughs) No.

[00:36:30]

Jerry Colonna: You lived it. A- Am I right about that?

Judson Brewer: Yeah. Yeah, absolutely. And I still do.

Jerry Colonna: What would- what, so what is that like for you? Now, you- you're aware of the- the biological structures but can you empathetically relate to this experience?

Judson Brewer: 100%. Which also makes it more effective for me to not only help people with this, but also develop programs or even work through my own stuff.

Jerry Colonna: Yeah.

[00:37:00]

Judson Brewer: So, let's use a concrete example. Funding.

Jerry Colonna: Yes. Tell me about funding.

Judson Brewer: So, if I sit here and I can, in oh, no, am I gonna get this next round of funding or not.

Jerry Colonna: Yeah.

Judson Brewer: And I walk into that room wondering whether they're gonna give me funding. They're gonna smell that fear right there and, and fear does not smell good.

[00:37:30]

Jerry Colonna: (laughs) So, what's happening in your PCC when that's happening?

Judson Brewer: So if I get caught up in that, walk into the room thinking, oh no, oh no, my PCC is lighting up like a Christmas tree, I'm not gonna perform well. I'm gonna be taking their cues as threats as compared to their cues as, you know, opportunities. And I'm gonna be closing down. There- there are gonna be a number of things going on.

Jerry Colonna: [00:38:00] And so, and, and in that moment when you're putting yourself, like the athlete, on the edge or, uh, uh, or like a, what comes to mind is my, uh, uh, former client Ben Saunders who, you know, folks may even remember was on the podcast ... Ben was a polar explorer and he's actually, as we're speaking right now, back in Antarctica solo, skiing from one edge of Antarctica to another, trying to complete a journey that a friend of his died on, okay. Uh, raising money for the Endeavor Fund, which is a- the British equivalent of, uh, Walking Wounded. Um, he, uh, he is literally alone on the ice and Ben, if you can hear me, and maybe I'll send him a link to this podcast when he comes up, we love you man. But as he spoke in his podcast conversation, he had this [00:38:30]

massive depression afterwards, after spending- after his last trip where he and Tarker completed a journey.

[00:39:00] There's this, "What's happening," in that state when we are investing so much of our sense of self in, in your case, will they write a check? What's happening? I understand that the PCC is lit up, but ... yeah. What's the reward that's going on there?

Judson Brewer:
[00:39:30] Yeah. So, it's interesting, uh, from a neurobiologic perspective. There are a couple of things that could be happening and they could be happening simultaneously. One is, we become identified with certain mental states. So, uh, there have been some, there's a really beautiful study that basically showed that people who are depressed are more likely to prefer listening to music that makes them depressed or looking at pictures that make them depressed or even choosing strategies that make them more depressed as compared to strategies that help them move out of depression. Which seems crazy, until we really look at this to see, where do we actually feel comfortable. And if we feel comfortable based on our previous experience, where are we ... What are we identified with. And so somebody that's depressed might be identified with that feeling of being depressed. So it's, it's like coming home. It's familiar territory. Anxiety, same thing. So there's that quality of our experience where we could literally just be identified with a certain state.

[00:40:30] There are other things around, uh, worry and rumination in particular where there's this intolerance of uncertainty. Uh, there were some researchers that worked with, I think people with generalized anxiety disorder in particular, and found that they can not tolerate uncertainty. It's- for- everybody, you know, our brains are prediction machines so they're looking to fix things into the future as much as possible. But at the far end of the spectrum, when we're anxious, that uncertainty becomes intolerable and they even developed a scale called Intolerance of Uncertainty Scale. So, um, there's this, this quality where worry starts getting in there, I'm gonna fix this, I'm gonna work on this. And by thinking about this, I might be coming up with a solution. Now here's the kicker, those solutions occasionally pop up. And then we start identifying, oh because I worried, I came up with a solution. Which may or may not be true. If we're worrying all the time and a solution pops up, it could be true to an unrelated. (laughs)

[00:41:00] [00:41:30] true. If we're worrying all the time and a solution pops up, it could be true to an unrelated. (laughs)

Jerry Colonna:
[00:42:00] Okay, so. So, I wanna repeat back what you said 'cause, 'cause I've been sitting here, frantically writing notes. What I'm hearing you say is that research has shown what I think experientially we have observed and noticed, which is that neurologically, bioneurologically, we can become addicted, if you will, to a mental state or a series of mental states. And these include anxiety, guilt, depression, being intolerant to uncertainty. I would, I would probably throw in being intolerant to change, which is a corollary to un-intolerance for, for uncertainty.

Judson Brewer: Yep.

Jerry Colonna: [00:42:30] Which is interesting because if we think about, we translate this back to the team dynamics, right, what happens is we might bring in as our CTO, someone who is, uh, really successful because of their capacity to order chaos, to bring a structure in place. Which may be rooted in an intolerance to uncertainty.

Judson Brewer: (laughs)

Jerry Colonna: And so there's this constant reification going on within the system structure.

Judson Brewer: Yes. That's really interesting. Yes.

[00:43:00]

Jerry Colonna: Right. 'Cause, 'cause everyone ... One of the things I've noticed, and I say this often on the podcast, is that Marvel taught us that every superpower has a positive and a negative side. And so if we put these structures and these patterns into the language of superpowers, right, I am addicted to anxiety and so my capacity to move quickly towards anxiety management strategies can in fact fuel my externalized successes.

[00:43:30]

Judson Brewer: Mm-hmm (affirmative)

Jerry Colonna: Thus reifying and concretizing the experience that's going on.

Judson Brewer: Spinning the loop, yeah.

Jerry Colonna: Spinning the loop.

Judson Brewer: And if ... So if I'm understanding what you're saying, let's take a concrete example. Performance anxiety.

Jerry Colonna: Yes.

Judson Brewer: If I get anxious before doing a presentation or a big pitch, and then that pitch goes well, I learn oh, I need to be anxious in order for this to go well.

[00:44:00]

Jerry Colonna: Right. And, and, and as I become more comfortable, i.e. complacent, I might up the ante to create more anxiety so I have that fuel to perform well, in my mind.

Judson Brewer: Right. Because our brains habituate to cir- circumstances, yes.

Jerry Colonna: So, tha- you made that observation. I'm, I'm getting it. Now I'm making a connection to something else that goes on and this is really dominating the industries in which we hang out. What we often refer to as life hacking.

Judson Brewer: Mm-hmm (affirmative)

[00:44:30]

Jerry Colonna: Life hacking. I'm, I'm gonna put, you know, organic Irish butter in my coffee and throw in some coconut oil for, you know, to make it Bulletproof, right. I- I joke about that.

Judson Brewer: (laughs)

Jerry Colonna: I actually enjoy Bulletproof coffee. The, the, the, the- but there's this notion that all these systems are knowable, tweakable, therefore hackable.

Judson Brewer: Mm-hmm (affirmative)

[00:45:00]

Jerry Colonna: And you're nodding because yo- you're recognizing the behavior pattern here. Yeah,

Judson Brewer: Not only recognizing this, but this is the basis for all of our programs. We'll talk about that later, yes, I'm recognizing this, absolutely.

Jerry Colonna: Right, right. And so I'm gonna, I'm gonna hack in and I'm gonna fix it and I'm gonna tweak it. The challenge, and I think this may be a difference between your programs and the generalized tendency towards life hacking ...

Judson Brewer: Mm-hmm (affirmative)

[00:45:30]

Jerry Colonna: ... Is, when I try to hack and I actually don't really understand the system, I may in fact inadvertently reinforce the loops.

Judson Brewer: Yes. It's like on, being on the beach and ou- our tires start to get stuck and so we floor it and then we just sink right down into the sand.

Jerry Colonna: Right, right, right.

Judson Brewer: Because all we know is to hit the gas.

Jerry Colonna: Right, right. And, and the because at a time in the past when I got stuck in the mud I hit the gas and it got me out of the mud.

Judson Brewer: Yes.

Jerry Colonna: So I'm treating the sand the way I might treat the mud.

[00:46:00]

Judson Brewer: Mm-hmm (affirmative)

Jerry Colonna: Or I might treat snow or something like that. Not recognizing that the conditions are fundamentally different.

Judson Brewer: Yes.

Jerry Colonna: Right. So, and I think that this is important because a lot of folks listen, especially they listen to podcasts for those five tips to hack your way away from anxiety.

Judson Brewer: (laughs)

Jerry Colonna: So, let's go there if we can.

[00:46:30]

Judson Brewer: Yeah, because if I do those five tips, then I will not have anxiety. And if I don't do them, more anxiety.

Jerry Colonna: Right, right.

Judson Brewer: Or what if they don't work?

Jerry Colonna: Right. So, so, so I'm imagining someone might be listening to this, uh, conversation and at some point be saying to themselves, okay, okay, got it guys, you guys keep yappin, yappin, yappin. What do I do? What do I do to, to break some of these cycles? What would you say, Jud?

[00:47:00]

Judson Brewer: Well this was really, really interesting and particular. So we started our first program, uh, was based on a study we did at, at my lab when I was at Yale where we were helping people quit smoking. And we taught them to, paradoxically pay more attention. We said, go ahead and smoke. And we said, just pay attention when you smoke. And that was ... Typically they used smoking as a distraction or they go on their smartphone when they're smoking and they're surfing the internet or whatever. So they're not actually paying attention. What they learn is that smoking actually tastes like shit.

[00:47:30]

(laughs) And I've had people say, you know, I've been smoking 40 years and I never noticed this before, wow. And that "wow" is that recognition where they're starting to hack the process. So they're seeing that this is reward based learning, which mean it's based on rewards. And they see that those rewards aren't as rewarding as they once thought they were. So they're updating their system.

[00:48:00]

Jerry Colonna: Okay, so I'm, I'm gonna interrupt you in this, in this way. I agree with you that, that you got them to start hacking the system, but they didn't hack the system in a way that reified the behavior.

Judson Brewer: Oh, let's start there, sorry, I'm going, jumping one step ahead.

Jerry Colonna: [00:48:30] Yeah, yeah. Because, because I could of hacked the system by saying, I'm gonna snap a rubber band every time I want a cigarette. Which starts to associate quote pain, but then, all the sudden, the pain is like the stinky smell.

Judson Brewer: It- in ... It's also external behavior. So if we go to external, things outside of ourselves to make ourselves feel better, we're actually just perpetuating the process.

Jerry Colonna: That's my point.

Judson Brewer: Okay, yes.

Jerry Colonna: Yep, yep, yep.

Judson Brewer: So if we snap a rubber band or, um, you know ...

Jerry Colonna: Or slap our face every time we want a cigarette ...

[00:49:00]

Judson Brewer: Right, or say, hey, you know, Jerry, just walk next to me and every time I smoke just punch me in the face, okay.

Jerry Colonna: Right, right, right. (laughter)

Judson Brewer: So I need, I need Jerry to clone himself to come here and then punch me in the face every time. Well eventually, I learn to avoid him punching me in the face because it hurts.

Jerry Colonna: Right.

Judson Brewer: And that's been shown, actually even with smoking studies, where, you know, the aversive type stuff doesn't actually help people quit smoking that well. So, you know, putting all the black lung on the cigarette packages may not ... The science shows that that doesn't actually work that well. So, th- and why doesn't it work? Because it's just perpetuating the process. Our brain learns, oh well avoid that avoidance, you know ...

[00:49:30]

Jerry Colonna: So I'll pick up the pack of cigarettes and not see the black lung picture.

Judson Brewer: Yeah. Yeah.

Jerry Colonna: I'll just stop seeing it.

Judson Brewer: Right.

Jerry Colonna: Right.

Judson Brewer: Or I'll dodge Jerry's punch, you know.

Jerry Colonna: Right. So, so get back to what, to what you recommended, which was a kind of noticing, if you will.

Judson Brewer: Yeah, so the first thing that we actually start with, is helping people see this process.

Jerry Colonna: Mm-hmm (affirmative)

[00:50:00]

Judson Brewer: And help them map out their mind, so that they can see that clearly. Because if they don't understand how the process works, they're never gonna actually be able to change it. It's just like developing a cancer cure. We can't cure cancer without knowing the behavior, knowing the biological processes that are affected, that are mutated. And we take the same approach with behavior. If you don't understand the behavioral mechanisms, how the heck are you gonna work with them? You might actually be feeding them. So that's this, the rubber band snapping or whatnot.

[00:50:30]

So this is where we look at, okay reward based learning is based on rewards. If I pay attention to this reward, I can simply ask, what do I get from this? And that's the question we have people use is- to concretize this. Oh, when I smoke a cigarette, what does this taste like? What's that smoke feel like going into my lungs? Uh, the typical answer, tastes like shit. Burning. Um, nasty, it's just not good. And their brain starts to learn, oh this is not that rewarding.

Jerry Colonna: Mm-hmm (affirmative)

[00:51:00]

Judson Brewer: And so that recalibration process starts to take place, simply by doing nothing more than paying attention in that moment. So that's the first step. The next step, there are probably like three steps here, but the next step is to see, well okay, what's more rewarding? So, if I'm curious ... So for example, let's bring in substitute behavior, right.

Jerry Colonna: Mm-hmm (affirmative)

[00:51:30]

Judson Brewer: So if I substitute going to exercise instead of eating cupcakes, I then could become addicted to exercising because it just perpetuates the process. Well

what if we took that same trigger, behavior, reward ... So let's say I'm anxious, my behavior, previous behavior was to distract myself and I feel a little bit better because I've avoided that situation, um, realized that that doesn't work.

[00:52:00] What if instead, in that moment, I get anxious, and I get curious. Oh, what does anxiety feel like in my body. So, you tell me this. Anxiety contracting, what does curiosity feel like ...

Jerry Colonna: Yeah.

Judson Brewer: Contracting?

Jerry Colonna: Oh, it's much more expansive. In fact, I- I will give you a- a precise example of that for my own life. I remember, uh, a number of years ago, I was sitting down to meditate. And I, I, uh, was really in a, in the beginning of that section I was just kind of opening and just beginning the process of noticing and just opening. When I got, I was overwhelmed by a sense of anxiety. And, uh, the fear was just really, really powerful. And I, I heard, um, in my mind, I heard Pema Chodron's advise come in. Which was, sit, stay. Because I could feel my mind wanting to jump at understanding the thing that I was anxious about. And what I noticed before getting caught in that story was, everything that I began to run through the list of the things that might be making me anxious was in fact making me more anxious.

[00:52:30]

[00:53:00]

Judson Brewer: (laughs)

Jerry Colonna: So then I said, what does this anxiety smell like? Which was a really, um, weird question that I could not answer, but it forced my mind to focus on my body and I began searching, I began looking for the answer, if you will, in my body, to what does the anxiety smell like. And within five minutes, the anxiety had completely passed.

[00:53:30]

Judson Brewer: Mm-hmm (affirmative)

Jerry Colonna: And I got back to just sitting.

Judson Brewer: Mm-hmm (affirmative)

Jerry Colonna: I never forgot that experience.

Judson Brewer: Yeah.

Jerry Colonna: And because later, I think in those moments where I wake up contracted, where I wake up ... And lately I've been feeling a lot of that. The holidays are always hard for me. There're memories of people that I've lost at this time of year and, you know, the setting sun is, you know, the, the, the, the sun lower

[00:54:00]

in the sky. It all contributes to the feelings for me. And what I've been trying to do is just in those moments, literally say to myself, expand your chest.

Judson Brewer: Mm-hmm (affirmative)

[00:54:30]

Jerry Colonna: Just expand your chest. Now, I didn't know neurobiology, but I bet you you know what I'm doing neurologically, when I'm doing all those things, is that right?

Judson Brewer: (laughs) Yeah. So when you say to yourself, just expand your chest, do you feel more expanded?

Jerry Colonna: I do.

Judson Brewer: So, there's the PCC correlate where that PCC's getting a little quieter. And that's the same thing that happens with curiosity. That's, that's why I'm a big fan of simply becoming curious, because in that moment where we simply replace, and this is not an external behavior, so this is the critical piece here ...

[00:55:00]

We're not looking outside of ourselves to feel better, right. We're not looking to check our Facebook or answer another email. That behavior simply becomes the noticing. And being curious. Bringing that attitude of curiosity to the moment. Oh, what does this feel like in my body? That curiosity leads to expansion, or like you were doing, expand your chest.

[00:55:30]

Oh, there's something internal you can do that moves from kind of in your head, like trying to fix something, to this embodied wisdom. Oh. That "Oh," literally helps that brain rewire. But also teaches us something really critical. There's a different type of reward that's always available. So we move from a contracted, I have to get something in order to feel better, to an expanded curiosity right in that moment, that's always available. Always available.

[00:56:00]

Jerry Colonna: It's, um, in a sense the phrase that's occurring to me is, the hacks that actually work.

Judson Brewer: (laughs)

Jerry Colonna: You know. It's like ... And, and, and to, to go back to some relatively pedestrian questions that clients often have, which is, how do I stop worrying about my inbox? Well, there isn't nec- and there are some great tools out there. SaneBox is great, and productivity tools, they're all great. But they're actually not gonna get at the underlying anxiety that's driving the behavior.

[00:56:30]

Judson Brewer: Right, right. It's amazing when you actually understand how the biology works, how these, what'd you say, hacks that actually work, arise. Just out of simply knowing how they work. Oh, well here's the problem. And the solution naturally arises. This is actually what got me so interested in working with

[00:57:00]

anxiety because, you know, okay great we can get five times the quit rate for smoking cessation, great. That's, that's good. I thought that was tough. Then we started working with emotional eating. 40% reduction in, in craving related eating. Okay, that's good. Let's, let's tackle anxiety.

[00:57:30] And I was pretty, I was a little naïve going in, let's say. Maybe even a little hubristic thinking, okay we can just do this. And two years later, I was like, wow, this is, look at all these different habit loops that come from anxiety. Because the distraction pieces are there, but then there's this underlying piece of worry thinking that gets set up and just spins people out of control. It's like they start worrying as that behavior and the distraction, or the feeling of being in control, starts to feel bad enough that it's as bad as the emotions that they're trying to avoid in the first place, whether consciously or subconsciously. So they go over that event horizon and into the black hole.

[00:58:00] And then the worry thinking, as the only behavior that they know, just spirals out of control.

Jerry Colonna: Mm-hmm (affirmative)

Judson Brewer: Worry, worry, worry, worry, worry. No reward.

Jerry Colonna: And so, wh- what is the state of the act that you are working on. You're working on, or have released something for anxiety, is that right?

Judson Brewer: We just did a soft launch of the, it's called Unwinding Anxiety. Um, just through, you know, unwindinganxiety.com if folks are interested in playing with it. And we're starting to collect data on it now. Uh, but we've had people ... I'm smiling because I never thought that this would get at people's underlying identification so much. So we've had people riding out full blown panic attacks, uh by simply bringing these awareness tools in. Um, people- I had one person, one of our pilot testers saying, I feel like anxiety is deeply etched in my bones. That's how identified she was with her anxiety. And helping people see that identification and see that it is not them. That these are, as one person put it, these are physical sensations, not who I am.

[00:58:30]

[00:59:00]

Jerry Colonna: Mm-hmm (affirmative) Or, to quote your- your client. This is just how the brain works.

Judson Brewer: Yeah, this is just my brain. (laughs)

Jerry Colonna: This is just my brain. It's just my brain. Well, well Jud, I wanna thank you for this conversation. I know it was a little bit of a different podcast conversation for our listeners, but I hope that they enjoyed it as much as I did. It's, it's, um, I think the work you're doing is incredibly important. And I think that, um, the degree to which those of us who are interested can make the links that were made today and help people sort of, literally, just notice how their brain is working and create a little bit of relief around that so that they can get back to

[00:59:30]

[01:00:00]

the thing that they want to do in the first place, which is, in this- in the case of Reboot, just go build your company.

Judson Brewer: (laughs)

Jerry Colonna: Just go, just go, just go try and build, just have that experiment called that company. And let's get some relief from feeling like it's a, it's another cheetah on the horizon, out to eat you.

Judson Brewer: Yeah.

Jerry Colonna: Yeah. Get out of the sea slug mentality.

Judson Brewer: Yeah.

[01:00:30]

Jerry Colonna: You know, and hang out in the higher order of thinking.

Judson Brewer: And have fun, right.

Jerry Colonna: And have fun. And have fun. I love that you added that. Yeah.

Judson Brewer: (laughs) Well, life would not be as fun without that, literally.

Jerry Colonna: That's right. Well thank you so much, um, I really appreciate your taking the time and I know folks are really gonna enjoy it.

Judson Brewer: Well and thank you for the work that you do, helping folks in this space, because they really need you, so a deep bow to your work.
[01:01:00]

Jerry Colonna: And a bow to you, my friend.