



JIM HARSHAW JR

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #265

Pat Dossett of MadeFor

Pat is a graduate of the U.S. Naval Academy, Basic Underwater Demolition/SEAL training, and the Wharton School of Business. After nine years of service in the SEAL Teams, Pat co-founded the Tip of the Spear Foundation, a non-profit serving the special operations community. Of his time in uniform, he says, "I received far more than I gave and continue to be inspired by those I served alongside." Pat believes in the power of small steps and is passionate about helping others realize their full potential. He currently lives in Santa Monica, CA with his wife, twin daughters, and cat, Kula.

Quotes

"The value is created through the effort that our members exert small steps over a long period of time, that they start to unlock benefits, some intentional and some surprising, as it's right and relevant for them."

"Gratitude is having an orientation towards recognizing and celebrating the good, even when things are bad."

"You're not going to do MadeFor perfectly. You're going to get knocked off track. But the important part of that is recognizing when you've gone off track, when you've taken steps away from what your intention is and giving yourself a little bit of grace, recognizing that you're not a machine, you're human, and when it feels right, nudging yourself back on-course and reengaging."

About The Importance of Purpose 09:27 - 10:15

"I think it is an extreme luxury to have clarity of purpose or a mission to which you can map your actions to. And I was very fortunate that at a young age, I connected with something in a very visceral way that I knew, that's what I wanted to do. That

helped guide me and give me energy when the world got really hard or I faced challenges along the way towards joining the SEAL teams. So I think it's incredibly important and it's a luxury when you can find that. I do believe that it not only insulates you against the friction you're going to experience, but it enables you to unlock [inaudible 10:12] in yourself that you otherwise might not be able to."

About The MadeFor Program 26:40 29:11

"I'll be the first to say that initially, we probably brought a lot of ego into this endeavor and pursuit. So when we first aligned on what we wanted to build a business that helps people be better and realize their capacity to be better, that was our vision for the company. We said, 'If we can help someone bring their best to the world, then that's going to make the world a better place. It became, 'All right, what are we going to do?' We thought with Blake and his resources and personal interests, he gets exposed to a lot of cutting-edge, emerging tools and ways of thinking, things for personal development that are pretty powerful, and things that frankly, a lot of us don't have the time to get exposed to. So we thought, from what Blake has seen, that's one area. And then, I have a different perspective from my time in the teams, we'll just come together and we'll distill out the things we think are the best. And then we'll build a program around that and find a way to give that to people in a meaningful, impactful way. As we started doing more research and as I started reflecting more and talking with different advisors and experts in various fields, the more I realized or came to appreciate that it's not these high-speed things that you might traditionally see in the marketplace like technology, pills, etc., that's going to make meaningful difference to people. In actuality, it's some very foundational practices of body and mind that for whatever reason, we've grown disconnected from, that is where the most value can come from. That's where we decided to spend our time, creating a program around these very foundational practices that we know are effective, that work. It's just a matter of how can we design a program that helps people connect with them in a meaningful and enduring way. So early on, first through a number of conversations and collaborating sessions, Dr. Andrew Huberman and I worked together, Andrew as a neuroscientist who runs a lab out of Stanford University who's a professor of neurobiology. He really helped me think through these things and looking at the brain as a unit of analysis for how can we impart positive change, give people positive pursuits to not only make a difference in the brain, but also in the body, in their life, and their mindsets. So that's how we started."

About Two Ways Of Rewiring The Brain 33:05 - 38:17

“When our members start the program, they really don't know what they're going to be asked to do. They know they are engaging this 10-month long program that at a high level, we talk about things like nature and social connection and movement and breath and nutrition and gratitude and hydration, all very foundational things. But they don't really know what they're going to be doing. So the first month - I can say this because this is out now and it won't be a surprise for the members, but the first month is focused on hydration. So you think, ‘Wow, all right. I paid money to do this program and you're telling me to drink more water. What's going on here?’ So I'll back up a little bit. One of the concepts that Dr. Huberman talks about early on in this program is this phenomenon of neuroplasticity. It's this idea that you really can rewire and change your brain, that you have this capacity over the entire span of your life. It's really a superpower that we can rewire our brain to affect what we do in the day or how our mind works or how we engage in the world over the entire course of our life. There are two ways to do it. **One is a short, intense, experience. This can be positive or negative.** When you get food poisoning, it's wired into your brain, like, ‘I'm going to avoid that piece of food,’ or you get into a car accident, or you experience the birth of your child, or you get married. It's something short and intense that wires the way you see yourself and the way you move through the world. Andrew uses this terminology that I really like; it's a neural system's approach to wellness, and this idea that your brain and your body are wired certain ways, and they're agnostic to how you're performing and how you're feeling. But what you do, how you exert your effort, and how you direct your attention affect the way that they work. So understanding how you can leverage your neural system for better performance, to be your best, and to get more from life, I think is a really interesting approach. So the one way to engage it is through a short, intense experience.

The other way is through small steps over time, so directed efforts done with attention and awareness, not only of the effort that you're engaging in but the effects that effort is creating. That is really where the MadeFor method is built on top of. It's these small, consistent effort over time. Our first month, we focus on hydration. You think, ‘Well, I drink water. Everyone drinks water.’ You're right. Everyone does drink water. It's a small thing that you do every, single day. That everyone does. But something interesting happens when you bring a little bit of attention to that practice. I'd like to say our hydration month is 50% about the science of hydration and dispelling some myths, and what it means that when you're hydrated and how at very low levels of dehydration, you actually have very real physical and cognitive deficits, whether you're witting to those or not. Those can have knock-on effects in your life. So we make people very aware of ‘Here's what's going on with the science of hydration. Here's how to think about hydration.’ What

we tell people is that there's no one size that fits all approach. There is no eight cups of water. There's no specific amounts. It's all relative based on a variety of factors. So our challenge this month, what we ask our members to do, we have these water bottles with these beads. The challenge is every time you finish a bottle of water, we want you to move a bead and we want you to recognize that it is a small little win in your day and to just track your water throughout the day. At the end of the day, what we ask that you record how many bottles you drink and write a short, little reflection in this journal that we provide, based on how you're feeling. So while it's 50% around figuring out the hydration and what feels right for you, understanding what that means for you, the other 50% is around what happens when you pay attention to a small thing that you do every day and how it affects you, and starting to build a more robust connection between your small actions and their effects on you."

About Gratitude 40:25 - 42:02

"Gratitude is having an orientation towards recognizing and celebrating the good, even when things are bad. I think the words matter here, like this idea of having an orientation or a disposition towards recognizing the good, even when things are bad. It's something that when I think about, immediately tells me that this is something that SEALs do really, really well. In fact, the 17 people left at the end of SEAL training, this is something I would say that they are masterful practitioners of because they are able to, in real-time, figure out when the stress is so high and the situation is so bad, they can find a silver lining. They can find something to anchor towards that gives them energy and resilience and makes them feel better. They recognize that when they share that with their teammates, it improves everyone's performance. There are some amplifying effects of that. So we have a month focused on the science of gratitude, what happens when you express gratitude, how when you are developing these neural pathways or these connections in your brain around gratitude, the more that you look for opportunities and moments to be grateful for, the more that you share your gratitude with others, both in informal and formal ways. It's this muscle where once you start working it, it gets bigger and stronger, and it becomes a positive trajectory and positive cycle."

18 Tactics To Staying Focused At Work

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