

# “The Miracle Morning” Best-Selling Author, Hal Elrod: Cultivating a Resilient Mindset for A More Positive & Effective Leadership Approach

**Jacob Morgan** 00:00

Hey, everyone, welcome to another episode of great leadership. My guest today, Hal Elrod, the best selling author of The Miracle Morning, which has sold over 2 million copies around the world. I wish, the combined total of all of my books was \$2 million, maybe one day, how has also survived several near death experiences one of them in 1999, when he was hit by a drunk driver, and was actually dead for six minutes. And another time, he actually survived a very aggressive form of leukemia. And today, how helps people around the world transform their lives and unlock their potential. So how thank you for joining me,

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Jacob, I'm excited, man, it's I love when I get to talk on leadership specific podcast, because it's just, it's such an important topic. And I feel like that's you're empowering, we empower the leaders, right and empower the leaders, the impact is exponential. Yeah. So I really, really appreciate you give me this opportunity to share today, you have seen

**Jacob Morgan** 00:59

a lot of interviews that you've done. And you've done a lot of kind of broad interviews, for example, on impact theory, obviously, you've been on several TV shows. But it seems like a lot of the interviews are kind of just generally applied to the population, people that are interested in self help. So I wanted to definitely focus on kind of the leadership piece of this because to your point, leaders are the ones that are responsible for the lives of so many people inside of organizations. And so I have a couple of questions and themes on that that we can go over. But first, I thought we could just begin with a little bit of your background, obviously, I shared a little bit. But how did all of this happen for you in terms of the book, what you're involved in now coming up with even some of these concepts? Where did all this come from? Yeah, so

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I'll connect the dots here a little bit. Um, kind of the first really remarkable or pivotal experience in my life happens when I was eight years old. And I woke up to the sound of my mother screaming from her bedroom, and I ran across the hall and my 18 month old sister was dead in her arms. My mom was giving her mouth to mouth trying to resuscitate her and she died that morning. I saw my parents, you know, heartbroken, but I also saw them and their resiliency within a matter of months, probably six months or so. My mom was leading support groups for other parents who had lost children. And my dad was leading a fundraiser that our entire family participated in to raise money for the hospital that

treated my sister. So I really learned at a young age that oh, you can take your tragedy, your adversity and turn your pain into purpose, if you will, right. Help other people with it. So that was a really important seed that was planted when I was young. And then when I was 19 years old, I got hired to sell Cutco cutlery, the world's finest cutlery through in home presentations. And at that time of my life, I was a radio DJ, I was pursuing my dream. A buddy of mine, you know, convinced me to give this sales gig a shot. I did. And it ended up being one of the best things that ever happened to me, I started breaking company records and becoming one of the all time top sales reps for the company, and really found a completely unexpected kind of career path. A year and a half into my sales career. I was driving home from giving a speech at a conference when my car was hit head on by a drunk driver at 70 miles per hour. And I was found dead at the scene. I broke 11 bones, I was clinically dead for six minutes, my heart stopped for six minutes wasn't breathing for six minutes, came out of a coma six days later, and was told I would never walk again. And I had to face this unimaginable reality. And I applied something I learned in my Cutco sales training called The Five Minute Rule, which essentially says when something goes wrong, there's no point in dwelling on it and feeling sorry for yourself and wishing it didn't happen. You've got to deal with reality. And the most intelligent choice you can make is to accept life exactly as it is and choose to be at peace with life as it is whether it's horrible, or whatever it is just and so I applied that and the doctors thought I was in denial because I was so positive and happy. And I actually told the doctors I actually told my dad and he told the doctors, I said, Dad, if I'm in a wheelchair the rest of my life, I've decided I'll be the happiest, most grateful person that you've ever seen in a wheelchair. Because I'm in a wheelchair either way. And if you're listening to this right now, I had asked you what's your wheelchair? What's that experience in your past or your present or even that you're worried about in the future that causes you emotional pain, and to realize that you can actually choose how you feel. You can choose an empowering perspective, even in the midst of challenges. And then fast forward. Oh, you have a question. Sorry.

### **Jacob Morgan 04:39**

Yeah, yeah. So a few things. One, I actually remember I almost worked at Cutco many, many years ago. I remember going it wasn't an interview, but they had they would bring groups of people together. Right and before they would interview you one on one and I remember I went with my dad once and they were doing these I never ended up working for Cutco by at least went to one those kind of recruitment. I don't know if you've seminars or training sessions where they were teaching you about it, and seeing if you wanted to work there. And it's funny, you meant there are a lot of similarities, right, my dad also was hit by a car, I don't know if it was a drunk driver or not, I don't recall the incident. But he was hit as a pedestrian by a car going like 3040 miles an hour. And the only reason he survived is because literally across the street was a fire station. And so the ambulance heard the sound, and they came out before anybody even needed to call them. So literally across the street, and they came in, I think that's probably what saved his life. So very, kind of parallel stories there between the car, me almost being Cutco. And I love the approach that you take, which is something I talk about on the show a lot is not to see yourself as a victim all the time and to feel that sense of empowerment. Why do you think that is so important? And why do so many people struggle with that? I mean, especially inside of an organization, at least to me, it seems like we're very good at pointing out problems. We're very good at talking about why we can't do something why we didn't succeed at something. But we're not very good at identifying solutions, coming up with solutions, taking accountability being more responsible, why is the victim approach so much easier than the empowerment approach for a lot of people?

06:22

Yeah, I think that it's societal conditioning, you know, there's what's known as your internal locus of control, or your external locus of control and the internal being where you take full responsibility for every aspect of your life. And the external being where you're blaming people and events for the way that you feel or your lot in life. And I think the other thing that we're conditioned to believe is, when good things happen, I feel good. And when bad things happen, I feel bad. And people go through their entire life trying to manipulate their circumstances and other people so that they can feel good, versus I think there's a better paradigm for us to embody, especially as leaders, which is how about rather than when bad things happen, I feel bad and good things happen, I feel good. How about no matter what happens, I choose how I feel, I choose how I experience life, and I choose to be the most you know, for my my take on it that most the happiest, most grateful, most optimistic, most positive, you could ever be in the midst of challenges. And I'm rereading a book right now I'm actually reading the new version called, um, who do we choose to be by Margaret Wheatley, and she talks about that, like, the world is in chaos, and it has been for a long time. And there's a lot of things that, you know, despite Well, meaning people like there are some unchangeable things that are just bigger than any individual can control. And so she talks about, you have to ask yourself, Who am I going to choose to be in the midst of the challenges in the midst of the chaos, and that's what leadership is about. It's like, it's going, Okay, I can't change the things that are out of my control. I can't change the economy, no individual controls the economy, right? I can't change the past, I can't change other people. But I can choose to show up at my best every day for those I love, and those I lead. And so again, I think we've been conditioned as a society to be victims. And it's not your fault. You feel that way. You poor thing, you have this happen, you have that tragedy, I think that we're conditioned to be victims, and we have to rise up and choose to be leadership, it really is a choice. And it's one that most people will not make. And and that's why it you know, I think that it takes a special person to make it but anybody can make it at the same time. Hey,

**Jacob Morgan** 08:32

really quick, you want to hear something crazy? Over 96% of the people who watch these videos on this channel are not subscribed. Why don't we fix that? If you want to get access to more awesome videos just like this one, make sure to hit subscribe, so you'll get notified when they get released. And so specifically for a lot of people, what if they say, oh, you know, I work for a company, my leader doesn't like me, I work at a company that culture doesn't support this. You know, it's one thing where in your personal life, you have more accountability and agency over the path that you're taking. But for a lot of people inside of an organization, they might say, well, there's nothing I can do. My leader is just a jackass. He hates me or she hates me, and they're taking credit for my work. And they're, you know, making my life hell. What about a neck kind of a situation?

09:17

Yeah. I mean, I don't think there's a really clean answer to that question. Right? Because, you know, one approach would be like, get the hell out of there. Right? Like, if that's an option, but let's just say that's not an option. Let's just say you're in a company, for whatever it you know, you want to stay there for three more years, you can earn your retirement like whatever the reason, let's just say you're there. And you have a leader that you don't get along with. The you know, one approach obviously, is is really

doing everything in your power to reestablish rapport with that leader, to find out what do they want, what what do they, what are they seeking, what do they aspire to? How can I align my work with that, and that might be hard to do mentally? emotionally if you can't stand that person, um, but at the end of the day, it really comes down to the oldest, one of the oldest adages, which is you have to do the best you can with what you have the best you can with who you are, you know, and it goes, it kind of goes back to that wheelchair example like, right, the wheelchair would be an uncontrollable circumstance, right? Never walking again, would be the worst case scenario for me at that time. So I thought about that. And I thought about it first, from a place of fear, right? Like, oh, my gosh, what if I never walk again? I'm only 20 years old, like the rest of my life in a wheelchair? What's that going to be? Like? How am I going to you know that I'm 20 years old, I'm gonna, you know, find a wife event. Am I going to meet women? How am I going to write them? I'm thinking through all these things? How am I going to reach my goals? I love basketball. I'm never really a basketball again. So I'm thinking through these things. And then I realized, whoa, whoa, whoa, whoa, here's the thing. When we focus on things that are out of our control, we feel out of control. And when we feel out of control, it causes stress, anxiety, depression, and the like. And so focusing on things that are out of our control is never the right move. It's never the optimal thing to focus on. And the only thing to focus on is yourself, how can you show up at your best every day. And then the Miracle Morning, which I know we're gonna get into later on, right? That for me is this is the strategy where even though I'm in the midst of financial challenges, when I'm in the midst of relational challenges, when I'm in the midst of difficult circumstances, you know, six years ago, you mentioned my bio, I was diagnosed with a very rare aggressive form of cancer and given a 20% chance of surviving. So at that time, the stakes were a lot higher, because I had a seven year old daughter and a four year old son that I did not have when I was in my car accident. So it was the most difficult experience of my life. But I made the exact same choice, I'm going to be the most the happiest, and the most grateful I've ever been, while I endure the most difficult time in my life. And so I'm encouraging you to consider that the two are not mutually exclusive, exclusive. You don't have to feel distraught, because you've got this pain and but leader, you can go, how can I show up at my best and contribute my best work and not be attached to, to their feedback? Or, you know, again, it's easier said than done. But it is doable? And it's really the only choice if you're committed to staying there, and you've got a difficult leader, right, then how are you going to make the best of that? How are you going to be at peace with what you can't change? Which is that other human being? And how are you going to show up and give your best effort for the people that you serve?

**Jacob Morgan 12:26**

Yeah, no, I and I totally agree. And quite a few of the CEOs that I've actually had on this podcast over the years, they've told me plenty of situations and scenarios where before they were executives at their company, they were mid level employees, and they worked for terrible leaders. And what ended up happening is they just worked as hard as they could, they focused on their performance on building good relationships. And over time, the employees of the company started seeing them as the experts, them as the leaders, and their boss was eventually either got fired or retired or moved on, and the VA took that place. So even in those situations, where you work for or with somebody who you think is trying to bring you down. If you keep focusing on what you can control to your point, I think eventually things will turn around. The thing is not everybody's willing to be patient, right? Not everybody's willing to stay the course or make that commitment. It's very easy. I think, for a lot of us to say, Well, I'm not that happy here. I'm just going to leave. But there is something to be said for being persistent and

consistent and going through a tough time and dealing with a difficult leader. Going through some level of that is not always a bad thing. Yeah,

13:39

well, for me, whenever I'm going through adversity, and this started with my car accident, that was the first mindset I remember, my dad came in and asked me how, you know, the doctors are concerned that you're in denial, because they say you're always so happy. They say it's not normal for a 20 year old young man that's been in this horrible accident never gonna walk again. They think you're delusional or you're in denial. Yeah, crazy. Dad, I can't change that I was in a car accident, but I get to choose my mindset from this point forward. I said, and I told my dad, I said, Dad, I've always wanted to be like a professional motivational keynote speaker, ever since I started working at Cutco. And you know, speaking at all these events, I said, but I never really had much to talk about I've had a pretty normal life, I would never would have asked for this car accident, but maybe that's why it happened. So I'm taking ownership of my responsibility is to take this head on to be as positive and forward thinking as I possibly can be, so that I can learn what I need to learn to help other people through their challenges. And right when I got out of the hospital, I started speaking at high schools and colleges and you know, and so on and so forth. But but so I want to really I want to share that that if you're going through a difficult situation with a leader. For me, it helps me a lot to go oh, what's the purpose in this? How can I use this experience to help other people If you give up if you give in if you play victim, how you can help anybody else going through it. And so whether it's like, I want to help my kid someday I want to help a colleague someday I want to help future employees, like your responsibility is to make the best with what you have. So that not only to benefit you, but to benefit every other person that you ever come in contact with, who's gonna say, how do you deal with having a difficult leader? And hopefully you have a really empowering answer for them based on your personal experience and the decisions you're making now?

**Jacob Morgan** 15:31

And what about the accountability and responsibility of a leader? So we talked about it from the perspective of an employee, and what they can do if they're working for a leader, who is maybe not treating them the way that they should be treated? or feel like they should be treated? And ownership over their mindset? What responsibility and role do you think leaders play in taking care of their people and trying to ensure that they aren't acting that way?

15:57

Yeah. Well clarify that part. When you say they aren't acting that way. You mean the leader acting in a way? Or

**Jacob Morgan** 16:04

yeah, meaning the leaders aren't the ones who are putting their employees down and making the lives of their employees? Hell, because yeah, it seems like in today's world, so many employees around the world are disengaged from their jobs. And a big reason for that is because of the people that they work for their leaders, their managers. And I don't know if it's that a lot of these leaders and managers, I don't think they're necessarily bad people, or that they don't care. Maybe it's just because the management and leadership training that they went through. But to me, I think there's a lot of accountability and

responsibility on behalf of leaders to step up their game to be better versions of themselves to, you know, take some of the approaches that you're talking about and saying, You know what, when I get to work today, my job is to make sure that other people are having a great day to take care of the people that work for me, and not just worry about myself.

16:54

Yeah, I mean, I think that, you know, I think working on yourself as a leader is a really important piece, right? Like, if you know that you lack emotional intelligence, for example, you should always be striving to become better at emotional intelligence. I, I've always been kind of a solopreneur. And then, a little over a year ago, I decided I want to really build out my team to reach more people with the Miracle Morning and expand our impact. So and I realized, I don't have the mindset of a CEO, I've never been like a real CEO, I've been a leader in terms of I lead a community of people, the Miracle Morning community, and so on, and so forth. You know, I give speeches at corporate events, but I've never actually led a corporate team, right, a leadership team. And so I had to start reading books on leadership and reading books on management, and I had to learn how to do it. So I think that we have responsibility as leaders to develop ourselves to be the best leader that we can be. And you know, you can even call it being selfishly selfless, right, which is like, if you lead your people to the best of your abilities, and you make them feel understood, and you make them feel cared for, like I have a really unique, I don't know if it's really unique, but a pretty unique culture at Miracle Morning. Like, I've told my assistant that I loved her when I get off the phone with her for the last eight years since she started me like we all tell each other, we love each other on our calls, I read a book called Love is the killer app by Tim sanders, who the former ceo of Yahoo, I believe. And it's basically the idea that, you know, it's the most underutilized principle in leadership in business is love, right? Human beings at their core, they just want to feel loved, and they want to be able to express love, and have it received. And so, you know, for me, like, I nurture the the human being in every person on my team, and I don't look at them in you know, as, as a cog in the wheel, or as a number. And I think that having that culture, you know, there's pros and cons, you know, a little too friendly, which I've definitely been guilty of, you know, right, like going to too much friend and not enough boss, if you will. So that's a fine line to walk. But overall, the people that for our miracle morning, I think they they love working for each other because we have this really, really beautiful culture. And we have accountability, right? We have, you know, we are my CEO holds everybody accountable. They have weekly accountability calls. So it's not one or the other, you can have accountability, but also show empathy and show your human side and really encourage people and I think right now, with what's going on in the world, I think the job of every leader is to deal with the perpetual discouragement that people are feeling just by being part of our our society, you know, in 2023

**Jacob Morgan** 19:37

It's interesting the I Love You approach right because there are some books that have been written in the past that say, Oh, you treat your employees like a family but then there are also other books that say well, you know, your employees and then a family or a high performing team and you shouldn't be saying that kind of I love you and and don't treat them like that expect and understand that they will move on. So obviously you stand very much on that treat your employees like a family approach. It's okay to say Love you. But what do you say to the people out there who are like, Well, no, it's not a



family. It's just a team. Why am I going to be telling my employees that I that I love them? I mean, there's no wrong word for everybody. Right? Yeah,

20:11

I would say there's no wrong or right approach. You know, if that's way out of your comfort zone, right? I'm a loving kind of guy. I'm the guy that hugs everybody that I meet, you know what I mean? So that's me. I'm not I'm not saying that that is the way to do it. But I wouldn't say this. I wouldn't say that. Whatever love, however, you can express love to your employees. Right. So it might be Hey, great job. I'm really proud of you. You're doing if not, you know, I can see you gave your best effort, you know, catching people do it. It's it being a great leader. It just, it's so synonymous with being a great parent. Right? If you discourage your kids, and you write you mess up your kids, right, like, oh, man, my dad, I was never good enough for my dad. And I know some of that mindset. Well, yeah, but you know, then it makes them always try to give their best because I, they never can get my, you know, my, my, my acknowledgement, I don't think is the best way to do it. I think that it's really, it's really building people up and really seeing the best of them. And I can tell you, I'll give you a couple examples. When I started in Cutco, I had never accomplished anything in my life really extraordinary. You know, I've never broken a record or done anything, I was never an athlete, I wasn't popular. I was I never was a high achiever in high school or college. And then when I got hired at Cutco, my manager, Jesse, my mentor that hired me, he told me that he believed I could break the all time Company record. And he saw in me and he expressed belief in me that I never had. And so it taught me that sometimes you have to believe in the belief that somebody else has in you, until your belief catches up. And if you are the leader, you need to have that belief in your people and not see them as they are or as they've been in the past. But really see them as they're capable of becoming and people will rise to the occasion of your expectations.

**Jacob Morgan** 21:57

The time has finally come. My brand new book leading with vulnerability is officially out. If you want to know the difference between being vulnerable at work, and why it can hurt you, versus leading with vulnerability and why that can be your greatest superpower, then head over to lead with vulnerability.com. To learn more, and grab a copy of the book. Sneak peak vulnerability is about exposing a gap and leading with vulnerability is about exposing a gap and demonstrating what you are trying to do to close it. So how do you actually do that? Again, head over to lead with vulnerability.com to learn more and find out. Yeah, and in the next 15 minutes or so we'll go over the the Savers technique, which I'm excited to get through which is a big part of the Miracle Morning. But why don't you explain to people what what the concept of the Miracle Morning is and why it's so important because I think there have been a few big proponents and books that have been written over this concept specifically of the morning and I know you also talked about kind of an evening routine as well. And you've expand expanded the Miracle Morning concept. But no Robin Sharma had like the 5am Club, Jocko willing Nick is a big believer, you know, get up at 415 or 430 every morning and do what you need to do. I've talked to a lot of CEOs who say that they're up at like five in the morning. Why specifically? The morning like what is it about a morning that is so important and what is the miracle morning?

23:30

Yeah, so it's relatively simple the concept it's how you start your day sets the tone, the context and the direction for the day. So if you wait to wake up until the last minute, right, hit the snooze button a few times. You're starting the day in a reactive state. And versus if you wake up before you have to be up right and don't have to be an hour does that be 5am or 4:15? Like Jocko? You know, I always teach the Miracle Morning whenever somebody starts it. Like when I speak at an event, I always end my message with a Miracle Morning 30 Day Challenge. And before that I tell the story of how I created the Miracle Morning. It wasn't a book idea. It was in 2008 when the United States economy crashed and I crashed with it. I was a business coach. And I lost over half of my clients in a matter of months, because the economy crashed. Their bottom line was affected and they couldn't afford to pay me for coaching. So I lost over half of my income. I couldn't pay my mortgage. My house was foreclosed on. I stopped exercising. And I really got in the worst shape of my life physically, mentally, emotionally, and definitely financially living on credit cards. And I heard a quote from Jim Rohn that that really kind of became the catalyst for approaching my morning differently because I wasn't a morning person at the time. I always waited to the last minute to wake up. And Jim Rohn said your level of success in every area of your life will seldom exceed your level of personal development. And when I heard that I quantified it. I'm a numbers guy, right so I went okay. My level of success on a scale of one to 10 I want level 10 success in every area of my life, I think that's human nature. We want to be as happy and healthy and have our relationships be as harmonious as they can be and be as financially secure on a scale of one to 10. Virtually every human being wants to be at a level 10 in every area that they can be. And then I asked myself, Okay, well, if my level of success won't exceed my level of personal development, what level where's my level of personal development right now, in 2008, it was like at a two or three like, I was in scarcity mode, I was in fear mode, my income was going down every day, my business was failing like it was, it was really difficult. And that I realized is the disconnect for 95% of our society, including leaders is everybody wants level 10 success in every area of life. But very few people have a personal development ritual every day, that ensures they become the level 10 version of themselves every single day. And so I went home and I just Googled what are the world's most successful people do for personal development. And I ended up with a list of six practices, I was looking for one. And I was overwhelmed. I'm like it was meditation. I read an article, fortune 500 CEOs who swear by meditation, yep, I was like, Well, I gotta meditate. If these fortune 500 CEOs are saying it's their, how they lower stress, how they gain clarity, and where they've gotten their best breakthroughs, to take their business to the next level. I've got to give that a try. And then I had Affirmations, Visualization, exercise, reading and journaling, all six practices. And I thought, well, I can't do all of these. And I don't know which one's the best. And I almost threw in the towel, and I went, Wait a minute, the light bulb went off, and I went, what if I did all six? What if I woke up tomorrow, and I did the six most timeless, proven personal development practices that the world's most successful people have sworn by for centuries. That'd be the ultimate personal development ritual. And at first, I wasn't sure when I was going to do it. And then I realized, doing it in the morning would enable me to start every day in a peak physical, mental, emotional, and spiritual state, so that I can show up at my best for those I love and those I lead. And so that is the essence of why the Miracle Morning why having a personal development ritual so you can become the best version of yourself every day become a better version of who you were when you went to bed the night before. And starting your day in a peak state so that you can be at your best in everything that you do. And within two months of doing that my more than doubled my income. I went from being not never run in my life, to running a 52 mile Ultra. I started training for a 52 mile ultra marathon, which I completed six months later. And my depression went away



in the very few first few days because I felt so energized and optimistic based on this new ritual. And I went to my wife, I said, Sweetheart, we've doubled our income in the last two months, and the economy has only gotten worse. It's all because of this morning routine, it feels like a miracle. And she goes, it's your miracle morning. I go I liked that miracle morning, right. And the rest is kind of history. I started teaching and my coaching clients, they all resist it. Say I'm not a morning person. I go I know, neither was I, here's some tips and tricks, move your alarm clock across the room, get out of bed and turn it off, it's easier to stay awake. I taught them all this stuff. And 13 out of 14 coaching clients came to their next call two weeks later, and said how oh my gosh, the miracle mornings a miracle. I had the best week in my sales career. I'm exercising, I'm reading, I'm meditating all these things. And that's when I realized if it changed my life and their life, and we weren't mourning people, I have a responsibility to write a book and share it with the world. And you know, again, the rest kind of being history at this point.

### **Jacob Morgan 28:36**

Well, the best thing if you want to wake up early, have kids, they'll get you up early. Yes, right. You don't need an alarm clock when they run into your room at like 530 or 6am. One of the things that you talk about in the book is mediocrity. And I'm also really curious about this because there are a lot of people out there who might say, Well, maybe you don't want to be level 10. Maybe I'm okay with level seven or level eight. Yeah, or Right, right. I mean, there's some people out there who don't strive for that they're comfortable where they are, they're comfortable being in the middle of the road, they don't strive for some of the things that other people strive for. So can you talk a little bit about how you define mediocrity, and why is that so important to push yourself to become the best version that you can be to unlock the potential that you actually have?

### **29:22**

Yeah, I think mediocrity is it can be a triggering word people take it take offense to it. In fact, I learned that when I wrote my first version of the miracle morning, I had some negative reviews saying How dare you tell me I'm mediocre? And I was like, well, well, well, I think you know, I need to put it in context. So I updated the book to clarify this, which is mediocrity is not a judgment about you. It's not a judgment on how any of us compared to any other person. Mediocrity to me is how we compare to the best version of ourself to the person we're capable of becoming right there's that old saying that hell is you know, meeting the person you could have become right after you die and realizing oh my gosh, I could have been that person and I settled for mediocrity, I settle for less than I was capable of becoming. And the problem is that when we settle for less than we're capable of becoming, life becomes a struggle. And if you look at the average person in the world, the average person in the world when I say average, it's, again, not a judgment. But if you look at the majority of people, and you ask them, Hey, are you as healthy as you want to be? Are you as successful as you want to be? Or do you have art? Is your marriage as amazing as you want it to be? As a parent? Are you as you know? Are you the parent that your kid deserves? Is your financial freedom and abundance? Is it? Is it where you want it to be? You know, most people would say, No, I'm not where I want to be. And again, I believe it's that disconnect between what if we don't have a daily personal development ritual that enables us to become a better version of ourself, and it doesn't have level 10? Right? It's kind of arbitrary. You don't, it's not that you have to spend your entire life relentlessly focused on becoming the best you could possibly be. If you if you have that mindset, that's great. But to me, it's just gradual, consistent improvement becoming a little bit better today than you were yesterday. And, you know, it was Tony Robbins that said, how do

you define happiness progress, we feel the happiest, when we are making progress toward some worthwhile goal, or some worthwhile, you know, vision or measurement. And so, you know, when you when you learn something new, it's exciting. It's energizing, you can't wait to implement it in your life. So I'm glad you brought this up. Because, you know, I think that I definitely the impression of this all or nothing mentality probably can come across because I'm, I'm an intense person. But, but no, there, you know, for me, I'm at a place in my life, where I'm far less ambitious than I used to be. Like, I really just want to spend time with my family. That's my number one priority. And then I want to make the impact that I can make in the world. And so, you know, my level 10 is, you know, I've definitely mellowed out quite a bit on that front.

**Jacob Morgan 32:03**

How do you know what your potential actually is? Right? I mean, like, is you're talking about that? I'm thinking through those things. And I don't even know some of the answers to those questions. Right. So how do you know what your full potential is? And is it really possible to be a 10? On all those things? Like, for me, if I was trying to be the best husband, I could be the best dad, I can be the best business partner, I can be the best speaker, I can be the best content creator the best. I don't think it's possible for me to do all those things. At the same time. It's so many different items that you're juggling that it's just I don't know, it seems impossible, right? And probably for a lot of leaders out there, too. And for a lot of employees out there that are thinking like how do I be the best leader I can be? How do I communicate better? How do I speak better? How do I have more emotion, but it's just so many things, that it's not possible to just be perfect at all of them? So how do you? I don't know, maybe, maybe I'm wrong. You disagree? But how do you balance that?

33:01

No, I don't think you're wrong at all. I'm the I was asked a while back in an interview, they said how when you created the Miracle Morning, you were at rock bottom, you know, you were in debt, you were losing your house. And that's why you create it and it turned your life around. They said, but you still do the Miracle Morning, 15 years later, I've done probably 4500 Miracle mornings, I do it an average of six to seven days a week, almost every day. And I have since the day I started. I've missed, you know, very few days in between. But they said why do you still do it? You use it to turn your life around. Now your life is much better, and why do you still do it? And I said, Because human potential is limitless. We're not you know, when I'm on my deathbed. It's not like, I'll be like, Well, I arrived, I hit my full potential, you know, 10 years ago. And you know, it's so so to me, the answer is it there is no answer, right? Meaning that you can always learn something new, you can always improve in an area you can always grow. And so I think that one of the most important pieces to this and I'm so glad you're asking me these questions, Jacob Thank you, because you're really making me think. But it's, it's you have to maintain this idea that you're not moving toward the level 10 version of yourself because you're not enough as you are, or because there's something wrong with you. The mindset is very much I am whole I am complete. I am worthy of love and acknowledgement. I've you know, I've made mistakes, but I am a I'm a wonderful human being. And I can also learn, grow, improve and and see what else I'm capable of. It's really coming at it from a place of like curiosity and excitement, not of pressure or scarcity. Right. So it's like what else could I do? Who could I become?

**Jacob Morgan 34:49**

I remember this was a few months ago actually building on that point I interviewed the CEO of Panera Bread and Panera brands near insha Dari and we got into a sim discussion where we were talking about kind of balancing work and life and his views on things. And he gave a similar analogy where he basically said that he views his life completely just on kind of like a hub and spoke. And he said that all the different roles that I play in my life are spoke. So I'm a musician, a father, a son, a leader. And he said, it's not possible for me to be maximum on all those spokes every single day. And he said that the problem that he sees for a lot of people is that they put all of their eggs into one spoke, right. And if something, for example, doesn't go well at work, that's how they identify themselves and everything crumbles. You see, if you can diversify how you view yourself, then when one of the things aren't going your way, let's say you had a bad day at work, you come back and you say, Well, you know what, I'm still a great dad, I'm still a great husband, I'm still a great son, I'm still a great partner, like, I'm still doing good at all these other things. And so he kind of used it as a little bit of a dynamic scale that adjusts on each day. And if one of them is struggling, it's an opportunity for you to kind of do better in the other areas to do to to adjust and compensate. So it seems similar to what you're saying. And it probably the first step is to identify those different areas where you want to be level 10. And to strive for all of them. But striving doesn't necessarily mean achieving. And you might have bad days and days where you might struggle in one area, you can expand and do better in another area, would you say that's related to some of the themes you're exploring? Yeah,

36:28

so here's a couple of ways to approach this. Um, one is, are you filled with the Wheel of Life exercise?

**Jacob Morgan** 36:35

Uh, no.

36:36

So the wheel of life, and it's, you know, I, lots of folks have shared this over the years, it's not my own thing. But it's basically if you can picture like a pie, you're gonna Google it picture. Right? Like a pie with 10 areas of your life, right? So it looks like a pie, right? Or like a pizza. And the 10 areas are, you know, health, finances, relationships, parenting, fitness, happiness, right? So you got all these areas of life. And if the center of the wheel is a zero, and the outer edge is a 10, you color in the you know, you go, Okay, where's my marriage right now on a scale of one to 10. And you know, maybe, maybe you're struggling in your marriage, you're like, Oh, we're like a three, we are not connected, we have a lot of conflict, right to three right now. So you color in up to three, right? And then you go, where's my, my health, you're like, actually, I've been extra. So I'm, you know, I'm actually like a seven right now, you color in seven, right? And you go all around the wheel. And what it does, it gives us instant picture of how either in balance or out of balance your life is, as well as which areas need the most attention. You're like, Man, I'm really thriving in these six areas. But these four, I, you know, I really am, I'm settling for less than I really want and it's caused. And then if you get honest, you're like, it's causing me a lot of stress. And it's really affecting my mental health. Right? So then now you've got clarity on okay, I want to work on these four areas. And then you ask yourself, what, what's the level 10 in these areas? And right now, you might just go what's the level 10 this year? Not like, what's the ultimate level 10 that I can achieve in the next 30 years? What's the level 10 This year, right and, and maybe just go in from that three to you know, just to take it up a few notches on and so for me, I always, when I set my goals,

I also identified my mission, I call it my miracle mission. It's just my own, I guess in my head being on brand with my own miracle idea. But but but my miracle mission is okay, of all the goals in my life, what's the number one most important goal, if I had to pick it's hard to do sometimes because you these are all important. But if I had to pick what's the one thing that if I accomplish it, it will positively impact my quality of life more than anything else. And sometimes that's gonna be your financial situation. Sometimes it's going to be resolving something at work some Right. Um, there have been times where it was writing the new edition of The Miracle Morning book, you know, this last six that was like, my mission, for the first six months of this year was rewriting the original book and publishing this new edition. Um, and so what I found is that when you identify a mission, and you decide, this is my number one priority, and this matters more than anything, and I'm not allowed to work on the other goals in my life, until I've given attention to this one area. And so what I found is, whereas thinking you might think like, oh, but you know, a, I can't pick one. And these other areas are really important. Here's what I found the average person, we are so spread thin across so many areas of our life, and we're trying to give equal attention to all of them. And we're not necessarily excelling in any of them. And what it does is it robs us of the qualities that we develop when we narrow our focus. So when you choose There's a mission amongst all of your goals and you decide this is my number one mission this year, what you find is you develop focus and clarity and discipline and consistency by focusing on that mission. And then that spills over into other every other area of your life because you become more clear, more discipline more consistent excetera. So I applied this to my goal, one year when I was trying to I was trying to achieve this huge work goal. But I also wanted to write a book, I also wanted to get in the best shape of my life, I also wanted to meet my wife, I have these really big goals, but I identified my number one mission is doubling my revenue this year. That's my number one mission. If I do that, everything else will, you know, be secondary. And because that was my mission, and it got me focused on my highest priority, I ended up achieving every single other goal I had that year, I wrote a book, I met my wife, I got in the best shape of my life, all these other goals that I accomplished, because I clarified my number one priority, my mission, and then who I became through that clarity spilled over into the other areas. Yeah,

**Jacob Morgan 41:08**

yeah, I like that approach of thinking about it. And it's having that one big focus is important. And to your point, I think it's also very challenging grant, a lot of people might say it's hard to pick one. But it can also change over time. And so identifying maybe the area that's top priority, or what you're struggling with the most and focusing on that is, I think, a very useful and helpful way to approach it. So we have a few minutes left here, I wanted to jump into the Savers technique. But maybe one more question before we do that, and that is, how do you avoid burnout with this? Because it seems like if you're trying to chase or become a level 10 version of yourself in a lot of different areas, it's also possible that you could potentially burn out right now you're doing too much, you're working too hard. In fact, we see a lot of that in today's organizations, right? A lot of people are saying that they're feeling burned out and exhausted. How do you maintain that balance of chasing something and unlocking your full potential without burning yourself out and becoming exhausted? Which could potentially set you back quite a bit?

42:12

Yeah, no, that's a great question. And I think that I think the answer is, if you're like, if you're if we're using that wheel of life example, where you're looking at each of the key areas of your life, you know, one of those areas is fun and recreation, right? And you can and you could rename these, of course, it could be like peace of mind, or enjoyment of life, right. But so if you're, if you're really focusing on each of these areas, like usually, each year, I will do my wheel of life every year, and I'll do sometimes multiple times a year, whenever I feel like I need a check in. And then I'll set my goals in each of those areas. And then and then I'll use my Miracle Morning, and we can talk about that here in a minute. But I will I will apply the Savers to each of the goals. So what ends up happening is now I'm not feeling burned out in work, because it's not all I'm doing. I'm also nurturing my relationship with my wife and I, we have a weekly date night, right? I'm doing my miracle morning every morning that allows me to start the day, feeling calm and peaceful and centered, right. That's my self care time. It to me, it's the most important part of the day. One of the benefits the miracle morning when I started it was I used to go to bed stressed every night, because my life was so frickin stressful. And I'd go to bed knowing how to wake up and face it all over again, day after day after day, when I established a miracle morning ritual in the morning, every night, I went to bed feeling peaceful going, I'm not waking up to my problems. Tomorrow, I'm waking up to my Miracle Morning, I'm going to meditate. I'm going to read affirmations that articulate what I'm committed to why it's important to me what I'm capable of, I'm going to visualize what I want in my life. I'm going to exercise I'm going to read I'm going to journal what I'm grateful for. So having a Miracle Morning kind of gives you this reset button every single day. Whereas if you don't have that you just go from you know, you go to bed stressful, you wake up stressful, you go to bed, it's just this vicious cycle.

#### **Jacob Morgan 44:02**

So let's shift to the last portion here, which is the the leaders toolkit where we talk about the Savers technique, which I thought was very interesting. I like the acronym there. So silence Affirmations, Visualization, exercise, reading and scribing. So why these things and can maybe let's walk through each one of them. And maybe you can share how you're applying this each day for yourself. How long do you spend on each one of these things do give prompts for yourself like I'm curious about the tactical aspects of this. So let's start off with the with the first one which is silence. This episode with Hal Elrod continues for premium subscribers of great leadership plus on Apple podcasts. And in the bonus episode, Hal is going to walk through his savors technique, which is silence Affirmations, Visualization, exercise, reading and scribing we're gonna go through each Each piece of that framework in more detail specifically what it means, how do you practice it? How does this fit into your day and the impact that it has. So again, only available for premium subscribers on Apple podcasts. And you can also join our community great leadership.substack.com To get access to weekly articles that I write into weekly leadership hacks. And lastly, of course, if you get a couple of seconds, please share this episode with a co worker, a friend or peer, somebody who you would like to see become a better leader. Thanks for tuning in. I'll see you next time.