

Living Without Regrets: The Path to True Happiness I Picatinny Keynote

When you are 90 you rarely talk about what you did You always talk about what you didn't do if you were lucky enough And if you wanted to get inspired to spend just a little time with a 75 to 90 year old that you don't know and you listen what she or he will talk about is what they didn't do I should have married Ricky Thompson I wish I did something different in my career The thing that impacted me as a workaholic and someone who's really ambitious I wish I spent more time with my kids that hit me hard You were not born for a long time and you're gonna be dead forever The moments we have here are small Ok The art skills were the things that I focused on And I think our society is focused on for a very very very long time The IQ of it all the grades of it all in athletics the speed the strength the math which is amazing because it's a major part of our world And for me that was work ethic like you know since I was 14 spending 12 hours a day in my dad's liquor store in Springfield New Jersey Not too far away was just how I grew up I worked every weekend I worked every summer vacation My parents were Gangsters I don't know if you guys remember but the last day of school starting around middle school was a half a day My parents used to pick me up at that half a day and bring me to the store so I could work the end of the second day They didn't even give me that half day It was work ethic And I always understood that that would do something But as I've gone through the journeys of my career other things started to become obvious to me which was these things are going well for me And yes I'm working hard and yes I'm doing the thing But I have a feeling a lot of this is coming from the things that I was also gifted predominantly for my mother which are the soft skills the things that we did not grow How many people here by show of hands are over 40 raise your hands Amazing The majority of the room Let's clap it up for some of the youngsters in here Um So what some of the youngsters in here definitely don't realize is for the over 40 year old crowd in here we didn't talk about empathy we didn't talk about you know some of these softer traits in hard places you know we didn't talk about that in business It was you know who you know n nice guys finish last was a thing that a lot of us grew up hearing and something in the last 15 years clicked for me where I just didn't believe that to be true I didn't believe it to be true because I'm nice and I'm gonna finish first and I would watch others and I started realizing

actually a lot of people that had ridiculous talent who weren't nice were actually losing a lot more than they could be winning It seemingly looked good back to being a big sports fan They were winning at half time They were up 21 nothing because they had that edge those sharp elbows But something became very clear to me that there was a lot of other parts of the formula to get to the highest level and more importantly And I know this matters to a lot of people in this room if you were going to lead if you were going to be a leader and obviously there's leadership in business I'm a CEO of 2000 employees Obviously there's leadership in the services both whether it's military police fire like that's obvious but every person in here will taste leadership in their entire lives It will happen You're either an older sibling You know I would argue that most of my leadership was ingrained in to me by being the oldest of two siblings especially in growing up in the eighties in an immigrant household it was different You took care of them you know back to the youngsters not knowing This is crazy I'm about to tell you something Back in the day we used to go outside and play and our parents had no idea what we were doing By the time I was seven in Edison New Jersey I was outside nine hours a day and my mom had no clue what I was doing And what I knew at seven was I had to take care of my four year old sister and you start learning those things But then even if you don't have the serendipity of being the oldest you will lead because many people will taste the beauty of being a parent And you want to talk about real leadership you want to talk about real fear you want to lead and you because that person that you gave birth to is the person you love more than anybody in the world And so as I started looking at the world over the last 15 years I like to think I like to observe I like watching people It started getting obvious to me that these softer skills mattered But here's where some of these skills kick in I was giving a lot of thought to like what do I want to talk about A couple of things in the framework of the room we're in one thing I think a lot about is empathy right Empathy is a funny word It wasn't really talked about like I said earlier for just not even a word I heard in the 1st 2025 years of my life it's starting to pop up a little bit here But I think it's very much misunderstood You know empathy oftentimes comes from a place of like feeling compassion for the other person having feelings for them And I think it makes sense when you're a leader to have empathy for the people that you are managing or leading But I think for happiness for lack of anxiety for joy for the journey that I want for every person in this room One of the things to really think about is having empathy for the person above you One of the

things that I've seen bring enormous happiness to many people in my organizations the companies I invest in the companies that I run and then just organizations sports organizations service organizations is when you in this room let's just do a for instance when you're working on something as an engineer here right Or a physicist on something and you're working on it for seven years and you've got it finally working in real life not in the lab And then on a one hour's notice on a one second's notice we're shifting strategy and you're no longer doing that There's enormous frustration you're in the trenches and somebody in a boardroom is making a call and you're frustrated I think about that a lot Why Because I think that's the exact moment where if the people in this room deployed empathy to the people above them if you think about being frustrated with your manager or your leader or their leader's leader or their leader's leader I don't know if you've heard but everyone's got a boss and the guys in this room really know what I'm talking about Everybody's got a boss no matter what your position looks like And so I think about you know when I come to a talk whether the room is this way that way left right Business start up entrepreneurs high schools military like it's all the same thing for me up here Right This second can I say one thing that one person in this room has not heard in that way that makes them actually act on it to make their life better Period I know the framework of a lot of people's professional careers in this room And I know that disproportionately the quickest way for them to get happier day to day is to actually put them in the boots or the shoes or the sneakers of the people above them parallel to them and below them below them comes natural below them comes natural There's a sense of like OK this person's reporting that comes natural not everyone's good at it We all know that but that comes a little more natural but above you a or six rungs above you that comes hard because you think they should be working for you Which is true One of the reasons everything has worked for me professionally is every morning I wake up including today on a groggy day on the east coast I wake up and say I work for those 2000 people Globally Not the other way around True leadership is only based on that humility I don't care how many things you have on your thing Do you have the humility to know that you work for them Easy to do it for the flag because it's theory it's not a human being When it becomes human it gets harder it becomes more real right All of a sudden you have to care on an individual basis and you all know this every person left right below you is different The ones that come easy to you that are like you is easy But the accountability to deal with what's hard is the game leadership

I see this all the time There's a lot of people who have gone through the journey of doing the craft and then elevating up and then having to manage the people doing the craft That's a tough transition for a lot of people It's a lot harder A lot of people think I didn't sign up for this For example in my industry I have all these people that run media mit math kids out the wazoo they love their headphones and their work They they come to me when they get promoted Like wait a minute I don't want to talk to Sally about her being sad I'm here to run media Like you're not you're not And so like I get the transition of getting into feelings and boy do we love to judge once we become a leader back to the over 40 year old crowd versus some of the people under 25 We love to judge Gen Z I just want to remind all the people This is my favorite thing going on sidetrack real quick I'll just go over here for a second My number one favorite conversation in the world right now is Boomers all frustrated and angry at Gen Z when they're the ones who created them I had somebody complaining hard the other day about his son I'm like maybe if you didn't give him an eighth place trophy he wouldn't be entitled Yeah I really hate eighth place trophies I don't even like the silver and bronze medal I think you should leave that shit when they give it to you right on the desk But that's another story for another day Listen if you leave here with anything this morning and I want to do a lot of Q and A I'll yap here But I really want to get into the details of these philosophies These are not just words to me Accountability Like to me I'm not here to do anything other than to make somebody happier for the rest of their lives I can promise you right now the fastest way for every person here and I'm talking whether you're dealing with something professionally right now whether you're dealing something with a loved one leisure friendship like life life the quickest way to be dramatically happier The second you walk out of here is to fall in love with accountability This is a very interesting framework Do you need me Accountability I'm ready Um This is really interesting and I'm gonna I'm gonna say this slow because I get worried because sometimes it screws people up It actually makes them upset with themselves This is very subtle I'm gonna go accountability It's somehow you can get into a place in your mind where you realize everything you're unhappy about right This second is 100% your fault without without you Then judging and beating yourself up and thinking you suck and having insecurity Let me say it again If you can wake up tomorrow and whether you're upset in your marriage if you're disappointed with your child if you're not happy with your career if you don't have enough money like whatever it is if you can go 100% into

accountability you will be stunned how quickly your life will turn around The trick that I'm trying to figure out how to communicate better is what I've noticed when I've been on this rant for a decade of like everything that you're upset about is 100% your fault I didn't realize how many people were so deeply insecure that that path puts them into a place where they're beating themselves up The reason the world right now is pointing so many fingers is because everyone's judging themselves You want to really get going Give yourself a break Love yourself a little bit more Be a little bit nicer to yourself There's not a human in this room a human in this room that hasn't made a ton of mistakes We have so demonized a misstep or a loss back to 88 trophies exist because we didn't want our kids to cry when they lost The only reason I'm standing here is I cried after I lost my entire childhood we have to be nicer to ourselves But I'm telling you right now if you can get out of the finger pointing business and get into the thumbs business your life will be dramatically better like dramatically because here's the problem The reason everyone's on angst The reason everyone's so challenged is because when you point fingers you just admitted that you're not in control period That accountability is such a powerful drug and it is something we have lost our way with We just have we need to get there You can't tell me anything You can come up here and fully explain why it's not working And I can look you dead in the right here with your current job and I could say quit You could you are in control Unlike where I and my parents were born you're born in a place where you can quit and you can change your career you can move you can do anything And the second you start understanding that truth is the second everything opens up Another thing I've been thinking a ton about which is how do you balance these traits that were in the book How do you balance confidence with humility really hard similar to what I just talked about which is like be fully accountable but don't beat yourself up Another thing to think about is the power of humility There's a lot of people in here winning and rising Unfortunately as people win and rise they sometimes get a little high on their own supply they get a little bit frothy and think they're a little special They start to lose you like that one There's some people feeling it out there I like how some people are looking at each other There is such a danger in losing your relationship with humility There's such a danger I'm a very public figure I have tens and tens and tens of millions of followers across social media Every time I post I get unlimited people that leave a comment of a goat Emoji that I'm the greatest of all time I also have many people that say you suck You're a Charlatan Who do you think you are every

post A lot of my friends who've gone through this journey with me Other people who've got a lot of awareness out there many people quit along the way They can't deal with the negative comments Many of you don't post anymore because you just don't want to deal with negativity Many of you have not started posting about some of your interest the devils who play my Rangers in this playoff series I caught that logo You know many of you have not even started your journey because you're scared of the judgment One of the reasons that I can continue to do what I do publicly is because every time someone says nice things to me I can't hear them Every goat emoji I get does not register What's important about that is if you can't hear them cheering you can't hear them booing too many of us right in this room right now in our personal and professional lives are doing things and acting predominantly based on the opinions of others The amount of human beings that are living life today worrying about the opinions of people that they don't even like is devastating And by the way those people that you don't like aren't anonymous people in the comments they're your coworkers they're your siblings they're your parents you know it's hard It's the truth The reality is this though I think a lot about this every day you were not born for a long time and you're gonna be dead forever The moments we have here are small One thing I would recommend to everyone in this room to do as an action is to spend a lot more time with 80 to 100 year olds that are not your family members If anyone here can find the luxury of maybe living close to a retirement home and providing some service to it maybe you have a neighbor for me Given how busy I am I usually do it when I'm traveling If I get lucky enough to sit with somebody or at the gate at the airport If I find a good 90 year old that looks like Yoda I'll roll up on him Not just talking the thing All of you would realize if you I mean this is really important back to like people love talking about like living a fulfilled life service this and that there's so many little things we can do Like if you close your eyes right now and think about do I have a neighbor 80 to 100 75 to 100 next door The answer is many do like just doing something nice like bringing something over flowers cake you know stuff that we used to do you know but you're doing it for selfish reasons Yeah You're being selfless and doing something kind And I promise you and I think this will land with a lot of people Boy does an 83 year old that's living by themselves in an apartment complex Really appreciate someone coming over ringing the doorbell and saying what's up and giving them you know some flowers or a cake or something but you're not being selfless you're being selfless and selfish What you're looking to do

is build that relationship Because let me promise you one thing if you start spending your time with somebody that's actually lived life 85 87 and is not carrying the baggage because they want to actually like raz your your mother or tell you what your dad's doing wrong You know that grandparent life is a little different there's baggage there You need a neutral third party 86 year old in your life you're going to learn something real powerful that I'd like to talk about right now which is I live my life every day completely based on what I've learned from them which is the following when you are 90 you rarely talk about what you did You always talk about what you didn't do if you were lucky enough And if you wanted to get inspired to spend just a little time six hours 10 hours this year with a 75 to 90 year old that you don't know and you listen and you talk what she or he will talk about is what they didn't do I should have married Ricky Thompson I wish And this is a big one I wish I did something different in my career You know the thing that impacted me as a workaholic and someone who's really ambitious I wish I spent more time with my kids That hit me hard when I started doing this in my thirties forties That was like I'm like that's the one that that's my danger That's my danger And it shifted me it shifted me So I ask all of you whether you're a youngster whether you're in the first quarter or entering the fourth quarter or anywhere in between it's never too late to get better It's never too late to fight for more happiness ever It's never a bad idea I watched so many of my friends at 50 60 just wrapping it up They're like Gary all the stuff you talk about I'm done I'm like done What you're gonna live to 90 You're 56 you're gonna live another 40 years You're done Should never be done Should never be done to not regret It should never be done to be happier Something I want to touch on that I knew I wanted to touch on here It was my biggest emotional vulnerability professionally which was candor A lot of you here One of the biggest thing in this environment that people struggle with is candor Some of you like me don't want to deliver candor because you don't want to hurt people's feelings You're actually non confrontational You like really love the person that you're about to talk to that stinks at something and you don't want to say it And you like I used to dance like a ballerina I would dance I had something to say to somebody It would take three minutes and I was in there for 45 minutes Like I'm Fred Astaire I would dance dance and never get to it And what did that do for me Over 20 years it led to me having very awkward firings and all sorts of when I think back to any person the tens of thousands of people that have worked for me for the last 30 years The only ones the only ones the the 100 people that most don't like me All same

issue I wasn't able to be Candor with them and I manipulated it in my own mind of like they should be happy that they're still here because they stink And how does Johnny not see that He stinks I shouldn't have to tell him I should have told him because I didn't do any favors The problem was my whole childhood and my whole early upbringing anybody that was in my life that was good at Candor was horrible at delivering it The Candor was delivered in venom and I wasn't able to take the vehicle that the Candor was being delivered in separate from the value of Candor So what I did was what I always do in the world I market and I brand when I realized how big of a vulnerability this was for me I branded myself I created a word and a structure for me to help me And that's how I came up with kind Candor When I tell you for a lot of leaders in here for the organizations in the back for the organizations in the front and for everybody in between including again the thing I believe which is a lot of these things are impacting your relationships in your real life not just your professional life I highly recommend people especially the ones that are DNA wise similar to me who struggle with telling people the truth when they're disappointed in them you must find a way to get down the path of Candor Candor has led to the lack of Candor has led to every negative thing that's ever happened in my life singly That's how big of a deal this is So I impose I I pray I push all of you to realize how big of a deal this is But here's why Candor scares me There are many people in this room as managers who use Candor as an excuse to be nasty to raz to manipulate And so it's a very very very dangerous thing I'm just being Candor with you to help you Mm You know Gary I'm just keeping it real I'm like yeah real negative real manipulative candor is a tricky one But if you can understand the kindness part all of you know this you've either been on the receiving end or you've been the deliverer of a message and you know when it didn't land you're like damn that did not go the way I want It is always because of your relationship with Candor No question after watching this be the framework of my companies getting the feedback after the book's been out and just kind of watching I really believe in this concept of kind candor I really believe if you understand it if you can really deliver the challenging news with a little honey instead of vinegar if you've really got the intent for that person to win I believe that kind candor really really matters And I highly recommend you start working on your relationship with Candor I when I tell you when I think about competitiveness 10 out of 10 accountability nine out of 10 right Patience This is a big one I crush patients Everybody wants everything now which is why they don't get what they want

Patience 10 out of 10 kind Candor today in front of you Four out of 10 literally was a one out of 10 or two out of 10 3 years ago Four out of 10 Let me just tell you where how big of a deal This is from one out of 10 to 4 out of 10 It's doubled my business It's made the closest relationships that I have My sister my my my family three X better I just know that Candor is a big one I know that people really struggle with it because it's a hardcore DNA trait And for the managers in here and leaders in here it's a tricky one because almost everybody is either too red or too blue with it When Candor needs to be purple you understand that's a big one I really hope that somebody leaves with that I'm going to touch on patients before I go into Q and A The reason most people struggle with patients is probably another massive thing that's going on in this room professionally And personally most people want to accomplish things financially or status wise to impress other people And that is a huge vulnerability the keeping up with the Joneses or how people judge them based on their money their accolades their status is destroying people This goes back to 20 minutes ago of trying to impress people you don't even like Right So the lack of patience has been one of the most obvious things unlike Candor at 20 I already understood it You know I I felt that I was going to be a great businessman but I spent 22 to 34 working for my dad's liquor store building his business for him I built his business from a 4 million to a \$70 million business And I never got paid much money at all because it was a family business And my dad's like yo what do you complain about It's a family business When I die you'll get it I'm like dad you have great DNA You're gonna die at 94 I'm gonna be 72 trying to do work out here trying to make something happen And so you know but it was my patience and my deep ambition to do something great for my parents who did great for me That allowed me to know that even though at 34 I barely had any money based especially on my crazy ambitions that I would be able to get to it because life is long because you can make things happen Can you can build brick by brick And so patience is hurting a lot of people here in a million different ways People are short cutting to decisions making decisions on short term values versus long term realities And I highly highly recommend a deeper falling in love with patients How are we doing Q and A We've got runners cool I'm gonna speak for a little bit more but I really want people to start thinking about the question they want to ask And by the way I know some of you may know me and thrilled to talk about marketing I think about that Quite a bit you know whatever that may be And I think about marketing not just like let's sell sneakers and soda marketing is how the

whole world works community how the whole world works You may want to raise money to cure a disease because your family has been affected by it You may want somebody to be the mayor of your town You may want a lot of things happen I don't think anyone here is confused that marketing and communication dictates the temperament and the decisions of human beings And so couple just two little things on that First and foremost if you want something to happen in the world and you're going to be the one that is trying to make it happen and you may have lots of opinions about social media because everyone does Now it's still the platform to make what you in this room want to happen happen because it's free You're more than welcome to buy television ads go pop out \$50,000 a spot knock yourself out You're more than welcome to run an ad in the newspaper The problem is that 80 year old that's your friend is the only one reading it You're more than welcome to have an opinion on tiktok China This and Mark Zuckerberg that you can have any opinion you want But let me just say one thing in this room If you're going to be a marketer you need to be agnostic you need to be unemotional You need to care about where the attention of society is Period End of story The biggest reason people are not good at marketing or making something happen is they have an ideology of what it should be The kids shouldn't be on these phones all the time They are just to remind you you are Yeah so and so on the marketing front social will continue to be the underpriced game and then something else will come along when I was coming up to the game it was email Email was new kids You wanna hear a good one A lot of people in this room really didn't want to have email Some people I still have people I do work with who have people print out the email for them so they can read it to this day I just want to say one thing on technology and then we'll move into Q and A Please stop fighting Technology Technology is undefeated against your opinions I understand you have an opinion about A I good news A I doesn't care what your opinion is Ron how many watch this How many pe I need people to be honest lying is the devil by show of hands and raise it high because usually people like to do this on this question by show of hands who in here was this person You had a blackberry and you loved it because it had all the buttons and everything And when the iphone came out you said I'm never getting an iphone It doesn't even have the buttons My blackberry is good And now you have an iphone Raise your hand Hi This those hands And by the way this is a pretty OG crowd I could go One generation back there were people rolling around the world in the mid nineties with a beeper who said I'm never

getting a cell phone My beeper is more than I don't need people to call me anytime they want Let them beep me and I'll call them back And the amount of people in this room that said they would never be on social media And now they spend all their time on Facebook arguing with people Humans are horrible at this People said they wouldn't get the car People said they wouldn't buy a television because the radio was perfect People will always demonize tomorrow because of fear Humans are scared and unfortunately other humans figure that out and weaponize it against us And I'm not talking about governments though They're very good at it I'm talking about school I'm talking about school telling you that if you get D's and F's you're gonna be a loser Meanwhile does anybody realize how broken school is in 2023 Does anybody have Children here from K to 12 Raise your hands You you know how bad it is right We're literally telling kids to memorize stuff and regurgitate it when they have literally the answers on their phone These kids are chat gpt the answer to writing papers in one minute And I'm like good and schools like bad for what school has broken us I'm being dead serious on this and I'm not trying to be mad at school like I and don't get confused I believe that education is the most important thing in the world I just think it should be relevant to the world we actually live in and asking our Children to spend 12 years of their lives memorizing stuff and then res spitting it out every three months is the most asinine thing I've ever seen in a world of the internet exists with the answers to the question on their phone at all times These kids are disenchanted because they're smart not the reverse So that's just that All right I think it's time for Q and thank you for having me Thank you All right let's let's let's get into some real stuff Those are the philosophies There's many others Some of you have seen some of it read the books but I'd love to go into Q and A Let's not be bashful I know how this goes Just raise your hand Who's got a question Show me back there Uh Gary can you talk about how you deal with failure with all your success You've had to overcome failure in the past And second question if you can talk about where you see A I planning in society's future social Yeah I'll go to the second one A I is going to eat up everything If you leave there's a lot of mental things we talked about here as a practical thing Every person here Actually I'm gonna assume a lot of this crowd has not gone into A I yet it's new and I'm just I'm generalizing but by show of hands how many people here have not played with an A I app or an A I website yet Like really done A I work Raise your hands if you haven't yet That's what I figured So thank you please please because a lot of the hands will remember this You not

doing stuff with A I is just like the thing you made fun of your parents for not doing with the internet This is the internet in 1992 It's that big It's not going away and it will make your life so much better when you're in the kitchen saying hey Alexa can you order me food for two friends One's lactose intolerant order now Boom And that saves you 18 minutes of going to the website or calling or being on your seamless app or Uber eats This is gonna make your life better Like everything Of course there'll be some things that aren't good but there aren't some things that are good about everything Nothing has been like alcohol has some bad things right A car like everything has bad and good Please don't do the A I what you've done to everything else It's going to be a part of our lives So it's gonna affect rather it's gonna affect everything when I say everything everything So the quicker you get used to it like the better your life will be Period End of story as far as failures My man I fail almost every day when you're an entrepreneur you're failing I'm failing constantly How do I deal with it by not giving a shit What you think about my failures Your failures are your failures The reason everyone struggles with failures is because you actually worry about someone's opinion of your failures If I lose I'm playing you think I care about somebody sitting in the stands watching me play saying you stink you stink you're sin I'm playing I fail every I fail all the time The key is to make them micro failures not macro failures See people don't have that definition down I micro fail If I macro failed I'd be out of business I would have a job that's macro failing I don't macro fail I don't take those kind of risks I'm too smart But micro failing every day I hire someone every day that ends up stinking I we have a pitch We don't win I post something that should have been great and it did it like I'm losing all the time The key for everyone here to get more comfortable with losing is realizing they're valuing people in the stands judging them on the court You're playing You really care what somebody else is telling you about how you're raising your child Get out of here as if they don't suck at parenting too No Uh we're by the way this is the whole thing right now in America we're obsessed with telling everybody everything about everything they're doing wrong without realizing how much we're doing wrong We are in judgment city we are in finger pointing city I deal with losing very easy I just don't care what anybody thinks about my losing Definitely not people I don't know and not even my own parents I want to make them proud I love them with all my heart I have no intent of losing But if you're living you're losing and we have to get a lot more comfortable with losing So much of the depression and anxiety of the youth

today is not because of social media It's because we as parents demonized losing they're scared to lose and we have to start cheering for losing Losing is just part of the game Andre Andre Pleasure being here I'm glad to be here I hope I'm not alone in this But how do folks you know either discover or confirm what they were going to do People like I feel like I love that there's a couple of things you know But how do you really discover it and then hold on to the mic when you say there's a couple of things Have you gone out and tasted and tried to go for those couple of things Yes and not fully But that second part Right This half pregnant thing No Really It's a big thing in my mind I'm really glad you asked this question I feel that people are try This all goes back to the thing I've been talking about the whole time subtly stop valuing other people's opinions The reason he said not bully is he didn't go all the way because subconsciously there's a fear that it's not gonna work out Will this make enough money to sustain my Like most of the reason people don't go for their dream is because they don't think they'll make enough money to sustain their life either their families too practical or they're insecure There's too many variables My big thing is I don't this is why I want you to hang out Andre with a 90 year old You'll be more scared to not go for it after hanging out with people that literally when I tell you when you hang out with the 80 to 100 year old set all you see in their face is regret You know you'll see joy and happy But if you look if you look for what we're trying to learn from them of like what did you do that I can learn from It's all regret brother You will be far more scared to wake up one day and say why didn't I go for being a piano star Why wasn't why didn't I try to be a stand up comic You know why didn't I move to Sweden Whatever it is be a cook be a professional video game player whatever it is you will be fearful of that so much more than your sister or your uncle or your spouse or your best friend Laughing at you when you stop doing what you're doing and you go for this thing I get I'll give you a big 11 thing I talk a ton about that boy I can't find anyone talking about This is if you are in debt or if you're living a life where you're like kind of never getting over the hump sell your home and go rent a smaller home sell your home and go live The amount of 35 year olds right now that should sell their home or stop paying for their apartment and move back in with their parents is high They can reset save some money have some time with their parents which I know is like not everyone loves that but a lot of people would love that A lot of people do like their parents and would love that but their pride won't let them do that because everybody will judge them You sold your house and now you live with your parents you're a loser

as if that person is living This is the whole game So my man the reason you're half pregnant is something is stopping you from doing it and I promise you that something is judgment from others And so you already know what things you want to do Gary I can't find my passion Yes you can Every one of you can tell me what you love most Mine's the New York Jets right So what am I doing I'm trying to build the biggest businesses in the world so I can buy the Jets and finally win a fucking Super Bowl This this but everyone everyone here knows what they like They're scared to admit it There's there's big ass dudes in here that love ballet They're scared to say it We all know I will never believe anyone that says I don't know No no you're scared to admit you're scared to go for it And so that's what I'm trying to push for Hey this is hi darling Hey there my name is Mary Cuz I'm such a big fan of yours Thank you sweetie Thank you sweetie Uh Let's talk about fear confronting fear and resistance to change There's a lot of people that have the mentality of if it's not broken it's not fix it Um We've been doing this forever Let's not change This is how we got here Yep So when you want to bring something new and uh to a leader or you'll be how would you advise us to approach that and also how we face our fears Thank you You're welcome So the first one is really interesting I have this framework that work and don't forget I have an agency that means we get hired by companies and we're trying to tell them what to do None of our clients do The full thing that I want them to do They still think running television commercials on network TV is a better way for you to buy something which is just insane to me Um And I tell my team all the time because they're very frustrated because we're progressive I'm like look everybody makes the same mistake in the question you're making They're in the business of convincing I'm not in the business of convincing I'm in the business of conviction I can't convince you up here in 45 minutes We don't know each other like that But boy do I have conviction and everything that came out of my mouth and for some of you that might be enough at this moment Literally today was the only day that some of the things I said are going to penetrate There are people who follow me for 10 years and will email me and say I've heard you say the same thing for 10 years and today was the day which is what keeps me motivated saying the same 13 things 8000 different ways on every different platform And so you have to when you go into your next meeting don't try to convince them have conviction of what you believe Humans will feel that right And you just got to right It's just an everyday thing It's the same thing of I I always think that working out is a great comp for life Like

most people just want to do eight push ups and think like it'd be all good you know like they just they don't realize that it's an everyday thing It's an everyday thing Like everybody here can be in better shape eat healthier and exercise You know the blueprint you just it's hard to do Everyone is looking for a shortcut So you just have to keep pushing keep pushing and then you have to go into accountability if you're pushing every day respectfully for three years and it's not happening and it's bothering you like that Well then quit This is my big thing complaining is the worst Complaining drives me batshit crazy especially when you have options You can't quit because you're getting paid 200,000 a year and your lifestyle Well guess what have the humility to get your lifestyle down if you're so unhappy at work which is where you spend the majority of your life then return your Lexus and drive a fucking dodge if you're so unhappy Don't go on two vacations that are bougie do a staycation If you're so unhappy stop buying \$5 Starbucks coffee and make your 18 cent coffee at home You are in control So conviction conviction your boss is driving you crazy It's never gonna happen It's eating up your soul leave because you can two years from pension three years from retirement you still can leave or eat it because that's your strategy and you want it But shut your mouth If you know why you're doing it and you're just eating it for another three years eat it and stop complaining because you're dragging us all down with you Mhm Let's go to this youngster Go ahead You can go here and we'll go to you next we got him next sir sir Kevin Durphy Uh so first you know talking about candor I have to be completely honest and say that when I heard that you were coming the only time that I knew of you was on youtube uh going to garage sales stuff So I thought we're gonna get really good at going to like rubbing Can I say something sir My garage sale videos that I know people have seen That's me listening I I was getting you know I would talk about my story and be like hey I didn't have anything either And then I saw Twitter and I invested in it and I invested \$25,000 into it and it made X right I started just getting these emails like ok Gary good for you But like I don't have \$25,000 to invest in the next Twitter And I was like cool let me show you what I did when I had \$2 to my name I drew around I drove around New Jersey went to garage sales I bought stuff in high school I sold it at flea markets in the Shann Station in Hunterdon County and then the internet came along and then I sold it on ebay those garage sale videos that all my bougie business friends make fun of me for because they're like you look so stupid and this and that that goes back to the crowd I'm like you may think I look stupid but I get 10

emails a week from people that had \$400 to their family's name and made \$6000 this summer buying stuff at garage sales for a dollar or goodwill and selling it for 20 means a lot to me those videos So actually following up with that you know you talk about empathy but then you also talk about not caring about people's opinions You know how do you balance empathy with not caring about empathy Thank you sir Empathy is having the capacity and compassion to care about other people's feelings not caring about other people's opinions is based on being secure in your own skin and not valuing judgment They're very very easy to balance though The question is absolutely right It's all emotional frameworks For me it's the game of being selfless and being selfish You know for me having compassion and empathy like it's even the entire speaking style I have right now Like to me I sit here and I'm just literally in real time right now What can I say that will bring value What can I say that will bring value What can I say that brings value as far as I've also cursed four times sir I know there's people in here that don't like that I respect that I'm actually empathetic to that if you grew up in a household or were taught a certain way where that's a horrible thing You're not gonna like that I grew up in Jersey So you know it's a little it's a little hard for me to contain it but I'm empathetic to the judgment on the flip side I'm also aware that I'm OK with that judgment because if that's what you took out of this talk we've got to work on all the things we're talking about here to level up the consciousness So I think it's I think it's very bounce I think that they're just both very hard there You know this is this is 40 years of practice One of the great things that happened to me parents that have poor students Let me give you an insight that's left field Truly not being talked about What allowed me to be who I am is that I got poor grades and every teacher and every friend's parent told me I'd be a loser But I knew I wasn't I knew I wasn't because I made more money than everyone selling lemonade I knew I wasn't because when it snowed I got a shovel and rang every doorbell I knew I wasn't because the world was telling me the truth not the systems And so I got practice a lot of parents reinforced school Yeah you you this is bad without realizing school has no impact on someone's truth in life And so we need to think about those things and I just got a lot of practice of tuning out the noise because the noise was telling me one thing but I was living another I'll give you another one The greatest thing I wish on everyone besides health is living the 1st 10 years of their life in a household that's extremely happy with very little money That was mine because I was brought up in a way where I realized very quickly Oh money has no impact

on happiness I grew up the happiest little boy on earth We had nothing I wished it on everybody because you get you get conditioned you understand And so I think a lot about these things it's practicing it's emotional practice emotional practice We talk about physical practice We don't talk about emotional practice So I would I would I think it comes down to practicing like truly having a bad day where people are throwing judgment you and just like knowing yourself enough to be like I'm just gonna go golf because that's what helps me or I'm gonna watch sports because that's what helps me or you know I'm gonna listen to music like practicing That's what I do Every time I'm having a struggle I push myself into something that gives me escapism from that struggle and getting conditioned We need more emotional practice my man Um Hello how are you brother I just want to say that I will see you on youtube tiktok and you inspire so many people right And I just wanna know who's your inspiration Who's your hero Thank you brother So I've always answered this question the same and I've just recently figured out how to add to it So historically it's always been my parents They came to this country at 22 years old I lived in a studio apartment the size of a third of this stage with 78 family members Like it was rough They worked every minute I watched my mom raised three kids solo doing everything for us Like my dad used to wake up before I saw him and got home after I went to sleep just worked work So there's nobody even within their realm However I will say this brother lately I've realized there is a certain other thing that inspires me to no end So I live in Manhattan and I take a lot of flights because I travel a lot and a lot of those flights are day trips So I actually take a lot especially in the last 10 years a lot of 6 a.m. flights So if you take a 6 a.m. flight you're kind of leaving the apartment at like 4 30 right And there's something that's just so obvious to me when I'm leaving at 4 30 it's like today would have been a perfect day when it's like dark and gloomy And you know I live in a city and we're going to Newark or JFK or laguardia So I'm driving through the city usually to get to one of the airports and you know it's like 4 30 like you just woke up and even though I'd like to close my eyes in the car I'm up So like I'm just kind of like looking out the window This is the scene that I just always had You kind of wipe off the right And I'm looking out the window these humans that this is what gets me to gratitude the amount of people I see You know I'll just paint you the picture that 52 year old woman that I see coming out of the subway at 4:55 a.m. with two bags in her hand and I start making up scenarios brother I'm like man she just lost her husband I'm serious This is what I do This is back to mental

training What I'm training there is gratitude Right This woman's it's 4 55 in the morning She's got two bags carrying ship I'm like she she might have lost her husband recently She has three kids to take care of This is her second job now she's doing 6 to 9 before she goes into you know what I mean And it's just like that person the people out there that grin like bite their tongue and just put their head down to provide financially and emotionally for their family with all sorts of adversity And don't complain that person bro for me is number one No Elon No no Tom Definitely not Tom Fucking Brady No You know No no no no Like Oprah no no People that are on the grammar to not me Not those people like the people that nobody talks about that are the the same way the military and the services and the police foundational that get overlooked These people these millions of people who just grin it You know we everyone right now is thinking about a person like that that they know of or was important to their life The people whose shoulders we stand on in our families not just in our world And so I'm so inspired by them you know people you know you know when you're young you're like trying to achieve you got ambitions you're looking up to things One of the reasons I put out the content I put out my man is because for all the conversations about Rolexes and Lambos and like those are just facades So many of the people that have 10 million followers on these pla I know them they're not happy like that They're not content like that That's the makeup the people that are just really putting it out there and doing the right things for the people they love at their inconvenience that inspires me to no end my man You know I'm not impressed that I am good at making money That was a God given gift I'm impressed that I'm nice to people And so I think we have to start champion that and I think the person that's most admirable in the world is the person that is dealing with the most adversity and doesn't complain I admire that to the end Thank you so much for taking the time today Thank you What's your name Fortunato So I have a 17 and 18 year old 18 year olds in Hall doing great She's up and running 17 year olds graduating in June zero direction Yes I'm looking to give him an elevator speech like it's ok that you don't know what you're doing But everybody's like oh Julie is in scene Hall What's he doing And I'm like we don't know what you know he's taken yet Any advice on a good elevator speech for a 17 year old Really Sure Let's start with this How do you feel about it I'm fine What do you feel like he knows that Oh yeah Yeah So what's the problem He doesn't know he knows 17 year old knows he doesn't know how to handle the pressures of everybody saying ok your sister is in of course you know Ange

needs to figure out how to not value other people's opinions You this whole thing you need to tell it's one thing that Ange knows that you're good with it when when you see Ange rolling and whether it's a friend whether it's a sibling or a cousin right You need to every time you as a parent to a 17 year old sees that your his uncle came over and he was a little hot on it You know can you think of the three or four people that you feel are most bringing the most pressure even though they love him are bringing the pressure you need to really shit on those people to I'm serious When Uncle Don comes over and Uncle Don is coming from pure love he wants Ange to be good when I was your right When Uncle Don leaves you need to look Ange in the face and be like Uncle Don's a fucking idiot You have to you have to you see what I mean You have to you have to decrease the value of the of the voices so that he can have room to feel safe You're one place but your mom right He needs to know that all those other voices are wrong You have to judge the judger The thing that I do for a lot of young people is when they're struggling and I'll talk to them They're like da da da I'm like yeah but da da da stinks at this or did it is bad at that or why don't you tell uncle Don to stop drinking I'm being dead serious I know it's none of your business No no you need to undermine them I I know I'm really I'm being serious It's gonna help them because that goes into too much like poster You need to teach them He's 17 So even though he's a kid he's he's starting to go through that transition You can teach him real life You know like people don't like to talk about the truth You have like an aunt come over and cause all this ruckus But you know the aunt was a mess until she was 40 Tell the 17 year old that the aunt was a mess until she was 40 It it really I you know I I get it and it you know and obviously I'm trying to use some extreme examples for a giggle and to put into perspective You don't need to tell them a secret alcoholic is in your family But but you definitely need to put things into perspective on the flip side and this is where it gets dangerous You can't create entitlement Right And you're and that's hard Right So it's this weird balance of like hey everyone sucks But you might suck too if you don't do anything Right Like it's when I tell you parenting is just like politics right now we've gone way too extreme and everybody has to get to the middle as fast as humanly possible So it's like hey kid there's unlimited people that don't know anything At 17 the world is filled with people that sucked at school and don't know what they want to do Comma you're not going to be laying at home doing nothing right So you don't need to go to school but you're gonna work and by the way if you want to work at Walmart good If you want to be an

entrepreneur fine You but but you're gonna have to do that And yeah I got you because I love you and you can stay here but I'm not giving you any money Here's where parents get caught they talk big game but then they pay for the kids Uber they talk big game but they get them an Equinox membership They talk big game but they one of the parents undermines the whole ship by slipping them 100 bucks quietly and be like you can't do that if that kid is such a big boy and he's going to do it without school He needs to stand on his own 2 ft You can do subtle things like put a roof over his head which is already remarkable but parents undermine their words with their actions So he's good You you know you're lucky that you don't worry for a second A lot of people do Most so many kids that are bad at school are the ones I least worry about Right I'm much honestly me personally I'm much more fearful of the great student because they're being taught to be a robot Like to me the kid But where I get really scared is unlike 1985 1996 2000 a lot of those 17 year olds went out and got a hard job and learned it and then excelled 2023 has got this weird mix where parents are like cool But then like subsidize their life you need to make him stand on his own 2 ft that will teach him everything and you but you could be absolutely emotionally supportive just not financially supportive That's where parents really lose their way because then the kid doesn't understand why he needs to I mean we all saw this when the government pays you to stay home more than you get to go to work Everybody wants to stay home I'm the most motivated of all time If the government wants to give me the jets right now I'd understand why that would trick me but it's not real and that's his version You're welcome Uh My name is Hanson and uh handsome Oh man I thought I just met the best name ever Go ahead brother Um I have a I have a selfish question please You should on the side And uh I'm curious about social media trends Yes Uh What are your thoughts on like short form versus long form Both work What are you what are you better at I typically do long form stuff but I'm just getting do long form and then edit You see how I do it do long form and then post edit for short form to bring awareness to long form You understand a couple of other things It's always about organic reach what's giving you more organic reach in the beginning right now Facebook reels it doesn't come natural Most people have moved on from Facebook they don't think but Facebook reels for under 35 is crushing So Facebook reels if you haven't been doing youtube shorts for sure for sure Especially if your long forms on youtube and then the obvious Tik Tok and Instagram things of that nature OK Do you see any other apps that there's two apps that

are in like alpha alpha alpha mode Clapper in case tiktok gets banned I think could be a winner and Lemon Eight which is done by by dance which could also get banned But as you know Instagram based those two but I'm not ready to really talk about them because I don't like guessing But I'm watching and those but you wouldn't get the reason It's not a good use right now is I'm watching to be more right to when it when it happens it's not happening on those two platforms like that yet Whereas with Facebook reels and youtube shorts you could post your first youtube short and it could work You got it Good brother Hi my name is Pay Uh Pay another social media question please generate a big audience And so it's kind of too hard So one what is the number one impact social media has in your day to day life And the second is how did you generate like that Following from scratch The number one thing it brings to me is knowing what all of you care about So I don't really consume social media for me I consume social media to understand what 8 billion people on earth care about So I'm watching like if I wasn't an entrepreneur if I didn't have that I feel like I would have ended up being like you know those weird scientists that go like to the mountains and like watch ants for 30 years That's I've got that in me like uh so much of everything you heard today was 25 years of observing all of you So that's the biggest value it brings to me is like big things like oh my God kids are fearing losing because the eighth place trophies that was not like something that was like observing the D MS from kids along the way being like but I'm scared but I'm scared like why And you just talk and you just talk and you're like oh right You've never lost Everything's been covered up I mean this is the craziest parents actually go to school now and argue for a better grade for kids That's insane Like we've just done too much too many training wheels And so um that's what it does for me as far as me what I did well that I want for him handsome and everybody else is what I do really well is I make what I want to make not what I think is going to do well in likes and followers So back to the garage sale But like I knew that I would get judged by my fancy business friends but I didn't care I wanted to make it because I knew it was going to bring value Uh uh I started making wine videos That's how I started I know a lot about wine I made wine videos I'm recently starting to make them again because I miss it It's not doing as well as my business content but I don't care And I think I think the more authentic you can be the more real you can be People can smell bullshit from We're all animals we're sensing it And I think the reason I've connected is people know I'm authentic and I think they value that and I think we all value that And so I would make

content you want to make not what you think will do Well thank you Please
Let's give our guest speaker another Thank you Thank you Thank you Thank
you Thank you Thank you so much Thank you Thank you