

00:01

What's up, my brothers? Welcome back to the Alpha Male Coach podcast. I am your host, Kevin Aillaud. And today I'm in Mindo, Ecuador. Now Mindo is a little pueblo to the northwest of Quito. And if you don't know Ecuador, then you should know Quito is the capital city.

00:30

Now Quito is a very large city. It is full, it has full infrastructure. I know when you hear the word Ecuador, you probably think of jungle, right? You probably think of wilderness. You probably think of, oh, there's nothing there. But the truth is Ecuador is an amazing country. It has one of the lowest crime rates of all countries in the world. It has one of the highest healthcare systems of all the countries in the world. It's actually, it's a beautiful, beautiful country. It's got the Andes Mountains, it's coastal to the Pacific.

00:59

It's got the Amazon to the east where it connects with Brazil and Columbia. So it's a very, it's a very diverse country. And Quito is a fully functioning metropolis. It is no different than Shanghai, Paris, London, New York. Like it is, it's, it's a full on city, but I'm in Mindo and it's only about two hours away from the city of Quito and it is a pueblo. It is in the Andes.

01:28

high elevation in the jungle, in the cloud forest, we call it. And the reason why I've chosen to come to Mingo is because of the cloud forest. This location, this particular place. Now there are many, many cloud forests in the world, but this particular cloud forest in Ecuador has the most biodiversity of anywhere else in the world. Now, biodiversity is just a big word that means it has the most

01:58

variants of all species. So it has the most variants of plants, has the most variants of trees, has the most variants of insects, it has the most variants of arachnids, it has the most variants of reptiles, it has the most variants of frogs, it has the most variants of birds, it has the most variants of even mammals. In fact, right now I look out the window and I can see toucans and monkeys in the same tree. They're hanging out in the same tree together, toucans and monkeys.

02:28

I've seen since I've been here, I've seen over a dozen different species of hummingbirds. I've only been here a few days. I've seen over a dozen different species of hummingbirds. There are fruit trees growing all around me. Lemons and tangerines and coffee and chocolate, cocoa, it's everywhere. Bananas. And I love it here. Brothers, I love it here. And I love it here because of two reasons. Number one, if you remember me talking about human design.

02:57

I'm a human design analyst. It's part of what I do in the academy. And I'm a projector as kind of my type, right? There's generators, projectors, manifestors, reflectors. I'm a projector. I'm a classic projector. And when you get deep into human design, you start to find that there are different places in the world or different types of environments that meet or match or I would say align with your energy. And for me,

03:26

What aligns with my energy is mountains. I'm a mountain person. I love being in the mountains. I love being in high altitude. I love being, I guess it's an altitude thing, but really I love the mountains. Like I love the ranges. I love the views, the vistas. You know, you can see so much from the mountain. You can see so far from the mountain. And you can see far from a valley too, cause you can see the mountains. You can see into the mountains. You know, being in Nevada, being in Vegas, for example, you know, you can see the mountains. Being in Phoenix, you can see the mountains.

03:56

However, to be in the mountains is a part of my energy. I love being in the mountains. But on top of that, I love life. And you guys know I love life. You guys know that I receive, I receive a lot of energy from life. I feel, and this is again, because of the work that I've done on myself, to release, to let go of the density of human trauma, essentially, of human conditioning and human trauma, I've released so much of that density.

04:26

that I become a very sensitive. And not sensitive as in snowflake sensitive brothers, we're not talking about like, my feelings get hurt. In fact, you probably know that I have indomitable self-confidence, my feelings never

get hurt. You can say anything you want to me, you can say anything you want about me, and I really don't care because I know what you say tells me everything about you and nothing about me. So when I say sensitive, what I mean is, I have a very subtle experience around energy. I can feel energy, I can feel people's energy.

04:56

making me like some of an empath. You might say I have empathic skills. I can feel when people are emanating a certain vibration, whether they're feeling the vibration of sadness or a vibration of excitement. But I can feel it with animals and with plants as well, with all flora and all fauna. So when I'm out here in this place and this highly biodiverse, this most biodiverse place in the entire world, I'm literally through osmosis.

05:23

I'm authenticating, if that's a word, through authenticating, I can feel all this life and it energizes me. It really fills my cup. It brings me up. I feel so much love here. I feel so much gratitude here. I feel so much energy, so much high vibrational energy. So I love it here. It's the second time I've been here and I just love it. Like I say, so I'm here, brothers. You may, like I said, you may hear some of the.

05:51

the life in the background and all that. But what we're going to get into today, I haven't really talked about much. Instant gratification, future discounting, but really, to be an alpha male, to be an alpha generally, I don't want to discount my sisters out there. We're not alpha female, to be an alpha, be an alpha human. There are different traits.

06:16

And again, none of these traits have to do with anything you're born with, right? All of these traits, everybody is born with because they're all inside of you. Everybody has these traits. I'm not talking about how tall you are, right? I'm not talking about your genetics for hair loss or your genetics for eye color. I'm not talking about how much money you make, you know, whether you've chosen to be an engineer or a doctor or a lawyer or a plumber. You know, these alpha males are not construction workers or plumbers or lawyers, you know, it's not about their money, it's not about their labor. Being an alpha.

06:45

is about having certain traits. And everybody has these traits, as I say, but it's about cultivating these traits, it's about practicing these traits, and it's about demonstrating these traits. And these traits are love, joy, peace, patience, kindness, generosity, faithfulness, gentleness, and self-control. And today we're gonna talk about self-control.

07:12

Because it's not something I usually talk about. I have talked about it a lot in the past. You know, when we talk about buffering, we talk about doing the models of alignment, you know, resisting the, not resisting, but experiencing the emotion and changing the mind. Mind management is a lot of self-control. And I'm gonna tell you why on this podcast, because we are hardwired, we are hardwired, brother, to future discount, to...

07:42

Discount the future. In other words, what future discounting is, is we are hardwired to take \$1 today versus \$2 tomorrow. And forget about inflation, right? Because you might say, oh, well, Kevin, of course, like I might take a dollar today because tomorrow \$2 may not be worth as much as a dollar today. And I get that. Like I get how inflation works. I mean, we talked about inflation a couple of weeks ago. So let's just forget about all that. Assuming it all stays equal, assuming everything stays, all values stay the same.

08:12

is where you choose, it's almost like instant gratification. In fact, have you guys ever heard of the marshmallow experiment? I've talked about it on this podcast, but you may have heard about it from other places as well, because it's a very, very popular experiment. It's an experiment on delayed gratification. And it was an experiment done in Stanford back in 1972, where in the study, a child, and they took children one at a time, and a child was offered a choice between one

08:41

small marshmallow or two small marshmallows if they waited for a period of time. So during this process, what happened was the researcher would bring the child into the room with a single marshmallow in front of them, and then the researcher would leave. And if the child could wait about 15 minutes for the researcher to return, then they would get another marshmallow or some other type of marshmallow.

09:11

snack depending on what they want. I think it was like a pretzel or something. I'm not exactly sure what it was, but it was depending on the child's preference. Now, if the child ate the marshmallow that was in front of them within the 15 minutes before the researcher came back, then they didn't get the reward. Right? Now, the experiment itself was to try to prove, to try to show that for children who could delay instant gratification, the

09:41

preferred rewards, they would say that they would tend to have better outcomes in life. They would tend to say that as they would age, they would have better SAT scores, they would have better educational attainment, they would even have a better body mass index. They would actually have a better, they would be fitter.

09:58

Of course, over time, and I'll say this, this is, you know, this research or this experiment has been replicated many, many times, including as early as 2020. The more times they did this experiment, the more they found that these results were debunked. It's not really about what happens later in life. For the children that were able to hold on to their delayed gratification and the children who were waiting to get their second marshmallow, it really showed no difference to the children who ate the marshmallow right away, as they aged.

10:28

There were much more stronger correlates to these types of, quote unquote, success measurements than instant gratification. However, I want to talk about this marshmallow experiment for a different reason because I want to talk about it as it relates to self-control. And I want to talk about it as it relates to self-control in such a way that it is possible to teach self-control through mind management.

10:55

You see, because the marshmallow experiment itself was really trying to say that, hey, like there are some kids, there's some humans that have an ability, that have a natural tendency to control their impulses and they're gonna be more successful. And that those of us, those humans that don't have this genetic impulse to have instant gratification, they'll be less

successful. In other words, brothers, in other words, what the Stanford marshmallow experiment was trying to show was that

11:24

There are alphas and there are betas inherently. That some people can be born inherently as an alpha with self-control. And others are born inherently as betas with no self-control. And of course, this has been debunked. This has been shown to be untrue. However, what has shown to be true is that self-control can be learned. It can be a skill.

11:50

And I don't even want to really call it a skill because I believe it is an inherent trait in all of us. But it lies dormant until it gets taught, until it gets kind of brought out, until it gets cultivated in a way where we bring it out. Like it's taught out by culture, it's brought out by society, it's brought out by education, it's brought out through relationships.

12:18

It's brought out through the lessons that we learn as human beings. And a lot of those lessons we learn as human beings are simply through observation. I mean, listen brothers, we talk about conditioning generally, not specifically. Specifically, there are all kinds of different types of conditioning. But when we talk about conditioning generally, most of it is through observation.

12:45

the whole monkey see monkey do type of observation. When we see examples, whether it's our parents, whether it's our teachers, whether it's our society, whether it's our community, when we see examples of adult humans that don't exercise self-control, that in other words, they instantly gratify, that they future discount. They say, oh, I'm gonna do it now because who knows what's gonna happen in the future.

13:14

And the truth is we don't know what's going to happen in the future, but I'll come back to that.

13:19

when we observe these types of adults, then we learn the lack of self-control. We learn instant gratification. Instant gratification is a learned

trait, just as self-control is a learned trait. Now, once again, brothers, I'm gonna say that all of this is within us. I'm gonna get woo-woo on you. I know that the podcast has kind of taken a woo-woo turn. So I'm gonna get a little woo-woo on you and tell you that everything is within us, right?

13:49

I don't mean to take a woo-woo turn. I'm just kind of evolving you guys through the process, right? Because it begins with cognitive mastery. It always begins with the mind. And I'm going to really dial that back. I'm going to really come back to cognitive mastery this year when we talk about relationships. Because that's really where most of us are going to begin. Everybody's going to really begin with cognitive mastery. Because in order to get to the depths, in order to really get to the core of who you are, you have to first look at who you're not. And that's going through all the ins and outs of.

14:17

The onion, right? That's the mind, we got to peel those layers back. And so when I say woo woo, what I really mean is that within you, within every single one of you is everything. The entire universe is within you. Everything is within you. So yes, self-control is within you, but so is instant gratification. Delayed gratification is within you. So is instant gratification. Future discounting is within you, but so is self-control. So...

14:46

It's all there. And it's really just for you to decide. It's for you to choose. It's for you to cultivate whether you want to connect with that alpha part of you, that part of you that is the alpha, that part of you is the first, that part of you that is the spirit, that part of you is the energy. Or do you want to connect and choose to engage with that beta part of you, which is the identity, which is the ego, which is the conditioning, which is the...

15:13

illusion and I say illusion very specifically because all of the things I just said the ego the identity Conditioning that's all illusion Now it serves its purpose and it serves its role because it is a role and we are serving a purpose by playing a role but the difference between engaging with your alpha and engaging with your beta is That when you engage with your alpha, you know who you are and you know, you're playing a role as who you're not

15:42

As a beta, you don't know who you are because you think that the role you're playing is actually who you are. And I may need to say that again so you guys can really get that. As an alpha male, what you're doing is you know you're a spiritual being. You know that you're an energy body and you're choosing consciously, intentfully to play a certain role. Whatever that role is, I'm playing the role as a plumber. I'm playing the role as a carpenter. I'm playing the role as an engineer.

16:12

I'm playing the role as a spiritual guide. That's what I do. I play the role as a teacher, a philosopher, a spiritual guide. It's a role I play. I don't take it too seriously. And people come to the academy and I teach them. But if I were to take my role too seriously, then everything would be serious. In fact, even they would be too serious because they would be too serious as students. I make sure that everybody knows that comes to the academy that this is all the role we're playing. That you are learning who you are and that

16:41

There is nothing that I, like I as a teacher, I'm not teaching you anything you don't already know because I'm just pretending to be a teacher. You're just like, you're pretending to be a student because there's really nothing for you to learn that you don't already know. If we take it too seriously, then I'm like, yes, I'm a teacher and you are a student and I'm teaching you things that you don't already know. And that's taking it too seriously because then there are lessons that you don't have that you must get from me. And that's a fabrication. That's an illusion. That would be me being in my beta.

17:10

And that would be you being in your beta as a student, thinking that there is some information outside of you that you can learn. Now, knowledge is within you. Beliefs come from outside of you, because beliefs are conditioning. Knowledge, everything that you need is already within you. That's a very powerful thing to understand. That's why I don't agree with therapy, brothers. And I think you've heard me say this many, many times. The reason why, and this is another subtle point.

17:40

But the reason why I don't agree with therapy is because most therapy, when I say most therapy, I don't have the data on it. I could throw an arbitrary number out like 99 out of 100 therapists or 999 out of a thousand therapists, right? Most therapists, at least over 50%, they don't know who they are. They're really believing that they are therapists. They are out there believing that what they're doing, who they are, is a therapist. And therefore,

18:09

In order for them to be therapists, what do they need? What do they need to satisfy who they think they are? Well, they need patients. They need for you to believe that you're a patient. So, and as long as you believe that you're a patient and they believe that they're a therapist, then the construct, then the illusion is working. But the problem is, is that as long as they believe they're therapists, they're gonna perpetually need patients, in which case,

18:39

therapy goes on indefinitely. It just goes on and on and on and on because they can't let you go. They can't let patients quote unquote, cure themselves or heal themselves because then they don't have any patients which means they are no longer therapists. Now, the good therapists, and I say this like good or bad, right? I'm not saying good or bad, the alpha therapists, so say that, the alpha therapists, they're the ones who know who they are and they know who you are.

19:09

They know that they are spiritual beings. They know that you are a spiritual being. They know that they are pretending to be a therapist, and they know that you are pretending to be a patient. And as soon as you can break through the idea, the belief that you are a patient, that is liberation. That is healing, that is cure. And then they hold that space for you to break through and say, oh, I'm not a patient. I am...

19:39

Here I am alive. I am healthy. I am. And in that space, they can say, go. Go and live this way. It's like, I mean, again, the Buddha said this, like you already are a Buddha. You're just pretending to be somebody else. And that's where it all comes, that's where it all comes through. Right? And again, that's where that's the alpha. The alpha is the person.

20:08

who knows who they are, who knows who you are. You are an alpha and you can choose to be a beta because you're a beta too, you see, because the beta is the role you play. And so when we talk about self-control, yes, you can choose to be the beta, you can choose instant gratification. That's okay. I am gonna choose to jump in and I'm gonna choose to have my, whatever it is you want. I am gonna choose to react to my, essentially react to my emotion or react to my ego.

20:38

That's when you know you're kind of in that beta state. And that's, if we come all the way back to it, that's self-control, brothers. Self-control comes from logical thinking, comes from mind management, and the barriers to mind management, the barriers to self-control, essentially come from two different places, right? One is emotional reaction. Now, I want to talk about this for just a quick moment because...

21:08

I'm not talking about emotional detachment. When I say the alpha does not react to their emotions, I'm not saying that the alpha is detached from their emotions. And brothers, I'll tell you this, in fact, it's February now, so we're doing this in the Academy. If you hear this podcast and you say, look, I need to get in touch with my emotions, then now is the time to enroll in the Academy because we're doing emotional work this month. The power of emotion. It's so important that we...

21:37

aware of our emotions. It's so important that we do these models of alignment. It's so important that we look at the feelings that we have. You are always feeling. You always have emotion, always. There's not a moment in your life. There's not a moment in your day that you are not feeling something. You may not be aware of what you're feeling. And that's why we do emotional awareness. That's why we do emotional ownership as a part of this alpha training. It's part of this alpha process. The Alpha Eccadery, the school.

22:06

of conscious expansion because you must be aware of what you're feeling. If you're not aware, then you're just detached. And blindness is not,

blindness is not awareness. You are always feeling something. But here's the trick, and this is the thing. It's to be aware of what you're feeling, is to know that you're feeling a certain way. You may be feeling angry, you may be feeling sad, you may be feeling guilty, you may be feeling shame. You may be feeling frustrated, you may be feeling anxious.

22:33

And the trick to being in the alpha is to be aware that this feeling is there, it's in your body, but not to react to it, not to resist it, and certainly not to avoid it, because avoiding then we get into those instant gratifications. I need to avoid this, right? So in order to avoid this, I need to do that. That's where we get the dopamine. In order to not feel sad, I need to go do something that gives me dopamine. In order to not feel anxious, I need to go

23:02

look at pornography, I need to go grab my phone and start doing my gambling, right? I need to go do gambling stuff. I need to do my fantasy, whatever, fantasy, what's the thing, fantasy footballs or baseballs. I need to play a game or I need to look at a dating app or I need to go get some sugar, right? I need to go get a donut or I need to, all the different things that we do out of Buffer, right? I just scroll up on, what is it, the IGs?

23:31

the tic tacs and you do all the things on your phone to avoid, it's avoiding. So we wanna make sure that we feel. Feeling is very important. But as we manage our mind through our feelings, that is how we ignite and cultivate the self-control within us. Because it's there, self-control is a part of the alpha state. Is to say, okay, look, I feel this way. And that's okay, that's a vibration. That's a neutral part of being a human being. We can definitely say negative,

24:01

or positive, and I'm okay with that, brothers. I'm okay with that. I'm okay with you saying anger is a negative thing and sadness is a negative thing, and love is a positive thing, and happiness is a positive thing. I'm okay with that. As long as you don't avoid the negative and chase the positive. It's all okay. It's all good. It's all vibration. Yes, it's a lower vibration, it's a higher vibration. Yes, it's a negative feeling or a positive feeling. Yes, it's a good feeling or a bad feeling.

24:31

But to avoid it is just to, is essentially to make your results, to make your experience even worse. And when I say even worse, I mean the results of whatever the behavior is that follows. So that's number one. One way that we do this, one way that we lack self-control is that we react to our emotions. The other way that we lack self-control, the other way that we don't cultivate this alpha trait, this alpha gift within us.

25:01

is that we attach to the ego. Now, as I just said, having an ego is important. I'm not saying to be egoless. I'm not saying to kill the ego. Brothers, I've killed my ego many, many times, okay? Many, many times through medicine, through meditation. When I say medicine, of course I'm talking about plant medicines, right? I'm not talking about pharmaceuticals. I'm not even gonna get on pharmaceuticals. I've killed my ego many, many times through plant medicines, through meditations.

25:30

Many many times.

25:34

It's not a bad thing to have an ego. Your ego is your beta state. It is your identity. It is the role you play. I'm not saying the alpha is good, the beta is bad. There can be traits that come out of the beta that we may consider to be less desirable because we don't know that we are in the beta condition, that we are.

26:01

pretending to be the beta because we think we actually are the beta and that's where those less desirable traits come from But when we know we're an alpha when we're in our alpha state and we know we're pretending to be this role That we're still alpha even though we're kind of playing this beta role. We're kind of playing this like yeah Okay, like I'm gonna be this this this identity, right? I'm gonna be this this role I'm gonna be this I will say I'm gonna be the spiritual guide Right. I'm gonna be the spiritual guide

26:32

Now, again, as I said before, by playing this role, I can't take it too seriously, because the moment I take it too seriously, then I'm in my ego, then I'm

deeply in my ego, then I've lost in my ego, then I'm deeply in the beta. And we don't wanna get lost in the ego, we just wanna know that it's there. We just wanna know that it's like this little thing, this little fun costume. It's this little fun pretendness. It's imaginary, it's like being a kid, you know? And you play those games of

27:01

Cops and robbers, right? You play cops and robbers with your friends. You know, you're playing a game, you're playing a role. You're not actually a cop. I mean, you're a five-year-old kid. You're not actually a robber. You're not stealing anything. You're just a five-year-old kid. And you know you're a five-year-old kid, but you're pretending. And that's what we're doing as adults, except we've stopped pretending. Now we take it too seriously and we become betas. You know? We become betas because we stop pretending. We've become too serious.

27:29

And when we do that, we lose self-control because what happens, brothers, when we take things too seriously, is we begin to attach. We attach deeply with this, who we think we are, with this illusion. And this illusion drags us down. It drags us down into low vibration. And then to kind of balance this low vibration, to avoid this low vibration, what do we do? Well, we end up buffering.

27:53

And that's where all the things come from. That's where the lack of self-control comes from. And that's just one part of lack of self-control. Like I say, buffering is just one part of it. Reaction is another, reacting to your emotions, as I just mentioned. So we really wanna look at, and we wanna observe this idea of being in the ego. So being in the ego is the second way we deviate from self-control, from our alpha state. And it comes where we seriously, when we take seriously statements like, I can't.

28:24

I am this and therefore I can't do that. Or he or we compare. Comparing is another part of the ego because the ego is always trying to create a separation. It's always trying to create not just a separation but a hierarchy. Right? In fact, I'll say this, brothers. The whole SMV, SMV, self market value, yes, sexual market value, sorry. The whole sexual market value, that is a part of, that's where we lack self control.

28:54

concept of SMV, I know what I'm dealing with. I know I'm dealing with somebody who's taking too seriously who they think they are. They've stopped pretending, and now they really believe that they are this thing. You know, they're not the five-year-old kid pretending to be a robber now. They actually believe they are a robber. They actually believe that they have stolen something, and the other five-year-old kids pretending to be cops are gonna come and arrest them. That's how absurd it is. Because a part of that ego is to compare. It's a part of to create a hierarchy.

29:24

five, sixes, seven, eights, nine, 10s. I can't do this because I am this way or I am that way. This person is that way. And so they can do that. I can't do what they do. Like that's all ego. That's all, again, taking too seriously and losing self-control. Stepping deeply into your beta. So to come back to it, brothers, to be in self-control really means to manage your mind. It really means to

29:53

I don't want to necessarily say logically think because even that can have some connotations, have some weird connotations because rationalizing a decision, like decision making is not a matter of logic. Logic is to be in my management. Logic is not about making the best choice. Rationalizing I would say is not about making the best choice because there is no best choice. I would say that logic and rational is choosing the thoughts.

30:22

that serve you the best, regardless of outcome. It's not about the outcome. And that's why I was gonna say, I wanna sweep back to future discounting, because it's not about the outcome. If somebody says to you, look, I'm gonna give you either a dollar today or \$2 tomorrow, you may say, all the best choice is for me to take the \$2 tomorrow, right, and that's the delayed instant gratification. You may say that's self-control. But it's not so much about the future, because the outcome is not what matters.

30:49

It's about what's gonna serve you the best because in some ways it might serve you the best to take the dollar right now. And maybe what's gonna serve you the best? And that's the mind management. It might be best, it's

like when you win the lottery. Somebody wins a lottery, you get a choice. You get a choice between yearly payouts or lump sum. Now it's yearly, monthly, some kind of payout. You get some kind of regular payout. Or you get a lump sum.

31:18

And again, like what's the best choice? There is no best choice. The logical choice is to manage your mind. And by managing your mind, you wanna make sure number one, you're not making an emotional choice. You're not working with the emotional reaction, not reacting to the emotion. Because you might feel super excited. Like they might say, look, I'll pay you a million dollars a year for the rest of your life, or I'll give you 15 million right now. I mean, you say, oh man, a 15 million.

31:48

I'll take it, give it to me. That's the emotional reaction. Or you might feel that excitement. Oh wow, 15 million, all the things I could do, that's great. You might feel that excitement and then say, but you know what, I'm only 22. I might live 15 years, I might live 10 years, I might live 15 days, I might live 60 years, I might live 70 years. You know, it might be best for me to take a million dollars a year.

32:18

Because the situation I'm in right now, I don't really, I mean, what am I gonna do with \$15 million? I can't do it one. Give one million dollar a year, one million dollar a year. I'm not saying which is right or which is wrong. What I'm talking about is what is logic. All right, what is the logical thing? And then the other thing would be to jump into the ego. Say, oh, well, if I have 15 million, then I can flash, I can flash, I can pizzazz, I can be like this person, I can be like that person.

32:48

There's things I can do with 15 million that I can't do as I am right now. And some of you may be even saying, well, yeah, Kevin, yes, there are things you can do with 15 million you can't do right now. And I would even argue that, but I'm not gonna argue that in this podcast because that's for something you need to enroll in the academy for. That's a very deep, subtle concept of what you can and can't do, okay? Because you can do anything. I'm gonna say that again, you can do anything. In fact, when I was running my CrossFit gym, I used to...

33:14

I used to punish people. And I know I've talked about punishment. I know I've talked about the age of punishment and how we're coming out of the age of punishment. But I, you know, and this was before I got into spiritual guidance, before I, you know, worked on myself in a certain way. You know, I was very much into a certain type frame of mind. And I did punish people. Every time somebody in my gym said the word can't, I made them do 10 burpees. Well, I can't deadlift 315 pounds, 10 burpees. But no, Kevin, I really can't.

33:43

You know, coach, like, look, like my one rep max deadlift is, you know, 265. I really can't. That's twice, 20 burpees. I don't care if you can't or if you can't. It doesn't matter what's possible now. But when you start using words like can't, and I may be digressing a little bit, the point is, is that if you're thinking, making that decision based on an ego, then you're losing self-control. And again, you might jump on that 15 million versus saying, well, logically, but then again,

34:13

Logically, it might be okay for you to take 15 million. Logically, you might say, well, that is the best choice. But again, it's not about what's best. It's not about what is an absolute best choice. It's always a relative choice. It's always relative to the mind, relative to the individual that manages the mind and thinks logically. Because otherwise, people would just say, well, this is the best choice. And then you're not thinking anymore.

34:43

You're not managing your mind. You're not thinking logically. You're just going through conditioning. You are conditioned to believing what other people have told you. That's not thinking. And that's what I mean is like, what any choice you make is always going to come down to your managed mind. That's self-control. Self-control as an alpha.

35:08

means that you're not making decisions based on what other people have told you to make. You are making decisions based on what serves you. And you know what? Sometimes brothers, you will make a decision on what you think serves you and then you find out it doesn't serve you and

guess what? You change your mind. You make a different choice. That's okay. There's no penalty in changing your mind. There's no crime in deciding that what you did yesterday, you're not going to do today.

35:38

that what you did yesterday no longer serves you today. And I think that's another part of where society comes in and says, well, well, if you don't, you're not a man of your word. You know, you said you were gonna do this, and now you're saying you're gonna do that. Like you don't, you have no consistency. Bah, bah, bah, bah, bah, bah. Well, guess what, brother, that's their conditioning. That's a conditioning of some, like again, because who told them that? Who gave them that story? Who told them that that's the way humans should be? It's all a story.

36:06

It's all conditioning. Until we start to realize that energy moves, that energy is not static, that everything is a constant state of flux, everything is always changing, everything is always moving, everything is always going to be based on how you manage your own mind in this moment. That is going to be the best choice for you. Again, instant gratification, future discounting. These are all concepts. These are all terms that are based around belief.

36:37

What matters here, one of the traits, and again, I'll say traits, but one of the inner gifts of the alpha is self-control. Self-control isn't about a conditioning around instant gratification or delayed gratification. It's not around conditioning about future discounting. What it is, is it's looking at what is a thought? What is the mind?

37:07

and recognizing the difference between that, your thoughts, what you're thinking, what you're choosing, what you're logically working with, versus the emotional reaction on one side and the conditioned ego on the other side, the conditioned beta on the other side, because that ego we can say beta. And that again, brothers, I'm gonna wrap it up here because I want you to hear this again. This is really what this is about here.

37:34

What this is about is understanding the difference between the alpha, which is a, I'll say spiritual being. And again, I don't want to get too woo

woo on you, but it's a being, it's a being within you. It's an energetic, always in transition. It's a being that's always in flux, a being that's always changing, a being that's always there. And I don't want to say changing as in it's always different because it is immutable.

38:03

It is immutable in a way that it's, it never, it is always eternal. It is always infinite. But it allows itself to change the role. It allows itself to change the identity. It allows itself to move through life in a way that you can adjust, in a way that you can change. What you did yesterday so that you can be.

38:33

in a role that serves you better today. So that alpha state, even though it is immutable, it is a constantly moving energy. And the beta is the identity. It's just the role we're choosing to play in this moment.

38:50

Like in this moment, I'm a teacher. All right, when I work with the guys in the academy, I'm a guide, I'm a coach. When I work, when I'm out on the road, I'm a driver. When I'm at the grocery store, I'm a shopper. When I'm sitting down for dinner, I'm an eater. And these are the roles that we're playing. I know that sounds wild, right? It's like, oh, so we're never really, like, yeah, because I'm, as the alpha state, I recognize that I am constantly changing. I'm constantly changing my role.

39:18

The state itself is that moving energy that allows energy to move so that the roles move. If I were to say, I'm a spiritual guide or I'm a teacher, when I'm driving, I'm a teacher, when I'm eating, I'm a teacher, when I'm at the grocery store, I'm a teacher, then I'm taking my role too seriously. And so when people ask me, what do I do for a living? What do I do for work? Like, I don't work. You know, it's a very difficult question to answer. People say that.

39:45

And I tend sometimes to hesitate. People ask me, like, what's the issue? Just tell me what you do. It's like, well, it's not that simple. And if it were that simple, then I'd be taking it too seriously.

39:57

Because what I am right now is I'm somebody who's learning about you. That's what I do. What do I do? I learn about people. I learn about you. But the beta is someone who does take that role very, very seriously. They get into that role, they get into that place, and they've forgotten that this is all pretend. You know, and then in that role, all of a sudden the emotions become really important. Oh, I'm depressed. You know, they start to identify with their emotions. I'm depressed.

40:27

I'm not having a experience of depression. That's the alpha state. The alpha state says I'm having an experience of depression. I'm having an experience of anger. This will pass. This is what I'm feeling now and that's okay. And this will pass because eventually I'll go back to something else like the energy will move. Emotions are energy and motion. The beta says I'm depressed and it doesn't matter if I'm laughing, smiling or.

40:55

or at a ball game with my kids, or hugging my, making love to my wife, or whatever I'm doing, I am depressed. That's the beta condition, because they take that role, they take that story, they take that identity. As someone who's depressed, they take it too seriously.

41:14

So once again, brothers, what is self-control? Self-control is recognizing. It's recognizing the mind. What is the mind? The mind is moving. The mind is choice. The mind is here. The mind is now. The mind is what is, are you aware? Are you aware? The consciousness of mind, are you aware that in this moment, in this here, in this now, what you're doing?

41:43

who you are.

41:47

is living as a spiritual being.

41:52

Having an experience, having an experience as a human, where the role that you're playing is a human role.

41:59

and not taking that experience too seriously so that you can change it if you want to. So you can adjust it a little bit while at the same time recognizing that the control of the self, the control of that alpha state means that you're not reacting to all the emotion that moves through you all the time. Because you must feel that. You must feel that energy. That energy moves and it moves you.

42:30

but you don't want it to, you don't want to react to it. You want to cultivate it. You want it to be your ally, not your enemy. And that's what we do with the models of alignment. That's what we do in the academy. The academy is a school for consciousness expansion, bros. Expand your consciousness so that everything that you are, which is everything, works with you, for you, through you, because it is you. It is who you are.

42:59

There is nothing that is not you. And I know I'm kind of stepping into that woo woo area, but I really want you guys to understand this. I really want to step into that place where you guys understand.

43:13

that this is a game. This is a movie. This is a dream. This is a hologram. This is all for fun.

43:26

And once again, that's why it's all about love. It's all about joy. It's all about peace and patience and kindness and generosity and faithfulness and gentleness and self-control.

43:38

Because if we're not in control of the self...

43:43

that we've forgotten that we're pretending. And that's what I have for you today. Until next week, my brothers, elevate your alpha.