

Science of Success - Video Transcription

In this video I'm going to explain to you the science behind why the five-second rule works as I said earlier the five-second rule is a form of metacognition that beats every trick that your brain plays on you most of us don't even realize how often we hesitate or doubting ourselves and get stuck analyzing things to death I keep talking about how you can change your life in five seconds and that's because in five seconds flat worried can hijack your mind fear can take over and the smallest moves that you really want to make consume terrifying the opposite is also true in five seconds flat you can take control back do you know how often you hesitate and stop yourself all day long

there's actually a neurological reason why change is so hard your brain is designed to stop you from changing let me explain you see change requires you to do things that are uncertain scary or new your brain is designed to protect you from doing things that are uncertain scary or new what's your brains favourite way to protect you to trap you in your head by making you overthink I've studied and interviewed the leading researchers in psychology and human behavior and what they've taught me is at the moment the moment you want to change break a habit or do something hard or scary and you hesitate your brain goes to work to stop you now there's all kinds of fancy names for this cognitive biases the paradox of choice the psychological immune system the spotlight effect I could name hundreds of them you don't need to know the fancy names you just need to know one simple fact there is a system in your head that is stopping you every step of the way and the five-second rule is the only tool that you need to beat

it so how does the five-second rule beat the system in your head there are two explanations first I'm going to give you the simple one then I'm going to explain the science at its most basic level the five-second rule is a tool that helps you take action it gets you out of your head and that's the secret you've got to stop thinking and start living before the system in your head has a chance to stop you now let's talk about the science the five-second rule leverages proven principles in modern psychology and there are literally hundreds of examples that I could point to but in this video we're just going to focus on five of them first let's talk about two concepts one called locus of control the second called a bias toward action so a locus of control is a foundational principle in psychology you should google it back in the day researchers figured out that there are basically two kinds of people people that believe that they're in control of their lives and folks that believe that life is just happening to them and they're a victim of whatever might happen now when you look at these two types of people people that have an internal locus of control a belief that they're in control of their lives they're happier they're more successful more productive so the question becomes how do you create an internal locus of control in yourself the answer is simple it's called a bias toward action so a bias toward action is a psychological principle that means you're the kind of person that has a bias toward taking action instead of a bias toward thinking how do you create a bias toward action you guessed it the five-second rule the five-second rule is a tool that will teach you how to take action and overtime as you use it you not only learn how to take action you become the kind of person that operates with a bias toward taking action and when you take

action over and over and over on your instincts on your desires on your commitments guess what you get you build an internal locus of control you become the kind of person that believes that you're in control of your life because you're proving it to yourself one five-second decision at a time let's move on to topic two behavioral flexibility so just a few years ago scientists thought that our brain stopped growing at the age of about what we now know is that your brain never stops growing we have the ability to learn new things throughout an entire lifetime we call this behavioral flexibility one of the things that's exciting about the five-second rule and that we see from people all over the world is that when they utilize the rule over and over and over again they not only create immediate change in the moment with a five-second decision but that over time as they repeat the new behavior whether it's speaking up in meetings more or it is pushing yourself to exercise over and over that you actually create new habits and become an entirely different person this is what your brain is designed to do in terms of its neural pathways and the way that new neural pathways can develop every time you use the five-second rule and five four three two one activate your prefrontal cortex and shift your behavior you are not only creating immediate behavior change over the long run thanks to behavioral flexibility you're creating lasting behavior change the third principle is do good be good now this is a principle that I first learned about from legendary psychological researcher and University of Virginia professor Timothy Wilson basically it means that you can't think your way to

being happier or better you actually got to do something now this do good be good philosophy dates all the way back to Aristotle and it's based on the belief and now the proven technique that in order to change you can't think your way to being more positive you've got to do things you got to act and then your mind will follow what is the five-second rule it's a tool that will help you stop thinking and start doing do good be good and then your mind will follow the fourth principle and that's the golden rule of habits now I could spend two or three hours just talking about habit research and whether you read Charles Duhigg's best-selling book or Gretchen Spreitzer's book on habits or you watch a number of TED talks all researchers believe that habits come down to one goal rule and that's this you can never change the things that trigger you you can't control your urges or how you might feel but you can always choose how you behave if you want to break a habit once you have a habit it's always going to be encoded in your brain the only way that you can break it is to replace it with new behavior there's also something in the research around habits called a starting ritual a starting ritual is a repeated behavior that you adopt in order to trigger a new habit the five-second rule is so incredibly powerful when it comes to breaking old habits and adopting new ones because number one the five-second rule and counting backwards is a starting ritual it will interrupt the old behavior pattern and it will trigger a new one the five-second rule over time and this is really cool actually becomes the new pattern of behavior instead of stopping yourself with self-doubt or blowing things off or over eating you have a new pattern of behavior you catch yourself you gain control you have confidence

and you do the thing that you know you want to do
and finally the principle called activation energy now activation energy is something that was first introduced into the field of human behavior in psychology several decades ago by a rockstar professor at the University of Chicago that studied a state of flow his name was Mihai Csikszentmihalyi and he studied was one of the first really to study human behavior human performance and he coined this term activation energy actually borrowed it from chemistry and it's a term that describes this phenomenon in order to start any kind of chemical reaction it takes a tremendous amount of energy to create that initial spark a lot more energy to start it than to keep it going there
is a direct correlation to you and me you ever noticed how hard it is to just get started how hard it is to get to the gym how hard it is to get out of bed how hard it is to put down the bottle when you go to pour a second drink and you know you shouldn't that feeling how hard it is to get started this is what me highs talking about you need activation energy to start the chain to start to sit down to start to get out of bed to start to walk out the door that's the key to creating any kind of change this activation energy inside of you that causes the initial phone and then what do we hear over time once you start there's a chain reaction and that allows you to keep going so what's this have to do with the five-second rule freaking everything the five-second rule creates activation energy in you the five-second rule is how you activate change inside of you it is a tool when you start counting this book called the hour diet there's evidence that if you restrict the time window that you idiot stay to hours or less it will have health bennett's again again that's long

enough to shift the energy metabolism
okay why does fasting bolster brain
power during development of your brain
but also in your adult in the adult
neurons are generated from stem cells
they grow out their axons and dendrites
they form connections with each other
synapses and communicate with it with
each other during aging many people
their brain ages successfully they stay
cognitively intact

whereas unfortunately others develop
diseases we think the reason the main
take-home message of this talk is that
fasting is a challenge to your brain and
your brain responds to that challenge of
not having food by activating adaptive
stress response pathways that help your
brain cope with stress

and risk resistant to disease does this
make sense in evolutionary terms when
anything we talk about in biology we
have to always ask the question why is
it that way

why when we take animals and put them on
an intermittent fasting diet are their
neurons protected in mice of
Alzheimer's and Parkinson's disease why
do they perform better when we test
their learning in memory in mazes well
if you're hungry and haven't found food
you better figure out how to find food
you don't want your brain to shut down
if you're hungry and in fact that's what
we find in the animals nerve cell
circuits are more active some of the
changes in the brain that occur within
our mind fasting also occur with vigorous
exercise now most people and and Geoff's
this morning gave a nice talk on showing
the benefits of exercise on him I think
he probably found it benefited your
brain too okay and so we're finding when
we start looking at what are the neural
chemical changes in the brain with
intermittent fasting they're very
similar to exercise on this slide the in
the upper left picture the third boy on
the right running that's my son he's in

the audience you can tell by the face of
these three kids they're in the crowd
that they're in a cross-country race
that's a challenge right and these
they're probably saying that themselves
during the race I used to run races
still occasionally do why am i doing
this however however when they get done
with a race they feel great and they
feel relaxed during the cross-country
season my wife and I it's very obvious
our son's mood was better right my
daughter's in the white her mood was
better during the cross-country season
why is that exercise and intermittent
fasting both increase the production of
proteins in the brain that are called
neuro trophic factors we discovered this
many years ago back when I was a postdoc
in Colorado in the s we found that
these neural trophic factors such as fgf
and one called BDNF brain-derived
neurotrophic factor promote the growth
of neurons promotes the connection of
neurons and strengthening and synapses
Laura okay so here's the idea
challenges to your brain whether it's
intermittent fasting vigorous exercise
or what we're doing now hopefully if you
haven't fallen asleep is cognitive
challenges when this happens neural
circuits are activated levels of
neurotrophins such as BDNF increase that
promotes the growth of the neurons the
formation and strengthening of synapses
also shown in the lower left it turns
out both exercise intermittent fasting
and using your neurons using your brain
can increase the production of new nerve
cells from stem cells at least in one
region of your brain called the
hippocampus which is shown here
from the moment that you have the idea I
should email out the Fall collection I
should go through the contact list for
my college or university and reach out
to people I should go through my contact
list and invite people this week to
just take the dogs for a walk I should

make a request of a friend and ask if I can come to a presentation at lunch at his law firm from the second you have that idea you've only got five seconds to take action otherwise it's gone your brain will swoop in so fast be like oh there's an idea whoa no way no way you don't feel like it you're overwhelmed you're there about awareness you've got five seconds and that's it today I want you to practice this because what you're going to notice is you're going to notice a little bit later like in the networking section and you know afterwards and in some of these events after this particular speech you're going to notice that you have an impulse you have an impulse to walk towards somebody that's really successful that's built a team that could possibly help you and guess what you're not going to do it you probably have them the entire time that you've been here oh I should go over to oculus or something I'll catch you later all that person looks really interesting I mean I don't know I should really take some photos of this fall line and surgery that might be too pushy so what do you do how does it work you have the thought you've got five seconds that's it and what do you need to do just say something out loud that's one way you could start walking the second you feel like you should meet somebody because you're drawn to them again it's from here it's not from here start walking because if you're already walking the likelihood is you'll actually make it to them and then you're going to say something write it down schedule it send an email to yourself or make the request and then I do three minutes of my three to thrive what are three outcomes and results I'm really committed to and I see them as done and fulfilled and intimate that day I usually get something at six months to twelve months out something a little bigger and then what I feel is fulfilled

and done I give thanks for it and you're
at the end of those ten minutes
usually it's or for me I am so
wired now I've done that for years it's
been the base of me
what's different was suffering is
measuring it moment to moment Oprah and
then the third one for me is okay how do
I love more love to me as an action it's
not a word on emotion it's like if you
love you act accordingly so love and
what can I do in a living way and that
one can I be grateful for and that
little three-step process and the
suffering
English (auto-generated)