

Scott (02:20.078)

Well, Joe, I'm excited to have this conversation. You know, I put the bat signal out to try to figure out what we should talk about. And the two themes that came up from me pulling that group.

Joe Hudson (02:21.688)

Yeah.

Joe Hudson (02:35.96)

Yeah.

Scott (02:50.03)

were about ambition and impact. And I think there's this sense of people that kind of buy into a lot of things that you guys talk about at the art of accomplishment. But there's like, this also sense of like, well, where is the room for my ambition? And, and maybe like,

Joe Hudson (02:54.552)

Lovely.

Scott (03:16.814)

I have all these things I want to do and how does that work? And so where does ambition situate itself in the art of accomplishment?

Joe Hudson (03:21.496)

Hahaha

Joe Hudson (03:31.16)

Yeah, I love ambition. What I mean, like all I work with our CEOs who are deeply ambitious and not just like financially ambitious, but like mission driven and ambitious. And if you look at like my days, it's like, there's no way anybody would work the way I work. If it wasn't for ambition, I think ambition is lovely. I think the question is with ambition.

Is it, is it aligned? Is it aligned ambition or is it ambition based out of fear? That's the, that's the question. And like, to me, it doesn't even make sense that self-awareness and ambition or, um, like learning how to be happy and ambition are at odds. It doesn't even make sense to me that they would be. And I think that the question itself stems from fear. That the idea is that some,

way part of my personality is going to be destroyed if I, if I really know myself or some way in which I, if I see myself more clearly, I might not get the shit that I want. You know, some, some basic fear like that, but for me, they're just not at all. That guy, I mean, Gandhi was ambitious MLK was ambitious, you know, mother Teresa was ambitious. Like ambition is a wonderful, it's like, I think.

I'm not sure how healthy of a human you can be without some level of ambition.

Scott (05:02.478)

So it sounds like it really is the context of the ambition that is worth examining if people feel some type of tension or disconnect there.

Joe Hudson (05:13.688)

Yeah, I think what happens for a lot of folks is that their ambition, like they think they're valuable if they achieve. I think that that's just a like huge misery and actually stifles ambition or this deep fear that they're not going to get the thing that they want, that they're at risk, that they can't handle things unless they get a certain amount of money or a certain amount of power or something like that. I think all those things will actually.

make your ambition less potent and it'll make you miserable. And you'll never really find the thing that you're grasping for. And when you chase ambition in that way, you know, those are the people who like come find me at 50 years old and say like, okay, I've got everything I want, but I'm fucking miserable. And what do I do now? So it's, I think all that matters is that there's an alignment. When, what I noticed is that like, there's a lot of CEOs that I meet where they're just saying,

Joe Hudson (06:15.352)

Okay. Then I'm going to be able to do X, Y, and Z. And then I'm going to be able to sell the company and then I'm going to be free. And then I'm going to have time for myself and blah, blah, blah, blah. And that's a pretty good signal that the ambition isn't entirely aligned. Right. Like Tara and I were, we were just finished at this week long retreat that we do call groundbreakers and you're we're exhausted after that. We're working. Ambitiously from, from like seven 30 in the morning until 10 o'clock, 10 30 at night, every day, seven days.

big emotional content, it is not easy work. And we're at the end of that, we are exhausted, we're sitting in the hot tub. And we were recollecting this financial move that we made that if we would have made it differently, we would have like tens of millions of dollars more in the bank than we do. And we would have had it very early on. And I said, oh, you know, I wonder if we would like where we would be if we would have made that move, like what would have happened to us?

And we both decided we'd still be married that we would have weathered those storms that money wouldn't have changed that. Cause we were committed to that even before, like while like through everything. Um, but we weren't clear if we would have built the business that we've built and that's growing every year. And, and then I, that idea came to my mind and I, and I asked her, I said, Hey, you know, would you,

Would you sell the business for a billion dollars if the price of it was you could never do this work again?

Scott (07:50.062)

Hmm.

Joe Hudson (07:50.552)

And we both thought about it. We both exhaled like, like a fuck. And then we both said, and then we both said, no, no, we wouldn't sell it. We would never sell the business if that meant we couldn't do this because it's so aligned in our purpose. Anyways, to end that story, to go out on a caveat for a minute, I came home, I told my girls the story. And like three days later, my, my youngest daughter says, I'm thinking about my billion dollar idea. And I'm like, Oh, you want to.

Scott (07:58.222)

Hahaha!

Joe Hudson (08:19.512)

you want to make a billion dollars. She goes, no, I want an idea that I wouldn't sell for a billion dollars. That's made me felt really good.

Scott (08:25.486)

Wow, that's some wisdom right there.

Joe Hudson (08:30.104)

Yeah. So, so she has that ambition, right? She has the ambition, but it's just not to make a billion dollars. It's, it's not believing that once I have money, I'll be free. It's not believing that once I've achieved this thing, I'll be valuable or I'll see myself as valuable or I'll be happy. It's, it's the ambition is to do what you love and be happy and be free in the doing of it. It's just a bigger ambition.

Scott (08:31.374)

That's really cool.

Scott (08:59.053)

Yeah, it's amazing. And it kind of points to having, at least for me, like, I feel like I'm starting to find that thing in my life, right, that I'm endlessly curious about, that I love doing, that I would do for free, that, you know, I'd be pretty salty if I couldn't do. And it is an emergence. It wasn't a figuring out, right? It was...

Joe Hudson (09:20.472)

Yeah.

Joe Hudson (09:24.76)

Yeah. Yeah.

Scott (09:26.99)

something that became clear through self-awareness that was already there. And it's why I think this work and this, I wouldn't call work, whatever you want to call it, why investing your energy in the self-awareness stuff is just, it's just so profoundly amazing and wonderful.

Joe Hudson (09:48.856)

Yeah. For me, that's mine for sure. I think somebody recently asked me, I think it was on Twitter or something where they were saying about purpose and they were like, I'm looking for my purpose. And it was an interesting thing that it really resonates with what you just said. I said, the first thing is purpose is more about how you do it than it is, or just as much about how you do it as what you're doing. Right? Like I, what I notice is that you could,

do anything with it with purpose. And when you do it with purpose, your actual purpose, the like the thing that your, that is your purpose to do becomes like it invites it towards you. It makes it more and more like you're going to find that thing if you're living in whatever you're doing with that purpose. And the other thing is that it feels like purpose is you have to have the faith that it's there. It's like you're born, you're born with it. If you have faith that it's there, then it,

it unfolds easier. It's like the nutrients for the seed. Whereas if you, if you're like looking for it in a weird way, you're saying it doesn't exist inside of me. You, you feel like it has to be found and then it's kind of a pushing of the purpose away. So what you just said totally makes sense to me that the

Scott (10:56.75)

Hmm.

Joe Hudson (11:06.136)

that it is like, it's an unfolding. You have faith in it and there's an unfolding in it.

Scott (11:09.966)

Mmm.

Scott (11:13.838)

Yeah, and in many ways, when you find it, I don't know, as you, you know, started to do what you what you're doing, I could see how this there were seeds of this when I was a kid. You know, there were there were traces and I'm like, oh, shit, you know, and it's so funny. And I'm like, well, I see how I was doing that back then and just a very, you know, different permutation.

Joe Hudson (11:27.864)

Right.

Joe Hudson (11:32.888)

Yep. Totally.

Joe Hudson (11:41.752)

Yeah. Do you ever have that moment where like you can look back? I've had these moments from time to time where I look back and I can see all, even all the side roads, even all the U

-turns in the path, like how all of them added up to what I'm doing now, how those little lessons make what I'm doing now more, more powerful or more useful.

Scott (12:03.15)

Yeah, 100%. I feel like it's like, in order to serve in the way that I am now, I had to take the detours. It was a requisite, it wasn't a mistake. It was actually what was required. And there's an immense freedom in that, because you're like, okay, cool. I didn't fuck up. I don't have to like...

Joe Hudson (12:15.224)

Yeah.

Joe Hudson (12:22.52)

Yeah. Thanks.

Joe Hudson (12:27.736)

Yeah. Yeah.

Scott (12:30.894)

be like, oh, I should have gotten on Bitcoin in 2012 or like whatever. And I was just like, all right, cool. This was part of the journey curriculum, whatever you want to call it.

Joe Hudson (12:34.488)

Right. Right.

Joe Hudson (12:43.256)

Exactly. Yeah.

Scott (12:45.774)

So, okay, I had this this billion dollar question kind of aligns to one of the things I wanted to ask you, which also is similar to some questions that people had for you, which is, you know, what is your why? Why? Why are you building what you're building?

Joe Hudson (13:05.688)

It creates just fucking an immense joy in my life. I, you know, there's an evolution to it, right? Like there was the time where I thought that it was, I was somehow helping the world. I wanted to scale, but it's now it's I'm just building Legos, man. I'm just like, I'm just like a little kid with Legos. Happiest crap, seeing how big, how wide, what kind of intricate shit I can build with Legos. Like,

Scott (13:09.934)

Hmm.

Joe Hudson (13:35.48)

I know it's supposed to be like more, you know, profound or something like I want to help the world, blah, blah, blah. And, you know, and, and we do have a purpose in our business and a mission in our business. But if you ask me honestly, what makes me do it is that every day I have joy in the thing that I'm doing. It brings me joy to, you know,

You know, regularly hear feedback that people's lives have changed is just like incredibly joyful to watch people transform is joyful to watch people transform over like now, half a decade, maybe eight years and to watch their lives and now they're getting married and having kids and like how they're raising their kids and knowing that what they've learned has is going to like impact generations like all that shit, man, that just brings me so much joy and.

There's literally somebody once said to me actually was a CEO that I'm coaching right now is quite famous. And he said, you know, great jobs. You get to do 80 % of what you want to do and 20 % of what you don't want to do. I was like, and he was telling me that that's what he thinks is the best you could do. I'm like, no, man, you can totally have a hundred percent. You can totally have under it. Like there's really literally nothing I do that I don't enjoy.

You know, and, and yeah, exactly. And I, and I mean, I, I own the company so I can, you know, and we're sharing that in the longer -term vision, but I get to decide and hopefully everybody in our business will get to decide like, Oh, this is what turns me on. This is what I want to be doing. And, and most of their time is spent there. Cause that's also super productive. If people are really into what they're doing.

Scott (14:57.966)

That sounds like a great job to me.

Scott (15:23.214)

Yeah, it's a really...

I think it's a really compelling idea. I've had similar trajectories that you called out there where it's like, oh, like what's my impact legacy and all this kind of stuff that I don't really find super interesting anymore. And it's kind of like, well, what if your biggest, the pathway through the biggest impact is finding that thing that you just are endlessly energized by that you love doing for the sake of doing it.

you know what I mean? Because that's where the durability and the creativity and the full expression and all of that comes. Like those are the conditions for the highest expression to, to, to be manifest. Um, and we kind of, I think we kind of like work backwards instead of through that perspective.

Joe Hudson (15:58.68)

Yeah.

Joe Hudson (16:07.576)

Yeah.

Joe Hudson (16:15.512)

Yeah.

Joe Hudson (16:22.616)

Yeah. Yeah. And I'm not even sure if it's, if you can do it any other way, meaning like, I don't, I think you have to go through those permutations to be able to find it. You have to have all the like excuses that you make in your head, like scale or impact or blah, blah, blah to.

to like convince yourself to do shit. And then at some point, oh, right, I don't have to convince myself to do shit anymore. It's just natural. And it's, you know, like a lot of awakening, it's a remembering. And so, like, if you look at little kids and how they play, like that's as close to it as my life gets. Like you see kids and they're like, ooh, let's build this. Oh, no, let's build this. Oh, let's take this over here and let's do that. And they're just like in the yard.

building stuff, doing a couple projects like that. That's, that's my life. It's just, and, but it took me years and years to remember how to do that.

Scott (17:21.966)

What do you think is the story that people tell themselves that prevent them from just doing the shit they like doing?

Joe Hudson (17:32.12)

I think it's a reflection of the fact that they, you know, most of us were parented in a way that like who we were wasn't good enough. Not that our parents were trying to teach us that, but like your sadness isn't good enough. Your anger isn't good enough. Like you're not doing this. You're not doing that. There wasn't like this faith, you know, there was criticism, there was correction, there was, and not to say that anybody's parents were

bad than though some of them for sure were as far as not being good parents. But I think that's generally the thing that happens is we have to learn. Our job is to learn how to be ourselves. And as we learn how to be ourselves, as we become more authentic, we become more self-aware. This is what falls out of it. And that's why I say at the beginning that the, that,

Self-awareness actually deepens your ambition because when you have that self-awareness, you find a purpose that you're gonna do no matter what and you're gonna do it with joy and you're gonna do it with love and care and all those things make for better product, better results, better businesses, just more ambition. So your ambition actually flourishes.

Scott (18:50.798)

I

Yeah, yeah, I love that. Yeah, to me it's like...

I just think about all the like artificial constraints that I would put on myself before the self awareness journey where it's like, even if there was that ambition where I was like, all right, like, I'm gonna fucking do this thing, right? There was always just this stuff that got in the way of it. And that was, it was the impediments that was the thing that needed to be paid attention to.

Joe Hudson (19:14.552)

Yeah, yeah.

Joe Hudson (19:25.464)

Yeah, that's what, that's exactly how I work with folks in coaching is that I'll coach somebody and we'll, you know, Hey, what do I have to do about sales? And we'll talk about what you have to do at sales. And maybe let's say the thing that they need to do is like, uh, be more data driven. And, and then I talked to them the next week and they haven't really taken the action to be more data driven in their sales process. That's exactly the place where I'm like, Oh,

That's where we're going to find some gold. That's the place that we're going to find what's really going on. And maybe it's because, you know, they don't want to look at the future because it makes them anxious. And so we have to address that. Or maybe it's about, they don't want conflict with the sales leader. So we have to look about that. Or maybe it's because they, um, because they know that there's a problem with the product, but they don't want to address it because it might be the end of their company.

And so we have to, you know, embrace that intensity. But it's always the places where people aren't doing the thing that they know would be good for the company, which is where you find the gold in the self-awareness. Right there is where you're gonna find the most growth. That's why business is such an amazing journey.

Scott (20:40.686)

Yeah.

totally my my teacher, you know, the first thing she said to me is just like, your only job is to notice your resistance. Like, just notice your when you're resisting shit, and that'll, you'll just be on a great path. We just keep doing that forever. So I feel that I feel that one one thing I was re listening to some

Joe Hudson (20:53.08)

Yeah.

Joe Hudson (21:03.576)

That's a good one.

Scott (21:13.806)

of the, I think it was the masterclass conversations that you guys have recorded, which by the way, I'm taking this upcoming one, really stoked about it. Anybody who's listening can take it with me. It's gonna be really fun. But you talked about how the product that you create is essentially an expression of the consciousness. Like the product is the consciousness.

Joe Hudson (21:25.784)
Awesome.

Joe Hudson (21:30.68)
That'd be great.

Joe Hudson (21:43.224)
Yes.

Scott (21:44.206)
which I found to be a very profound idea and I would love to explore with you. So could you talk more about what you mean by that?

Joe Hudson (21:55.704)
Yeah, sure. Like.

Joe Hudson (22:04.056)
Oh, like I would say, um, let's just say like the consciousness that created Facebook kind of created, uh, uh, a certain superficiality or non superficiality of interaction between humans. It became, it's the, it's more transactional than some, and it's more, um,

And it's, and it's more about the way it looks and less about like a deep, deeper connection generally. So you could assume the creators of Facebook also. That's probably the level of connection that they're, that they're operating in generally, at least they were when they were creating the thing itself. Um, right now, at least for a while, I don't know how it is today, but AI would open AI particularly would say things.

that it was very confident about, but was very wrong, right? Which is psychologically speaking, very similar to the way incredibly highly intellectual people work. That they, if you read the studies behind it, really, really heady people, really, really smart people can convince themselves that they're right when they're wrong more easily than others and be very convinced about it. And you can see people are highly logical. They will be very convinced that they're right when they're dead wrong.

And that people around them will be convinced that they're right because they're so convinced that other people are more empathetic and they're more convinced. And now we have a product that acts just like that. Very convinced it's right when it's absolutely wrong. So those are some examples of it. You can just see it also like it's more easy to see it in art or music. You know, the

consciousness of the artist becomes very clearly the product that we're seeing. And so I find that to be the case everywhere. It's, I mean, and it's why.

you know, you see, um, some of the greatest mentors of business of all time talk about like being of service is really, really important. Um, because that allows them to be of service to the customer. That consciousness is actually transmitted in their product to being of service to the customer, which actually creates customer loyalty. That FedEx would be a great example of this. So,

Joe Hudson (24:24.792)

Um, or the consciousness of, um, I forget his name, but he ran Boeing for a while before it went off the rails and Ford for a while. And he was very much into, I want to hear all the bad news. I want to is one of my CEO says, um, open the drawer. You know, there's a kitchen drawer that you put all your shit in and nobody wants to look at and you put your hand in it pokes you. He's called opening the drawer in a business. You got to look in that drawer and like figure out what's actually going on in there.

Scott (24:43.31)

Mmm.

Joe Hudson (24:53.304)

And they have that as a principle, open the drawer and he was into opening the drawer. And so when he was in the Boeing, like Boeing went without a hitch as far as like major things for years and years and years, Ford increased its quality because his consciousness was look at everything that's not working rather than I want to hear good news and my job is to report good news. So that's all it means. It just means that.

The other way to say it is like a spit at the top is a waterfall at the bottom. You know, like the, the, like the conscious, the small action of consciousness that the CEO makes is a water.

and we are reflections of our company the same way our marriages reflect who we are, our children reflect who we are, our companies reflect who we are.

Scott (25:44.206)

there was this crazy story that I was recounting when you were describing this, where the CEO had started this company that was basically about delivering catered lunches to people. Like that was the business, was like catering for lunch at work. And she told me that in her own self-awareness journey, she...

realized that one of her deepest wounds is that no one would sit with her at lunch. And so she literally created a company to give people lunch. And I just was like, holy shit, like this like reflection of this like literal reflection of, you know, your

your consciousness and the things that we create, it is so real. It's crazy.

Joe Hudson (26:44.312)

So real. Yeah. Yeah. And, yeah, and it's, it's why in like our, for me, it's really important that everybody who works with us, like why we train people for years before they can facilitate something is because the consciousness is more important than whether people buy the product because the, my, my passion, my purpose isn't for people to buy the product. My passion is for people to,

feel that unconditional love and to be seen as whole and complete.

Scott (27:21.646)

How do you?

Joe Hudson (27:22.808)

The other, which makes me think of something makes me think of something else that's really important, which is, I think that the.

There's another reason why that question I think comes up. Like what about my, my, um, my ambition is that I think that there's this thing that happens in the journey when you've been ambitious and you've gotten what you wanted for a while. You start making the, the ambition a bad guy for a bit. Like there's a self judgment there and I probably there's some of the question. I would say if you're asking that question about like, how does self development or my spirituality or my personal growth, whatever the words are that you want to use.

How does that make room for my ambition? I would say stop judging your ambition, like fall in love with your ambition. That would be another way to look at it.

Scott (28:13.966)

That's, I think that's exactly what a lot of the kind of dissonance that I've experienced in myself and I know some other people where, yeah, there's this sense of like, well, if I'm inherently whole, then like, well, what am I gonna do? Like, am I just gonna sit there, you know? I was gonna like sit there and like just hug myself all day. And there's this like, I'm gonna lose my edge.

Joe Hudson (28:34.392)

All right.

Joe Hudson (28:40.376)

Right.

Scott (28:43.758)

thing, which I think is like a phase for recovering ambition, ambitious people.

Joe Hudson (28:44.056)

Right. Yeah.

Joe Hudson (28:50.2)

Yeah.

Yeah, I think it's true. I think the, my metaphor is kind of like a, uh, an oak tree. And I've used this before on our podcast, but the, like the acorn is perfect and the sapling is perfect. And the, you know, teenage tree is perfect. And the old tree is perfect. Like, like part of our perfection is that we grow and evolve the evolution. You can't fucking stop it, you know? And so like,

We evolve. That's what we do. And it's part of, it's part of humanity. It's part of each one of us. So to me, it's the idea that we need to, um, we can't love ourselves. Like there's this concept, like if we love ourselves completely, if we are satisfied with who we are, we won't grow.

It's like that doesn't make any sense like all life grows all life transforms

Scott (29:48.366)

Well, this is this is kind of alludes to something I saw on Twitter today, where I had broadcasted that we were doing a podcast and someone asked, you know, what is Joe's spiritual belief? Like, does he surrender to a higher power? And you're I'm just gonna read what you responded. And then you can tell me talk about it. I don't really have a spiritual belief. I found I haven't

Joe Hudson (30:04.152)

Yeah.

Yeah.

Joe Hudson (30:14.488)

Wait, hold on. Wait, wait, wait. Start again. Sorry, I was laughing. Please start again.

Scott (30:18.222)

Okay, I'm just gonna read the question that I'm reading response. T brass, whoever that is, would love to learn more about Joe Hudson spiritual belief. Does he surrender to a higher power life in the same way you do? And I guess he was referring to me. Joe responds, I don't really have a spiritual belief. I haven't found a belief that can hold that kind of immensity. Surrender has become somewhat of a lifestyle, but I am not the one doing it rather it is being done to me.

explain.

Joe Hudson (30:51.224)

Okay, I was a little punchy I guess um, yeah, yeah, yeah, I So, okay, I'll explain the first part I The idea that our thoughts can describe Whatever is beyond us

Scott (30:56.11)

I love it.

Joe Hudson (31:16.44)

Is really like somewhat ridiculous like to be able to describe god if it's a god or the universe or anything like that like our thoughts are like so small in comparison to the immensity of reality, so That's what I mean by that meaning that I like there's to some degree I have found that there is a hubris to thinking that I have an answer. I got that my belief about spirituality could be right and So I don't really you know

whether it's there's a God or not a God or everything is God or there's reincarnation that, you know, all that stuff, it doesn't, it doesn't make sense to me that I, I could be able to describe that. So to me, and also the belief in it, at least for now, the belief in it doesn't, doesn't change the way that I live. Um, however, on the second part of it, which is surrender,

Like the idea of faith is really important to me. The idea of surrender is really important to me. Um, they're both practices that like create a tremendous amount of joy in my life and, um, and, and a tremendous amount of ease in my life. And so like, I can, I can get emotional just thinking about how important those things are to me when it comes to surrender and specifics. I, you know, I remember having this moment.

where I was like raising my hands together just in thanks. It wasn't for anything. And then I had this recognition that like, I had every time that it happened, it had been, it wasn't my choice. It was something that was like, I get moved through me. Like the way that you would, I would say in the next minute, you're going to have however number of thoughts, let's say 10 thoughts or a dozen thoughts.

You didn't decide to have any of those thoughts. Each one of those thoughts is like, is being done to you. You're not, you're not, you're not deciding I'm going to have this thought. And then you're going to have the thought, right? The thoughts just happen. And so that's the recognition that like, in some way, everything that I like, there's a choicelessness in everything that I do that it's all, it's all an act of surrender. And the idea that I have control over that I'm choosing is more hubris.

Joe Hudson (33:37.399)

So that's how it works in my system. Which I think relates to the like the Lego thing. It's like the other way for me to describe, like I'm just sitting there playing Legos and having a shit ton of fun doing like, this is the thing that brings me joy. The other way to describe it is like, this is what's animated. I'm animated this way and this is what's happening.

Scott (33:37.646)

Mm.

Scott (33:57.87)

appreciate you sharing that. I Yeah, I think, like, the, the thing that I was curious about was, or the thing that's kind of coming up for me, as I hear you talk about this is like, you know, like the sapling, like, you didn't need to decide to have to surrender and your next lesson and your next thing and like, boy, like, it all is just gonna happen. You know, and you didn't even need to do anything.

Joe Hudson (34:24.216)
Yeah.

Joe Hudson (34:27.992)
Yeah. Yeah. Or. Yeah.

Scott (34:28.302)
And that's just because it's evolution. It's like.

It's many ways it for you know, I feel like sometimes my friend group and peer group is increasingly like ambition anonymous recoveries. And I feel like a lot of us just have there's such a freaking piece that comes with that. When you realize you don't have to chase your growth.

Joe Hudson (34:49.528)
Yeah.

Joe Hudson (35:04.664)
Yeah. Yeah. You don't have to earn, you don't have to earn. Yeah. You don't have to earn your happiness. You don't have to chase your growth. You don't, you know, it's yeah. Oh, exactly. As a matter of fact, like earning your happiness, chasing your growth slows it down.

Scott (35:06.702)
You know, like what a relief.

Scott (35:23.31)
and

Joe Hudson (35:25.016)
I find that the most efficient is gratitude for the growth. The most efficient means for growth is gratitude for the growth, recognition and gratitude for it.

Scott (35:38.222)
There was a time in your experience, I feel like I've heard you talk about where you described just basically wanting to meditate all day. Like you were just like, you know, wanted to sit around and do that. And eventually you, I believe, had to make some money, decided that you should make some, you needed to make some money for your family. And I'm curious, like,

Joe Hudson (35:48.791)

Yeah.

Scott (36:07.886)

And then at some point, I'm kind of looking for you to fill in the gaps here. At some point there was like, oh, wait a second. Like I can use this work thing and this career thing as actually my main way of developing self-awareness or one of the main inputs. And I'm just like, I find that kind of continuum to be so interesting and so useful for, uh,

Joe Hudson (36:24.856)

Right. Yeah.

Scott (36:36.686)

understanding. And so like, what I would love to hear is like, what was it like when you went into the workforce, but you had been just coming off of like wanting to meditate 12 hours a day, like, and then how did you get to the point? How did you get to the point where you're like, you know what, like, actually, like, actually, maybe my, my, my job is my meditation, my conversation, my wife is my meditation, my, you know, that that experience.

Joe Hudson (36:50.488)

Yeah.

Joe Hudson (37:04.6)

Yeah. So, right. So there was a natural coming to an end that was happening with the, like they were, I was lucky in the fact that I wasn't pushing myself for whatever reason. I was worried about money. I had other issues, but for whatever reason, I wasn't pushing myself to like get to work. I didn't feel like I'd seen my dad chase money and success and where it led him. So there was nothing about me that was doing that.

And while I was meditating, but there was a natural wrapping up of the meditation that was happening and. And it wasn't just meditation, there was all sorts of things that I was doing, but a lot of it was meditation and. Um. And when I realized that I was making nine that like it was time to have a kid, I wanted to have a kid for the first time and I was like, okay, it's time I need to make money. I realized that unless it was.

in self-awareness, I wasn't going to be successful because that was my passion. That's what drove me. I knew that. I could easily have walked out of that seven years and said, it's not self-awareness that drives me. Something else. I know plenty of people who after years and years of self-awareness and meditation, that isn't like they get into something like jewelry or something like for gem exchange or cryptocurrency. And they like, they,

They, it's their passion. It's their purpose in the way that they're doing it. And, and so you can't really speak, but anyways, for me, I knew that that was the case. And so I knew that, so I became a venture capitalist and a philanthropist. So as a philanthropist for this, I worked for this family office and for the, I was, I was, I did some things and I was doing this like video art. Um,

installation for the family. And I'd done a couple of them and, and we just spoke about money. And it was during the times where like gold was going up through the roof and oil was going up through the roof. And I told them like, Hey, this is what's going to happen. And you know, you could make some money on this. And they did, they made a lot of money on it. And, and then they, and then they asked me to come to work for them. And I said, no. And then I thought about it for a bit and I was like, okay, I'll go to work for you. Um,

Joe Hudson (39:26.68)

If I can do philanthropy and venture capital, and this is what I want to do for philanthropy and for philanthropy, I wanted to work on basically reducing ACEs, which is adverse childhood experiences. Like how, and my thought process was teaching kids self-awareness was going to be the best way to do that. And so scaling self-awareness became something that I did from that point. So that was part of the expression of it. And I knew that.

that would keep me motivated and I'd be, and my, my track record there was far greater than my track record in venture capital. We only invested in three or four different organizations and all of them like went from hundreds, serving hundreds to serving millions of people with very small budgets. And then, then I did environmental stuff with the venture world because I just saw that as the biggest technological change agent. But I knew that I knew that I needed to like,

All the business practices had to be practices that, that were, that helped me and others become more self-aware. And so what I learned was when you do business practices like that, they just become more powerful. The practices become more powerful. So if you're selling or fundraising or building a product and inside of that sales, their self discovery inside of that fundraising, their self discovery inside of that.

Um, product design, their self discovery, you're going to have a better product. You're going to sell more. You're going to raise more money or the money is going to be raised more easily because if you're in a sales conversation and the sale and the person you're selling to learn something about themselves, you've got to sell the sales done. Like if they learn something about their business, the sale is done. If somebody has an interaction with you on a fundraiser and they feel like they've learned something about themselves and you've learned something about yourself, you have a friendship that.

You're going to, you're going to raise money on that. Right. And, and so as examples, if you have a product that helps people understand themselves better or the product, you understand people better. And so you design a better product. Either one of those things is going to sell more of that product in that particular category. So, so I just learned, I was like, I know I have to, I know I have to make this part of it and venture. I wasn't such a great venture capitalist. I wasn't horrible, but I,

Joe Hudson (41:54.84)

You know, and then that's when the second thing happened, which was. I realized. So when I say I wasn't a great venture capitalist, what I didn't realize is the most important thing is a venture capitalist is who you, who you invest in. It's the CEO, the quality of the C level is the most important thing. If you can identify the, the kind of person who's going to be successful, their business model change, they might pivot, but they're going to figure it out.

And I was not great at that. I somehow needed to be needed more than a venture capitalist. Like the best venture capitalists are the ones who are like, I don't have time. Like either you're going to float because they pick really great people. And I did not. So I had to coach some of these CEOs to make their companies successful. So it took longer. So our returns were a little bit less than others because our, our, you know, it took longer for these companies to be successful, but I learned how to coach.

and then the rest of it just happened naturally, then folks.

Um, then folks started referring me for coaching. All of a sudden I couldn't coach everybody. All of a sudden I'm doing a course so that I can, you know, have an effect. And then next thing I know I'm like, this makes me happier. So I'll take the pay cut and then I did it. And now, you know, it's not a pay cut. Now it's now it's, you know, better than anything I was doing in the, in the field of investing. So, so that's, that's kind of how it progressed. The thing about it was that.

It wasn't a plan. It was a following. Yeah. So something that changed from like the ambition before and the ambition now is like, there's a deep following. There's like, I'm, I'm listening to the river. I'm not like, I'm not digging levees. I'm and trying to get water from one place or another. I'm listening to the river and going where it wants me to go. And in that, like, I have a plan. I have, I have goals, but all that could be thrown up in the air. If it's really clear that this is.

Joe Hudson (43:53.656)

where I need to go or where the company needs to go. And so there's, that's where the surrender comes in. There's a deep level of surrender of listening to what's being asked of me rather than thinking that I have to do something to be safe or protected or secure.

Scott (43:58.286)

Hmm.

Scott (44:13.646)

What are the ways that that river reveals itself to you? Like how do you know which way it's winding?

Joe Hudson (44:22.488)

That is the most that is the most difficult question I remember when I was doing my first course and This is not gonna answer your question. Unfortunately, but I was doing my first course and this guy wanted to join the court I wanted like one group of 12. It ended up being two groups of 14 We were doing 18 months of like meeting every quarter to work on stuff

And this guy wanted to be a part of the course. And I had phone calls from other participants saying this guy can't be a part of it. And, and I invited him over to have a conversation to see what I thought about it. And my girls were like, you can't have that guy around. Like they were like, no, like my daughters who were young were like, no. And my wife was like, no. And I was like, yeah, I'm sorry. I'm it's a yes.

Scott (45:08.878)

Uh oh.

Joe Hudson (45:18.04)

And, and I was no, you know, like me was no, but the, I knew that that's what I had to do. I just knew it. And so grateful I did such like the biggest gift was that person being in the mix and all the tension that he created and the, and the learnings that came out of that tension. But the, and I cannot describe how I knew. I just can't describe, but I, I, I.

Scott (45:45.038)

Mm.

Joe Hudson (45:46.968)

both didn't want to do it, but I knew that was the calling. I knew that was the thing. And the only thing I can say is what I notice is the more I'm able to listen to myself and to the world, other people, the more I'm able to be.

The more that like presence becomes a lifestyle, the more that it's obvious when I'm being asked to do something. So I can't really tell you how I do it, but I can tell you that your own state of presence and acceptance makes it far more accessible.

Scott (46:23.054)

Hmm. That's so interesting that I could see where a lot of people would, you know, your your daughters flipping out, like other people saying bad. It's like, oh, the universe is telling me to just F this guy. And and it's it's it's.

Joe Hudson (46:33.944)

It's okay.

Joe Hudson (46:39.608)

totally. That's what I was thinking too. I'm like, everybody's saying no, it must be a sign. But god damn it. Fuck, I was so upset that I had to say yes. I mean, literally, it was such a weird feeling. Yeah.

Scott (46:50.83)

Oh, yeah, yeah, that's cool. That's cool. Yeah, there's an it's it's an interesting experience where for me, when I heard you talk about kind of your your setting for like your your dials being set to

presence, like for me, like what I observed is like, you know, the creativity and the intuition and kind of all of the

all that stuff is available in the stillness and it switches your preference to the conditions for insight. You know, instead of listening to a podcast while you cook and then like just constantly doing 27 things, it's like, well, that's actually not the conditions for receiving. And so you just don't do that anymore because you just find the other the the presence more valuable. It's just it's

Joe Hudson (47:41.016)

Right.

Scott (47:49.166)

It's just like an intelligent thing, you know, it's not even as like some spiritual thing. It's just like it's just there has a higher return on presence.

Joe Hudson (47:58.456)

Yeah, exactly. Yeah, it's just an ROI thing. There was something you were saying there that was, yeah, so we were talking earlier about like you're thinking about making a move and you went to different places to check them out. And like, how did you know? Like there's a place that you're clearly called to and you can describe it. You can be, you can be like, Oh, there might be good restaurants or something like that. But there's my guess at where you are right now. There's just a knowing you're just like,

Yeah, this is the place I'm supposed to be. Your mind might be having a hard time accepting that. But yeah.

Scott (48:30.862)

yet.

Scott (48:35.534)

Well, you know, to be honest with you, Joe, I think what actually emerged for me from that experience was a realization of like, oh, you think something outside of you, like where are you going to live is actually is going to create a good experience. Like it was it was like an it was a manifestation of that pattern, like contorted in a new way that I hadn't seen. And I was like, oh, shit.

Okay. But that being said, I can that that was a huge gift, man. That was a huge gift. And it was also a crazy reflection of I had this, you know, as I've kind of gone on this journey, I one of my patterns is is like really feeling uncomfortable around, like, unconscious people. Like,

Joe Hudson (49:05.464)

Nice.

How wonderful. How wonderful.

Yeah.

Scott (49:34.702)

you know, basically, which is like a childhood thing. And, and really not liking that experience. And, you know, I was like, Wow, look at me going to Costa Rica, running away, like going to these like secluded places, like it was just a total reflection of the pattern. And it

Joe Hudson (50:02.008)

Mm.

Scott (50:02.606)

in a really fascinating way and avoiding, avoiding dealing with avoiding just being in certain situations. So it was really, really interesting. So I'm so great. I'm so grateful for that. Seeing clearly, but I also can say when you go when I went to some of those places, I could just feel it.

Joe Hudson (50:06.776)

Yeah, so cool.

Scott (50:31.118)

in my system that it was like, yeah, this resonates. Like this is a yes. And it wasn't it wasn't a, you know, a T chart of like, well, this is the good things. And this is the bad things. It was it was just like, okay, yeah, this this this feels good.

Joe Hudson (50:38.04)

Yeah.

Joe Hudson (50:49.496)

Yes, I have a story about your second one. I was, there was a time when I was really fucking did not like superficial conversations. Holy shit. Like, you know, on that, on that side of things that you were saying about like unconscious and I jet like nothing would drive me crazier than like two people talking for a half an hour over.

you know, how fast they drove to Santa Barbara and what they bought for lunch. It just like, like, oh, drove me crazy. And at some point I realized, oh, that that's really driving me crazy. There's something here for me to learn. And so I started looking for those conversations to sit in on and be a part of.

and like allow myself to have the emotional experience. It was awkward because there was a couple of them were like, they're talking about lunch at like, whatever Chipotle and I'm like crying because like, there's so much grief in me about that kind of superficial relating due to my childhood and and there was like, I don't know, maybe like,

little less than a month of that happening where I would just seek those conversations out until I could sit in love without judgment around those conversations. There was, and it was such a profound impact on my life to, to, to, to like sit in that now granted, I wouldn't move. I wouldn't have moved to like some like, you know, place where that was like the normal culture. I, that would have driven me nuts. Um,

Scott (52:15.342)
Mm.

Joe Hudson (52:30.104)
but I did notice, oh, there's this thing that I need to do to learn and to be able to be in love in those moments. So, yeah.

Scott (52:37.454)
That's really cool. I give you a lot of props. I...

Yeah, it's almost like, you know, this kind of exposure therapy. When you notice one of these things is some is like a thing you can be exercised if you really want to embrace the intensity. I know one of those for me has been like around money, like just like, like I used to just freaking hate looking at my credit card bill. Like I just it just was like because I was just like, fuck, like, where is this?

Joe Hudson (52:49.4)
Thanks guys.

Joe Hudson (52:55.672)
Yeah.

Joe Hudson (53:06.616)
Yeah.

Scott (53:11.118)
where is all this money going? Like how is it even possible? I don't even buy stuff for myself. Like what's going on here? And just to like open up my bank, my online bank account and just sit in that, you know, and just be like, okay. And like, all right, like, you know, and just keep doing that until like, wasn't a big deal to sign into the bank account. And I think.

Joe Hudson (53:16.056)
Yeah.

Joe Hudson (53:27.416)
Yeah. Yeah.

Joe Hudson (53:36.792)

Yeah, beautiful work. That's great.

Scott (53:40.206)

Thanks, man. I mean, it wasn't it was a lot probably a little easier than sitting in superficial conversations, but.

Joe Hudson (53:45.336)

I don't know.

Scott (53:48.462)

I think there's just like a fascinating, like meta practice here that maybe some people can consider, right? If they really do find this kind of repetitive, just trigger pattern, whatever you want to call it, just maybe being intentional about your freedom.

Joe Hudson (54:06.52)

Yeah. We, we, we, yeah, we call it about, we call it embracing intensity. It's like looking for those moments, not creating them, but looking for those moments. And how do I welcome and embrace those things? Yeah. We, uh, we actually just did a crazy, we just did a workshop on it, like a free one for people. And, um, I had like 600 people sign up and unlike anything that we've ever, we've ever had before is really fun.

Scott (54:20.75)

That's awesome.

Scott (54:32.974)

Wow, for was like what what do you attribute that to that particular topic or?

Joe Hudson (54:39.864)

We're, uh, I think it's partially the topic, but I think partially it's, um, I'm actually going on social media these days. I'm actually on Twitter and we're starting the YouTube channel and we're, you know, we're doing stuff besides the podcast. Yeah. So I think, I think that's probably, and we have a team now working.

Scott (54:53.966)

Well, I think I want to finish this with one question. And this is personal curiosity. What are you what are you what are you excited about in your Lego building and playing? What are you most fired up about right now?

Joe Hudson (58:18.712)

Yeah.

Joe Hudson (58:28.152)

Um, the YouTube channel. Yeah. The YouTube channel is. Yeah. What happened was perfect example. So we've been doing a couple of experiments on YouTube and not particularly liking them. And then.

We just like, I had a couple of people show up at my house who are involved in, in creating it. And we just sat around like, no, like not let's get to work that we just kind of sat around and bullshitted and talked, talked about the YouTube thing. And all of a sudden some ideas sprung to mind about like the entire approach, which I mean, I'm sure people who do this were just like, what if we just thought of really cool thumbnails?

Instead of like, what do we want to like, let's just think of like really cool thumbnails that we would just think we're funny as fuck or, you know, like anything. And, and then when we did that, all of a sudden, like everything came to life and we were all excited and we like shot like four teaching or five teaching videos and like the space of two hours. And we like, and so all of a sudden something like clicked and, and I'm just really proud of the work that we're doing in it. And we're all having a lot of.

fun doing it. And then recently I was like, Oh, shorts. And, and I just did that, like a similar thing with another group with shorts. And so now we just started doing those. And so, so it's really, really creative and really fun. And yeah, just a tremendous joy. Um, there's a little bit of a dauntingness to the fact that like, Oh, right. Videos and short videos and tweets and Instagram, like that whole social media thing is it's a lot.

but man, it's like so creative and so joyful and it's talking exactly about stuff I like talking about. So it's been that, but YouTube in particular has been really a cool thing for me. That's been really fun. Yeah. As far as what I like building. Yeah. Yeah.

Scott (01:00:29.774)

That's awesome. That's awesome. And you know, I love that man. And yeah, like from my limited exposure to YouTube people, like you're spending your time in the right place, like for better or for worse, like the thumbnail is like what gets you in the game. So if you like creating cool ones, you know, that's a super high leverage activity. But

Joe Hudson (01:00:51.416)

Yeah.

Joe Hudson (01:00:56.024)

It makes us think about the whole teaching differently. So the thing about it that's cool is like, one of the ways, one of my methods in teaching is take the question and flip it on its head for the answer. Meaning that you don't assume the question is actually the question. So similarly, when you think about the question that that guy wrote me, he said, you know, surrender and ideas of being. So I questioned the assumption, I'm sorry, the ideas of God or spirituality.

And I'm like, I switched the idea that there could be an idea that's and I, and I'm switching the idea of I'm the one surrendering. And so, and the thumbnail actually allows us to do that. Cause you can like think of a thumbnail that's like what, and then you can twist the whole teaching so that it's not what you expect, which is super fun for me.

Scott (01:01:46.286)

That's awesome. Yeah, I like I like how Brett in your guys podcasts will like, just pose these questions that are just like, it's like, Oh, what if, you know, discovering who you are is more fun than than getting what you want, right. And it's always like, huh, you know, like, like, there's these little like, okay, made me think moments. So that's cool. I appreciate I appreciate that you guys do that.

Joe Hudson (01:01:55.896)

Yeah.

Joe Hudson (01:02:02.904)

Yeah.

Joe Hudson (01:02:17.176)

Yeah. Total pleasure. Thanks for having me on. Hey, I look forward to having you at the masterclass. That's fantastic. Yeah.

Scott (01:02:18.766)

Awesome. Joe. Yeah.

Scott (01:02:27.086)

Yeah, it's gonna be really fun. And, you know, hopefully for anybody that's listening, you know, if that's if you liked what you heard today, and you should definitely listen to the earlier episode we did together, we talked about business and spirituality, how they can work together. Yeah, come on board and join, you know, I'm a huge fan of your work, Joe, I've learned a lot from you in the connections course and the podcast and

excited to go a little bit deeper in the masterclass. So I know, I know Mattias putting together kind of a special offer for my audience, and I'll be sending that out to everybody. So keep a keep a lookout. And yeah, excited and

Joe Hudson (01:03:11.576)

And in that one we have small groups, like you'll be in a group of like five folks who'd let us know who you want as part of your group and we'll make sure that you all get together if you have somebody, people you wanna be together with, yeah.

Scott (01:03:21.902)

Totally.

Scott (01:03:26.638)

Appreciate that. Appreciate that. Yeah, that's the plan is to kind of like go on a journey together. So it'll be a lot of fun. And yeah, Joe, just thanks again, man. Love all the stuff you guys are doing. Always just energizing, fun time to talk to you and grateful for what you're doing in the world, man. Keep it up.

Joe Hudson (01:03:33.432)

Cool. Nice.

Joe Hudson (01:03:43.352)

Thank you.

Joe Hudson (01:03:49.208)

Pleasure. All right. Thank you. Bye.