

- Speaker 1: [00:00:00](#) Okay. Um, so we're, we're just gonna hit the record button here, but, uh, just wanted to just cover a couple things. Um, are there any things that you would like to talk about or don't want to talk about? As you know, behavioral group's all about behavioral science and wanting to talk about, you know, what spurred this was that article on that you wrote about how, um, how music, uh, actually decreases creativity, listening to music decreases creativity. I thought that was really interesting and, and you seem to be interested both in music and in sort of the behavioral side, so that, that was kind of the,
- Speaker 2: [00:00:35](#) I'm just find people interesting. I mean the more interesting to write about then you know, the people who run tech companies who are not people at all. You know, if I have a choice, I draw the, you know, **it's like when you go to a restaurant and you just want to talk to the server and some people don't because they're probably more interesting to you than your own life unless of course you were brought up too heavily American and then you know**, it's far more important that there's nothing. Honestly we can chat about whatever you want. Um, I I hope you know what I do and what I am and what I'm not. Um, but I'm happy to chat like is if we were having lunch or preferably dinner cause then there'd be wine on the table. Yes. That's great. In fact, normally the bar behind us, but we moved it.
- Speaker 2: [00:01:30](#) You guys are in Minneapolis, Minnesota. Yep. Cause I will be in Minneapolis from Saturday for five days, oddly enough. Oh you will? Yeah. Why the hell didn't they do this in person? No. Look, my wife is an alcohol researcher and Minneapolis as you obviously don't know, is hosting the big conference of alcohol researchers this week. I did not know that I'd go with candy because that's probably the best role I could feel filled at an event like that, you know, take it when you get the chance. Absolutely. And I haven't been to Minneapolis for a long, long time. I hear you have good food there. Now. Last time I was there I think it was for the super bowl. So that was a long time ago. Yeah. Well where are you staying? Do you know? Do you know where you're saying wherever the conferences, the Hyatt downtown something. Okay. Yeah, yeah.
- Speaker 1: [00:02:27](#) Uh, that's terrific. Well, um, we might have to a, I mean, let, let, let me say this. If you have to be a, you know, arm candy all the time, then we respect that. But, but if, if you'd like to get together for a beer,
- Speaker 2: [00:02:41](#) I don't have to be on the all the time cause she has to go. I think Tuesday night she has to go to some secret barbecue of special

alcohol researchers with one not invite because who knows why. I'm just fascinated. And they did

- Speaker 1: [00:02:53](#) that. There was such a thing called alcohol, alcohol research and that there was a conference for alcohol researchers that
- Speaker 3: [00:02:59](#) is,
- Speaker 2: [00:03:00](#) you'll see it's a really big deal, especially now that the links between alcohol and cancer are becoming, you know, more obvious as time goes on. Yeah. And my wife is just a passionate about the subject, so she loves what she does.
- Speaker 3: [00:03:16](#) No wait. So this isn't about like getting boozed up and figuring out what you know, does Jen get you okay.
- Speaker 2: [00:03:24](#) Oddly enough, no, no, no. Wouldn't be fair of me to comment. How much or how little alcohol researchers actually drink because that would be betraying my marriage vow. But Catholic marriage rouse? No, it's, it's a, it's a very, it's a fascinating subject. She's studying something called the alcohol race paradox. So Latinos and black people drink far less alcohol than white people, but have far more alcohol related health problems and that. And that's what she has a five year grant to study. That's tremendous. That actually does sound really fascinating. So all the, all the science stuff is fascinating for, for me at least. Tim On the other hand, I don't understand science at all. I mean, I'll say I understand some of the words, but you know, I mean it's, when you're married to a scientist it's great. You learn different ways of thinking, you know.
- Speaker 3: [00:04:25](#) So we, I have been very impressed size looking through a bunch of year old, um, uh, just posts from, uh, inc and other places and various different pieces. So we'll probably try to tie in some of those. You had, you had one, I don't know. As you know, what is the, how to maximize your wellbeing, the incredible number of hours you have to work, which is actually very few. And then that might lead into a conversation. Uh, you know, if you want to go down that about, you know, universal basic income and some of that kind of stuff, whatever you'd like to rant about. We're all about about revenue.
- Speaker 2: [00:05:01](#) **I don't rant. I mean it just, you know, to me everything I write is kind of written with at least a wink. And some people don't the wing, so they think I'm ranting, but, but I'm actually not run to get a wall. It's the world is absurd. I mean, why do you think one of my columns is called absurdly driven? Because**

the world makes no sense. I adore scientists for trying to want it to make sense or to try and define the sense that it allegedly makes, but it doesn't make sense. So you have to tease out the things that bring you joy or that make you feel other things that are perhaps the opposite of joy and try and, you know, ignore those as much as you can or love them or laugh at them. Because, you know, I mean, not the technically incorrect column that I've been writing has been going for what, 12 years now?

Speaker 2: [00:05:47](#) And nerds I find extremely strange. You're probably one of you is at least a nerd, I'm sure. And um, so whenever I first encountered moving to California, because I tried to avoid them as much as possible, um, or at least just chocolate, you know, university, um, the way that they think and the way that what matters to them is very strange. So it so happened that I was consulting and somehow seeing that go in touch with me, you know, famous tech site, which I at the time had honestly never heard of. And they said to me, well, what do you think of the site? And I said, well, I don't understand 90% of the headlines. And to be honest with you, I think it's, uh, it's rather humorless. I probably was stronger words than rather humorless, but you, which by the way you can use on this podcast.

Speaker 2: [00:06:38](#) It's okay trying to be polite. I have the British accent. Thankfully, no British blood, but don't worry, I'm not involved in Brexit in any way whatsoever. God for that. The irony is I did the campaign targeted at small businesses, um, to try and get them to understand in whenever it was, the eighties or what it was to be in the EU. And, and John Cleese so loved what we wanted to do. He gave us a picture from faulty towers for nothing because the headlines said you don't have to learn another language, you just have to shout a little louder in English. And it was a picture of him and Manuel Junk, you know, you, I'm sure I hopefully, you know the show, right? So it's Russell faulty staring down at Manuel and we had that headline and it was a government ad. So imagine that was actually done for the government and the government approved go through all these government departments to get it approved.

Speaker 2: [00:07:35](#) Um, so no, I have nothing to do with Brexit, but in writing about, you know, nerdy things, it's remarkable how quickly I got death threats because I was mocking them and hate mail and stuff like that. Seriously. Oh God. Yeah. And then after probably, I don't know, six, nine months, maybe a year. And I, you know, I hadn't ever wanted to be a blogger and columnist or whatever you want to call it and come on, this sounds better these days. It does much better. Yes. Yeah. Blog is so declassify isn't it? And,

and so, you know, I got all this sort of hate mail and stuff and then it was like China's great leap forward. It was as if hundreds of thousands of nerds got the joke at the same time. And it was almost like it was a developmental stage. I don't know what behavioral science would say about that.

Speaker 2: [00:08:21](#) It was like a developmental stage. And suddenly I was lucky the, you know, I got a lot of readers not trying. I mean I wasn't, it was just something that entertain me at the time and then suddenly a lot of people started reading it. So I felt very fortunate that a lot of people's guided reading, they still do, allegedly. I mean, as far as I know, they seem to, so, um, so yes. And that's a very strange, perhaps you can explain to me why they behave the way you do given your behavioral signs. Yeah. **The, the behavior nerds is not a, not on the top of my list of study and, but it could very well be after**

Speaker 3: [00:08:56](#) this. I might have to go and research some of this.

Speaker 2: [00:08:58](#) Well here's a hint for you. **They only exist in terms of creating systems and solving what they see as problems. So they define the problem in a particular rational way because all they kind of grasp is a rational solution to a rational problem and they forget any of the human ramifications that exist outside of that system. In turn, we have become really, really poorly abjectly subject though systems.** So we are now behaving much more like nerds than we ever used to before. Right. Brains looking at phones poking, which is exactly what a nerd would do 20 hours a day because they can't sleep much, do they? So you know, it's, it's, to me it's kind of fascinating how, you know, they've managed to turn human beings much more into like them. And we have allowed it because we're desperate to post pictures for our grandmother on Facebook about what a fun vacation we have.

Speaker 3: [00:09:56](#) Right. And I think but it's, it's interesting because you talk about that component of being rational and various various components along that. And if you look at classical economics, that is exactly like they take, they take the human being out of a human being, right? And as basically you are a robot and we plug and play and you do x and y. And so that's been the, that's been the fun part about some of the behavioral science work that is coming on because we're saying, hey, look, you can't take the human out of human beings. You have to keep that human in. And we act in these ways that aren't, aren't rational, that you can't just plug and play. And so we have to understand the real person, not this idealized or fantasize robot that's out

there that says, hey, do x, they'll do y. And that's not how we work. So

Speaker 2: [00:10:40](#) it isn't, no, **and of course the odd thing is that each human will respond in their own version of humanity in order to create, to actually study and decide that there is some kind of group behavior where we all react similarly can be mistaken because we don't know**

Speaker 3: [00:10:58](#) and we tend to, we tend to over-generalize for some of those facets where it says, oh well we have a our, you know our, it's 95% our factor. So that's, that must be true. And it's like, no, you're actually, you're going from 1.2% of the population to 1.7% of the population. Yeah, that's, yeah, it's valid, but it's still 1.7% of the whole population and of that it probably sways depending on context. So there you go. You know we're a magnet there. Yeah.

I have a really important question for you that when you have that I have to get out of the way, which is you want to know how to pronounce my name. You've been through this pony show. I think about other people.

Speaker 2: [00:11:45](#) Well, here's what I want. When I go to a restaurant and I got to the host stand and I'm asked, what's the name I say, well it begins with them. And then it's the shittiest scrabble hand you've ever had because all the alternative answer is honestly pronounce it any way you want because I really hope I've heard every version on a, you know, for a time. Quite a few. Like when I, I grew up in England obviously because of the way I talk, but um, that was a strange experience that we can come to later. Um, they used to call me **Chris Majestic** because they couldn't pronounce it. The actual pronunciation is **Mattis chick**, uh, because the s z and the CZ in the middle of like s h c h Mateus chick. That was very good. I'm going to let Tim say that

Speaker 1: [00:12:39](#) we're gonna try, I'll record the intro. Let's let, we'll, I'll, we'll just take that off of your table there occurred. Okay. But I like, I like **Chris Majestic**.

Speaker 2: [00:12:46](#) I think that's cool man. If it makes you happy, it makes me happy. If you mentioned, I think I used to get extra marks for spelling my name right on exam papers. I think I used to do quite well because I could actually spell it mind you off, misspelled it a couple of times, which is your own name. Yeah. Cause when you're typing, when you're typing it can happen. You, you, you, you don't look right. You kind of typing away.

Yeah. Spellman when you've had a few beers, isn't that easy to spell that

Speaker 1: [00:13:23](#) well and the auto correct for Houlihan is hooligan

Speaker 2: [00:13:26](#) of course it is. And then in parenthesis Irish.

Speaker 1: [00:13:31](#) Yeah, absolutely. Okay. So I want to ask you about this, this article, this piece that you wrote on creativity.

You said that pink Floyd and Beethoven have been stimulants for you for creativity. Yes. What's the deal? What do you do by the research that says that you, that when you're trying to do something creative, you shouldn't be listening to music.

Speaker 2: [00:13:56](#) What costs? I don't buy well I buy the research in so far as I believe it was sincerely conducted and you know, research is often, you know, having married one, you know, they're really sincere. Um, but no, it depends on how you think it affects you. For me, I discovered pink Floyd is a way for, well frankly getting away from my family when I was a kid. Right? Because the metal album particularly, you know, the instrumental second side, what was it called? Echoes and, and you know, you, I found myself able to concentrate better when I was listening to that when I was studying for exams and stuff. And so yeah, I think it depends on the atmosphere that's created. But you know, atmospheres, we don't actually, one of the things we know least about, I think is how atmospheres work in the first place.

Speaker 2: [00:14:49](#) **So for example, why is that? Sometimes you can make it meet a stranger and they instantly think you're funny and then you meet another stranger and they instantly think that they want to get away from you as simple as possible, as soon as possible. Even though you've kind of said the same kind of things and we don't know.** And I think it's the same how emotionally that impacts you. I'm not sure whether anyone can really tell you the whys and wherefores of how that happens. So certain music affect, like, you know, some people adore Coldplay. I remember talking to some teenager who just said all of Coldplay's music as miserable as hell. That just makes me so miserable. I can't bear to be anywhere near it. Other people find it uplifting and smooth and erudite for all I know. I mean,

Speaker 1: [00:15:39](#) and they love Chris Martin PR, you know, in, in part you can't, you can't remove the artist from the art. So yeah,

- Speaker 2: [00:15:45](#) no. So, so I, like I said, I accept the research, but how something impacts you. The strangest things impact the strangest people. Have you ever seen the Eurovision song contest, for example?
- Speaker 1: [00:16:00](#) No. Well No. We've heard quite a bit about it. It got a lot of press this year in the u s but a, I've never seen it.
- Speaker 2: [00:16:07](#) Oh, it's time. You know, the way that terribly kitschy show the way impacts different countries and how some tickets seriously, how some find it enormously kitschy, how it has now become one of the big gay events of the year and these things suddenly kind of, they change over time in the way that they affect individuals and even groups. So yeah, I mean what music affects you guys? What if you want to focus, what do you play? Do you have silence or what?
- Speaker 1: [00:16:38](#) So now, now Tim and I are different on this and this is, this is a very interesting component because we'd had this conversation and I think is part of the reason why we reached out to you. Because I enjoy music when I'm writing and work and I find it as this element that adds to creativity and I will usually do music as long as it doesn't have lyrics that I know that I then sing along with. As long as that's fine. I can do any type of music. It can be hard thumping, you know, heavy metal type things all the way to a Beethoven or something along that line. Tim, on the other hand,
- ...no way. Silence why it is for me music is a distraction. When I'm listening to music, that's what I want to do. I actually want to listen to music. I don't want to uh, to be doing something else that just distracts me from music. I would rather
- Speaker 2: [00:17:27](#) approach though, isn't it?
- You want to take the music seriously? Is that, is that the idea? No, I don't, I don't necessarily need to, well, I don't know.
- Speaker 1: [00:17:37](#) Like I need to take it seriously. As much as I just want to take it, I want to take it in and just, and just enjoy it for whatever, for whatever music is a, I want to enjoy the experience...
- Speaker 2: [00:17:49](#) and he's snobby, but that's all it is. Just a snub. He's a music snob and he, he is like, I have to listen to the music as much as I can and oh, I don't want to be doing something else too much. **Is that part of your character? Your makeup is that you think too much.**

- K: You should be a psychologist. This is so perfect.
- Speaker 1: [00:18:14](#) I don't, I'm just going to have to plead the fifth on that because otherwise
- Speaker 2: [00:18:18](#) did you grow up in a big family perhaps?
- Speaker 1: [00:18:20](#) Yeah, number. I'm the number three child that was, could have been a, I was in the middle. That was also the youngest four for many years and was also the oldest for many years, so I'm completely fucked up.
- Speaker 2: [00:18:33](#) Lauren down here on my purple Shas long. We can talk through it. **Clearly you've wanted to be listened to for a long time and the way you feel like you can be listened to is when this silence all around so that the person is focused on you in return because you're a generous human being.** You want to be able to listen to either someone or something and give it the respect it deserves because that's the respect you want.
- T: What's your hourly rate?
- C: 500
- Speaker 1: [00:19:13](#) K: Tim, you are going to be deep in debt. Oh Man.
- T: Oh Chris, you, you nailed it. The short story is you, you absolutely nailed it. Yeah, I'm a musician, you know, you know. And, and guess what? I don't like to play uh, loud, noisy bars. I like to play quiet listening rooms. Right. So when you say you're a musician, what do you play? Guitar is my main instrument and I play American on type stuff and get out and I play, you know, 30 to 50 shows a year.
- Speaker 2: [00:19:44](#) So are you the sole two writes lists of the 20 Best Guitar Solos of all time?
- Speaker 1: [00:19:49](#) No. No, I'm not that. No. Really? Yeah, really? No. I write songs, you know, I write music and I perform that, but no, I don't, I don't really care about who's got the best guitar solo or who.
- Speaker 2: [00:20:04](#) Well, maybe it was the best singer because the best guitar Solos can make you feel something without you having to think about it.
- Speaker 1: [00:20:12](#) Ah, agreed. Oh, I, I completely agree. It doesn't have to be an intellectual, extra exercise and, and I've rationalized to myself

that music is not an intellectual exercise. I actually believe that it is an emotional exercise. It's a south of the shoulders experience, not a north of the shoulders experience. Right. When I'm experiencing it, when I'm writing it, then it's a north of the shoulders experience.

- Speaker 2: [00:20:36](#) When you're writing it, you want silence as well, presumably because if you have music playing that will mess up what you're writing completely. Yes, I am. I am this
- Speaker 1: [00:20:48](#) so much. You guys don't even understand that. The YouTube going back and forth on this. I'm loving what that means, Chris, is that this is ammunition for courage. That's what that means.
- Speaker 2: [00:21:01](#) What could we, you say you listened to any kinds of music but there's no particular kind of music that inspires you to be poetic, if you're ever in the poetic frame of mind or, yeah, poetry is
- Speaker 3: [00:21:12](#) probably not one of those things. Uh, more lyrically. You know, that's a good question. I haven't really done analysis. If anybody should be the rational overthinking person, it should be me. But on this, this aspect, it is not. And so I tend to, I tend to go to eighties, uh, new wave to kind of more a alternative, just lower amp kind of a music guitar based here. But that's, that's where my just general liking goes. And so if that's going on in the background and I'm, I am getting in the groove and I'm thinking, you know, and I'm writing or I'm having to do something like that,
- Speaker 2: [00:21:54](#) it helps me. So that's that. It would have to be music you like.
- Speaker 4: [00:22:00](#) Okay.
- Speaker 2: [00:22:00](#) That's a good question. I'm not sure. I haven't tried with music I haven't liked. So there you go. They'll be playing some old crap on the speakers and you want to sit and work. Will that affect you or not negatively or positively?
- Speaker 4: [00:22:15](#) [inaudible]
- Speaker 3: [00:22:16](#) I, you know, that's a good question. I am not sure.
- Speaker 1: [00:22:19](#) How about you Chris? Man, can you listen to any old crap or do you want pink Floyd? Do you want the echoes, uh, you know, the instrumental stuff or, uh, or could you, could you listen to dark side of the moon or could you listen to, uh, um,

- Speaker 2: [00:22:35](#) the wall co Coldplay? Yeah. Yeah. And would make me so miserable. Mind you, sometimes it's good to write when you're miserable. Right. Um, um, I, I would prefer instrumental, I think. I don't want to be distracted by, by words. So essentially, at least mostly instrumental would be, would be my preferred, but often, yeah, I, I'll, I'll write in silence to, I have to be in the right mood to want to have the music in the background. So it's like, it's a consistent cause. Come on. I mean, you know, one of the people are Moody.
- Speaker 1: [00:23:08](#) Um, well I think so. Most people are, yeah. Yeah. We go through our moods. So yeah, we wouldn't be humans if we weren't right. I mean there isn't that kind of what makes us different from everything else. Right. Trees aren't tree trees aren't Moody, you know?
- Speaker 2: [00:23:25](#) I don't know that Brcko back is pretty damn moody. Some of my wife's plants are moody as hell. We go away for three days. She comes back and this for them, she gives them a drink or two, which is pretty much how she deals with me half the time when I'm moody. I think she, she kind of has ingrained, yeah, who knows what my moves are. We don't know how they express them. That's all.
- Speaker 3: [00:23:54](#) If it works for Chris, it should work for my plants. There you go. All right, Chris, you wrote an article for Inc a just to start one that was called, uh, this is the incredible number of hours that you should work according to a study of 70,000 people. Basically the study looked at all of these people and that were unemployed and then their happiness levels and various different things and it came out that it was about eight hours a week for men, 20 hours a week for women. What's your take on that? Is that mean? Should we all just, you know, cut down to part time work and, and go from there? What do you think?
- Speaker 2: [00:24:32](#) Wouldn't a lot of us prefer to just cut down to part time work? I would love to have you. You've never had done part time work? Not, not professional. Not since I be, you know, got a full time job. No. Why? Why? Why haven't, why? Why haven't you decided to sacrifice some of your money grabbing tendencies in order to be happier and you'd be happier according to this research. If you worked only for eight hours a week, you could get all the workout in one day and have six days off. I mean, can you switch off on, on vacation? Not Very. Not very easily. You need to be gone for quite a long time. What's quite a long time? It's more than eight hours, isn't it? It is definitely more than eight hours. What do you call? Quite a long time.

- Speaker 3: [00:25:18](#) Okay. So, so on vacation, going, going on vacation to really shut down, I need, I need two to three weeks. Wow. Yeah. Wow. How about you Chris? Do you jump off the grid quickly?
- Speaker 2: [00:25:31](#) You know, I've been sort of in a, in a non corporate job for so long now, just doing my own thing that when I travel I write. But sometimes I don't think of it as work. Oh. Because sometimes run the column is a little bit like writing an email to someone you really like. At least if you're me, that's how I deal. You know, it's, I'm almost like talking to people who I hope will like the fact that I've emailed them. And so there's sort of three or four of them. And so for me, sometimes when I'm away, um, when I work, I work in a very concentrated manner. Um, so that I, the actual physical act of writing very quickly and you might tell me it shows, maybe you see typos. I Dunno, but the physical ex I I do very quickly because I couldn't sit and write something for more than 40 minutes.
- Speaker 2: [00:26:30](#) Okay. Um, cause I know it, but the form of being a columnist allows you to do that because the form is a bit like a single, if you remember those old 40 fives that Tim does, that's, but that's kind of the form. The form is something that you just tried to occupy two minutes and 20 seconds. God, that would be great. Every time of someone's day and that's it. You're not trying to occupy eight, 10 hours or whatever. Um, and so I suppose that, yeah, and some of the time, obviously I wish, yeah, I could switch off if I never had to do anything again. Could I switch off very quickly? Yeah.
- Speaker 3: [00:27:10](#) But you find so myself, like doing these podcasts for, for me is not work. This is fun. This is, these are things that I get enjoyment. I get to talk to people like you and other people that you know, just stimulate and are fun and we tend to laugh most of the time. Um, except for when Tim's in one of his moods,
- Speaker 2: [00:27:31](#) then we don't pay him enough attention curve. We haven't used it going on. And you understand what drives him and then what drives your friends and you know, that's what drives him. You need to give him unique [inaudible] totally committed potential. When is that gone? Yes. You need to give him undivided attention. That's all. Yeah, it would be so much better. Kurt known each other,
- Speaker 3: [00:28:14](#) um, eight, 10 years, somewhere in there. We've, we've been working together for about two. So on, on this, which bar did you meet him? Uh, no, we met at, we met through work. So Tim worked at a company that I often did consulting work, um, for. And so we, we did some joint work together and then, um, I

don't know. And then I left that job and uh, I knew that Kurt had a, a successful consulting business and I was going to set up a consulting business. So I went to all the successful consultants that I knew to say, what do you do? How does it work? And in that first conversation, my recollection is that we, we did talk about what makes a successful consulting business, but we also quickly started dreaming about, well, what could we do together? And the podcast did not come up, but a meetup was actually in our original discussion.

- Speaker 3: [00:29:09](#) Like, let's expand the community of people interested in behavioral sciences. That sounds nerdy. It is. It's very, very nerdy. But we, we made a meetup where you get to go and you get to socialize and drink and have some, you know, a little bit of food and you hear a talk and different things. And then we decided, hey, this is so, so much fun and we get some cool speakers coming in. Why don't we do a podcast just to expand even greater. And, and thus here we are, this is 75 episodes later, 75 episodes later talking with you
- Speaker 2: [00:29:42](#) as we get company was like a rewards company, right? Yeah, yeah, that'd be I worldwide is now, there you go. And 17 years. Other rewards company. Thank you. Thanks Tim. Anything that's consistent with your, you know, neurological behavior generally that you know, you want to give people rewards so they pay attention to you back because you've given them,
- Speaker 1: [00:30:06](#) it seems perfectly obvious to me. You'd need to be, you need to go on the circuit and just get people laying on a couch. Cause I am, I am loving every second of this guys can be my agents. It's fine.
- Speaker 2: [00:30:22](#) 10% or 4% I'll happily turn up and we could do it live on stage. You know,
- Speaker 1: [00:30:28](#) we could, we could bring up guests and have them, you know, I cared Chris analyze away. Where are you? I forget, where are you based?
- Speaker 2: [00:30:36](#) So you know, California in Sausalito. Okay.
- Speaker 1: [00:30:39](#) We were, we were just talking about maybe doing a live event on, on the east coast.
- Speaker 2: [00:30:44](#) Um hmm. Okay. Patiently I appear on these coasts. You know, it happens. Hell, you're going to be in Minneapolis so you get around. A few years ago, a company asked me to Mc a

conference on these coasts. And it was, it was a, it was an ad tech company and the, the people who were going to be speaking, we're all going to be saying how much they knew about other people. So how, you know, how clever they were about targeting people and getting information about people to advertise to them. And so the company called Quantcast, we're actually very good to me because they said, we'll let you do whatever you want on stage. So the first five minutes I kind of abused everybody and said that they'd stopped advertising and they started stalking and what they were as true. Right. And, and then what they didn't know was that I'd researched all the people I interviewed on stage and all the people who even were appearing on stage and I wasn't interviewing them. I looked up their personal Facebook, Twitter, social media accounts, and found the most embarrassing things I could find completely illegal, you know, it was open and then, you know, introduce them that way. So, for example, I interviewed a very senior, buttoned up, a woman general manager for a very famous tech company. And my first question to her was, um, so, uh, tell me how come you're so into cage fighting?

Speaker 2: [00:32:11](#) And then the second question I had was, um, do you remember what you were doing of December the 15th 2013? Oh my gosh, let's sort of quaking a bit. And she said, no. I said, well, you took a test on Facebook to test your mental age. I said, do you remember the result? And the result was that her mental age was 19 of was a stranger that we all had dinner afterwards. And you know, they could break me as much as they wanted, but the point that one was trying to make, or at least I was trying to make at the time was that it's great to have these incursions into people's private lives, but you kind of hate it when someone does it to you.

Speaker 3: [00:32:56](#) Exactly. And we, we know that's an interesting component because you said that, you know, they're no longer in advertising, but they're in this stocking component. Yeah, I mean, do you think that's the case today in, in all the online advertising component? Do you think that's where they're going? Is that the way the market is headed?

Speaker 2: [00:33:13](#) All the debates right now about privacy hinge on, look, Facebook and Google are not social media companies. They're not search companies. They're advertising companies. They make their money out of advertising. Given that painful truth and it's a painful truth because we've allowed them to do it right, if we've given them happily every piece of data, not even thinking what they're doing with it, how they're using it, where they're storing it, who they're showing it to. We haven't thought

about that at all. Right. Well, yes. Effectively what they're doing is they stalk us night and day. Even apps will that you've switched off or even deleted are still finding ways to follow you around and they're targeting you with stuff. One of the biggest fears I have, and I bet you guys, but I have con, I have friends who've also talked about this, but I have conversations with someone and then not too long afterwards I'll see an ad that's bizarrely relevant to a conversation I've had that wasn't even online.

Speaker 3: [00:34:18](#) W we actually were talking with somebody about that, that that very component of, of how do they get that information in the, how is it being used in the ethics or on all bases

Speaker 2: [00:34:27](#) of the stuff behind that. Yeah, and so true. And then my question is what's the alternative? What is the alternative? I mean, how do you stop? How can you stop giving all of your information to anybody? Theoretically, if you go on these sites, there's a way to start stopping it, but it's what they do is they put the onus on you to do it. You go into the settings and begin to block third parties. You can block all kinds of things. Even the squat costs that we're talking on now, I blocked certain things that they wouldn't allow them to do. Right? They wanted my location. They wouldn't, you know you can do it. They're now becoming a little more open about how you can do it because they see regulation coming and that when you talk to any startups here in silicon valley, the one person who is they need most on the team and they're always desperate to find is someone who is conversant with ethics and with privacy law ramifications.

Speaker 2: [00:35:28](#) Those people are gold dust. They can charge millions of dollars an hour to startups right now because the startups know that some of this stuff is coming just like GDPR has come in Europe, they know it's coming of some kind. The likelihood is the lobbyists for Amazon, Facebook and Google will water down the legislation so much that it may not make much difference, but they're afraid that they'll fall foul of it and so they're desperately trying to find these people who, you know, if you're, if you're someone who's into privacy legislation, you can make a fortune in the valley. Right.

Speaker 3: [00:36:04](#) Do you think there's a market for the, the duck duck goes of the world that are specifically targeting that, that privacy component and saying, look we are, we are your search engine but all of your information, nothing gets taken. We don't do anything like that. We do advertising but it's just on your

keyword searches. And so that's, that's the only thing. And then that information has gone as soon as

Speaker 2: [00:36:29](#)

after that,

Speaker 3: [00:36:31](#)

I'm, I'm wondering, I switched over to using that as opposed to Google. But I did that because I just wanted to fuck with Google. Cause now I go on Google. The only time is I put in weird stuff. Um, and, and only those crazy things. And then the rest of my searches go through through the other, but I'm not sure if online ads for various, yeah.

Speaker 2: [00:36:50](#)

Perversions and you wonder, yeah. Apple is trying to differentiate itself precisely along those lines. Okay. Claiming, and, and I think we should underlying claiming cause it's, you know, it's your iPhone is not as private as apple claims, but it is trying to differentiate itself as a brand and make it part of its brand values that it protects your privacy in some way. Google and Facebook and the rest, honestly, they have no respect for privacy whatsoever. They're merely talking it right now because they fear legislation. They fear if the wrong government or simply the wrong individual gets a hold of writing the legislation, then it could affect their business. But that's what they care about their business, sadly.

Speaker 1: [00:37:40](#)

Is there any reason for millennials who have grown up in the eye of every social media, of everything being public, of winning every award, every time there's some kind of contest?

Speaker 2: [00:37:53](#)

W would they care? Would they even give a shit about privacy? I think some of them are getting there. Um, but I think it's a, it's not just, I think millennials, maybe it's too late for them. It's the generation that comes after them. I want to remember that the priorities for generations change and for that generation when they become more serious because climate change begins to affect them more than anybody, perhaps that'll change. Perhaps there will be much more of a groundswell of responsibility. However you want to define responsibility, whether it's personal or social, whatever, that will then perhaps make people care more. Right. Even if you tell people what happens half the time they go, yeah, okay,

Speaker 3: [00:38:42](#)

we need to get, we need to get you to introduce them on stage and then they'll feel the real ramifications of how this works. So never let it happen. It wasn't, it wasn't a Zuckerberg in a Senate committee meeting where he got asked about some personal information and he said, I'd rather not share that

- Speaker 2: [00:39:00](#) exactly. One of the senators dressed him down. He builds walls around his compound. I mean, you know, he buys houses around his son. No one could look through his window. It's, it's the hypocrisy. If this started very early on, I've actually seen it wrote something about Eric Schmidt when he became whatever he was at Google CEO and he did the, what they did was they went through Google searches and to find stuff out about him. He got so upset that from my recollection he actually banned, seen it for a year. Wow. It might be my mistaken recollection, but I'm pretty sure he uh, he, he got so upset. Let me just check this right now before I get sued. But yeah, he was not happy. Um, and seen it. Let's see. Uh, oh, that's a car car. Can't even find it right now. So you might have to cut that. And Are you using Google to look that sort of stuff? I found it, it was 2005 and
- Speaker 5: [00:40:12](#) yeah,
- Speaker 2: [00:40:13](#) Google blackballed online technology technology, new service seen@news.com for googling Eric Schmidt, CEO of the mountain view company and including some personal information about him in a story last month. We'll tell the senior editor it will not speak with senior reporters until August, 2006
- Speaker 3: [00:40:36](#) as, as we talked about at the very beginning, we are all human and we have these irrational components of Ooh, you know, you push me, I'm going to push you harder. There you go.
- Speaker 2: [00:40:47](#) That addresses precisely the question we talked about earlier, which is, you know, the guys who are creating these companies, they don't get their yeah. That they'd simply don't get their, their brains work in such a way that they don't get to that part. How can, this had been a surprise to him, you know, and nothing that the reporter did was in any way other than she put his name in the search bar, found out what we want all sorts of information about, well, we're working with CNET. Do you get to see a lot of new products? I did see DNA now seeing that was 10 years. Um, and now it's owned by CBS, but it's a different site. CD Net. Yeah. So, but do you get to see a lot of no. Well I do. I do it my own way. So if I want to look at a product, I go buy it so that it's, I will, I don't accept, you know, freebies from someone else.
- Speaker 2: [00:41:43](#) Um, if I want to write about, like I've been writing a lot about my macbook air lately because the MQ stopped working. Let me just, one of the worst products Apple's ever made, the latest Mac books because the keys kept sticking and refusing to work.

And um, you know, I went into a couple of apple stores to ask about this and they said, no, there's no problem at all. And apple insisted, no, there's no problem. Well then they said, well, maybe there's a few people and then, well maybe we'll redesign the keyboard. And now the redesigning the keyboard all over again. But how does that impact you? You still have a faulty product. Well, you know, I found my way around it, which not knowing what the result would be, but I just kept bashing the key to literally, it came back to life and then I was hitting that thing so hard and not, not hoping for anything because it was malfunctioning.

Speaker 2: [00:42:32](#) Right. You had to really hit it hard to even, you know, make it work at all. Whereas for some other people in some famous columnists or what have you, they were finding that the keys were, you know, randomly just not working at all. The space bar wasn't working properly. And when I went to rapid store they said, no, no, no, this is impossible because we put an extra layer of film under each key. Well you know, the extra layer of films still apparently lets you know, bits of cross all through and you know, black blueberry scone or whatever, which allegedly is why these keyboards aren't working. So apple is currently redesigning it all over again. It was kind of entertaining. So yeah, no, I buy my own stuff and if I want to test something I'll just test it and tell you what I think. I'm not a tech expert. I don't claim to be a tech expert.

Speaker 1: [00:43:17](#) Do you like to, do you like to, you like to dress down, you know, you like to, you know, poke fun at people. Do you like to go out and get products that you think you can have a little, uh, a little poke the bear or do you tend to look at, are you interested in buying products and testing that you think, wow, this could be really cool. I want to,

Speaker 2: [00:43:34](#) I think both. I think, you know, sometimes you, you, you, I, I use stuff as part of my work. So all these, you know, laptops or phones or whatever I buy, you know, I use, whereas some other things, occasionally you'll see PR releases waft across, uh, your screen. For example, the other day I saw something they were offering a, they wanted to send samples of a leather bound lunchbox. Leather-Bound lunchbox. I think it was a leather bound lunchbox, specially for tech types. I mean, honestly, I can't remember. It was something along those lines. So of course I've asked for one.

Speaker 1: [00:44:15](#) It isn't \$250 or \$500.

- Speaker 2: [00:44:18](#) I'm guessing it's like a sort of Gucci lunchbox. Oh, I have no idea. So, you know, occasionally that sort of stuff will appear across my screen and I might occasionally ask for one of those just so I can see it is cause usually it's prelaunch and um, yeah, so, but no, in the end readers, readers know whether you're just being objective or not. And I don't want to, you know, I don't want to, I'm not in anybody's pocket, thankfully. Don't have to be. So you know, if I see something or writes about it and just say what I think and for what that's worth, which is usually very little, but hopefully a laugh if honestly if you get just one laugh out of a column, uh, I'm grateful.
- Speaker 3: [00:45:00](#) So you wrote, going back to some of this component that we were just talking about, you wrote another thing about were bill great. Bill Gates was talking about the whole [inaudible] and the, I think there was a meme I thought about this where here where all the things that could kill you here, you know, by percentages and you know, cardiovascular and cancer and all of these things were up there. And, and then here are all the things that get, um, media, you know, focuses in on. And he wrote about the, the way we think and how bad that is and how media does that. And then, uh, you wrote this really fun, you, you quoted Alon Musk on the, on the back end where he just wrote this tweet back, say fear and memes get clicks. And um, so what do you going gonna win in the end?
- Speaker 2: [00:45:44](#) Well, the Elon Musk himself uses fear. I credited the article a, a tweet he sent out about how, you know, if we don't have all the tech brains on America's side, there's going to be world war three, right? Because World War three will be all about who has the best nerds, which is kind of kind of like a war. I want to see it. It's one I want to participate in, but isn't it a warrior you'd like to see a 100% node war where we don't have to send, you know, real human beings that we like into war, that it's all going to be conducted by nerds. There's something delicious about that. I mean, it'd be sort of musty TV if we could be watching it on screens and not be impacted about it by at all. And it would just be like world node war kind of fun, wouldn't it? That would be how many n I that would be a blast. I do the paper view on that one. Yeah. Yeah. It'd be like a world heavyweight fight, wasn't it? Yeah. Right. And then this corner at 122 with the big glasses are off for three weeks. Now they're ready to rumble their stomach. That's rumbling. That's what it is. Weight fingers are tired from typing.
- Speaker 2: [00:47:10](#) Well, you know, do you think about, uh, the way that you, your worldview basically, uh, is, is informed by sort of a sense of irony, right? Is that a little bit, yeah, no real answers. We might

as well be ironic, right? Yeah. Well, how did you do that? Oh God, let me lie down on my own purplish as long. Right now it's a, it was a way of dealing, growing up. I mean, you know, we all find ways as kids of dealing with whatever surrounds us. And I guess, however, I grew up in one culture, uh, at home, outside there was a second culture that was the culture of our enemies. And so I grew up in a Polish culture. My parents were survivors from Siberian labor camps and it's the labor camps that get fewer movies made about because it was on the eastern side and somehow that isn't as glamorous or is interesting or something.

Speaker 2: [00:48:08](#)

And then, you know, there are a lot of people suffered on, on that side. And so they were refugees have shipped to England, they couldn't speak English and they believed England had sold us out at Yalta. And so the English, we didn't even allow English people in the house. It was a strange way to grow up. So, yeah, irony. Um, naturally, uh, my way of dealing and I was the younger of two children and that was my wife dealing with the world. And I guess I haven't gotten out of the habit. Um, we all have our little habits just like you, Tim, you have your pay attention to me habit and I'm going to use that so much. So I guess that was just my way of dealing with it and, and it becomes kind of part of you. Um, I don't have a great explanation for it, but as best I can, you know, it's weird growing up with one language at home, another language outside and complete emotional opposites. So polls are very emotional, very warm. And the Brits, well I see you shaking your head curves.

Speaker 2: [00:49:20](#)

We know a few Brits and the very, very reserved you do not show you the emotion out of well, so being, being out in the outside world was a bit strange compared to what was at home in the end. You know, I found, I thought the best way out of it, which was just to leave the country. That's what I did. And so I've worked in lots of different places because there's never going to be a place called home. And uh, you know, he just live in different. And of course, you know, I've lived in different places where, what you call, what I might call irony, we've received somewhat differently in different countries. So I lived in Singapore for a while and you know, irony was, was how can I put this, not as obviously observed as it might, might've been in Poland or in other cities, you know, how have you found America? Honestly, the reason I moved here was to watch sports as you call it. One of the first American words I learned was sports.

- Speaker 2: [00:50:27](#) There were two words I learned when I came to America. One was high hell is that. And then the other one was sports love sport. And I used to love watching NFL and I'm an MBA when I lived in Europe and other places. In fact, I used to get video VHS videos when I lived in Singapore of NFL Games and they had to go through the sensors. So the sensors office would, would, would send me an email or whatever it was in those days and say, we've got your video, our sensors, we'll be going through it, you know, looking for make it flash or something or a swear word perhaps, you know, and then I'd pick up the VHS video a couple of days later you'd go to the sensor office and, and pick it up. And I used to love it. And so I used to travel to America a lot.
- Speaker 2: [00:51:16](#) And uh, and then one day, um, and I lived in Poland for five years before I moved to California. And so I'd suddenly discovered I had a lot of seasonal effective disorder. Um, because it doesn't get like there, I mean you have the same issue I'm sure in, in, in Minneapolis. The summertime is great. Wintertime, like three weeks, right? So January it was rough. So I moved here partly for sort of mental health reasons really. I mean, just to live in sunshine, something I'd never done other than in Singapore, which was just unbearable because of the humidity. And so I moved here, I got offered a job here as a executive creative director in an agency. And you know, I've generally, California's incredibly enjoyable. Um, the weather does a lot for your mood. You know, it does a hell of a lot for your mood.
- Speaker 2: [00:52:05](#) I think it's one of the underrated environmental effects is how weather affects the way people feel and think and stuff like that. So, uh, you know, I know where he's home. I'm a big giants fan. I'm a big warriors fan. Ergo, I mean big depression right now. And you know, I go to even local baseball games here, something called the Pacific Association League. It's like, it's like the basement of professional baseball. You cannot go lower than this, but it's great fun. And occasionally you'll have players come through who, you know, got to AAA for the brewers or whatever and never made it. And then, yeah. And so, you know, I kind of hopefully being reasonably accepted into, into American culture as much as it will. So going back in that to make your depression any worse, but do you think, do you think the warriors could have won if Katie wasn't injured?
- Speaker 2: [00:53:02](#) What do you think they would've been able to go to? Crap calls? I mean, come on. I actually love the fact that it was the raptors, that one because I think there are genuinely decent, nice, you know, they're not Houston, so how can you not admire that they won? Right. And uh, good luck to them. They'd never won

before. If it was going to be anybody, he might as well have been them. But please don't try and sell me that. If cli and Steph and Duran had been there, that the warriors would, no one customers would have one. But it's fine. I'm not bitter, you know, we've done a lot of winning ever since I moved here pretty much. We've done a lot of winning here. We've had three world series. We've been to the NBA finals five times and my San Rafael Pacifics have won the league a couple of times that Pacific.

Speaker 2: [00:53:56](#) I do, believe me, last year when my wife had actually went up to Sonoma to see them play the Sonoma stompers or Sonoma? Stanford. Oh yeah, yeah. They have very inventive names for baseball team here. So yeah. And the final was there was fisticuffs between fans, but the atmosphere in the end, we got some pitcher for the last month of the season who used to pitch for the brewers. 15 strikeouts, didn't give up a run. We want it six to nothing. It was a, it was a beautiful evening and decent. And so you're not claiming that you cause this by moving, it's just a correlation. So you want to move to Minnesota because you can help my Timberwolves out who have not heard any luck whatsoever. They weren't luck. They've not had much judgement. I'm not sure if you are in there, you know, your owner isn't, isn't the greatest owner on earth. Yeah, I would agree with that.

Speaker 2: [00:54:54](#) And I'll happily, I've done it with him next week, but, um, you know, I'm sure you've had the best judgment. And it's tough because when Joe liker first came in, the warriors, the fans hated him. Oh, oh God. Because in the first year that they booed him that he traded away Montay Ellis, we got Andrew Bogut who was permanently injured. We thought, and what he, what Laker was done to build a great team is extraordinary. I mean, you know, he's a Silicon Valley type unfortunately, but what he did in order to create something special, because now it's ruined because they're moving from Oakland to San Francisco, and that's going to be tough. To create an atmosphere in the city is going to be tough because it's going to be rich people. And the minute I arrived in California, I started going to worry as gate in the days of von Tigo comings at point.

Speaker 2: [00:55:52](#) Ooh, if you remember, you lived through some of the new kind of me and my interior world Claxton. We had a Donald foil. I mean these were some of the greats. You know, we traded for people like Mikhail p truce number one draft picker. Miquel Patriots was our number one, Todd fuller. Remember him? We had great number one draft picks and first rounders that you know would not be in, you know, anytime you choose. So be

able to go there. You'd get a ticket for like five bucks. And I'm not kidding, it was five bucks to go. Everyone there pretty much were local people, local Oakland people in amazing characters. They knew the team was crap. 16,000 would still turn out. Yeah, they loved the game and I loved the game and, and rip that away from them. Now, even the last couple of years since the team became successful, I would say seek prices have gone up.

Speaker 2: [00:56:49](#) Oh fourfold from what they used to be. And now you get a rich crowd and the crowd just isn't as committed. Doesn't really know how to be a fan. Half the time. I mean for me, a definition of a fan. For example, my wife and I love sitting the same section all the time. Section one oh nine, there's to be a guy at the back of the section. Every time the opposition scored, he would shout from the back of the section. So, uh, we'd out care and he would do it every time. And it became like this beautiful rhythmic shout. He's gone the last couple of, he's not, he's not there anymore. Oh, so, so you're missing that I think, right? Absolutely. I will miss it when they moved to the chase center in, in this year. It's for next season. It's not going to be the same. Yeah. It be very sweet, slick. But I don't think it will be characterful which is a pity.

Speaker 3: [00:57:48](#) And, and as you said, you like that human component. That's the part that you find is the, you know, at the beginning you're talking, look, we're humans. I want to talk to the, I want to talk to the waitress. I want to find out like interesting things that are more interesting than the life I live.

Speaker 2: [00:58:04](#) Right. And find out stuff about people just by asking them and not doing it. Like, as we would say in England, a wanker. And too, I just find it more interesting and you find out stuff about what they do in real life. For example, I was in Chicago last weekend. We at a lovely restaurant called Royster, which is a grant Achatz restaurant. It's, it's loud. They play metal, the food is Michelin Star. And you know, we discovered our server was actually a class studied classical trumpet and her thing, she was now, I hope no one at the restaurant listens because she hasn't quit yet, but she's now going to go and try and pursue her career in Nashville. Yeah. And seriously just ask, just so you know, she's there to do a job. You're in a restaurant, just sort of enjoy the experience. But by the end of evening, the chefs wanted to have fun with us because my wife was headbanging to the music.

Speaker 2: [00:59:08](#) It was an open kitchen. The chefs are coming out to talk to us and saying, US senior being headbanging. And we said, Whoa, who cooked our salmon? Cause it was perfect. And he points to

one of the chefs and the chef was the spitting image of Harry Connick. And so, oh my gosh. And so for the rest of the evening, the chef became Harry Connick Jr. And so all your chefs, we're calling him Harry Connick Jr. We yet, it's fun, right? It's fun just to talk to me. And so she, when we, when you stopped talking to her about, you know, studying classical trumpet, how hard it is to get an orchestra job and that's supposed to be the pinnacle. Um, she was talking about how much you struggled, how tough it was and that she was going to, she still was young enough to go give it a go. It's brilliant. I mean, it's the wonderful story of a human being. He wants to go out and do some. So if it's so much fun to talk to other people, why are so many people afraid to talk to each other?

Speaker 2: [01:00:04](#) Where is the first question? I mean, you, America from the outside, and I can count as an outsider to every culture, at least I choose to. And um, you know, America is a very individualistic society. It's, it's something to talk, feel observed when he was writing about America. So it's a very individualistic society. It's about iron me a lot. And you know, America for years, if you love sports sports, um, we're struggling. If, for example, at the Olympics, how many times did the dream teams get beaten by Puerto Rico? They lost the Puerto Rico, Argentina, because for those countries, the culture of being a team is different. It's just different. And I think it affects business too. I think in a business too often I found in the corporate world was about the higher up you went in advertising, the less it was about advertising and the more it was how you could shaft someone else to get their job.

Speaker 2: [01:01:04](#) So actually, and then people would do stuff and I would sit next, I'm too naive to realize what's going on. You know, I'm sitting in Manhattan in a wonderful office looking out over Macy's and I don't realize that, it took me a long time to even see that this was all about corporate politics. And you know, people were saying things about me that were painterly untrue, but you know, it was gonna work because someone else would believe it. And they tell stories about that's so I think partly it's that it's the individualism. We, we some extent don't really know how to do it. I think quite often and a European will tell you this, you know, when you meet in an American, the first thing they do is tell you everything about themselves within the first 10 minutes. And it's habit and it's you know, it's, it's something they do once it considers a normal, let's say we, there we go.

Speaker 2: [01:01:58](#) So do you, do you talk to people on planes? When you sit next to somebody on a plane, do you start that conversation with them? Now I have plain principals. Do you have plain principles?

I think my plan principles are, I'll never open my laptop, never have any gadget. I'll read a book, paper book. Don't even trust your kindle. It just looks ugly. You don't want to touch one of those things. Um, yeah, read a book and occasionally you might find someone who wants to talk to you and then you sort of exercise your judgment about whether they're someone you kinda feel like talking to or not. Well, and that's,

Speaker 3: [01:02:31](#) that's my fear is my fear is that if I start a conversation, it's going to be that the one person that wants to talk is the person. Oh my God, I don't want to get it. I don't want to hear about all your problems and all your issues and everything else that happened to your mother and what 10 years ago and now your hangnail is bothering you and everything else. And so I, I do believe I have missed plenty of really good conversations because I will start talking to somebody when we touched down. Right? And then it's just like, oh, I got another 10 minutes here. I can, I can survive 10 minutes with anybody. It's the safe zone. And so then, you know, oh, that was good. So

Speaker 2: [01:03:09](#) fascinating to talk to. I've never thought about it that way. But you see the problem you have, especially when you're flying in the back of the bus, is that moving us closer and closer together where the seats have so much narrower. You've got no leg room, they're making it feel as uncomfortable as possible and either the person next to you smells good or they don't, don't you? I personally hope I have a window seat 'cause I can lean as far as possible. You know, you can't do that in the ILC because the trolley will, you know, you can get up and leave to go to the bathroom like multiple times. Lots of times. Yeah. Sometimes you can strike up random conversations and those people become your friends. It's true. We hadn't said to us where we know we've met people in restaurants or at some event and you start talking for no reason other than they're sitting next to you and, and before you know it, you find each other entertaining and you have dinner together again.

Speaker 3: [01:04:07](#) Well, and sometimes I think for me, I also wonder in those kinds of situations, does that person want to be, there are times when I don't want to be bothered. I just want, I'm, I'm, I'm in my own mood or whatever. And so dude, that's like me imposing my will upon them. And it's not necessarily this open invitation. And so sometimes I wonder if like don't strike start that conversation because I, I'm being concerned for there were welfare as opposed to to me. So why, why couldn't it be socially acceptable if you, if, if you and I were sitting next to each other and you said, uh, Hey, what are you reading? And I said, you

know, thanks for asking. I'm just not really interested in having a conversation right now. That's an interesting name for a book

Speaker 2: [01:04:50](#) because that sounds direct and bold and you know, when you want to find subtler ways to do it, give, give us an example. If someone asks you what book you're reading, no conversation. Yeah. How that person has talked to you. You can find ways. It's the tone in which you use. You know, you can sort of grunt at them in a just about polite way, but it's a grunt and they perceive it as a grunt. And so you don't need to say I am grunting at you.

Speaker 3: [01:05:25](#) Well, I do find that actually with, with Lyft and Uber drivers, right? I don't know. I D I didn't strike up conversations with taxi drivers. For some reason I feel different with Lyft and Uber drivers and so I will almost always ask them, oh, how is your day going? Is it busy? Different things. And if they, you can tell pretty soon if they engage or they don't engage and if they don't engage, I'm fine. That's it. I've asked my two or three questions and now I'm just gonna I'm going to go and do my own thing. Otherwise, I've had, we've had some great conversations about, you know, blues play.

Speaker 1: [01:06:00](#) I met a jazz bass player driving an Uber in Pittsburgh. It was great. Had a fabulous conversation. Yeah.

Speaker 3: [01:06:05](#) I talked to NBA for, you know, a good 30 minutes with one of my guys. It was awesome.

Speaker 2: [01:06:11](#) Yeah. My wife has a brilliant way to start a conversation with an Uber driver as she gets in the, in the car. Her first words are always, thank you for picking us up. Yeah. Actually just, I don't know why she does it or how she does it all the time and it's a marvelous way of setting the tone because she sets the tone of I'm not a wanker. Right.

K: Thank you.

C: Yeah. And it's, I find it quite brilliant and so often when we're in a Uber or Lyft, whatever, we end up having interesting conversations a lot. I've got to say the guy who drove us to the airport, Lyft driver on Sunday, Oh boy, he played electronic dance music loud, didn't even ask us whether we wanted it on or not. Um, and then proceeded to talk to himself. Ooh. And I think, well, but the both of us kind of figured that he was on something. And um, the biggest danger came when he said, I'm

going to take a shortcut. Oh No. It was a bit freaky, but we got there in the end. In the end we got there.

- Speaker 1: [01:07:17](#) That's creepy though. That's creepy
- Speaker 2: [01:07:19](#) because you didn't know what to do, right? Yeah. You just don't know what to do.
- Speaker 3: [01:07:23](#) Yeah. No situations. We have talked music throughout. But Tim, you usually end these whole conversations with some musical question. Are you, are you there or are you good?
- Speaker 1: [01:07:33](#) No, I, I, I, I loved everything that we talked about, but, well, I, I will ask this, you referenced Pink Floyd, you know, pretty significantly, you know, what, what, what do you listen to when you like to listen or do you like to listen to music? And if you do, what do you go to?
- Speaker 2: [01:07:51](#) I thought know what listening to music means. Because to me it's about turning it on to create a feeling. So if I'll go any time a symphony is playing Beethoven's violin concerto cause I think it's the greatest piece of music ever written. Um, and I think, you know, to a violinist hopefully could not make a mess of that. If there at some symphony presume you they're good enough to. So that just makes me feel things, um, uh, as to what do I want to do. I really listen and I don't really listen. So, so EDM music though, the electronic dance music that you're Uber player. Not, not your thing though. Huh? That doesn't make you feel what you want to feel. It doesn't make me feel anything other than a nerd wrote it.
- Speaker 2: [01:08:39](#) All right. So, my 13 year old son. Oh my God. I'm 13-year-old son and you would not get along. There you go. He's not musically.
- C: So, hey look, my wife likes EDM. They'll get rid of where they may. She didn't show it.
- T: Chris, thanks so much. This was really fun. This was a blast. I had.
- C: Great Fun. Really.
- T: Thank you very much. Um, let me know when it appears, if it ever appears, and send me a link or something. However, this one and, and truly next week, if you are a, if you are around and open, we would probably, one of us would probably be open. We'd love to grab a drink. I wine Tuesday night. I'm definitely

around. Okay. I know my wife said a barbecue, so if you want to hang out Tuesday night for a drink, let me know. Great. Great. Great. All right. I'll be in touch. Thanks, Chris. Pleasure. Thank you. Yeah, thanks, Chris. Have a good day.