



Ray Edwards Show, Episode 578 Richie Norton on Anti-Time Management

Announcer 00:04

The Ray Edwards Show. This is the podcast for prosperity with purpose.

Ray Edwards 00:10

Hello Everybody! Welcome to the Ray Edwards Show. I'm so excited about the guest we have here today. This, this man has written a book that has done for me what no book has done in a long time, which is made me stop and really have to think and read carefully and reread and process the ideas he's sharing, and I'm going to get him to share those ideas with you. I think they're going to be revolutionary and change your life. I'm talking about Richie Norton. He's an award-winning author and serial entrepreneur. He's an executive coach of CEOs. He's featured in Forbes, Bloomberg, BusinessWeek, Inc, Entrepreneur, Huffington Post, and Pacific Business News recognized Richie as one of the top 40 under 40, best and brightest young businessmen in Hawaii. He's one of the world's leading thinkers and top 100 coaches as honored by MG 100. He's the CEO and co-founder of Product, an INC 5000. Company. He's written several books, I'm embarrassed to say I haven't read any of them. But I'm going to read all of them. Because the one that got me here was this one, *Anti-Time Management*. Dude, this is such a, I can't find the words, I'm a writer can't find the words, it has so much impact on me. I started out doing what I do with most books I get from people, which is I skim them and speed read them. And then I stopped about 10 pages in, and I realized that's not going to work with this book. I've got to slow down. Because it requires thinking, it's not just a bunch of light, airy repetition and regurgitation of stuff you've heard before. So after that huge buildup now, I'm not sure what you're supposed to say. But welcome, I'm so glad to be talking to you.

Richie Norton 01:38

I just, I just said, ah, that I'm hearing one of my heroes say all these nice things about me. I'm just so grateful to be on here. You're so cool, man. This is gonna be a lot of fun.

Ray Edwards 01:48

It is going to be a lot of fun. The only thing that would make it funner is if we did it there. But that may come sooner than you think.

Richie Norton 01:54

Okay, all right, let's make that happen.

Ray Edwards 01:55

I've been longing for a trip to Hawaii to happen. So I want to I want you to start with, let's see, I want to start with your story. Because I didn't really know your story. Until I've read this book. And then I started reading your story. And I did a little more; went and watched some videos online that I dug up interviews with different people. You've got an amazing, remarkable story of how you got to where you are in life right now. What gave you the mindset you have now versus the normal mindset people have? As a general rule?

Richie Norton 02:22

That's a great question. The only real answer is I don't know, you know. But I'll tell you some of my life experiences. Briefly, I'll start with some of the sad parts. So my brother-in-law passed away at 21. And he was living on and off with us for about five years. And when that happened, all the things you can imagine, you know, happened. But as I reflect on it, it crushed us. It crushed the way we thought life was supposed to be. Like we're taught, you will learn, and then you'll have a profession, and then you'll live. Now, my brother-in-law, Gavin, he lived, he lived a great life, but his passing was, again, the only word is unexpected. And that just the whole idea that you can wait until you're retired to do what you want to do. I know in today's terms, we all most of us realize, yeah, it doesn't work that way anymore. But it's still in us. It's been ingrained in us for a long time.

Ray Edwards 03:28

Yeah,

Richie Norton 03:29

do all these things and then do the thing. A few years later, my my, we had our fourth son, and we needed him, Gavin, after my brother-in-law. And he filled the hole in little ways that you know, he could that we, you know, thought about him, but he got this cough. And when he got this cough, it was, you know, babies get coughs, and we took him to the doctor. They said he's fine. It persisted. They said he's fine. They said it's RSV. It wasn't, they said he's fine. Eventually, one night it was so bad. You know, we're doing everything we can, and then we go into the emergency room, and they keep us there. And they keep us there for some quite some time, even days. And eventually, they test for something called pertussis, also known as whooping cough. And it was just too much on his little body. I remember a nurse coming in. And she, she said you guys should stay that night, and my wife and I like looking at her like, what is she talking about? We always stay the night like this is a thing. But we realize he was just trying in a kind way to let us know that this was the end. And this isn't something I always share everywhere. But my wife and I, we, we knew that this could destroy us. And we told each other whatever we could do, whatever would happen, we would try and make this experience bring us closer together rather than further apart, not knowing what the future would hold. But that was what we told each other we would do. And that was our promise to our little boy. And I remember they took all these wires and tubes out of him I held them for a second. She rocked him in a rocking chair. I'm just on my knees, were singing lullabies. I have my hand on his little heart, and he passes away. And horrible experience like that. You want to be the parent that protects your kids. And it was not possible. Someone asked me, a mentor, what did you learn

from this experience from your, from your brother-in-law passing away, from your son passing away, and I call it Gavin's Law. And the concept is live to start, start to live. Because when you live those ideas that are pressing on your mind, you really will start living. And there's so many people that are walking around like the living dead, they're still alive, but they are not living. But at the same time, they have this thing, nudging. And they don't do anything about it. Because they're there, they're afraid, or there's, there's pride, they they're afraid of looking stupid. That's the idea of *The Power of Starting Something Stupid*. Anyway.

Ray Edwards 06:06

I just want to press I want to press on something a little bit. People walking around like dead people, I immediately thought of the movie *The Sixth Sense*. I see dead people everywhere. I think I see them too. I think I have been one most of my life. But what do you mean by that, specifically? If somebody's walking around, they're like the living dead? What does that? What is that experience like?

Richie Norton 06:29

I guess I could say I've been there too. You know, maybe it maybe all of us at some point in our lives, or maybe someone listening to this is there right now. And I guess it could get it could get pretty heavy. But on a lighter side, I would call it go steps. You're doing all these things. That leads nowhere, and you end up leading a phantom life, but you believe you're doing the right things. On the other end of it, you know, there's just that heaviness of, I really don't know who I am, what I'm doing, why I'm here, what's going on, and going through all the motions, or you're completely desperate. But in both those situations, in many cases, there is a thought in your head. And it could be crazy. And it could be wild, it could be super normal. And just the craziness of it is that you're afraid of what other people are gonna say about you for trying something new. But when you lean in to stupid when you lean into that thing, when you avoid the traditional time management goal setting things that have always told us take some steps, and eventually you'll get to do the 11th, maybe, and just do the thing, it changes the entire decision tree of your life. Like Like, you make a decision there, a tree evolves, and then you start making choices along this path. You can completely change that decision tree by making a different choice from the start. So the idea is to live your values, not time them.

Ray Edwards 07:56

Okay? Yes, yes. Now, this is something that I struggled with most of my adult life. I've been through every time management system. I bought every seminar, every planner, every piece of software, every evaluation, every four-part personality type, trying to quantify and turn my, the fulfilling, make my life more fulfilling by being able to put it into a spreadsheet and a calendar.

Richie Norton 08:22

Yeah. Yes.

Ray Edwards 08:25

And that should make us all laugh like you just did. But it didn't make me laugh. I took it so seriously as a pursuit.

Richie Norton 08:32

Yep.

Ray Edwards 08:32

When you say

Richie Norton 08:33

I get it

Ray Edwards 08:33

When you say in the title of your book, oh, wait, I'm getting ahead of myself.

Richie Norton 08:38

Okay,

Ray Edwards 08:39

let's just go back; you and your wife had this wake up- two huge wake-up calls, losing your child; I have no words. But what, what happened after you made that promise to one another, that you were gonna,

Richie Norton 08:54

You know, this is important for anyone who's gone through grief. I believe that grief is a tunnel, not a cave. And in that sense, it's okay to feel down. It's okay to sleep in for what seems like forever. It's, oh, it's okay. You know, it's also it's, it's hard because when you do feel good, you end up punishing yourself for feeling good because something bad just happened. So there becomes this downward, downward spiral. But if it's a tunnel, not a cave, that means that if you continue to walk, you eventually get to something. And I'm not. I don't really like the idea of, of personally, of moving on, because I feel like it's still with you. But I do like the idea of moving forward and becoming better because of it. You know? So we tried all kinds of different things. We started traveling more with our family for extended amounts of time. And people are like, Oh, I can't do that I have a job. We could talk more about that I get it. But that's what we did. We huddled up, you know what's funny, when you have little kids in a car for a couple of months, or several months, or even just a week, or even just a day? Do you know what happens when your car's little kids for like a long time, it gets crazy, man. It gets crazy. So you're not running from all the things that are happening, you're actually providing an opportunity to let them out. And this is important. So

Ray Edwards 10:34

Instead of just going back to routine, habitual life and trying to make make it look like everything's just like it was, when it's not, and it never will be.

Richie Norton 10:43

Yeah, it's true. Like, life's really good. Like if, and I'll keep telling some of my experiences, and I'm sure you'll share yours. And people are, are thinking about it in their own way and relating to it or not, whatever it is. But there's not It's not like a judgement like life. Life is life. Here we are, and we're experiencing it. But we do have choices. And sometimes, we make choices that are not in our best interest. And sometimes, those choices we make that are not in our best interests were taught to us as if they were, and that's what I'm challenging. You know, I want to say let's rethink this, especially in a new era, you know, and a new time. And when, when things

have dramatically changed, we already know they aren't working. Why are we bringing these 19th and 20th-century practices into the 21st century? They served their purpose. What does it look like for the next 100 years? And more importantly, what does it look like for me today? Yes, and I'll just keep shooting this real quick. So we can talk more in-depth about the principles. But

Ray Edwards 11:43

I think it's important that you do share because the context of your experiences for me opened the door for me to be able to hear what you had to say about the practical stuff.

Richie Norton 11:52

That's nice of you. I appreciate that. So we were doing our thing. Eventually, my I won't get into all the details. But at some point, we meet this family, and we are not, I'll preface it this way; We were not foster-certified parents, so whatever that looks like. But this family, three little kids came into our home. Without getting into the details. It was an interesting situation. CPS ended up coming to our house. And they were going to take these kids away. Not from us, but from the situation. They were, they were in, obviously. And I said, where are they going to go? And they said, Oh, you know, nobody wants three kids. I'm like, how do you say that out loud. But just being honest. And okay, well, they say, well they're probably gonna sleep in our offices. And I'm like, Okay, and then what? Like, yeah, they'll probably get split up in different homes. So I'm thinking, like, you're gonna split up a seven-year-old girl and one-year-old twins. I say, well, we'll take them. Like, we'll take care of them. My wife immediately like, like we said, at the same time, it was like, it'd be like, well, of course, we will. And they're like, you're not Foster. Like, you can't do that. Then they say, well, actually, since they were placed in your care, we can call it kin before we got involved. They were always involved, I guess. But we'll call it kinship placement is where I'm getting to this is overnight. We went from four kids to three kids, then overnight, we went to six kids. Wow. And there was no situation where the state was paying us or anything like that because we weren't these Foster, you know, situations always. We fully got involved in learning how the system works, or rather, doesn't work. And after about, you know, two years, like we fell in love with these children, you know, we hope to adopt them, and their lives were changed. My wife's a miracle worker. It was I don't want to get too deep into this. But it was it was a blessing to us. We were not, it was, it was way more important. You know, I think that the change that happened in our family than anything, but those kids' lives were dramatically changed. And they ended up going back to, to the family, which was a wonderful thing for them and also a horrible thing in many other ways, as you can imagine. And it really was scary even today. We don't know where they are. And what's weird about this is when someone passes away, there's a finality to it. You know, we may have a belief system that will we'll see them again, but in this situation, there's no finality, they're out there, these things might still be happening, etc., etc. Yeah, that, that crushed us. So we decided we're gonna do what we did before we're gonna get out of here. But together, we're gonna huddle up just our three little kids again. And we're going to travel. And we were going to go from- start in New York on a one-way ticket and just drive around the country and see what happens. And side note, this forced me to learn how to work from my cell phone, phone from anywhere, by the way, because we weren't like, we didn't have like, all this money, like we were making money on the road as we went, right. Okay,

Ray Edwards 15:29

You weren't being an influencer, you're just trying to make a living with your phone?

Richie Norton 15:33

Yeah, like, you can either do it in the office, or you can do it from your phone, can't you? All right, might as well just try it for my phone. Right? So. So it again, that whole decision tree, it changed the way things happened. Anyways, on the way to the airport, my wife is actually gonna go before us for a conference or something. My, my wife starts stuttering, her name's Natalie, Natalie starts stuttering. And I'm like, What's going on, and all of a sudden, I realized she can barely talk. And she forgot our names, didn't know what was going on. She had a stroke. And I don't know what made it happen. But she had a mini-stroke. And all of a sudden, I'm in a situation where my wife's memory is gone. And we go to the hospital, emergency room hospital, all these things. And turns out they do all these scans, and they can't find anything wrong. They know what happened, they're not sure what's going to happen again. And we're like, Well, what do we do now? Sorry, I just, I get emotional thinking about. They're like, live your life. I'm like, Hey, we were going home, we're gonna go hang out, you're gonna, you're gonna rest do your thing. And my wife is so brave. She's like, No way I'm getting on that plane. If I lay down now, I'm never getting back up again. I'm like, I can't stop you. So so she gets on the plane, she goes to New York, she has a friend that meets her there, make sure she's good. We get there. And we spend the next six months on the road we traveled from not knowing where we would sleep at night. By the way, we were camping at campgrounds or doing whatever we can do. It's super fun. But we went from New York, to San Diego, Mexico, Canada, wherever. Ended up back in Hawaii at some point, and I share this experience with you. Because that's what made me start thinking this way. I didn't just write this book on anti-time management cuz I was like, oh, I'm gonna be like, so counter, you know, like counterculture or something. I'll just like, wait, wait, wait, wait, wait, what's working? What's not working? Let's talk about this. And as I've worked with my clients, and talk to them and run my own businesses, I realize there's another way there's a lot of people doing it this way. But other people should know it too. My wife got her memory back. She's fine. You know, all as well. I'm gonna keep going with this real quick, okay?

Ray Edwards 17:49

Yeah. Please do.

Richie Norton 17:50

So we, we come to Hawaii. And at some point in time, my, my son is crossing the road, I'm on a, I'm on a, I'm on a trip, I'm at one stop speaking somewhere. And I'm gonna be going to China for some, you know, I create products. And we're gonna go there. I get this call, a couple calls from a friend. And then texts. Lincoln has been hit by a car. And I'm like, what, and I call my son had been, he was I think he was 11 at the time turning 12. He just was crossing the highway here in Hawaii, and a distracted driver, who didn't see him at all. ran him over. When I say didn't see him at all. I mean, he didn't slow down. The guy pulls over, and the aftermath, you know, and so now I'm like, oh, like what? Like, what's going on? He goes to the hospital, he should be dead. Like, he had all kinds of different, you know, things happen in the hospital. Miracle he, he's okay, he's out riding these now 20-foot waves. But at one point, I thought, Does God hate me? What's going oh, like, what are all these things that are happening? And I realized a couple things. One, I humble I was like, humbled this like, this didn't happen to you happen to them. These are things that you're experiencing in there. And I was like, okay, also, they weren't, like strung together. Like they weren't attached to each other. These are separate incidents, you

know, and I'm stringing them together because I'm attached to them in some way, shape, or form. And I thought, you know what, just love God unconditionally. You go to work. You don't have to lose all the things you believe in. Go to work. Yep. And that gave me the courage to keep going. And culminating to this experience where I'm in Nashville. And I get this text from the state saying that Hawaii is about to be hit with a ballistic missile.

Richie Norton 19:57

And like, I'm like, what's going on? And they said, this is not a test. And everyone in Hawaii at the time truly believed that Hawaii was about to be blown up North Korea.

Richie Norton 20:13

A few years ago, and I'm like calling no one's answering, you know, when, when this tragedy has happened, like, you know, in an area when, when disasters happen, though none of the phones work, you know, because everyone's trying to use them, whatever. I finally get through to one of my kids, Cardin, and dude, the guy, he's crying, and he, he says his goodbyes to me. He's, I love you, dad. I had that experience. Like, what this is the weird thought, the culmination of all these terrible things that, that have happened to me. The weird thought was, besides thinking, I'm about to lose my family, and my home, and the whole Hawaiian island shade, and all those kinds of things, like, the thought was, at least we live without regret. We did everything we could. And we tried really hard. And, you know, I believe that love shows up in how you spend your time. And we decided we were gonna flip that model of waiting, waiting, waiting, and living to living, living, living, and more living. And I think that's a powerful message. It was, for me at least. And I think it's something that anyone can do. And I think it's a learnable skill.

Ray Edwards 20:13

When was this?

Richie Norton 20:17

A few years ago

Ray Edwards 21:23

First of all, just, just want to acknowledge the emotional rollercoaster you just took me on,

Richie Norton 21:33

myself included.

Ray Edwards 21:37

I just feel an enormous amount of love and empathy for you and your family. And, and also gratitude, because you didn't have to come to a place where you shared all that, because you wrote a book, I mean, all these things happen, because you made choices on that decision tree. And I think about how many lives have you already touched just by telling those stories? Because right now, I feel like, I'm gonna go kind of heavy for just a moment, the whole world for the first time ever, the whole world has been through the same trauma, and instantly aware of everybody else's reaction all at once. That's never happened in the history of human beings in the universe that we know of. In all of history, I think we don't recognize, and we don't, we don't know what it's gonna, what it's going to do. I see differences in people already. And I know we see lots of news stories about the division and strife and anger and the things that sell

commercials on the news. Just keep that in mind. I'm not saying they're evil, I'm just saying, this is how they make their money by telling us stories that scare us. And then we get to decide whether we believe the stories or not, but we don't know what it's going to do. And I want to believe, and I do believe, and I'm living as if this is true. It's going to make us all more empathetic, more open, have bigger hearts for one another, have more understanding that we're going to get better, that we're something more than monkeys in clothes.

Richie Norton 23:07

Hmm. Definitely, I 100% agree. And you know, when I think about that, that the idea that never in the history of the world have has everyone experienced the same thing at the same time, of course, when you get granular, it's very different. But from the top level, everyone on Earth was experiencing the same thing at the same time. What an opportunity,

Ray Edwards 23:34

Yes.

Richie Norton 23:35

for positive change. And I'm with you on the news, they have a hidden agenda, and a lot of people can't see through it, and it's messing us up, man. So that's why we got good people like you, Ray, like, let's let's talk about what's real in it most and more importantly, what's what's going on in your personal life and your family? And how could you impact the people that are in your circle of influence? I mean, what more can we do? We can do all the media stuff, but at the end of the day, how does it impact you?

Ray Edwards 24:04

Yeah, yeah, exactly. Exactly. What's the life you're living today? Yeah. And you know, this, this caught my attention in your work. I mean, the title was is a grabber. *Anti-Time Management- Reclaim Your Time and Revolutionize Your Results With the Power of Time Tipping*. And that's good. I like that. You're getting like, I didn't ask you to tell me what you liked, what you didn't like. I'll tell you what I love. Stop managing time, start prioritizing attention. To me, that's, that's a key revelation. I didn't get it. When I first started reading the book. I thought it looked like more management book speak to me. I just passed over it a couple of times and went back and finally said, What does this mean? Stop managing time. So that's me making the boxes in my day, saying this is my writing box. This is my Zoom call box. This is my seminar webinar box. I Have it from 1pm to 3pm. Stop doing that and start prioritizing what am I paying attention to?

Richie Norton 25:05

Yes.

Ray Edwards 25:06

And I had this, maybe not everybody has this feeling. I had this feeling that, oh, I'm doing all those things every day, and I'm not paying attention to any of them. So

Richie Norton 25:16

True.

Ray Edwards 25:16

That was a wake-up moment for me. I feel like so many people are gonna pick up your book, and you're gonna maybe read, do what to do with most books and read a couple pages and think, Oh, I know what this book's about. No, you don't.

Richie Norton 25:29

I love, I love that you say that. Because I feel the same way you have to write, you know this as a writer, you have to write in a way that people will pay attention or

Ray Edwards 25:37

You did a great, great job. Yeah. Jeff Goins, my friend Jeff Goins calls it you got to pick a fight. You got to step in and say, this thing that you think you know about? I'm going to challenge that idea. That's not the way to look at it. Look at it like this. That's what you did here.

Richie Norton 25:53

Thank you. And I know, Jeff, Hi, Jeff. Very cool. Let me give you an example. When I wrote *The Power of Starting Something Stupid*, that book did well; I mean, it's like in 10 different languages. Brene Brown did a blog post about it, like, all these cool things happened. But what happened that I didn't expect was this; People would reach out to me, which was okay, but then they would really want help. So that kind of got me into coaching, consulting, online courses, all that kind of stuff, then they would say, but I want to make a physical product, I have a background in physical products, I do social entrepreneurship. The idea is to help people become self-reliant through self-employment. My first business was actually a cashmere company in Mongolia, which was intended to create jobs. I do a bunch of weird stuff, I get it, I get it, I get it.

Ray Edwards 26:35

I love that.

Richie Norton 26:38

We can talk more about that if you want. But what was fascinating is someone would come to me and say, Richie, I want to start this idea. And let's just, let's just make up. Let's just say widget, for example. Okay? Just why not? No, let's not use that, let's say a pencil. They want to start a pencil company, because it's so plain, right? So they want to start this pencil company. Oh, cool. It wasn't hard to say, Oh, here's the market. And oh, if they want it, here's how it can be sold to them. And then you're like, run it up and make some money. Anybody can do that. I get that it's hard. And there's a whole science to that, but at the end of the day,

Richie Norton 27:10

it's mechanical. You're just doing mechanical steps, and it works.

Richie Norton 27:13

You simplify it and go, you got a product, you sell it. I met a billionaire, an actual billionaire, I think he's from Singapore, and he said, he said he wasn't a smart person. He said anyone can do it. He says, if you can buy a hamburger for \$1 and sell it for two, you can make money, right? So like, you can obviously there's more to it than that. But you can simplify it at the same time, which I think helps us think through things anyways, where am I going with this? They would make some money, and they do their business, whatever it was, it could have been something

cool, anything. And then they wouldn't be quote unquote, happy. I know, happiness is subjective. But what they meant was it that wasn't what they wanted. They wanted, for example, more freedom of time, more freedom of flexibility. They wanted autonomy, they wanted ability. They wanted availability, they wanted to travel the world with their family, they want to do these things they thought they saw that I was doing, et cetera, et cetera, et cetera. And then it was like, I realized this really quick. But for them, it took, took a journey for someone to say, Wait, hold on. Just ask a better question, you'll get a better answer. If you were saying you wanted more time and freedom and flexibility, like every entrepreneur nowadays might say, why didn't you optimize for more time, more freedom, and more flexibility? Why did you two-step and start some business that would take it all away from you? Entrepreneurs start a business to get more time and freedom, only to lose their time and freedom to the business. And that makes me sad. I'm like, What are you doing? The Hustle culture, I'm working so hard. You know what? That's cool. If it works for you do it, no judgment, but don't complain when you say you're busy if you chose to be busy because you don't have to choose to be busy. You're architecting your own life. You get to choose your own world. You can say what how busy you're gonna be or not. Someone hearing this for the first time would be like, What? No, architects don't build buildings. They draw them. General contractors don't build buildings, they sub it all out. They don't even pick up a hammer if they don't want to. So like, there's a lot of ways to do things. And if you start looking at it and say what's the goal, the goal, Aristotle called it final cause then the whole decision tree thing, again, the whole thing changes because I can start a business that creates time, not takes time. And that changes the way I work. So it's not necessarily like what you're working on. It's how you work, change how you're paid, change your life, changing how you're paid, will change your ability to have freedom more than how much you have, to an extent.

Ray Edwards 29:42

Okay, so, where you really hooked me when I was reading the book, what really smacked me in the face is when you quoted, you're talking about that idea from Aristotle. And you're like the only business writer I know of who knows any other quote from Aristotle other than excellence, therefore is then a habit. What we repeatedly do, which is not even Aristotle, but that's, that's a different story.

Richie Norton 30:04

It was Abraham Lincoln. No, I'm just joking. I'm just joking.

Ray Edwards 30:09

You know, Abraham Lincoln said that all the quotes by him on the internet are true.

Richie Norton 30:12

It's true. I remember he told me that yesterday it was really cool. We're talking. So he gave me his hat.

Ray Edwards 30:18

So I'm reading this stuff from you. And it's making, it's beginning to click with me, sort of I'm sort of, I'm really, people are gonna think maybe that I'm acting. No, I'm really this slow. Now I'm really this dumb or something. It just took, I've had this book for like, two, three weeks now. I've got red markings on like every page in the book. I've got pages folded that I've destroyed this book. Because I'm wrestling with these ideas. And something that I did is I started looking at

your business, I know you've you consult, and you've got online courses. And so at first, I was like, oh, it's like everybody else, got the same thing. It's consultant coaching, online courses. But then I started watching your stuff that you're publishing on Instagram, and I'm confused because you're always surfing, you're walking on the beach or playing with your kids or, and I'm like, what do you do? I know you do what you say you do. I know you coach people. But what does a day look like for Richie?

Richie Norton 31:13

It's really, it's really funny because I, one of the criticisms I receive is, is Richie, no one knows what you do. And I, and I say, I know, I'd like to keep it that way. They go, what do you really do, you know? And I'm like, Don't, don't put me in a box until I'm dead, man. You know, like, like, like, let me just live my life and do my thing.

Ray Edwards 31:32

Amen.

Richie Norton 31:33

The coaching consulting and course is, is a is a result of my business. So I have things that are happening. People ask me for help, I naturally help them, not the other way around. Okay, so no criticism to anyone doing it the other way around. Just say that's, that's how I've done it. But a day in the life of Richie, it's, I'm aware of how it sounds. But I will tell you honestly, I don't have an alarm clock. I think if I need one. Sure. I'll make my phone do something and turn it on. I don't think there's anything, few things are more unnatural to the body than an alarm clock. So I wake up when I wake up. If I want to wake up earlier, I'll drink more water at night. You know what I mean? So so but, but I also don't schedule things for early. Unless I have to for some reason. Okay? So that gives me some leisurely, quote-unquote, leisurely time. Oh, to be you. I know I get it. But this could be you, too, or whatever it is you want. Okay. So yeah, I'll wake up slow. do my thing. Yeah, I'm not I'm not the guy. That's like forcing myself not to get on my cell phone. As soon as I wake up, I might as well pick it up and look at it immediately. Like, everyone has their own morning routines, whatever. But then I go when I walk my dog on the beach for an hour, or less or more, why? I don't know. And I'm just checking my emails and doing my updates and doing my phone calls. And eventually what happens is by around, I don't know 10,11 or 12. My wife's doing Pilates I got like, like literally today my kids coming back home from Belize, you know, and other kids doing some, some surfing thing, other kid's doing some sailing stuff, like all kinds of things are happening. And you know, how you get anything done? When do you get anything done? Because the rest of the day looks like maybe more of nothing, or more of doing phone calls, or more of writing and more of thinking. And you go, Well, what are you actually doing? And I'll say it this way. On average, a nine to five person could get the thing done in an hour, from 9 to 10. But because they're measured from nine to five, they spend that time doing that.

Richie Norton 33:51

Yep.

Richie Norton 33:52

I get, I get it's different for everyone. But what I do is I work on projects. So I go this is, this is the framework, purpose creates the priorities because most people put priorities last on their

timeline, ironically. And also, their priorities are not aligned with their purpose. So it goes purpose which creates priorities, creates projects, creates payments, the way I'm going to get paid. So to make this real. The average person would say I'm going to get a job. It's going to be in a city I don't like, but it pays well, or it's my first job, or it's my next job. Therefore their lifestyle is inherently dictated by where they live. When they go to work, the traffic they experience and what ends up happening is their freedom of time are actually bread crumbs of time on the fringe of their life, which are leftover for their family, but they're so exhausted, they actually spend them on Netflix and no judgment. This is real. If you flip that, if you flip that and you go purpose first. that is, this is not some weird ideology a like of like, oh purpose, I'm not, I'm not saying that I think your life is multipurpose, you can do a million different things. But if you put the reason, the job of the goal, first, you then create the castle, and then the moat, you do the thing that's most important, and you create economic and strategic moats around it to protect it. And this inherently changes the way you work.

Ray Edwards 35:27

Okay, so let me try to make, I'm gonna bring this, I'm gonna make this personal for a moment.

Richie Norton 35:32

Bring it home, bring it home, get personnel.

Ray Edwards 35:34

So, I'm, let's say I'm, let's just say, I'm asking for a friend, let's just say that I'm working a lot of hours, I've got a business that's doing pretty well, I've got a small, it's a small company, I got a dozen or so employees, we're doing well, but I want things to grow and be better. Because I want my team to grow, I want them to be paid more have better lives, I want the people who are our customers, I want to help them. I want to help my, my, my team, my family, my, my customers, my clients, people who read my stuff. But I don't want to work 12 hours a day doing it, because then I'm working 12 hours a day. Why? Because I'm going to all the webinars and I'm going to hold the I'm taking all the courses, and I'm studying all the books, and I'm doing all the social media, I've got this long list of things to do. And I'm doing all those things. And it gets frustrating because I even say outloud sometimes. Man, I wish I had some time to do some actual work. That should have been a clue. What do I do in that situation?

Richie Norton 36:32

Okay, let me say just a couple of a couple of like shocking things. And then I'll say some really practical things. Full calendar, empty life. You do time management, you're going to have a full calendar. And it's going to be all distractions. Oh, you can't say all. Okay, fine. A lot of them. And then you go, All right, let's get, let's just get like, let's get real here. I'm gonna go backwards because we just said this, but like, the reason someone operates the way they do, but let's be like, think of this as a, as a principle, the reason someone operates the way they do is because of the way they get paid. Because that's how they measure their success. In many cases, especially in business. So if you are measuring your success as this is how I get paid, which means to this person that you were describing, I have to be there 12 hours a day. That's either true, or it's not true. So then I say, ask a better, but how? So ask a better question, get a better answer. So then I would say to the person, I would say, at the end of the day, let's pretend this whole thing is like successful, you're making all the money you need to make, you're doing all the things you need to do. How would your life look what would show up? And they would

describe an entirely different life, they would describe the life they're working towards. And then I would say, Well, why don't we start there. And work backwards. To oversimplify, but the first step then would to do would be to do a personal inventory of your life. So let me like this is like a teaching moment. Like it's something someone can actually try and do right now. This is extremely simple, but I promise it is so effective, not just because I've done it, but because I've seen lots of people do it, that I, that I shared it with, this is powerful, if you were to take a piece of paper and fold it in half, like long ways. And on the left-hand side, write down every single thing that you do in a day, on average. The reason this is important because I'm just gonna kind of like Fast Forward is, these are all the things you feel like you have to do in a day. I know this because you're still doing it. If you didn't think you, you know, oh, sure, I could outsource it, but you didn't.

Ray Edwards 36:52

Right. Exactly.

Richie Norton 38:15

So up until this point, stop lying to yourself, man, this is what you've told yourself, you're going to do, and you're doing it because of any reason. So a lot of times the way we show up in life is actually us trying to avoid some pain from the past. And we tell ourselves that we're going to become this future person, but we don't act from that future person. We act from the past person. So that past person repeats in the present, the future person gets ignored and never gets to act in the present. All right,

Ray Edwards 39:21

yes, yes. I think you said at some point in the book, I think you said something like, the problem is you're working for the future instead of working from the future.

Richie Norton 39:32

Yes. People are endlessly working towards goals instead of from goals. Yes, yes. Yes. Yes. So you write out all these things. And you look at it, this is important. When you go to any you mentioned this earlier, you mentioned like the strengths testing these personality tests. Cool. The problem is people take them, and they believe them.

Ray Edwards 39:51

Yeah, that's like a religion.

Richie Norton 39:53

Yeah, that's the problem. You know, I'm really good at this. You know, I was in a psychology class

Richie Norton 39:58

I'm a three!

Richie Norton 39:59

Ya, no. I was in a psychology class one time, and they gave us, they give us this little like thing like, hey, just check off all the boxes of things you'd like to do. And then the teacher read back to the class, everyone, everyone got back like the result. And everyone's reading the results. And

the teacher's like, is this the sound like you? And everyone in the class was like, Yeah, that sounds like me, it sounds like me. She goes, guess what? I gave every one of you the exact same result back. This was a trick we just shared about general things that everybody likes to do. Like, do you like spending time with good friends at the movies? It's like, Well, yeah. So that's not to say that real scientific ones, quote-unquote, scientific depending on how they did it, aren't very different and very specific. But I will say this, whatever the intent was of the people creating the personality tests, and the strengths test, that tool is used differently at work.

Ray Edwards 40:54

Yes. Oh, oh, yes.

Richie Norton 40:56

I'll tell you what it's used for no one says this; no one is willing to say it. Because it's too scary. When you get a strength test, and they tell you, you're good at XYZ, you're never getting a promotion out of XYZ, you will never be ABC 123. And they now they have actual reason to not move you to another department literal. And they're like, oh, Richie, you're like making stuff up. Okay, fine. I'm making stuff up, whatever. You also believe that you can't go there. That's bizarre. Humans are meant to learn and adapt. That's the whole like, thing we've been changed. So when I say this, where I'm going with this is sure your personality tests may or may not be true. Sure, your strengths test may or may not be true. But most high achievers I know are sick of doing their strengths. They, they know they're good at coding, but they don't want to do it anymore, man. And when you tell a bricklayer, they're really good at laying bricks, they don't move on to anything else. Because the company's job is not to teach you new things. It's a different world, now things are changing. But traditionally, was not meant to teach you something new it was to optimize your time. Time management, if you look at the history of it, time management was never designed to give you freedom. It was specifically tooled, designed, handcrafted to measure and squeeze every drop of blood, sweat, and tears out of the workers. I'm not exaggerating.

Ray Edwards 42:33

Now, this is the story of the efficiency expert, right?

Richie Norton 42:35

There. There you go. And you can be, you know, what's so funny is you can be completely efficient, and totally non-productive because I can get better at speaking words faster. But that doesn't necessarily produce a better conversation. That's just a weird example. But a real example would be getting really efficient at some piece of a program or, or whatever, but never actually creates the result that creates the value that people purchase, in business.

Ray Edwards 43:06

Yes, Yes.

Richie Norton 43:07

So. Okay, so that was, that was- yeah?

Ray Edwards 43:10

I want to touch press on something that you were saying earlier, though, because it's important in the in the old corporate ladder structure, where we were in the job for 30 years and got the gold watch at the end, and they took care of us, which I'm not sure that ever really did work. But let's pretend it did even for a season or two.

Richie Norton 43:28

Sure.

Ray Edwards 43:28

But in that world, they wanted you to identify your strengths so they could categorize you, put you in the right chair, have you sit down, be quiet and do what they want you to do for as many hours as they could possibly get out of you every week. That's what the purpose was. And you said things are changing, and they are. What I see that's kind of horrifying is, now our marketplace is filled with books and seminars teaching us how to do that to ourselves.

Richie Norton 43:53

I know, I know. I know. That's why I'm like, wait a second, you understand that they the management only realized it could be even more efficient by letting you figure it out on your own right. And get your buy-in at the same time. It sounds it sounds dark. But it's so real, man. It's so real. It's so real. So the problem is too, that the managers doing this stuff, they don't even know that's what's happening,

Ray Edwards 44:24

Right!

Richie Norton 44:24

They're just doing what they're told flavor of the month HR told them what to do.

Ray Edwards 44:28

They're just working on their strengths.

Richie Norton 44:31

Oh, man, you're so bad. It's so true. It's so terrible. But like going back to the example of the person who wants to change. If you were to write down everything that you're doing, you would realize a couple of things. One, that's your entire life showing up on a half sheet of paper. This is like a moment because you as me, me and you, us as people, individuals, we think of ourselves as our past and the future we're going to create, but we show up to our spouse and to our children and to our co-workers. As what's on that sheet of paper. That's how we show up in the world. They got their own stuff. We're not all like psychologists trying to analyze people. Right? Okay, even though we all pretend to be nowadays on the internet. So

Ray Edwards 45:21

That's a whole other podcast.

Richie Norton 45:22

All right, well, tap that one for later. All right. The better question is this, it's so simple. What do I want and like to do? It, you can't do what you love. I'm not even going there. I'm just saying

when you go down that list of things, and you circle the three, four, or five things that you're doing in a day that you actually like and want to do, and you put them on the right-hand side of the page. So now you have all the things you're doing versus all the things you like and want to do, which are things you're still doing. The whole, you know, it's a Pareto Principle comes into play 80/20 rule. 80% of your time, more or less, is probably spent on things you don't like or want to do. I'm not even saying they're productive or not. And then 20% is what you like and want to do if that. Sometimes it's 0%, right? That's when people say like they need work-life balance because they inherently feel that their life is off balance, because they're doing all this drudgery, which they chose, they went to 12-16 plus years of school to do this thing. They chose this, like, Covey says, "Pick up one end of the stick, you pick up the other", right? You don't let's not pretend that you didn't choose this, my friend. That's why this is a personal inventory of baseline; you know of where you're at. But then you go, well, what could I do to free this up? So this person that says they think they need to work 12 hours a day, I'm not even talking about final cause yet, I'm just saying, let's free up your calendar right now immediately, go down the list, and cross off, I call it EDO, E-D-O, eliminate, delegate, and outsource. Just cross off the things that don't need to be done. Oh, everything needs to be done. That's not true. Look at it a little bit closer. And you'll find that every time you cross something off, you get your hour back, but you don't you get more, you get back the bandwidth of worrying about that thing all the time. Then you look at okay, what can I delegate and in this sense, I don't mean delegate by paying someone I mean, just like moving things around. So they fit better with people's roles. It's not giving your trash to someone else. It's that other people like doing this thing. And they're probably better at it anyways, you do that you don't have to know how to do it yet. Just put like the little like the E and the D and the O next to it just so you know what's going on, and the O would be outsource. Now, this is something you pay someone to do. You pay someone to do your taxes, you pay someone to build your funnel, you pay someone to write your marketing copy, great business opportunity, right? You start doing all these things. If you were to do that, as a purist, if you were to do that, look at what happened on that sheet of paper, everything you like and want to do, are the only things you're doing.

Ray Edwards 47:49

Yeah.

Richie Norton 47:50

And an open calendar means everything's been handled because the responsible person still gets everything done. So when I say I'm walking on the beach all day, it's because I figured out a way to have it handled. And then you have on the right-hand side. All this 80% Now free time opened up to either do more of what you're already doing or for new things. And I I've been surprised like so my businesses where I create products for people or I edit videos for people, which I don't do I have teams that do it, you know, we figure that out. To me, it's all one shot. I'm here to give you your time and freedom back. There's a lot of ways to do it. But what happens is when someone gets their free time back, the danger is they just do more work. I see it over and over again. No judgment, do whatever you want. You said you aren't hanging out with your family, but you're doing more work, like congratulations. So you can be hyper-productive. So it's asymmetrical thinking one small move creates giant results. And that's possible by thinking differently through, you know, what I call time tipping and anti-time management.

Ray Edwards 48:58

Wow!

Richie Norton 48:58

People say they won't work-life balance, they don't. In in, in physics, balance means motionless. You don't want to motionless life. That's not a thing. You want your life to imbalance in the direction you want it to go.

Ray Edwards 49:09

You know what's motionless. This.

Richie Norton 49:12

There you go. Phantom life, living dead. So coming full circle here.

Ray Edwards 49:18

Here's what I wrote down. Finally. I want to build my business in such a way that it runs. And I don't have to show up anywhere or do any stuff ever. If I don't want to. And I took

Richie Norton 49:36

Yeah. Yeah,

Ray Edwards 49:38

I took 90% of the things off my calendar.

Richie Norton 49:41

No way.

Ray Edwards 49:42

And I realized just taking them off the calendar. Felt like it lifted 1000 pounds off my back.

Richie Norton 49:49

Man. You're making me so happy and happy cry at the same time. I'm loving hearing this. It works.

Ray Edwards 49:58

Yes, you So I think in, in fairness to the listeners who have been able to enjoy this conversation that I'm having with you,

Richie Norton 50:10

Same. Same,

Ray Edwards 50:10

let's go through if, if we could cover the concept of time tipping, there's two things I want to make sure we talk about is time-tipping and something you call prismatic productivity.

Richie Norton 50:23

Okay, let me put it a very simple way for the time-tipping thing. Somebody who was on a little mastermind thing that I was a guest expert speaking guy at, or whatever, she posted this story on Instagram, where she is just going and hanging out with her daughter as she wrote, um, tipping time. And I was like, Whoa, because, because that's it. And, you know, behind the scenes, she goes on to explain that, like, she's still getting everything done. And she would normally wouldn't have the time, or at least, the thought that she would have the time to spend with her family until later, which normally wouldn't happen. But by doing this thing first, this is now me speaking, she created a positive constraint that allowed her to get it done without sacrificing what she was working for. Why do you think a hardcore, let's just let's just demonize them for a second, why do you think a hardcore manager person would tell you and encourage you to sacrifice everything that's important to you for the job for a payoff in the future. It's for their gratification, not for yours. And then you go like, let's, let's be, let's be nice about like a very benevolent, loving leader who still has this practice. It's just the way it's been done. I've heard that so many times; this is the way we do it here. And the sad part is, this is like, when somebody really like productive and good gets in there and tries to shake things up, their head gets chopped off.

Ray Edwards 52:10

Because they're up on the sheep.

Richie Norton 52:13

"You're gonna make everybody else do this too, everyone's gonna leave." This isn't about leaving your job. This works perfectly inside your job. One, recognize that you chose this job, and this is the way they work. Two, apply the principles where they work, it's like a toolbox, you know, like, pick the one that works, do the thing you can you get back an hour or two, the bandwidth here and there. Eventually, it trickles up into this prismatic productivity, where one move creates a strobe of dramatic results. So like, I actually have a copy of it here. So when you when people look at this, I guess they're getting all kinds of different thoughts or images. But the idea is one decision through prismatic productivity creates many different positive possibilities. But I also look at this backwards. Most people are doing a bunch of different things to try and get one outcome. Why? Just look at your life right now. And all the good things that you have. And just, and just realize, like, there's been a lot of good things that are working, no one's saying to stop doing that. Keep doing that. And then look at like the things that you've been wishing you've had, and then ask yourself, did the traditional way that I've been working, get me those? And the answer is no. Otherwise, you'd already have them. And then they'll say, well, we'll just take some more time, and you go, maybe, but are your activities aligned with doing that. So let's use the Aristotle example. So Aristotle has this for-cause theory. And the idea is that if you're going to create something, ultimately, an acorn becomes an oak tree, but you need the material, the form or the design or whatever for it to become the thing it's going to become, you need an agent or someone who's going to put it together, whether that's natural, or you know, a person doing it. And ultimately, it becomes the thing. And academics Look at this. And they'll always use this example of a table. And they'll say, so you need wood, you need a plan to make the table, you need a person to put it together. And then you have this table. And they call that final cause. And I look at it, and I go, hold on. What's the purpose of the table? If the goal is just because I have some family coming over or there's an important business meeting, or I want to do something, there's UberEATS. You literally can go to a food truck

across the street. Because if the goal of the table was just to have a fancy dinner, you can have a fancy or non- fancy dinner anywhere. And the real goal of that was probably to have a positive experience. So once you start thinking about the positive experience, it doesn't have to be dinner at all. It could be something else, you guys, you can go on a boat together. So when you realize I set the goal of the goal is something different than your goal, when you realize that the goals you're setting from experience are tasks, and the goals you're setting, outside experience are growth, it gives you a million different possibilities and how to achieve it.

Ray Edwards 55:15

Goals you're setting from experience are tasks. So that means you already know how to do it. Yeah, you've already decided. That's how we do it around here. You know how it will be done, you know what will happen, and that's your goal. That's, that sounds horrible.

Richie Norton 55:34

You and I have lots of friends that love goal setting, and I think they get it, but the way people interpret it, they get right back into starting that pencil business and not focusing on the time and freedom they want with their family.

Ray Edwards 55:46

Yeah, totally. I agree. And I any of my friends who are listening don't feel like I'm, this is not dissing your system. I know people who use all these tools and who are living a life of liberated freedom. And I believe in many ways, prismatic productivity. But I think you're the first person I've ever heard put language to these concepts in a way that shakes people awake and gets them to see reality for the first time. It's like you put on the 3d glasses and realize, Oh, you mean the whole movie was supposed to be like this?

Richie Norton 56:20

Thank you, honestly, thank you for saying that. Because I've never really said that out loud. But I almost went in here and thought I needed to create an entirely new language like a dictionary for goal setting because people use the word goal for brushing their teeth everyday in the same sentence that they you use to make a million dollars.

Ray Edwards 56:37

Yep.

Richie Norton 56:37

So I literally I did tons, you know this as as a writer, I did so much research. So I didn't list it out, like some new vocabulary, but I did write it in like a new vocabulary.

Ray Edwards 56:51

I think that's, that's powerful. And I want to if we could walk through an example of transforming like an everyday task, doer kind of situation into a prismatic productivity situation.

Richie Norton 57:09

Let me put it this way. The word people are using today is work-life flexibility. I'll give an example. Let me just frame it this way. Work-life flexibility. It's a great word. I like the word. It's a great term, okay. It's better than then work-life balance. But now, that flexibility has become a

corporate benefit. It's no longer a perk. They're reaching their hands into our lives and still controlling us. First. Yeah, Frederick Taylor is the one that invented scientific management, time management, time-motion study, that kind of stuff. Today, there's a word for it. It's called Digital Taylorism. Now, they're they're, they know if we're going to the bathroom or not. They know if we're we know like, if we're on the clock or not, it's like, overboard, guys.

Richie Norton 57:38

So basically, time management means management means control. Time management does not mean you're controlling time. It's who controls your time that matters. So in time management, specifically, this is not the stuff that self-help people have incorporated accidentally. Time management means that they control your time. Anti-time management means you control your time. Time management means they tell you what to do. Anti-time management means you decide what to do. Now there is a you can mix those together, you can do whatever you want. When people say work-life flexibility, I define that as three things; autonomy, the ability to choose, basically, availability, am I available to do this at all, because a lot of the very rich and even famous people I know are not available and they want to be they are not, they are not. They say they will say money is easy, time is hard. I've heard that literally that term from a venture capitalist. Okay. So autonomy, availability, and ability. So whatever it is you want to do, by using these ideas through anti-time management and time-typing some of the things we're talking here, you know, in the book, I talked about project stacking, you know, I talked about work syncing, talk about expert sourcing, there's, there's a number of terms I've created to help you operationalize the way you work. But this is how it would feel if you were using time-tipping. You would feel like what you said, Ray, where 90% of the stuff you thought you had to do, you don't have to do anymore, and it feels like a gigantic weight lifted off your shoulders. It allows you so that when tragedies happen, as it happened to me, it allows you to make better decisions and better choices because you've created room for those. You want to know what's not on a super productive person's calendar. What to do when a disaster happens. What to do when your kid calls you and says I need to come home because I'm sick. That's not on the calendar, man. That's what I'm talking about.

Richie Norton 57:38

And so often, those are the things that get outsourced today.

Ray Edwards 57:38

Yeah,

Richie Norton 57:47

Hmm. That's a good point.

Ray Edwards 58:00

So and I don't want to put any judgment on anybody. But I'll tell you my own little story that happened about 11 years ago, I was diagnosed with Parkinson's disease. And at first, it was, it was shocking. And it was not too much trouble because nobody could tell really, and I took some medicine for a while, and people still mostly couldn't tell. But eventually, it's come to the point that it's rather obvious if you're around me very long that something's amiss. And this, for those who don't know, it's a neurological degenerative condition. It doesn't get better, there is no cure. And eventually, you end up pretty much helpless, perhaps some even get dementia. So

it's, it's not a good prognosis. And my first reaction was to say, Well, I'm not going to participate in that future. Thank you very much. And I went to work on doing things to fix the problem because that's what I did. I was an entrepreneur, I could fix anything, except I couldn't fix this. And I came to a decision point where I had to, I understood clearly, I don't know when the end is going to come. But I know now that it is, in a way I did not know it before. Before I knew it intellectually. Now I know it, like in my body. Every day, there are reminders. And so the end became very real to me. In fact, I have, I have a tattoo on my forearm, you can't see because not focusing, but it says memento mori; remember your death. And it's not a grim thing for me. It's just a reminder that only here for a little while. And I want to be doing the things that are important. And I don't want to look back on my life and say, Oh, I wasted that.

Richie Norton 1:02:18

That's beautiful. Beautiful.

Ray Edwards 1:02:20

This was another step on that journey for me reading this book. I've done many of the things that are in here, and many of the things that are in here, I have not done so. I guess that's why it was magnetized by the book. And it really got my attention because it felt like, here's, here's some new steps along your path. Because you know, it's a path, it's a journey, it doesn't end until we're gone. Honestly, so many of the things I used to do to get myself busy doing stuff that really is not my deepest priority was so habitual, it'll creep back in. There's a saying that no matter how many miles you've walked down the road, you're still only two or three steps from the ditch.

Richie Norton 1:03:00

Yeah, you, you are an inspiration because, first, I'm like, I'm sorry. And I'm also so grateful because of how you show up and have for years. And I'm sure most people don't get a chance to tell you this because, you know, they don't get a chance to talk to you, but like, thank you. It means a lot. It means a lot to a lot of people. And you should keep doing this. You should keep doing it.

Ray Edwards 1:03:30

Well, to quote one of the world's great philosophers, the owner of Chick-fil-A, it is my pleasure. It truly is. A friend of mine sent me a DM this morning and said, How you doing? And I said I am the luckiest man alive, as far as I know. And I really feel that way. Most of the time. Sometimes I don't. But most of the time, I feel that way. So it is my pleasure. And it gives me the opportunity to have conversations with really super smart people like you. Really, people who inspire me, who made me, made me step back and reevaluate what I'm doing. When I went through into that calendar exercise, here's what happened, I started having crazy ideas come into my head about, you know, now that don't have all that stuff on my calendar. I could go write detective novels. That's not a super smart business decision. But I kind of liked that idea. And I don't feel like I have to wait five years to do it. That may not be everybody's ambition. But it wasn't my ambition, either. Just just a dream that popped into my head when I gave it space to do so. And I think that's what this book can do for a lot of people. So if any of this resonates with you, if you feel like this could help me, these ideas could help me break I've tried all the other time management systems and productivity systems, and they're not working. And I can't do goal setting anymore because I'm tired of having 10 things to feel bad about every year. Read this

book and follow what Ritchie's doing. Because I think this is important work. And it's for a time, like the time we're in right now, when the world has just gone through this big shift, this big change, this big trauma, and everybody's trying to figure out what am I going to do now? That's why there's recession and inflation and chaos, because people are in transition. And transition is painful, is what I hear. But it's required before you can give birth to something new.

Richie Norton 1:05:36

Everything you said is, is profound. And when people ask who I'm writing for, I realized that I'm not writing for an age group. I'm not writing for a certain person in a certain situation in a certain place. This isn't like a demographic, this is a psychographic. This is a way of thinking.

Ray Edwards 1:05:57

Yeah.

Richie Norton 1:05:58

And isn't that where everything starts and begins and even ends and changes. And I love what you're talking about, like, you know, habits, and also like changing them. And, you know, I fully believe we have to get beyond habits, beyond strengths. Beyond goals, because those are means, not ends, we've made them ends unto themselves. Yeah, we're obsessed with habits, obsessed with goals, obsessed with strengths. And it's like, did anyone ever stop to remember what they're for, and that is

Ray Edwards 1:06:34

And agree, you need to drink water and brush your teeth. You don't need an app to be able to do that.

Richie Norton 1:06:39

And that's what time-tipping is. It's acting from where the dream lives their dream lives, beyond the habits, beyond the goals, beyond the strengths, let's start there. And then, we can design the correct aligned activities that will protect, provide so that your personal priorities advance your professional ones, and your professional priorities propel your personal ones. That's the opportunity of the 21st century. This wasn't a possibility, in the Industrial Revolution, post-era revolution, the efficiency movement, quality wasn't a thing. But here we are. And we are standing on the shoulders of giants, and it's our opportunity to take a stand or do our thing. But ultimately, it is a matter of thinking differently.

Ray Edwards 1:07:36

Indeed, get the book. It's called *Anti-Time Management*. It's by Richie Norton, there is a link in the show notes of this podcast. And what I'm going to recommend you do is what I always do with any important book that I get. I get three versions of the book. I get the physical version, because I, I love physical books, I get the Kindle or e-reader version, because I like to be able to highlight and take my notes digitally. And I also get the audio version, because I like to listen while I'm walking. Or maybe if I'm on the treadmill or something like that. Or if I'm doing some other task. Although frankly, these days, I don't do as much of that as I used to because I'm listening more intentionally. If I'm washing the dishes, now I'm washing the dishes. And that's all I'm doing. It's a crazy thing you should try sometime. It'll blow your mind. It's almost like

mushrooms. So get the 3 versions and dig in, you're gonna love this. If you will allow it to, it can help you change your life experience.

Richie Norton 1:08:45

Thank you so much. That was really, really, really fun. I really appreciate it. Thank you so much.

Ray Edwards 1:08:52

I love you too. And the pleasure really is mine. And I know I don't know when or where, but we're gonna see each other soon again.

Richie Norton 1:09:00

Make it happen.

Ray Edwards 1:09:02

All right, brother.

Richie Norton 1:09:03

All right, man. Thanks so much.

Announcer 1:09:08

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