

# EP 16 - Dealing with Overwhelm

[00:00:00] What if you could build a business in the modern world as big or as small as you want without having to compromise the things that were the most important to you in the very beginning? This is the Wealthy Consultant Talks podcast with Taylor Welch and Mike Walker, and they share with you today their learning lessons from stories in their experiences over the past 10 to 15 years.

[00:00:24] And share with you right here, right now. Let's get into it. Hey. What's up everybody? Welcome to an episode of T W C Talks, Taylor Wal. Here we have Mike Walker, the infamous master of Steel, master of Steel. Dude, that's, that's you. I don't know why, but it seems fitting. It seems fitting. I'll take it. Is that the s on my chest then that I wear all the time.

[00:00:48] Huh? That's for steel. Exactly. Exactly. Got it, got it. Um, you are, you know, Mike is a, a little bit of a. Of a Superman, I would say. [00:01:00] Uh, so you could get away with that. The amount of stuff that you juggle on a daily basis is, uh, is is insane. We're talking today appropriately about how to deal with overwhelm in your business.

[00:01:14] Now, I'm gonna just go right out on the front and lead with this. If you are not experiencing overwhelm, at least to some degree in your business, It likely means your business is small or doesn't exist, or there's something wrong with you. Psycho imposter syndrome, right? The only people who don't deal with imposter syndromes are like psychopaths and, um, crazy people.

[00:01:45] There's an element to this of when you build something, if it's being built at full steam, you are going to battle. At times this feeling of overwhelm. So it's normal. [00:02:00] There's nothing wrong with you. Be patient with yourself to a degree. And in this episode, I think is gonna be incredibly helpful to give you some of our tools, frameworks, and perspectives on how do you battle through overwhelm and how do you use it to your advantage.

[00:02:16] Yeah. Yeah, a hundred percent. I think, and one of the first things that comes to mind when we, when we discussed, you know, bringing up this topic for this episode was just knowing that the feeling of overwhelm. Just expect it. If you are pursuing. You know, higher levels in your business, in your life, et cetera.

[00:02:33] Don't go into like, whoa, what is this? What's this weird feeling? Nah, just say up there it is. I knew this was gonna come great. Just acknowledge it. Don't be surprised by it. That alone, just, just being okay with the fact that, yeah, that's one of, this is one of those times and just being okay with it. That alone can eliminate a lot of the, the stress and the, the mental gymnastics that's going on between the ears, you know?

[00:02:58] Yeah, I was, I [00:03:00] just recorded a video for, um, my personal YouTube that the team is uploading tomorrow, and it's about basically dealing with the mental blocks of resistance. And, uh, one of the things was to develop a, a course or make sense attitude when things show up and they sort of try to kill you or they try to slow you down like they're, um, Because of how many clients we've had, thousands and thousands and thousands of humans have like come through and we've built their brands with them.

[00:03:30] I have seen firsthand a predictable pattern. Someone will make a decision. I'm gonna level up here. I'm gonna move forward here. I'm gonna build my business here. I'm, I'm not, everybody hits this moment with I'm who I am and how I'm living is no longer acc accept acceptable. I have to change. They make this decision to change and then, This blowback effect happens where it's like the world, the god, the universe, whatever you get challenged.

[00:03:56] Mm-hmm. And the commitment that I've cautioned students and clients to make [00:04:00] is don't take this as like some sign that you shouldn't be growing. Just be like, of course it makes sense. I made a decision, now I'm being tested. You know what I mean? Yeah. Like go in the gym and then being surprised that you're sore the next day.

[00:04:11] It's like, no, you're, you're gonna feel this. And to your point, when we at the top of this call, like if you don't feel it, then you're not, obviously you're just standing around the gym, but you're not actually lifting the weights, you know? Yep. A hundred percent. So you have written here some of the signs of overwhelm.

[00:04:24] We can get into that just to make sure that people understand what's actually happening when they feel this way. Yeah. You know, I mean, you've gotta know the signs you've got. You can't fix something if you don't even know it's broke in the first place. So, uh, lack of focus, um, increased stress. And decrease productivity.

[00:04:43] Um, I find that that decreased productivity element is kind of ironic cuz a lot of times when people feel overwhelmed, they speed things up, they

start moving faster and doing more things and thinking that that's somehow gonna help. And yet, um, they're confusing that activity with productivity.

[00:05:00] And so it's, and oftentimes as cliché as it may sound, To say, sometimes you have to slow down the speed up.

[00:05:08] And, uh, you and I were jamming on that even, uh, last night about the, you know, is what I'm doing the actual most productive highest lever activity that I can be doing right now. So slowing down to speed up is, is a good place to start. Yeah, it was. There's a, uh, an author who's a, a, a genius author. His name is Dr.

[00:05:28] Ben Hardy. He's written a lot of books. Personality isn't permanent. Willpower doesn't work. The gap in the gain, him and Dan Sullivan are writing a lot of books together and his most recent book is called 10 x is Easier than two x, and it's one of the best books I've ever read in my entire life. He sent me an advanced copy.

[00:05:47] He is like, what do you think about this? Wow. And I said, dude, this, I, so I just bought 300 copies for team partners, was like, you can't partner with me if you don't read this book. You can't work for me if you don't read this book. Like it's, it's one of the best things I've ever read. And we were talking [00:06:00] about this last night.

[00:06:01] There's like people who are focused on like just linear, short, optimal, like optimization type growth. It's actually harder to do that. And it, it involves more overwhelmed than if you get into this 10 x like the, the person you have to become to grow something. 10 X is different. You have to become a different person.

[00:06:20] And that's what we were talking about last night was like, know people spend so much time in the weeds doing, doing, doing, doing, but if they would just stop for a minute and think. What has to be true for me to go 10 x in this situation and work half the hours? This is like a constraints based thinking.

[00:06:40] You can study Keith Cunningham. Mm-hmm. To who kind of pioneered this, you know, what needs to be true about my skillset, about my time management, about, you know, my intellect, for me to triple my income while cutting my working hours in half. And you start asking yourself these questions, which requires deep thinking.

[00:06:59] And [00:07:00] what you do is you slow down so that you can think through, and then when you implement the answers your life. Goes up in speed,

but it decreases in effort and this is really intense on the front end. This is why when clients come in and work with us, some of them love it, some of them hate it, you know, the people who, uh, who understand what we're doing, they're like, this is amazing.

[00:07:24] I just had to answer, just go through a hundred documents and then, you know, it's not that bad, but it, it can be overwhelming because they're having to go through. What do you want? How do we get there faster? How do we get there easier? How do we get there in a way that that actually gives you back your time?

[00:07:39] And it starts on a frontloaded level of thinking through your life, your problems and your outcomes, rather than doing through, you know, it's a really interesting paradox. Mm. I love it. I love it. Yeah. Part of that process of slowing down, I found for me just. From a tactical [00:08:00] standpoint, I guess would be getting everything out of my head.

[00:08:02] You know, I find that if it's just in my mind, that can really get things, um, cloudy. So what I, my little strategy there is just to spend 30, 60 minutes, whatever it takes to do nothing but just pin to paper, no other distractions, and just everything that is on mind. Get it out and on paper. Just full flow of consciousness, just get it out so that I can then take it from the ether of thought to something physical, tangible that I can actually look at, hold, scratch out, whatever I gotta do.

[00:08:32] That practice alone as well is a really good, um, building block for sure. Do you use actual paper for that or do you use an iPad, or what do you do? I like paper at first. Um, I find that I just like to get it out, scribble it around, and then from there I kind of have a secondary process, you know, me and my systems man, I move it over to something a little bit more formatted into a more prioritized format.

[00:08:56] Yeah. Um, S you know, urgent to highest [00:09:00] lever, et cetera. Yeah, so I use, um, I use a tool called day one for this, and um, it can go on my iPad, it can be on a computer, iPhone, but I usually use my iPad on day one and I'm pretty consistent about every day. You know, I'm, I'm stream of consciousness into that. And, uh, this is a really good recipe cuz some people default to different things.

[00:09:21] Some people, when they feel overwhelmed, They feel fear. Some people when they feel overwhelmed, they feel apathy. Um, so you, knowing your personality is helpful too. Where do you default when stress hits you? How

do you default? What comes out of you when you're, you're feeling like you have too much to do and not enough time, which by the way is a fallacy.

[00:09:41] Nobody ever has too much to do and not enough time. That's not, that's not realistic. When someone says they have too much to do and not enough time, it means that they're doing too many of the wrong things. That's the reality. Mm-hmm. You have plenty of time to do the right things, but if you fill up [00:10:00] your time with the wrong things, you don't have time to do the right things.

[00:10:02] Anyway, that's an aside, but you know, I go through this day one habit and it's phenomenal how you can go back and you can look through history. And I can see I felt the same way the last time I grew a business. I felt this same way last spring. Maybe this I'm getting triggered by something. I felt the same way last time I did X, Y, Z.

[00:10:21] And if you have this practice, you can develop pattern recognition, which is very useful in dealing with overwhelm because a lot of us are not overwhelmed by new inputs. We're overwhelmed by the same things that keep repeating over and over in our lives. We're not aware of the attribution, and so we keep stumbling into them, you know?

[00:10:41] Love that. That's solid man. Day one. I'm gonna check that out. Yeah. Cool. Dig it. All right, so you have three, three ways here, um, that you do very successfully cuz I watch you in your work. Uh, you take us through this and how you categorize the activities and this ties into the, the, too much to do, not [00:11:00] enough time.

[00:11:02] Yeah, so this is just like a mental filter that I like to review things. So once everything's out on paper or on pad, whatever it is that you're looking at, I instantly run all of those thoughts and tasks and priorities and to-dos through these three filter keywords, and they're essentially delegate.

[00:11:19] Automate and eliminate. One of my favorite words is eliminate, and a lot of people don't realize that one of the fastest ways that you can speed up one of the things that you can do to really increase your path to profit, anything else that you're trying to achieve, faster, better, whatever, is to eliminate.

[00:11:37] Eliminate distractions, eliminate anything that isn't absolutely required. To get you to that end result. So I always like to start with eliminate, just start crossing it out, even if it's something good. You know, I think it was

Steve Jobs, it said, success isn't about, or rather focus isn't about saying, you know, yes to all the right things.

[00:11:55] It's saying no to all the really good ideas that are out there. You know, you, you actually have to eliminate [00:12:00] some of the really good ideas and narrow the focus. Um, so eliminate first, and then I start going, okay, well what's left? Well, okay, here's, here's what's left. Then I go, well, who should be doing this?

[00:12:10] Is it actually me that should be doing this, or should it be somebody else? Is there somebody better skilled, somebody that has more time? Whatever it is, I like to delegate, and then with whatever's left after that, then I go, okay, could this be automated? Is there any way. That I could create either a system or an automation to make this faster, easier, et cetera, et cetera.

[00:12:32] So those three keywords can really, um, get a lot done on that list. And then whatever's left after that, now you go, okay, now I gotta chew on the, on these few things. And usually those are your highest lever activities that you, u yourself should actually be the one to do. I'm gonna add something to that if I can.

[00:12:48] Because I think this is good man, this is wonderful. Uh, but I'll add ones. You have eliminate, get rid of them. They don't matter. Automate, can they be done predictably and repeatably and automatically without your involvement, [00:13:00] delegate? Can someone else do them? Because if they can, they probably should. And I think a fourth one to add here is to iterate because there are certain things that only you can do.

[00:13:12] You just need to get better and faster. And so Mike, you've seen me coaching with our team a lot recently on. We have to get, we have to get better at this, which will make us faster. We're taking too much time here where we talked about the mm-hmm. Story of the chess Grand Master versus the expert. The better you get at something, the less resources and bandwidth and mental glucose it takes from you to do it.

[00:13:37] And, uh, I'm writing a, I'm writing this book right now with Jay and, um, I, I, basically, there's a section in it. Called, um, you know, building your perfect business plan, and I've broken the business plan down into four areas that need to be refined and built and planned for impact, income, investments and iteration.

[00:13:59] And [00:14:00] impact is the first, because that's where your vision statement comes in. Why are you doing this, man, if, if the only reason somebody's in business is to make money, just go get a job somewhere, man, like, There's so many ways that are easier to make money than becoming an entrepreneur. So much easier.

[00:14:15] So much easier. Yeah. If you have a mission and impact, this is number one. Invest income is like your financial statements. Used income. It's the things that that pay you. It's how are you managing your money investments. These are the, the balance sheets of the business. And then the fourth is iteration.

[00:14:31] These are the systems of the business, how the business optimizes, how people optimize their departments, inner inner management layers and things like that. And so I believe that the first three, eliminate, automate, delegate. Perfect. Can we add a fourth one for iteration? How do I make what only I can do that I'm the best in the world at doing?

[00:14:51] How can I make that activity effortless, seamless, and uh, you know, speed it up so that it [00:15:00] costs me less time and effort. Hmm. Solid man. Yeah, that's the next level right there. Really like that one. Now my filters are four. Excellent. There you go. That just complicated. Your father tactic, tactics and cools.

[00:15:17] No, I dig it, man. Good stuff. Uh, so here's, um, another little segment that was in my brain about this topic and that's, um, just the tactics and tools and we, you know, you have some really cool, um, elements here. So I'll let you speak to these, these ones in particular that I've written down for us. Um, But these are, these are the ip, these are the, the things that we use internally here to, to optimize and, um, you know, systematize what we're doing.

[00:15:42] Yeah. Here's what we find in, in working with people and business owners, small and large. I mean, we've had, we have a couple of eight figure companies right now that are on our client roster. And, uh, they're, they're just doing the same work at a higher level. And [00:16:00] when they come in and they start going through our models, they realize, Oh, it's, the mistake I've made is thinking that I can get to eight and nine figures by just doing more of the same work, but it's actually completely different work and it's a completely different way of thinking.

[00:16:13] And so the, one of the first things we do with, with clientele is where in your world are you having blocks and obstacles? Cuz everybody's sort of

intuitively, uh, defaults to like, This almost excuse making you're like, I don't know, something. Or there's a secret that someone else has or they just got lucky or whatever.

[00:16:32] And it's like humans are masterful at justification and we are masterful at it. Like, I'm only doing a hundred grand a year and here's why. Will President Biden, no. No, that has nothing to do with your income. Nothing. It's just an easy target, you know? And so, right. Yeah. We've gotta, first and foremost get somebody, and I call this, I call this enemy versus ally.

[00:16:58] We've gotta [00:17:00] take someone from time, the natural, linear, Newtonian progression of time. We have to turn that from an enemy to an ally. So here's a question to ask, and I haven't even, I'm not even getting into the model, I'm just setting it up. If you fell asleep for 20 years, they put you on ice and in a warehouse and you just fell asleep for 20 years, would you wake up with more money and more assets and more business and a better reputation, or would you wake up and everything you had built is gone?

[00:17:34] Well, that's like, you can say that's an impossible question. Tey, like, what are you talking about? Well, yes, the best inventions come from impossible questions, so just get used to asking those questions because that's where innovation comes from. We want to take this approach that time is our friend. The, the passage of time makes us safer, stronger.

[00:17:52] If you turned off sales tomorrow in your business, is your business model set up in a way that you can go three years, nine years, [00:18:00] 15 years without making another sale? And no, I'm not talking about cash on hand cuz that's dumb. Like having a 800 million of cash on hand in most cases doesn't make any sense.

[00:18:11] I'm talking about how's the model of your life and your business set up. And one of the ways that we kind of crack this code, so to speak, is I. We get very specific and intentional about where the time is being invested. Time is just a resource that can be your best friend or your worst enemy. And so we have this time map we go through, it's got blocking and tackling, and we line up, okay, business owner, this is what you say you want and let's pull up this report.

[00:18:38] We'll pull it up. This is where your time is being invested and what, what people always see is that the story they're telling with their mouth and the story they're telling with their calendar are arguing and conflicting with each



other. And no wonder they're spinning in circles because they're saying, I want a million dollars a year.

[00:18:56] I want 10 million a year. I want a hundred million dollars a year. And [00:19:00] they're spending all of their time in meetings or context switching or doing things that are. On your list, it should be eliminated, automated or delegated, or they just need to do faster. And so I had a point, probably in 2018, we had a couple hundred, uh, different clients on retainer.

[00:19:18] We were about to cross over the hundred staff member Mark. Where I was just like, I cannot continue operating as if I'm a seven figure business. If I'm gonna get to eight figures and nine figures, I must change how I invest my time. And that was a moment for me. We kind of created this. And then we get into the productivity frameworks, peak productivity.

[00:19:37] We use a, a SaaS, a really cool tool that you can use for this as a tool called Toggle, T O G G L. No e I don't think. No e Um, no. And, and, you know, it'll track your time and you just, it really sucks for the first week because when you look at it, you're just like, wow, I'm a loser. What did I even do? You know?

[00:19:58] Yeah. Well, what [00:20:00] happened to my day? Yeah. It'll make you mad. But the, the, the first step to greatness is dissatisfaction with something. And we have this all the time with sales calls. People will spend. People will spend the first 10, 15 minutes and uh, you know, they're frustrated and they're like, I, I should be moving faster.

[00:20:16] I should be moving forward. I should be growing at a, at a higher clip. And it's like, that's a good thing that, that you're dissatisfied and discontent because when, when the quote is necessity is the mother of invention, everyone wants the invention, but nobody wants the necessity. And so we rob ourselves of the ability to move forward because we can't get ourselves to a place of, of discomfort.

[00:20:38] To move forward. That's a mouthful, but I'll stop there. But that's, I think the tactical and the tools side of things is how we do it. Mm-hmm. Yeah. Always starting with the calendar a hundred percent. Like when we jump on those calls with clients coming into nbc, it's like, let's check out your calendar.

[00:20:54] Let's see where you're at. Cuz everything's built on top of that calendar. They're business, they're live, they're their, every [00:21:00] element of their entire existence is built on top of. The use of that critical asset of time.

So yeah, it's, it's the number one place to go in, in my opinion, too. Yeah. Um, so here's the, the last one here that, that came to mind was the fact that, you know, our brains are computers and I.

[00:21:19] I don't know about you, Taylor, you could speak to this. I know for me in the past when I've gotten myself into overwhelm, I just feel like I'm overloaded, et cetera, et cetera. My tendency is to kind of just put the blinders on, work harder, grind through it, and at the sacrifice of some of the key fundamentals of the fact that our brains are wired in a way that need.

[00:21:41] Specific inputs and fuels, water consumption, for example, as basic as that is, like, how's your water intake right now? Breathing? Just the act of breathing and controlling and kind of resetting your, uh, your mindfulness that way, and then getting outside outdoor exercise, getting some sun on you, vitamin [00:22:00] D, all these things actually have.

[00:22:02] You know, a very real and uh, tangible, direct input, um, and impact on your, uh, state of being, um, when we're talking about being, you know, the feeling of overwhelm. Yeah. I actually, I really, I track all of this, so I track, I track four things every day. As a byproduct of sleep and, uh, H r V and heart rate. So I track my, my, how much I sleep.

[00:22:28] I track my H R V and I track my heart rate. And the four things that I track that are metrics is my excitement, my awareness. These are first things in the morning. Excitement is when I wake up, am I excited about the day? And I'm, I am I excited about? Being alive, you know, like what's my excitement level?

[00:22:48] And then my awareness is like, have you ever woken up and you're just like completely foggy and confused and you're like, what day is it? That will be a low awareness. Yeah. But then occasionally we'll wake up and be like, I have just this massive [00:23:00] idea as soon as I woke up and my subconscious is delivered to me, something.

[00:23:03] Wonderful, and that's high awareness. So I rate my awareness and I rate my, my excitement cuz I wanna optimize for these things. I wanna wake up excited and I wanna wake up aware. And then at the end of the day, I rate my happiness, overall satisfaction with that day. And I rate my production. How productive was I?

[00:23:23] And here's what I've found in terms of correlation. My hap, my happiness at the end of the day is always paired with my production. The more

productive I am, the more happy I am. If I'm busy spinning out in meetings, I am unhappy and I am a negative. If I sit and I get my work done and I am moving the needle, I'm happy.

[00:23:42] Human beings are happy when we're naturally productive. And then in the morning, I've noticed that both metrics, the excitement and the awareness have more to do with the duration of sleep and the time I go to sleep. [00:24:00] It's less to do with when I wake up, and it's more to do with when I go to sleep. And so when people always ask me about productivity and, and it's like, you know, your biology is a real big piece of your productivity and, um, people ignore the little things and they ignore water consumption.

[00:24:15] They ignore sunlight, they ignore what time they go to bed, but if you can go to bed at the same time every night, It within reason. I've got two kids, one of them, one of them's eight weeks old and this is like sometimes I'm not going, I'm not going to bed at the same time. Sure. There will always be. Yeah.

[00:24:30] Yeah. Wife is like, you're feeding him. And I'm like, okay. Yes ma'am. We'll do it. But within reason, if you can optimize the time you go to bed, the length of your sleep, it's amazing how these things, cuz you have water breathing, outdoor exercise, but you don't have sleep on here and sleep's like the number one thing.

[00:24:46] If you wanna live longer, you should sleep more. That's it. That's, that's the, the holy grail neurotropic is just get more sleep. But people don't do it. It's fascinating to me. [00:25:00] Yeah. Yeah. And we talked about that the last, uh, fly in there at nbc, you know, that that whole grind culture that was. I think probably getting a little bit debunked now.

[00:25:09] I don't see it nearly as much as, as I used to say, five, 10 years ago, but that whole, you know, grind 24 7, no sleep club, you know, all the, all the, all the slogans. I think people have learned it. Yeah. That doesn't work. Yep. Yep. I'll sleep when I'm dead. Yeah, yeah. Yeah. I used to say that, man, oh, I'll get plenty of sleep when I'm dead.

[00:25:29] You know? It's like, yeah. Okay. That's a, taking a long walk on a short pier. Yep, a hundred percent. Cool, man. This is a good one. Love it, man. Love it. So yeah, as recap guys, uh, one of my favorite questions I ask myself, what's the most important, highest leverage thing I can do right now in this moment when you're feeling overwhelmed, you don't need to do 'em all at once.

[00:25:53] Just focus on the very next step. When you climb Everest, you look at the top, you see where you're going, but then what do you do? You put your head [00:26:00] down and you just look at the very next step. That's all you're focused on. Yep. Making sure that very first step, that next step is as effective and safe and, and, uh, Productive as possible.

[00:26:10] So. Awesome, man, this was a fun one. I appreciate you and, uh, look forward to, uh, jumping on on the next one. Let's go see you guys. Bye. All right, see you guys.