

Speaker 1 ([00:00:07](#)):

You're listening to the journey on podcast with Warwick Schiller. Warwick is a horseman trainer international clinician and author who's mission is to help people achieve a deeper connection with their horses and therefore themselves and everyone around them. Through his transformational training program, Warwick offers a free seven-day trial to his comprehensive online video library. That includes hundreds of full length training videos and several home study courses at [videos.warwickschiller.com](https://www.videos.warwickschiller.com)

Warwick Schiller ([00:00:41](#)):

G'day, everyone. Welcome back to the Journey On Podcast. I'm your host Warwick Schiller. And this week I have a special guest from Australia named Geoff Jowett who has an amazing story. Geoff was one of Australia's most innovative wellness entrepreneurs. You know, he, he was a weight loss guru. We had infomercials on the TV and he, you know, really went after what he thought he wanted outta life. And by 35 he was running a 40 million company and was living the life that everybody thinks they would like, you know, he had the, he had the Maserati and he had the Ferrari and he, you, he had all the money in the world, but it was a pretty empty sort of a feeling and that all crashed and by 40 he was broke. And so today I'm gonna have a chat with Geoff about his journey from where he started, you know, the peaks, the depths, and what he's doing now, cuz now he, he is a he's basically a, a kind of a life coach business consultant for people.

Warwick Schiller ([00:01:47](#)):

But he, you know, he's, he's more interested these days in helping people figure out what makes them, what makes them happy and joyous rather than what makes them them rich. Because, you know, as Geoff will tell you in the, this, this podcast here, it's a, it's quite an empty thing. If, if you are not right on the inside and you know, a lot of times with the horses, you're trying to help them get right on the inside. And I think a lot of times we need help getting right on the inside with that. And Geoff, funny enough, Geoff has through his healing and journey, he has discovered the, the healing power of horses and now does a bit of stuff with horses. So I hope you find this conversation as interesting as I did Geoff. He's a pretty amazing guy. And so let's get to it. Geoff, welcome to the journey on podcast

Geoff Jowett ([00:02:46](#)):

Mate. It's an absolute honor and a privilege to be here. Thanks for having me.

Warwick Schiller ([00:02:50](#)):

Hey, I think the honor and the privilege is all mine. I just, you know, we've had a, we've had a few chats back and forth like on messaging on Facebook. And then we actually had a phone call one day and I thought, I kind of knew what you did, but I didn't realize what you used to do. I was just looking at some of the stuff here used to be a weight loss guru. One of Australia's most innovative wellness entrepreneurs, Australian personal trainer of the year at 35 as running a \$40 million business a need to lose it at 40. That that's a story right there. Tell, so I didn't, I didn't, I didn't know that stuff. I know that you, you do like coaching and I didn't realize that was be, you know, that came first. So tell us what you do now, and then we're gonna unravel how you, how you got to where, what you're doing now and how you view the world the way you view it.

Geoff Jowett ([00:03:40](#)):

Absolutely. Well, the coaching now was very much by default and organic coming back from to all the stuff I used to do in business. And, and I started fitness centers and franchise them and weight loss companies and cos pharmaceutical companies and had some offices around the world, you know, whole bunch of stuff. And all that ended up bringing me to this place. And then when I actually joined your amazing group, there were ladies in there who knew of me. And that was how we sort of connected. I was talking about small world through my body trim the weight loss program,

Warwick Schiller ([00:04:16](#)):

Really. So tell us what exactly is it you do now? What, what services do you offer people these days?

Geoff Jowett ([00:04:23](#)):

Sure. So now it I just do business consulting, coaching with business owners and, and individuals as well. That just want to get unstuck breakthrough. A lot of people out there feeling flat, sort of a bit lost and they've made money, but they're still flat. They thought that'd be the panacea that had what I did. I thought more money, get all the stuff, the cars, everything, and I'll be perfect. And it was anything, but there was still the internal void and vacuum as, as you would say. And the disease of more as I call it. And or when. And so it's very common and, and I do quite a bit of keynote speaking as well around sort of business strategy, but also flow growth, getting unstuck how to go to the next level, all that stuff. Cause the, the work life thing it's, they're sort of mutually exclusive, unfortunately for a lot of people.

Geoff Jowett ([00:05:16](#)):

And, but they don't understand that if you've got enthusiasm and joy and a hobby in your life and you love your life and your find a level of happiness, then your business gets infinitely better because you are better. And otherwise you just, you, you just drowning it all. And so I, I fell into the consulting, speaking just through people I knew. They said, mate, Hey, would you have a look at my business? Can we have a chat in it just really exploded over the last few years. And I love it because I get share all those dizzying Heights and rock bottoms mate that I had. It's quite a unique journey. And so I've seen most things. I've been over the other side of the hill that so people are like, well, if I had a whole lot of money, I'd be sweet. Well, you can't really say that until you've had it. You're kind of speculating. And I understand the speculation and it makes sense on paper and theory, but the reality is anything but that because you just need more and want more. And it all just keeps growing.

Warwick Schiller ([00:06:13](#)):

You know, one of my favorite Mike Tyson quotes is anybody thinks you're having a lot of money will make you happy. Ain't never had a lot of money

Geoff Jowett ([00:06:23](#)):

Spot on or, or spot on name.

Warwick Schiller ([00:06:26](#)):

Jim Carey actually says, I wish everybody could be rich and famous so that they could know that that's not what you want. You know? And it's like you said in indigo, you know, it sounds like, like it's a hard, it's a hard sell to try to tell people that's not what you want because you, you think that's what you want. You think nobody, if I, if I had that, it would all be cool. And it's, you know, people like you that have actually had everything people think you want to have and realize that it it's pretty empty. I, I don't

know. It's a hard sell as far as people might think. Oh yeah, well you had a 40 million company, but if I had a 40 million company, I'd be happy

Geoff Jowett ([00:07:05](#)):

Spot on, but here's the good news I believe. And I see it in a lot of my, in my clients. You can have a 40 million company and be incredibly happy, but what's driving you. Is it scarcity or abundance? Is that love or fear? It's the driver. And the thing that I'm fascinated by, I I've like you with your programs. I've created these Geoff-isms, if you will flow, not force, let go to grow softer, strong, all these things I've worked out just purely organically. And I didn't do this. This is the real paradox. I didn't do any of this to make better businesses, help people make money and whatnot. I did it to get happy. Like when I went busted at 40, I was bankrupt and in AA. So normally when I talk to keynotes, I go, I'll give you the cliff notes folks, just to cover it off millionaire at 25 broke at 30, living with dad, wasn't on the vision board, by the way, \$40 million business at global company and bankrupt and in AA at 40. And then now at now, 45, the happiest and most grateful and feel successful for the first time in my life. Because I say success is a feeling, not a number. And I believe it's derived from what drives that success, whether it's an internal void or something different. And, and the alignment piece to that is critical. Not just chasing the outcome.

Warwick Schiller ([00:08:29](#)):

Yeah, I certainly hate, so let's, let's talk about how you got into that. So you have, you have a degree in like exercise physiology or something, don't you? Mm,

Geoff Jowett ([00:08:38](#)):

Yes. Yeah. So I, I went to high school, went and did a sports. So science exercise, science degree became a personal trainer and ripped into that for a year or two. And then I I'm quite good at seeing, I guess, gaps and what what's next in an industry. I suppose I went, well, this is okay, this is great, but I'll reckon I can grow this. And I came up with a few concepts and 18 months later we had 20 trainers and it was time to go and do our own. I, I teamed up with a bloke at the gym and we we opened our own facility and that did really well. And then we started franchising those. So it was, I start, but I really, I guess the, the big takeaway there as well, I was the skinny kid at school, little skinny fella.

Geoff Jowett ([00:09:21](#)):

So I started lifting weights and really what drove me. And it drives a lot of entrepreneurs and people is insecurity and low. Self-Esteem see ego is just a shadow of insecurity and low self-esteem, as I'm sure you're aware and status, anxiety, significant status, all that rubbish comparison, keeping up with the Jones is that I was the king of it. So there's no judgment here. Folks listening today. It's I was the CEO of that rubbish and it was, it just Mely killed me. And, and that, you know, will get into this later. But one of my dogs is asleep on the couch cause it's early here. And like, they, they, they saved my life. You might not be here today if it wasn't for the little dogs and that flowed into the horses later on. But like for me, all that stuff I was driven by.

Geoff Jowett ([00:10:05](#)):

I didn't think I mattered. I, you know, I felt invisible. I was average at school average at sport average, with the girls average at everything, I was just an average bloke, sort of just beige vanilla raw. And that's a lot of you don't see a lot of Brad pits running fortune 500 companies. Right. <laugh>, it's interesting because I reckon there's a lot of insecurity and low self-esteem in bloats, especially when they're young,

like in all of us, you know, we're not, we haven't worked out the head stuff at 18 or 20 and, and a lot of people never do, but luckily I, the struggles, the gift and I did, but for me, that was what drove me. And it gets you out of inertia into momentum, but it's, it's not sustainable. And if you don't pivot at some point, it breaks you in half. Like it did me.

Geoff Jowett ([00:10:46](#)):

So you go low. Self-Esteem drove me. I got into body building. I, you know, got big and muscley and all that stuff. And you know, again, look at me, aesthetics, look at me, look at me. I just, I, I wanted to feel like I mattered. Cause I didn't think I did. I wanted to feel like I was someone. Cause I didn't think I was all of that internal, like turmoil that went on. And again, it's the paradox is many years later. You can, you, you can absolutely feel like you matter, but it's a very different way of living.

Warwick Schiller ([00:11:17](#)):

Yeah. Certainly. Have you ever heard of a book called the masks of masculinity by Louis? How I

Geoff Jowett ([00:11:24](#)):

Have, but I haven't read it, but I have heard of it. Yes.

Warwick Schiller ([00:11:28](#)):

Because he talks in that book about how, you know, when we are young, you know, especially men are taught not to show emotions that you develop these masks so that you don't don't show emotions. And like one of the mask is the, the the, the comedy mask, you know? So he, he says that, you know, people actually the guy that owns the comedy store in LA, which is a place, a lot of big comedians get their start. He knows comedians so well that if you go there and wanna be a professional comedian, he says, well, you need to go see a therapist cuz you're severely depressed because if you have got so good at cracking jokes that you are, you are so good, you're gonna be a professional. You have been hiding from shit all your life and you've got really good at it.

Warwick Schiller ([00:12:12](#)):

But then another one of the masks is like the aggressive mask. Like, you know Mike Tyson will, will, you know, now that he's a bit different than he used to, you know, looks at the world a bit different than he used to. He said, I was just a scared little boy and that's why I was fighting. That's why I was the most fierce man on the planet cuz I was a scared little boy. And then he, and so in this book he also talks about the, you know, the, the sporting mask. And then he talks about the you know, achievement mask and he says a lot of CEOs and you've kind of touched on this already. A lot of CEOs are successful because of their, their hiding, you know, it's their mask. They're hiding stuff behind that. And you hit the nail hit. 'em Indigo where you said you can be successful and happy, but you've gotta sort out your shit that you have to understand why you became successful in the first place.

Warwick Schiller ([00:13:01](#)):

And then do the work to work through that. And now you are successful and happy cuz that other, that other side of it's pretty empty. And another book Geoff, I read a few years ago that was very similar, along, very similar own as a book called backbone. And I found it in a little book shop in Hawaii and it's a, men's, you know, spiritual, personal growth sort of a book. And in the start of that book, he says the whole, the whole personal growth revolution was a lot of it was aimed at women. The way it was set up

was aimed at women. So this guy's got his, the, the, like the masculine view of it, but he says most men spend all their life trying to find four things at the same time, vocational success. So you're the CEO or whatever material wealth.

Warwick Schiller ([00:13:47](#)):

So you've got all the toys, love and health. And they think if I had all four of those at the same time, I'd be happy and re very, very few people ever get all at the same time. So it's always it's, you can always dangle it out there and go, that's the reason I'm not happy because I don't have all those. But he said, the unlucky ones are the ones that actually, and they actually Lackey, but they're the ones who find all four of those and go shit, this ain't it. And then they have the big, the big breakdown breakthrough, you know, and then you get ready for round two round two of your life. And it sounds like you have really, really experienced that. And I'd love to hear you know, how that all went down and how you work through it and what happened because it's, it just fascinates me.

Geoff Jowett ([00:14:33](#)):

No, for sure. And, and you probably just summed up half of my clients. Cause I get to say 34, I 40, if they've made a lot of money and, and they, they generally rock up and they've done really well. And, but they're all just a bit flat cause they've done that like I did. And I, I say that enthusiasm is the secret source to success because I was never enthusiastic in the day, the moment, the task now I was motivated about the future goal. So I was never where I was. And that's what drew me to you. When I watched a video is talking about being presidents. Like it's, it's me. If I was born as a horseman, like I could not believe the similarities, like the words and the everyone's in their head. Like, and, and that was where I lived more, more, more when all these stories I'm cooking up, but I was never really present and grateful where I was, which I think why I love all animals because they're all present and grateful.

Geoff Jowett ([00:15:27](#)):

And we, we become what we surround ourself with. Don't we? So I, I stack the deck folks, if I'm around animals all day, I'm gonna be better. Cause most people are not present and grateful. They're distracted and frustrated, resentful comparing, competing, because they're in their head with a story about, what's gonna make them feel better down the road when the better is actually it has to better. I am today, better. My life becomes better. I am today. And then it change. Is it the world, your mirror, you get what you are not what you want or think you need. So

Warwick Schiller ([00:15:57](#)):

For me, you know, can I, can I just interrupt there for a second? One of the earliest books that I read on this journey, probably not one of the earliest, but was by a young fellow named Jake Ducey. You ever heard of Jake Ducey?

Geoff Jowett ([00:16:11](#)):

No, no.

Warwick Schiller ([00:16:12](#)):

He's only about 20 and he was a, like a protege of, of Jack Canfield.

Geoff Jowett ([00:16:16](#)):

Right?

Warwick Schiller ([00:16:17](#)):

Gotcha. And he wrote a book, I forget what it was called. Ernie's early twenties. It became a best seller, but I used to follow him on like social media and he put these little clips up and I'm, you know, I'm a big believer in manifesting and you know, you can manifest your own destiny, that stuff. But he said this thing day that you just said, then that blew me away at the time. He said, you don't get what you want. He's talking about manifesting. You don't get what you want, you get who you are. And it was like, Whoa.

Warwick Schiller ([00:16:48](#)):

Okay. So, and, and at this time, at this point in time, I'd realized I could manifest and I was pretty darn good at it. And life was going pretty well, but I realized, oh, okay. I thought it was coming because I was manifesting cuz I wanted it. But I realized right then that, oh, I was manifesting it because I, I had changed, which caused my life to change. But I was thinking, it was like, I wonder why I used to not manifest stuff. And now I can cuz I've, I've always been a bit of a daydreamer. And I, I always thought it was the daydreaming part of the, of the thinking about things that, that manifested it. But when he said you don't get what you want, you get who you are. I went, ah, shit, that's it right there. That's yeah, that was, that took it to a deeper level, you know?

Geoff Jowett ([00:17:32](#)):

Yeah. And look on that. I guess it's interesting when people look at their social circles and you look around and I say, don't be front row at the victim show. If you front row at the victim, show the pity party, then you're gonna become that. The environment, the people, the places, the things. And for me the better I got the better, the people in my life got funny that it's a mirror. If you're a seven or an eight outta 10, with how you live, your integrity, integrity, values, alignment. That's what you're gonna get. That's what you'll attract. But if you're a four, a five, it'll be a mess. So what I realized somewhere around rock bottom or thereabouts was that the only person who'd been there for all of my life since the first second minute of it was me and the key to transformation and growth, I believe is awareness.

Geoff Jowett ([00:18:17](#)):

Ownership, change, cuz you can't change what you can't see. The problem is most people can't see that. They're the problem. I say that I am the problem. I am the solution. When we make the problems external, we feel powerless. When we take ownership, we feel powerful. And a lot of people, people feel powerless cuz it's not their fault. It's unfair and it's not their fault. That's not a position of strength or transformation. It's not a platform conducive to any of that. And the reality is, is I also say, life's not fair. Life's life. What are we gonna do with it? What are we gonna do with it? Are we gonna rip in full throttle and live every day? Like I do now, are we just gonna talk about what's fair? Cause it's a, it's a redundant debate cuz it's not fair, but it's an absolute gift if we live it fully every day, but tragically, most people don't like I didn't.

Geoff Jowett ([00:19:07](#)):

And nowadays I, I, the manifesting stuff's really interesting gratitude. I remember I used to write gratitude cause I read all the books I went to, the courses, did all that. I wrote bloody books. I did all that stuff, but it was all head and it was all intellectualized with an agenda. I didn't feel it. And I say, gratitudes are feeling not a list. Cause I used to write the lists and I used to be pissed off. I used to get

depressed. Right? I'm like, yeah, what are you gotta do? 10 things. Oh yeah, the day this I do, what they said, I've got made me worse. It's a feeling. And when that feeling washes over you, gratitude is the gateway to abundance. But you gotta be, you gotta get into that state. And that's when the man and all the stuff that you do works incredibly well. And, but it's an inside job. I believe that our external reality is a reflection of our internal world and how we're feeling about ourself and then everything changes. But how do you get to that point? Well, I had to hit rock bottom and all of that jazz, but for a lot of people it's taking the learnings from others and, and really trying to take those insights and just keeping the trajectory going without having to roll around in the gutter like I did so to speak,

Warwick Schiller ([00:20:22](#)):

You know, let's talk a bit about rock bottom because I think people sharing their stories of whatever their rock bottom was rather than going, oh, hit rock bottom, know the rock bottom might be different for everybody. But, and, and the reason I wanna go into this is sure is because I think a lot of people tend to think you know it's it's, it's only me, you know, I'm the only one feeling this, or I'm the only one doing this, you know, whatever. So, and I found on the podcast here, that feedback I've got from other people sharing their rock, bottoms, people go, oh, you know what, they'd exactly the same rock bottom as I did. And, and I, I was ashamed and I thought, you know, what, what was your rock bottom? What was you, what were you doing? That was your rock caused you to get to the rock

Geoff Jowett ([00:21:10](#)):

Bottom? Yeah. Well drugs and alcohol and drugs were probably a pretty good catalyst. I would've thought. <Laugh> I haven't seen anybody really achieve the field of dreams on that program, but yeah, I've got, I guess like a lot of entrepreneurs, quite an extreme personality, so whatever I do, I don't just poke at it. So the one beer strategy was never really a strategy for me. I couldn't understand the one beer. I'm like what? You just have one how, or, or why, why like what, why I put my brain couldn't fathom? Cause I just felt a bit sleepy if I had one didn't make sense, but have a thousand. That was a great thing. And you know, back in the day. And so that was definitely, and that just, I believe alcohol, especially just fuels the ego, the shadow self and the status and the, this, and it doesn't, it doesn't make any of us better.

Geoff Jowett ([00:21:59](#)):

We don't make our best choices war on the piss, so to speak. I don't think anybody's ever done that. So, but all the, all the stuff that we, you know, it covers the heart with the dark, clean out, I think all that stuff and, and it just, we don't become better. So there's all that. So, but really to give you the, the contrast that was sort of CEO of a global company and a lot of money and all the, all the cars and the lifestyle and the, all that to putting out the chairs in alcoholics and narcotics anonymous. So role call Geoff addict. So there there's so, and just sitting there going what has happened. I remember walking down the hill to NA and like, I'm thinking if this bus driver falls asleep at the wheel and he wipes me out, that's all right. That'd be okay. I was cactus. I was like, I can have a bit of a jovial joke about it now, but I was cooked.

Warwick Schiller ([00:22:48](#)):

Was this your, you talking about your first trip to go on?

Geoff Jowett ([00:22:53](#)):

Well that was when I stayed the course. Yeah. Yeah. That was just for months. Really each day walking down there.

Warwick Schiller ([00:22:59](#)):

What was it? Tell me, what was it like? What was it like your first? So it was NA not AA.

Geoff Jowett ([00:23:06](#)):

It was both. It was both. Yeah.

Warwick Schiller ([00:23:09](#)):

Okay. But what, what was your experience like with your, your first meeting? Like this is, you've obviously got to the point where like, I gotta make a change here. How, what was it, what was it like going in there and your, your first meeting? Were you ready or were you like tentative? Like I'm gonna have you have a look or how, how was it?

Geoff Jowett ([00:23:27](#)):

Well, funnily enough I got shipped off to rehab before that happened, so I'd always, I had some exposure. Okay.

Geoff Jowett ([00:23:35](#)):

I was in, I was in the us, I was in LA and trying to do a startup and colleagues I was with, I had a, they just said, look, I think you need to go to rehab. And I was, I was, you know, one of the hotels and just, yeah, it was, it just got outta it, just spiraled outta control. And so if I went over in the us actually over there, when I was over there for business, I went to rehab. And so that was my first experience with all of that. And to answer your question, I got there and I'm like, I thought it was overkill and really, I didn't need to be there much, but as I started talking to the inmates, as I called them, I realized that I'd probably drank more booze than any of 'em. And I, and you just don't realize how much of an issue you've got, you've got an issue at an addiction or with the alcohol at that point in time.

Geoff Jowett ([00:24:22](#)):

And so that was great. But I thought then I thought I knew it all. And five months later I was back out there, you know, four or five months. And, and I needed to just get hammered a few more times by the universe. Like the universe poked me a few times and Hey mate, just the heads up, you're going the wrong way. And a poke and a push and a prodding, got the baseball bat out and whacked me a couple of times. And then finally I went, you know what, my way doesn't work. I'm done. And I, but I was so absolutely empty inside that I, I, I'd, you know, fast forward six or eight months, or actually about a couple of years after that, then I completely messed it up even more that I, I just didn't wanna see, see alcohol ever again in my life. And I just managed to attach pain to alcohol in the early days. And that's a, you know, pain, avoidance strategies I teach cuz we hardwired to avoid pain by burning the hand on the stove. So that was at that point, then it was difficult in the first year, but you couldn't, if you said here's a hundred grand, have a beer, I'd say no, absolutely no chance. I, the, the consciousness, the awareness, the, the spirit awareness and the, the everything changes energetically and, and I believe year on year.

Warwick Schiller ([00:25:35](#)):

And so you ended up going, when you were back in Australia, you went up starting to go to, to AA and NA meetings regularly.

Geoff Jowett ([00:25:45](#)):

Yes. Yeah. Yeah. I did. For the first year, I pretty much went every day to NA and that was, I found that a bit more interesting cause you know, they were a bit more extreme and it was probably a bit more my vibe. I, again, I, when I went to AA in the early days, people were there sort of, I've had a, you know, a few drinks a night or whatever, and I thought, oh, you you'll be, you'll be sweet. But now I understand that's not the case, but I thought, look, turn it up. You be right. So, but NA was a lot more full throttle and that, you know, cause the alcohol is a gateway drug. Generally for most people we have a few drinks and then everything seems like a fantastic idea at the time, but all of which are horrendous.

Geoff Jowett ([00:26:26](#)):

So yeah, I went there for a year and, and that really just gave me that connection. And I, I think I learn, I realized that connection kills addiction and, and whether it's with animals and horses, dogs, and those rooms in the early days. Cause you know, we, I never forget week one sobriety this last, when I actually got my shit together properly I sat here and I'm with the dogs, thank God I was with them. And I, but I'm thinking, what do you do Friday night? Like what, what do you do if you're not on the piss? Like this is shit. Like what do you just sit here? Like, I, I was like, had to walk again. I'm like, so it's Fri like, actually don't know what you do when you're not on the drink on the weekend. Like it was so foreign.

Geoff Jowett ([00:27:08](#)):

Cause I didn't have hobbies. I talk about hobbies, purpose lovers, my three pillars. I had none of them. So I, I, it was a blank canvas. I was like, okay, well I don't really know what to do. And, and that's why I, I really leaned into that network and they're like, mate, just rock up in the morning. You'll be right. And I do it. I just kept turning up and turning up and turning up. And that's when I tell the bus story, cuz I just walk down the hill, walk down the hill. And, and it's funny when you bowl into a place like that because you walk in the joint, just like, oh my God, oh God, God. But then someone else starts sharing and telling their stuff and you're like, oh bloody hell. It's full on. I feel a bit better. And other people, you just, you get that feeling like you touched on before. That's not just you. And you know, if I could share that everybody's got stuff. That's why I say no, one's as good as they look. But we're all much better than we think we put people on a pedestal.

Warwick Schiller ([00:27:59](#)):

Stop a second. That's a good, write that one down. What'd you say? No, one's what,

Geoff Jowett ([00:28:04](#)):

No, one's as good as they look, but we're all much better than we think.

Warwick Schiller ([00:28:08](#)):

Oh my goodness. No, one's as good as I look, but we're much better than we think. That's awesome. You know? You know who Jay she is?

Geoff Jowett ([00:28:16](#)):

Yes, yes.

Warwick Schiller ([00:28:17](#)):

So he at the start of his book think like a monk, he has this quote. Yes. And it says you are not who you think you are. No, sorry. I am not who I think I am. I am not who you think I am. I am who you think? I think I am.

Geoff Jowett ([00:28:33](#)):

There you go, mate. It's spot on. And it's Warwick. It's one of the things that really, you know, if I've gotta help people break through this glass ceiling that in your industry having the success you've had the success I've had in mind and whatnot, people put success on a pedestal where it does not deserve to be. And that's what I love about your process. Focus stuff with your horses, because the reality is success is found in the basics, the, the repetition to a highest thinner of the basics executed every day. And that's what people don't understand. Success is not the there's no panacea. It's a massive success. That's the recognition of success. Success is found in the basics and the standards and, and another one of my sayings is do the stuff they can't see for the results. They can do the stuff they can't see for the results they can. What are you doing when no one's watching. That's where success is found, you know, biggest. That is the difference maker.

Warwick Schiller ([00:29:29](#)):

Yeah. Back when I was, you know, showing horses and thinking that, that, you know, winning something was a big deal. You know, there was a saying that, you know, champions, don't champions don't earn their buckles at the horse show. They earn 'em at home. They just come to the horse show to pick em up, you know? And it's, there you go. It's a little bit like that spot on mate,

Geoff Jowett ([00:29:47](#)):

Spot on. And it, the really interesting thing, like my life is just a big, fun, playful experiment now because I, I'd been over the mountain. I'd seen all that and I am so grateful and blessed that I did. Cause I couldn't have this perspective piece within if I hadn't, I'd still think that was the go over there. But what I'm learning once I sort of kept the NA up and really got some momentum and got a hobby and then I found horses and that was a profound life changing event as well. I was on a farm on boxing day, say four years ago, there were horses and the energy around them because the, the longer I'm sober and the more conscious and present I am, I feel energy from animals and people a thousand times more than I ever did before. And so energetically, that was a, quite a moving thing being around the horses, which I'd never been.

Geoff Jowett ([00:30:39](#)):

So I just went and booked a lesson new year's day because I wasn't gonna go to the, the bars and the pubs new year's day. So was I say, what am I gonna do? And I booked a lesson and the rest is history and here we are. But now I get to play with this stuff energetically, especially with horses and, and energetic state and, and watching the shift in them and watching the it it's, it's like magic and, and it, but it's so beautiful. Like I have tears in my eyes almost every day, like looking at my horses change because I've gotten better. And I had this theory cause I, as I say, I'm the problem, I'm the solution. So when I found horses, I, and I heard a lot of people talk about, oh my horse, won't do this now. I didn't know what I was talking about, but I knew instinctively. I'm pretty sure it's no, the horse. I'm pretty sure it's you, unless you're an Olympian at a elite standard top 0.01%.

Geoff Jowett ([00:31:30](#)):

And that's what happened with me, my, and it, and it, but I just love that I get to play with this stuff. Not for any grandiosity or recognition. I just love the, how beautiful it is to be able to have that with another being with that companion teammate partner. And, and you are the problem and you get better and the horse, the nerves are gone and the, oh my God, it's like the horse outta Valium. It's just my horse went. He was, he, he was thoroughbred. And he just, you know, oh, he's a nervous horse now. I I'm shit he's is a reality. I knew that the one thing was, I was shit. And that, that was easy to know, right. That you didn't have to be a rocket scientist. I was a, and I, ego was gone. I left that in NA and there I left that that was totally broken apart. So that was a gift as well. And, and then to be able to apply these principles into my passions and just watch the, the change without getting blocked by ego, that so many of us do. And I'm sure we both did back in the day, in our own various ways. And it's like the breaks off you cut the Mo lines and you've just got possibilities.

Warwick Schiller ([00:32:40](#)):

Yeah. I wouldn't say that ego is totally gone for me, but you know, we're working on it. You know, the thing, the thing I've really learned about horses and, and, and that's like what this podcast is really about. You know, it's not about horses, it's about all sorts of other things. But with, with your coaching that you do now with people, you know, I, I read lots of stuff and follow people like you and things like that. And the parallels between what you have to do to get along with horses and what you have to do to just be successful and peaceful and happy and joyous in life are pretty much the same thing. So I kind of learned, I learned a lot of this stuff from horses first and it's, and it's not just like, say the, it's not just say the personal growth stuff or whatever, you know, for years I would have people at clinics watching who were maybe some sort of mental health worker, you know, in that sort of field.

Warwick Schiller ([00:33:36](#)):

And they'd say afterwards, oh, what you are doing with that horse, we call that successive approximation, or we call that titration, or, you know, and I I'd learn all this psychology stuff that I was already doing with the horses, cuz I'd learned from the horses. But now I was getting that, the scientific terms for it and the relation between that, what I was doing and how therapists treat humans with problems. And it's the same thing with the stuff you teach now, it's almost like, I mean, I'm not saying I know what you know, but it all makes sense to me when I listen to someone like you, because like, yeah, I've had to, I've had to learn that through the horses. And I think the horses are great for a lot of people, especially say me in the fact that I was passionate about the horses and I wanted to get better with the horses, but in order to get past a certain point, I had to make changes within me.

Warwick Schiller ([00:34:32](#)):

So yeah. So I think, you know, I mean horses and I think horses and life are you know, the, exactly the same thing. They're just, it could be, it could be, it's a discipline. It could be martial arts. It could be whatever. I think a initially you get into those things because you have a, a, a goal in mind, you know, like you get into martial arts because you don't wanna get beat up or whatever. And then it becomes a discipline to where it's not about the, it's not about the fighting or, you know, with the horses. It's not about winning something. It's about, it's about challenging yourself and not challenging yourself to do, to, to, to compete against somebody else. The competition's with you.

Geoff Jowett ([00:35:15](#)):

Yes. And I take clients to the stables now. See, I, I believe that energy is the currency that we trade and, and the, the financial currency and I've got coping, I've got so many incredible case. Studies are these

people doubling their business year on year. So this isn't go fluff. It's not sit in the field and rub the belly button. And no, this is real world, real money, real success, real growth. But it all comes out of your energetic state, your vibrational frequency. And that is something that is very hard to see. The horse is a mirror of that energetic frequency, vibrational frequency. And I get goosebumps talking about it cause it's so, so profound. And I've had people come out there and it's like, they, they sink into that time and space because when the horses are going to sleep, it just shifts them.

Geoff Jowett ([00:36:07](#)):

So massively, internally. And that's when I stumbled across nose breathing to help clients get better because more strategic, calm, and the chaos not get triggered. Don't eat a hand grenade and make a mess in your life. As I say, and then you gotta mop it up next week. So then I just started playing around with that with horses and the horses went, boom. I'm like, oh my God. Because learning more about how to change my state on demand and what I, what I do know. And I say this to people, and this is where my breathing thing came in for executives and entrepreneurs. You can't control thought the heart pumps blood and the head pumps thought, right? We, we don't tell the heart to pump and this thing can cook up some real good stories so that, that we don't have control over. We can, we can get better at it, but it's automatic.

Geoff Jowett ([00:36:56](#)):

And, and we can't thought, and we can't control the external variables in our life. They're gonna come in, look at the last couple of years, right? So people who crave certainty and hate change, they're gonna struggle because there's no certainty and change is the only constant. But what we can control is our breath. And we can use our breath to override our thought and change our emotionally energetic state. And that is what flows into the, my lived very limited experience with my horses. And, but my coach and whatnot, she's doing it with the clients. And she's like, you're right. It's amazing. It's night and day it's night and day it's night and day into her credit Bronnie. She, she, she sort of take, cuz who am I been doing? Writing for four minutes, but I'm bringing in all these other, like, I'm just here. Another, is this superstar got no idea telling me what to do, but she's very humble and she's very open to this and she's seen it in her own horses and horses that might be nervous.

Geoff Jowett ([00:37:50](#)):

I just turns out she does breathe through her nose. It's one of the reason she's awesome. I think, but she does. She focuses it not to forget a, a hot horse or a, a nervous horse is perfect. It like a puppy dog, all of a sudden night and day and get getting people out of that. Anxiety stayed. I had a bloke. He said he woke up at 4:00 AM, really anxious and nose breathing. Four minutes, anxiety gone. I, I, I think anxiety is more of a warning light than an actual condition, cuz my mum died of cancer. But at 54 she had a lot of anxiety. I had anxiety now I don't, I don't take meds. I learn all of this zero anxiety. I was always in my head now I'm not. So it's having the tools and the framework to be able to navigate, but we're not given that at school. You

Warwick Schiller ([00:38:34](#)):

Know what? This that's a great point. There there's so much stuff that we don't learn at school that we should. And I think there's so much stuff we learn at school that we probably shouldn't learn till later on. But the, have you ever read a book called breath by James nester?

Geoff Jowett ([00:38:51](#)):

I got it. Yes.

Warwick Schiller ([00:38:52](#)):

Amazing book. Amazing book. If you guys haven't read that the that's that's a book that'll if you, if you don't think the importance of breath, like he talks about in that book, if you change the way you're breathing, actually change the shape of your, your dental arch. Correct? Yeah. It's, it's pretty amazing, but yeah, the, the you, so you're talking about nose breathing and I think you are referring also to like diaphragmatic breath too. So breathing into your belly,

Geoff Jowett ([00:39:20](#)):

Belly,

Warwick Schiller ([00:39:20](#)):

Belly breathing. Yeah.

Geoff Jowett ([00:39:21](#)):

Yeah. And, and this is really, I, I was oblivious to all of this up until about six months ago and a client of mine, real successful guy got a software company quite into meditation and he, and he said to me once, but make sure you're breathing to your belly. And I'm like, oh yeah, yeah, didn't really, oh, what's, you know, and then it was, and then I read conscious breathing, which is another great book out there. And I went, what, hang on what? And then I found all these other books, like breath and all these other book. And I'm like, and I asked my clients, do you breathing your mouth or your nose? Every, I don't know. And they, I, I think I breathed in my mouth. I think about 90% of people breathe through their mouth cuz no one took, no one gave us the heads up at school.

Geoff Jowett ([00:40:03](#)):

Hey, this is for eating, drinking this thing, the pie hole and the, the nose. Well it's for breathing. The respiratory system warms the air, prepares it for the lungs, goes deep into the lungs where the magic happens and no one, I didn't get that memo. So I've been chest breathing shallow, which stimulate sympathetic nervous system as you know, not ideal for being a horse or around a horse. Right? So I, I am mesmerized by how almost every day, what I'm learning here is purpose built for horses. And it's, it's exactly the same. It's all the, that's the horses like the greatest teacher ever, because everything it tells, he tells you like, it's unbelievable. Like when, if people fully, and I know you talk about that, but when you fully feel that it is the greatest gift in the world, like it is such a beautiful, magical experience.

Geoff Jowett ([00:40:54](#)):

And, and it's all within us. We learn it. We get better. Everything changes in horses, in law, life, in business, in relationships. And cause this stuff's really important as well with personal relationships I say before 7:00 AM and 7:00 PM, no phone because you know, we've gotta warm the head up and warm the head down. We don't go to the gym and lift heavy, straight away. We snap the muscles. We've gotta warm the head up and down. But in this world today, every, you know, text messages OAL this, that no one's warming up, warming down, they're rolling out bed, bang straight onto a screen, warm it up, warm it down. And then you can decompress more connection with partners, loved ones and so forth and everything gets better.

Warwick Schiller ([00:41:35](#)):

Yeah. I do think that these phones are the vein of our existence. These days. I'm actually going to go on a month long screen hiatus here. Mm. In a little while. And it's, it's actually a dopamine recharge, you know, you know much about dopamine like, mm

Geoff Jowett ([00:41:58](#)):

I do,

Warwick Schiller ([00:41:59](#)):

Mate. You know, I've suffered from depression and, and have you ever read a book called dopamine nation? Oh my goodness. Such a good book. So dopamine nation talks about how you have a set point in your do dopamine and then you get spikes during the day. You do things that cause dopamine, but when that's not happening, you go back and there's a certain amount of dopamine in your system. Well, if you get dopamine in your system all the time, bings on your phone notifications on your phone, Bing, Bing, Bing, what happens is you set point depletes. And so when you don't have something, given you dopamine, you've got bugged all dopamine. And so that's, that's depression. One of the things that says in that book is that what resets your dopamine set level is pain,

Geoff Jowett ([00:42:49](#)):

Right? Wow.

Warwick Schiller ([00:42:51](#)):

Like hardship, you know, working out that stuff like that. Ice bath ice baths are amazing for are resetting dopamine. Yeah. And then after I read that book, I got onto a, a, a podcast called the Heman lab and he's a Stanford sci Stanford neuroscientist. And he did a, so if you guys haven't listened to this podcast, it's called, it's called the Heman lab is the podcast. And the episode is the one he did on dopamine. And he goes even further into it. And I was like, well, but one of the things you talked about there was, was reducing your dopamine. Meaning like, you know, like all your stuff, you get off your phone and all that sort of stuff. And the other thing is, is more pain, more discomfort. You know, whether it's, you know, like instead meditating for 20 minutes sitting in a chair, sit crosslegged for 20 minutes, cuz that is a different experience than the other one. All these things have to do with dopamine. But anyway, I'm gonna have a, I'm gonna have a, a screen sabbatical here because they say a month off, off your screen can really reset your reset, your dopamine.

Geoff Jowett ([00:43:59](#)):

So just on that, cuz it's such a, a relevant thing I talk about with clients. I, I've got this theory about dopamine receptors in the brain. It's just my theory. I haven't done a double blind placebo folks. I've got the data, but except with my own clients and myself, but drugs and alcohol, the dopamine receptors are absolutely buckled from, you know, especially cocaine. They are destroyed. They, so the dopamine surges through the stratosphere. So then there's no joy. And what I've observed, I had a theory that, you know, if you have a big night on the, on the booze, it takes a month to get a month to get alive again, properly vibrant, alive, feeling joy in the, in the basics of life, walking the dogs and clients have told me that they're like, yeah, mate, actually you're right after a year or two, it does.

Geoff Jowett ([00:44:47](#)):

It takes a month. You might, you hung over a day or two but a month really be optimal again, optimal state. And it's, I, I believe it's to do with the, do the dopamine receptors have just been inundated and, and they they've gotta recalibrate again. So for me, I can find purpose and meaning and joy and gratitude and just about everything. I bought a new vacuum cleaner the other day. And mate, let me give you the tip. I got excited because somehow in my little place I picked up 10 bucket loads of dog fur on carpet that I thought was clean. I'm like, this is incredible. I'm like, this is better than the advertising. I was so excited. What sort of do you put at a big weekend? Hey, I wouldn't have bought the vacuum and B there'd be no excitement. I'd be like, this is shit. I got a vacuum. Like everything changes.

Warwick Schiller ([00:45:28](#)):

What sort of dogs do you have?

Geoff Jowett ([00:45:29](#)):

Mate? Don't judge me. But I've got Pomeranian, cross German spits, little fluffy dogs, William and Harry,

Warwick Schiller ([00:45:38](#)):

William and Harry, you know, we've got two little dogs and yeah, it's amazing how much hair can come out of a dog and get hidden in the carpet. And you dunno, what's there. Even I tell you why even, even hardwood. So we, or, or, or tile. We had a house probably 20 years ago that we, we were gonna sell, we had it up for sale and downstairs was all tile. It was a two-story house. Downstairs was all tile. And we had a, a corgi. And so had they have that really heavy undercoat. And we had one of those, those robot vacuum cleaners and the, we would just run that thing downstairs, just keeping the place clean, but you could run that thing. It would be full of dog hair. And you would look around, you go, this floor is completely clean, but I'm gonna run it again anyway. And it would, I don't, you can't see this stuff, but yeah, dog hair

Geoff Jowett ([00:46:23](#)):

Mate. One of my dogs, it was like, my carpet grew an inch, grew an inch. It was like he was sliding his face along it because it was so, and he, he loved it.

Speaker 3 ([00:46:36](#)):

If you are loving the journey on podcast with Warwick, we know you'll benefit greatly from his online video library, showing footage of real time training sessions, you will learn how to approach situations with your own horse in an empathetic and effective way. The video library has been life changing for tens of thousands of people and horses all over the world. Warwick invites you to check out the seven day free trial at [videos dot war, chiller.com](#).

Warwick Schiller ([00:47:06](#)):

Okay. Where we, what were we baling about?

Geoff Jowett ([00:47:08](#)):

Oh, we were talking about dog hair

Warwick Schiller ([00:47:10](#)):

After how'd we get on the dog. Oh, you bought a new vacuum cleaner.

Geoff Jowett ([00:47:13](#)):

Oh, diaper man. And, and that was exciting.

Warwick Schiller ([00:47:17](#)):

Yeah. So let's go back to, to to dopamine. Okay. So I mentioned before the I, that ice baths are good for Domine. You ever done the ice bath stuff?

Geoff Jowett ([00:47:30](#)):

No. I've had a look at whim H but I haven't really gotten into it.

Warwick Schiller ([00:47:35](#)):

It's it's a, it's a bit of a game changer. I've been taking cold showers for about three years now and ice baths for, mm, almost probably two years now. I got a, I got a deep freeze in the garage. That's full of water that I've get in. And yeah, it, it, it's, it's a pain, it's a pain in the backside for a long time, for a long time. It's really hard to do. And it's a really mental struggle to get yourself to get in there. But it's like, these days are the cold showers. When I have a, when I turn it down to cold, it's enjoyable. It's almost like it's the same amount of sensation is hot, but it's cold, but I don't reject it anymore. The thing I think the thing about like the cold showers and stuff is, it's a, it's a, a great lesson in acceptance. You don't, if you reject the cold, it's bloody cold. It's measurable. You've gotta, you've gotta, you've gotta, I mean, there's so much to it. You've gotta accept the, you know, it's a lesson in acceptance. It's, it's a, it's a, you know, a mental struggle, you know, the black Wolf and the white Wolf get in. No, I don't want it sort of thing, but yeah, that's, that's a good one. I haven't, I haven't had the, the freezer running for a while. I gotta get it back going again. But

Geoff Jowett ([00:48:46](#)):

The acceptance thing is massive that that's everything like, you know, the road less traveled, I read many years ago, but except suffering life is suffering because people don't practice acceptance. And that was one of the things I had to do when I went bus. Cause I didn't have a choice. So that was the greatest gift of all. I couldn't just pay my, buy my way out of it. I had to sit in it. So I say the struggle is the gift because you have to sit in it and feel it. And that's when you grow, you, you, you change when it's hard. You grow when it's hard. Not when it's easy, we don't change when it's easy, we just probably get caught up in it and go how good this, Hey, look at me. But when it's hard and you that's necessity nothing, ch cross change, like necessity that that's when it happens, cuz we must. And that that's, what's such a gift. If people can take it.

Warwick Schiller ([00:49:34](#)):

I got a question for you here. Like, you know, if you had a 40 million beanie baby industry, I could see that going fast because beanie babies went outta fashion, but people are still into fitness. So how does one screw up a \$40 million fitness company?

Geoff Jowett ([00:49:51](#)):

Well, what was actually the weight loss brain?

Warwick Schiller ([00:49:54](#)):

I was weight loss, Brent. Sorry. Okay. People are still trying to lose weight. So

Geoff Jowett ([00:49:57](#)):

Yeah, no, it was more, well, it was really ego entitlement and a partnership breakdown myself and the other fell and we were both as bad as each other and it was really nothing that business was. We, we just made a really, it was us, was our, was ourselves. We got in our own way. We couldn't get out of our own way and it all just spiraled. So yeah, it wasn't really the category or the business itself. It was us a and just doing a whole bunch of dumb things and line extensions, other brands, other things, getting distracted, other businesses as well, and just losing focus and all that jazz and nothing was enough disease of more.

Warwick Schiller ([00:50:32](#)):

Right. So would you, would you say you were, you lost focus on what your core thing was, and you, you, you just wanted more, more and more, so you spread yourself out too thin and then everything fell to pieces. Is that kind of what happened?

Geoff Jowett ([00:50:44](#)):

Yeah. Yes. Yeah. That, that had summed up. Yeah. And, and really, we, we weren't, you know, our leadership was average at best. We were sort of, you know, walking contradictions do, as I say, not as I do. So I'm, you know, none of which I'm proud of, but, you know, I am grateful for all the learnings and it made, it really made me look at myself and how I live a and you know, of others now versus how I used to expect them to serve me. And so that that's been a, a gift. And, but yeah, yeah. We, I got what I deserved without a shadow of it. Doubt.

Warwick Schiller ([00:51:20](#)):

Well, and I, that you kind of make that sound negative though, but don't, don't you think that that was the greatest gift you could have had

Geoff Jowett ([00:51:27](#)):

Without a doubt? Yeah. Yeah. Sorry. No, no, not negative at all, but I, I needed it. There's no way I'd be here that have dogs and horses, William and Harry, the two champion dogs, my horses chatting to you without all of that. I would've been miserable, depressed, looked like I was living the dream, but internally anything, but so no, I probably came out the wrong way. I, I needed that. I needed to get hammered and thank God I did commercially if you will, or to get outta that sort of addiction in of its own. Right. And, but the irony now is that building businesses. Cause I did it for 20 years. It's kind of like you with horses. I just know all the moving parts. I can sort of do it on the back of an en open. So it, it now it's a very different life that I look at a whole lot of different possibilities and things I may or may not do in time, but it'll be done incredibly differently. And this is not give up on making lots of money and just do nothing. It's the opposite of that. I think you can build an incredibly fruitful life this way, but it avoid the trappings of success.

Warwick Schiller ([00:52:33](#)):

I'm, I'm not much of a, I'm not much on like salesy people, people are trying to, trying to sell you stuff like, like hard sales sort of thing. And a lot of a lot of you know, like <affirmative>, I don't know, people that people that say, I, I can turn your business into a, you know, seven figure business from a six figure business or whatever. And a lot of it sounds like, you know, well, not not of this rubbish, but it's money is what it's all about. And it sounds, sounds like that you've kind of made the, the switch to providing

service for people. And if you, and, and, and be passionate about what you do, and if you do that, the money will follow, but you can't, you can't chase the money because you did that. And I mean, that's what you're doing was chasing the money and not chasing the fulfillment or the, you know, not well, not, not, I'll tell you what, we'll get to your questions here in a minute.

Warwick Schiller ([00:53:40](#)):

Cuz what I was gonna say was that book I was talking about before backbone, where you said you most men's spent all their life trying to get these four things. He said, once they get through all that and realize that's not it, then they, then they come to the, the three real things. Number one is you have to figure out your purpose in life. You've gotta, you've gotta know your purpose. You've gotta know why you're here. Number two is you have to have a deep and authentic spiritual belief and that does not mean religion, but, and, and then number three is you gotta get rid of your bullshit. And, and I imagine going through this 12 steps of the, of AA and NA, that helped that, that helped get helped get rid of your bullshit. But, but so you, you know, you are like all my podcast guests get given a list of questions. And one of the questions that you asked, well, you, you chose was what do you feel your true purposes? So what do you, what do you feel your true purpose is

Geoff Jowett ([00:54:48](#)):

Mate? I'd have to say it's helping people get unstuck outta their head into life and realize their potential, not only in business, but literally life to, to feel happy, feel successful and give them the tools and a framework for that because I had the money, but I didn't have the feeling of happiness or success or gratitude. And, and I think you can have it all and they, they, they go hand in gloves. So for me now that's what I get the greatest feeling of fulfillment out of seeing people realize that potential in them and realize they're sober. It's so much more potential than they give themselves credit for.

Warwick Schiller ([00:55:25](#)):

Yeah. That's, that's something I think we all kind of realize realization at some point in time, you said something interesting right then that you help them not only in business, but in their life. And I think that's a bit like with the horses, when you start interacting with the horses differently and you start, you start down that path, you, it doesn't just change what you do with the horses. It kind of changes how you show up in life with everything else too. So I think, I think what you're up to, there's very, very similar.

Geoff Jowett ([00:55:55](#)):

Oh, absolutely. And, and that, you know, being the calm in the chaos soft is strong. I teach leadership. If you can be calm in a chaos, if you, you don't have to choose to engage in human drama, you can keep moving. We don't have to dive into the mess and, and we don't have, have to get triggered and react. We can respond in time. It's same with horses. I say, respond, don't react. I've got this smart model, strategic mindful, aware, responsive train, and be responsive, not reactive. And it's the same with horses. It's all the same hand in glove.

Warwick Schiller ([00:56:33](#)):

You know, I was listening to a podcast yesterday. It was actually Joe Rogan podcast and, and yeah. And the reason I was listening, I don't usually listen to Joe Rogan, but I was listening to our Rogan podcast cuz he had sad guru on there. And yes. You know, like I kind of think those are almost two polar opposites, those guys, but, but sad guru was talking about reactivity and SA guru said, so let's say I was

to insult you now in an Indian language. And he says there's 1300 languages a I think in India or different dialects, something like that. If I was to insult you right now, say the worst thing about you in one of those dialects that you don't know, would it bother you? And Joe Rogan says, well, well, no. And he said, well, that's what that's, that's how you should react to anything like that. It should, you shouldn't let it. You can't let it bother you. You know,

Geoff Jowett ([00:57:27](#)):

Mm-Hmm, <affirmative>, that's the key. And you, you teach that in horses. I teach in business and leadership and life because we that's a choice. We have, we have a choice and I say to people, why do I care? It's a very good circuit breaker. Why do I care when oh this happened? And they did that, but why do I care? It always comes back to the story we have about ourselves.

Warwick Schiller ([00:57:46](#)):

There you go. Yeah.

Geoff Jowett ([00:57:47](#)):

And what that means about me.

Warwick Schiller ([00:57:50](#)):

Yes. Yes. It always does. Doesn't it. Okay. Next, next question for you. And I think we've probably already covered this, but what was your biggest failure and how has it helped you?

Geoff Jowett ([00:58:03](#)):

Well, yeah, definitely the business implosion. And that helped me in ways of orders of magnitude. I could never have imagined to just love life each day and, and genuinely do that and be playful with it. I think if you're playful with life, it's gonna be playful with you. And I don't almost every fear we have. It's not in front of our eyes. It's in our mind, we're not getting chased by a saber tooth tiger most days. It, it it's, it's it's in our mind, it's the story we create about a possible scenario down the road. That's not real. The, the people don't live in reality, which is the, the, the frame of our life right now. Not the one in supposedly five years that we have in our head.

Warwick Schiller ([00:58:45](#)):

Right. You know, kinda on that line. I was gonna ask you something else. So what, I need a bit of research on you. One of the things I found said, Geoff used to be a weight loss guru with a, with body trim infomercial. So did you do infomercials on TV in Australia? Did you

Geoff Jowett ([00:59:01](#)):

Yeah. Every day. Yeah. Yeah. I was on TV every

Warwick Schiller ([00:59:04](#)):

Day. Okay. And was it during that time that you, you rock bottomed?

Geoff Jowett ([00:59:11](#)):

Oh, well, funnily enough, I was on channel seven live in Martin place and obviously from Australia you'd know that. And so I used to do it live out in the Plaza. And that was when I had my first in of sobriety because kind of can't rock, rock up pissed and, and do live TV. And so that was my first sort of sabbatical and whatnot there, but I didn't have the tools and the mindset and the, any of that sort of stuff. So it was, was battling, but yeah, the, the TV every day was a thing. And I, so I guess I had the pro and all that thing that people think is gonna make him feel better.

Warwick Schiller ([00:59:45](#)):

And the reason I was asking that, so at the time people watching, you would think this guy's got his shit together.

Geoff Jowett ([00:59:52](#)):

Oh, massively. Yeah. That was why they told mate you're living the dream. You're killing it. Oh, live the dream was always the text. You're living the dream DJ living the dream. And, but internally you're not. So

Warwick Schiller ([01:00:02](#)):

Years ago probably, oh, eight years ago now I had a couple of producers from LA contact me and they wanted to do a reality show of, with me of me basically. And I'll tell you what you get that phone call that poach in the ego a bit, you know? But anyway, these two ladies came up two ladies come up and one of them was I think she's engaged. She's married now to this. She said, her husband's in the music industry. And I said, oh yeah, what does he do? She says, oh, he is a producer. And I said, oh yeah, what's his name? And she told me, I said, I've never heard of him. I said, has he ever, ever done anything that I would've heard of? Oh no. I said, what sort of music does he do? That's right. What sort of music does he produce?

Warwick Schiller ([01:00:42](#)):

Cause I hadn't heard of him. And she said, oh, you know, stuff that you'd know. And like, okay, well I figured it might have been classical or something cause I'd never heard of him. And I said, so what, what, what are some stuff that I'd know that he's produced? She goes, oh, you know Rosanna by Toto to eclipse of the heart by Bonnie Tyler Michael Jacksons beat it. <Laugh> all the, these things. So that was, that was her husband. But the other lady, her partner, not husband was a fellow named Tony Horton. You ever heard of Tony Horton? Yes. Okay. So yes. So he was Tony Horton. So he was basically the P 90 X. He was yeah, the P 90 X stuff. So he used to have all these informationals and he was like the U of America sort of thing.

Geoff Jowett ([01:01:25](#)):

That's right. And

Warwick Schiller ([01:01:26](#)):

He to the external world looked like he was rocking it too well here about, I don't know, maybe four years ago Tony had what he, I think he thought was almost like a stroke because his face went all weird and it turned out he got shingles really, really bad. And the shingle and, and this guy healthy and fit and the whole bit, but shingles is caused by stress. And he realized at the time that, you know, it's, it's the spokes of a wheel and you gotta have all the parts working. And he had the, he had the fitness working

and he had the health part working and he on that working. But the, the, the life balance and that sort of thing was not working. So this guy was kind of in the same place you were at where on TV, FITT guy on the planet rocking. It knows what he's doing, but inside there's a whole lot of stuff going on there. Yeah. You look it up, look up Tony Horton and shingles. I mean, interesting. His whole face collapsed on one side and it really made him take a step back and go, well, shit, you know? But yeah, look it up if it, if that interests you, but just thought that was similar.

Geoff Jowett ([01:02:36](#)):

Oh, that's, that's uncanny. Yeah, exactly. The same trajectory. Exactly the same sort of life speed, all that. And, and there you go. Success leaves clues. And so does, so does struggle. What a, what an insight.

Warwick Schiller ([01:02:52](#)):

Yeah. Yeah. Very cool. Okay. Next question. Few was, and, and, you know, I asked you what you feel your true purpose in the world is this one is similar, but if you could spread a message across the world, one that people would listen to, what would that message be? Or your favorite quote, whichever one of those two, you'd like to discuss a message.

Geoff Jowett ([01:03:15](#)):

I, I would, I would say that out of it, get out of your head. I would say, get out of your head and into reality because we just live in our mind about all the different, what if scenarios and comparing comparison is the thief of joy. If I could leave that as a, for people, comparison is the thief of joy. Whenever we're comparing, we're never gonna be happy looking at someone, look, you know, your own grass, don't look at someone else's and your grass is gonna grow and it'll be lush and green. And we get in this comparison game and status anxiety, and none of it ends well. And obviously social media exacerbates that. But, but in all vocations, if we focus on what we have, not on what we don't have, then anything's possible, what, what can I do? Not, what can I do? These are the key things. Cause there's always something we can do.

Warwick Schiller ([01:04:13](#)):

You know, you kinda reminded me of a story. Years ago, probably five years ago. Now there's a lady I know who's, you know, quite a, a experienced horse woman. And she had a Mustang and she was doing one of those Mustang makeover things. You know, where they get a hundred days to train a mastering or whatever. And she sends me a video on Facebook messenger and I open it. And it's a video taken from outside. This, this pen. It's probably, you know, 24 feet by 48 feet sort of thing. And there's a horse in there and she is in the, in the pen, like comes in the gate on one side. And this horse is kind of backed into the corner snorting at her. And you know, his head's bouncing up and down. He looks pretty concerned. And then she, she walks towards him, but he's already telling her that's close enough.

Warwick Schiller ([01:05:06](#)):

And then she walks towards him a little more and he's snorting. I'm thinking what you doing? And the next thing he launches and attacks her like bites, her strikes her knees on her. Oh God. Then he jumps up and he kind of runs across the pen, looks back at, I'm like, oh my God, what did I do? Sort of thing. And then she starts to, to wail like the no, and it, Ugh, make me feel sick just to think about the noise that came out of her. You, you, you couldn't have a more terrified noise come out of a human being. It was, it was absolutely horrible. Wow. But anyway, and I thought she was dead pretty much from the

attack, but she has sent me this thing. So I'm, I know she's not dead anyway. So I, I mention, are you okay? And she said, oh yeah, actually I I'm.

Warwick Schiller ([01:05:54](#)):

Okay. Now I went to the hospital and you know, funnily enough, I have very few wound from this thing and I kind of, one side of me wanted to go, what the bloody hell were you thinking? But that's not the time to do that. It's like, well, I'm glad you're okay. Sort of thing. And, and I kind of waited for her to, to share what happened. And, and she said, look, now I did it all wrong. I'm thinking, yeah, you did. But, and I said, so, so I said, so what, what, yeah. What are your thoughts watching this back? And she says, yeah, I just, I just wasn't listen. You know, she's an experienced horse woman. She knows what she's doing. And she said, yeah, I just wasn't listening to the horse. And I said, well, why is that? And she said, because I'm on this Facebook group with the other people in this Mustang makeover, and they are all much further ahead, they've got saddles on their horses.

Warwick Schiller ([01:06:49](#)):

And so I was thinking, I gotta get this horse caught. This is the comparison thing you're just talking about. You know what I mean? And instead of working with the horse that was in front of her at that point, I mean, she knows better than that's just a mistake we make, this is not picking on her at all. Yeah. But in hindsight, she she's like, oh, I wasn't reading the signs because I wasn't present. I wasn't in that pen with that that's right. That Mustang. I was thinking, I've gotta get this horse saddled so I can catch up to everybody else who's on that Facebook group. And so it's yeah. That's that comparison thing. Know it yeah, it was the video was absolutely horrifying. Scared the hell outta me. Well that's a yeah.

Geoff Jowett ([01:07:28](#)):

Powerful example of everything. We just talked about the compare, that's a dangerous, powerful example and animals, again, as I've said, they, they just make you present and grateful if you let them. But how many times do we see people walking their dogs and they're on their phone. I see it every day where I live and, and I never have my phone. When I walk my dogs. I never have my phone when I'm with my horses. That's because that is a sanctuary. You can immerse, you can submerge into only that space. If you know how, and you let it, if you let the animals take you there, that's the magic of them because they're not, they're not ruminating about the stick from the park yesterday. I, I used to say, put the stick down when like, when the take the dogs to the park and it's time to go, you get rid of the stick three seconds.

Geoff Jowett ([01:08:09](#)):

They think about that. And then off I go and oh yeah, let's go. There's a tree. There's a dog. I do a wee. Life's good. Amazing how good's life. If that was a human, we'd be filthy that we had to get rid of the stick. We fought for the stick. It was the best stick at the park. We've got a story of ownership and entitlement about that stick. We go to bed. We don't sleep well. We're filthy on our owner. We're like, you meant to be my friend. You, you are kidding. You've just stitched me up. Throw me under the bus. We get to the park the next day. And where's that stick? That's when we punch on it, like, oh yeah. In our head about the stick, where's my stick, my stick. We're getting a blue at the park. That's what a human would do in that situation. Whereas the dog forgets about it three seconds later.

Warwick Schiller ([01:08:46](#)):

Yeah. And you touched on something before, too. Oh, when we were talking about acceptance and you know, my son is a, a rock climber. And are you talking about suffering is what you're talking about? My son's a rock climber and he, he, when he first kind of got into rock climbing, he had climbed in a gym quite a bit and hadn't climbed much outside. And for spring break, when he was at university it's for spring break, instead of going and partying like the rest of everybody does on spring break, he went to Tucson, Arizona for week long rock climbing course. And he was on the face of this rock, you know, a hundred feet off the ground or something or other. And he reached up and as he did, he hung by his fingers and he dislocated his collarbone. Like his, his, his shoulder popped outta joint, basically hanging a hundred feet it from the ground.

Warwick Schiller ([01:09:38](#)):

And this is like day two of this thing. And so that's, that's a painful thing. And so they're lowering him to the ground, but I, I bet I said to him, I bet on the way down, it wasn't just the pain of your shoulder. That was the problem. On the way down, you were also suffer, you know, pain and suffering are two different things. And on the way down, you were in pain, but your are also suffering because all the stories going through your head, bloody hill I've, I've spent all this money. I come in here for a week and now I'm not gonna be able to climb. And Y yada, Y Y Y Y yada. And that's the difference between humans and animals? Like like a, if you've ever seen, I dunno, like in Australia, like a sheep, that's broke its leg stand out there in the paddock with one leg, flopping eaten grass, because it's not like, oh, I broke my leg and now I'm not gonna be able to, you know, they're not in the future, they're just in the moment sort of thing. That's so it's not that it's not that animals don't feel pain, but the pain is just the pain. There is no story attached to it. It's not like I'm gonna miss out on something in, in the, in the future cause of this, you know what I mean? And so, you know, that

Geoff Jowett ([01:10:39](#)):

Gold

Warwick Schiller ([01:10:39](#)):

And so, yeah, so Tyler, he ended up, he dislocated that shoulder four times. So he actually hadn't have surgery on it. But, but yeah, that's that, you know, that you were talking, you were talking before about that sort of thing, you know, in relation to something else, but you know, and I was talking about it. Oh,

Geoff Jowett ([01:10:58](#)):

Mate. It, go

Warwick Schiller ([01:10:59](#)):

Ahead.

Geoff Jowett ([01:10:59](#)):

There's something there. Just quickly, like I know you're in Australia recently and we had almost a month of rain unprecedented and my dogs one afternoon, they got drer bone coats, actually these dogs. So when it rains, we still go cause I'm big on routine and structure. Don't sit at home and do nothing and, you know, get down in the dumps. Right? Oh, boys, let's go double use. Let's go. I won't say the word. Otherwise I'll be all over me. But so, but one afternoon it was so wet and I, I drove out of the, my house round and I literally did a, went round the block and went home because was like a river coming

outta the sky. When I, and I looked at these dogs, I felt bad. I thought, oh, I can't. I wanted to take 'em. Haven't been out.

Geoff Jowett ([01:11:41](#)):

And I wa I, mate, I got emotionally moved by it because I watched their little heads and they, like, we went round the block. They knew we were where we were going. Cause the route what they do. But we went back inside into the garage, came back and they're just smiling and happy and okay, let's go inside again. I felt bad for 'em. I thought I've let you down here. We were gonna go, but we didn't, they didn't care what we went up. So up at dinner and away we went, they bang, they present where they are doing their thing. They're not hanging onto stuff. Right. It just blows my mind how we can learn from them.

Warwick Schiller ([01:12:13](#)):

Yeah. It's not like we were gonna go for a walk. Why didn't we? You said we went, we came back. That's right. That's it? Yeah.

Geoff Jowett ([01:12:18](#)):

Yes. So Matt Mo and we all, we've all been guilty of that.

Warwick Schiller ([01:12:22](#)):

Yes. No, certainly. Okay. Next question for you. What was the last question? If you could spread a message across the world, wasn't it? Cause we got sidetracked there what's

Geoff Jowett ([01:12:31](#)):

What's yeah, we did.

Warwick Schiller ([01:12:31](#)):

What's the most. And I think we've talked about this too, but we go over anyway. What's the most worthwhile thing. You've put your time into something that's changed the course of your life.

Geoff Jowett ([01:12:41](#)):

I think animals, mate. I, I just the, the love and connection I have and, and that the horses, the dogs, but just the awareness really that I get out of them. And it's sort of a, a, a reset for my head, a circuit breaker and I've probably had 20 or 30 clients get animals, pets, all sorts of things as a result. The problem's not the problem, the problem's in their mind. And, and so probably that really just has been the most powerful thing for me and the journey of that and versus all the material, the consumer by consumerism. Yep. My discretionary, spending's gone through the floor in recent times. I look at how, what I, you know, how I live today versus how I used to live and the cars and the, this and that. And because I was filling the internal void and with buying material things that, that didn't fill the void, but I living expenses went through the roof. I know that much. I remember I bought a, I bought a, I had to buy some tires from a car and I think they all up, they cost like a thousand bucks or not \$800 for four tires. And you know, that wouldn't have even paid for one on the cars I used to have. So it was just crazy.

Warwick Schiller ([01:13:52](#)):

You, you know, you've mentioned the cars a few times, so let's just find out what sort of cars did you have?

Geoff Jowett ([01:13:58](#)):

Oh, nothing. I just had, I had a, a Maserati Ferrari, some BMWs, those sort. Yeah. Just, but I wasn't a car person. I was just a Winer. I was just a, they were just a, so it wasn't, it wasn't like, I love cars. It was just, I love people looking at me. Right.

Geoff Jowett ([01:14:14](#)):

Yeah. I've got a Toyota Corolla hybrid. Amazing. What, 800 kilometers on a tank.

Warwick Schiller ([01:14:20](#)):

My son was, my son was into those sorts of cars when he was younger. Like he thought those, you know, those were the, were the things. So I, I need to ask you, you like driving the Maserati better than the Ferrari or the Ferrari better than the Maserati.

Geoff Jowett ([01:14:36](#)):

Oh, probably the Ferrari, to be honest, but yeah, they're both. They're

Warwick Schiller ([01:14:39](#)):

Both great. Why? Cuz it was a bigger wink

Geoff Jowett ([01:14:42](#)):

<Laugh> yeah, pretty much. They stood out more, but the Maserati was louder ironically. So that was split the difference. Yeah. But you know, just look at all that stuff and yeah. If someone I've got clients that love cars and, and whatnot and they, they go and get them and I go good on you. That's the right goal. Cause you love 'em you actually are passionate about and good luck to you. I'm not right. So, you know, doesn't interest me and, and, and you know, if it's a PA genuine deep down passion and something is super interested in great go for gold race, 'em do all sorts of stuff. But I used, so I used to dream about the car with the horse on it. Now I just dream about the horse. <Laugh>

Warwick Schiller ([01:15:18](#)):

You had a horse on,

Geoff Jowett ([01:15:19](#)):

You know, it's really, yeah. Really interesting.

Warwick Schiller ([01:15:21](#)):

Wow. Okay. Next and last of your questions that you chose, what have you changed in the past five years? That's helped shape you, who you have become

Geoff Jowett ([01:15:32](#)):

Wow. Well sobriety would be the platform from, so that was the, that was the platform foundation for everything else. A and that was the first thing that gave me a level of footing to really awareness,

ownership, change, and take the steps that I needed and actually see the part I played in my life. Not just the good, but the bad. I think getting sober made me realize, cause I think when we are going really well, we think we're superstars and I'm amazing and look at me and then when things don't go to plan, we blame someone else. Like we take too much credit for the success and probably not enough for the failures. And I was able to look at all of it with a, with a reality based lens, so to speak and see the part I played and the patterns in my life and that came out of sobriety and clarity.

Geoff Jowett ([01:16:18](#)):

And then that I had the little dogs at that point as well. And it just made me appreciate they're more and simplifying the simplify to amplify. So with the sobriety, I was able to simplify my life less moving parts and, and really build from that and just stay narrow and deep in my strengths, not try and do something cuz someone else is just do what I do. Just do me stay in your lane. As I say, stay in your lane, narrow and deep blinkers on good as gold, not 50 lanes. Cause, cause they look good and that'll be faster.

Warwick Schiller ([01:16:50](#)):

Right. Did you do the, I mean, you've been to AA and NA did you do the whole 12 steps?

Geoff Jowett ([01:16:59](#)):

Yeah. Yeah. I, I would've yeah. I'd say I did. Yes. Yes.

Warwick Schiller ([01:17:02](#)):

Cause I've listened to, I've never been to AA or anything better. I've listened to Russell brand's recovery. Have you ever listened to Russell BRS or read it?

Geoff Jowett ([01:17:10](#)):

Yeah. Yeah. He's good. Yeah. Yeah.

Warwick Schiller ([01:17:11](#)):

He's great. It's awesome. But you know, he, he says, you know, step, I think he said it took him, you know, four years and five days to, to get to the end of step five. And he said, it actually took me four years. I mean, it took me five days to get to the end of step four. Then it took me four years to go step five, which is, I think that's the, that's the one where you wrote down the list of all the wrong doings and the people that have done you wrong. And then you could yeah, yeah, yeah. Yeah. How hard is that?

Geoff Jowett ([01:17:43](#)):

Well, it's funny Warwick. You should say that. Cause I don't know what the go was with me, but by that stage I actually, I sort of overdid that as well. And so I actually attack that. Like I do most things right. And I made a list massive and I'm ringing people up. I was just, I just, I was ready and I ring, I ringing people up and they're like, mate, what do you want about, I'll never forget a few of 'em are like, mate, we both mess that up. Don't worry about that. Like it was, it was really interesting how, cause I know a lot of people say that, but I, I found that very cathartic and I just wanted to, cause I just wanted to feel better. So I just did what they said. But quite often I, it was, I, I probably was guilty of blaming. I blame myself for everything. I, I was probably in such a place where I thought, well, I'm better off the world's better off without me cuz whatever I touch, I break and I I'm no good. And so by that stage I just thought I was rubbish and just poison and I shouldn't be around. So I, I probably had such a dark lens on things

that, anything that happened was my fault. I went to the other extreme where nothing was my fault and then I flipped it.

Warwick Schiller ([01:18:47](#)):

But, but don't you think that's a huge part of why that step is in there because you have these stories in your head about how bad you are and all this sort of stuff. And when you actually apologize to the other person, they might say, oh wasn't I screwed it up too. It wasn't that big a deal. And I, I don't know, I've never done it, but I've just had the idea that a big part of that is, is having you, I think it's getting it off your chest too. But also it's getting that. It's just like being vulnerable to people, you know, like say in an AA meeting or whatever, you get something off your chest that you're ashamed of. And somebody else says something you're like, oh shit, I, I'm not so bad. You know, I thought the thing that I, you know, I went to a, went to a, a men's emotional resiliency treat a couple years ago.

Warwick Schiller ([01:19:33](#)):

And I've talked about it quite a bit in the podcast that the first night that we're at this thing, we all sat around this room and the guy that's leading the thing said, okay. And I've actually had him on the podcast. Joshua winner, Joshua is leading the whole thing. And he says, okay, what we're gonna do now is we're gonna go around the room, introduce ourselves. I want you to tell us your name, tell us something that rhymes with your name so we can remember your name. And then we want you to tell us something that you're deeply ashamed of, that you've never told a single soul in your life and I'll go first. And that there's something about for me, there's something about being vulnerable to somebody else who is also vulnerable back to you. That is something you can't get from a therapist because therapists have no skin in the game. Like they sit there and they nod and they go mm-hmm <affirmative> mm-hmm <affirmative> and how did that make you feel? But you spill your guts them and they don't go, oh yes. And I did this one time, you know, like this there's not that, that, that skin in the game, but yeah. So I think, I don't know. I might be totally off, off course here, but I think that

Geoff Jowett ([01:20:34](#)):

Yeah, vulnerability is

Warwick Schiller ([01:20:35](#)):

Critical. Yeah. But I think that part of the, the, the 12 steps of, of making the list of all the people you've wronged and then calling 'em up and, and apologizing part of it is, is, is I think it's being humble enough to do it. That that'll change you as well. But I think another part of it is might be to get the feedback that you're not as big a piece of shit as you thought you were.

Geoff Jowett ([01:20:56](#)):

Yeah, that's right. Yeah. Cause it, it's funny when you get into that, that place, you, you, you do, you just see yeah. Your self worth goes through the floor at that point. And then as it helps you realize, hang on. Oh, thanks. Yeah. You start to, oh, right. That's that's nice. Okay. And you start to come out of the fog. You're in such a fog. You don't, you dunno where

Warwick Schiller ([01:21:17](#)):

You are. And, and, and that fog is the reason you in the first place,

Geoff Jowett ([01:21:22](#)):

Absolutely escaping numbing ejecting. And that, you know, that, that was me. It was the, the numbing escaping age. Cause I wasn't living in alignment, congruent, some of values. And then you, yourself medicate versus self manage. Now

Warwick Schiller ([01:21:35](#)):

Don't you think like I've lived in America for 30 years, but don't you think? And you know, don't worry, Americans drink plenty too, but Australia is a, a drinking culture and it, I don't know. I it's, it's like everybody there is, is self medicating. Actually. I just heard the other day read the other day. So I, I really don't drink anymore.

Geoff Jowett ([01:22:04](#)):

Oh

Warwick Schiller ([01:22:04](#)):

Wow. I didn't when I started meditating, I probably a couple years after I started meditating, I lost the desire to do drink. It just, didn't just didn't appeal to me. But about this time I'd kind of slowed down drinking. Anyway, I used to drink three or four beers a night and I discovered IPAs, you know, I used to drink like, like shitty beer you know, like, cause light here in America. And then I discovered IPAs and I really loved the taste of them, but then I really don't drink anymore. So anyway, recently we found Robin found some non-alcoholic IPAs and these things taste exactly the same as the really good beer. But I saw the other day in the Australian news cuz mum and I every morning, get up, make a cup of tea and read the Australian news online. There's a bar in Melbourne or Sydney just opening up and it's a non-alcoholic cocktail and beer bar and that's all they serve is non-alcoholic stuff that taste like. So you can go there and have the same social interactions and you know, the familiarity of having a bit, but you're not actually consuming alcohol. That's right.

Geoff Jowett ([01:23:13](#)):

I've had a, I found them at the golf club and I was blown away. I'm like, this is exactly the same. Yeah. I couldn't believe it exactly the same people. Like, no it is it's except you don't come home through later. It's perfect. It's amazing. Oh, that's good. I'll see you later guys do your best and off I go.

Warwick Schiller ([01:23:32](#)):

Yeah, but yeah, just getting back to it a Australia's very much like a, a drinking culture, you know, have a beer with your mates, go to the pub, you know, that's at least, at least, at least an hour. I mean you're probably 15 year younger than me, but at least in our era, it you know, it was, I think it's, I think it's changing a bit these days, but you know, there's still, it's still very much a drinking culture. Wouldn't you say?

Geoff Jowett ([01:24:01](#)):

Ah, absolutely. And a lot of my clients sort of, they might not all get off the booze, but I get them to have it. Yeah. I get 'em to of work in focus blocks, say 10 weeks off and blow the doors off if they're extreme and then go again and over time they generally work it out like you do with meditation that it it's just, it's sedating them from full throttle, living full throttle, feeling experiencing. So they work it out for themselves that it's kind of it's suppressing. They potential,

Warwick Schiller ([01:24:30](#)):

Well, I think it suppresses their potential too, but I think it's, it's numbing from other stuff. But if you solve the, the other stuff, then there's no reason to numb, you know, it's, it's not like alcohol that's

Geoff Jowett ([01:24:42](#)):

Right.

Warwick Schiller ([01:24:42](#)):

It's not like alcohol's bad, don't drink alcohol. But I think if you can sort some, that's sort some things out, you might not need the alcohol. You still like it, you know, like a drink or whatever you can.

Geoff Jowett ([01:24:53](#)):

Yeah. You just don't have a thousand of 'em because you got nothing to know. You're right. We talk about cause and effect. What I do with my work is I just very quickly, when people are talking to me, I, I am just looking, working out where, where the pain is coming from the root cause of, of the effect not treat the symptom, right? What do people treat the symptom I wanna treat, I wanna identify, recognize, treat the cause that's happened in a person's life X amount of years ago and, and show them why that is causing this pain and effect now. And that's how they get unstuck and breakthrough, not just bandaid the symptom.

Warwick Schiller ([01:25:30](#)):

Right. And I imagine a lot of it comes, just comes back to all sorts of trauma that have ne it's not ever really been worked through

Geoff Jowett ([01:25:38](#)):

E exactly, exactly. And so people growing up from an affluent family, they might be seeking approval validation and that they, you know, that not being in the shadow and people that grew up poor, they, they got a scarcity generally more. I'm sitting there worried about being poor again and whatnot and, and helping them join the dots. So once they join the dots they can break through and, and then when they work through all that, and they can not be in their head and needing to medicate and numb, then they can, you know, you have a drink or two, and it's great, but they're not escaping anything. And it's, it's a beautiful thing.

Warwick Schiller ([01:26:12](#)):

Yeah. Have you ever read much or seen much about GA matte?

Geoff Jowett ([01:26:19](#)):

I know the name, but I won't say professor know a lot about,

Warwick Schiller ([01:26:22](#)):

So GA matte is a, a doc different Canada and he's one of the world's leading experts on, on trauma an addiction, sorry, addiction sorry. World's leading experts on addiction. And he says that, you know, all addiction is root. All addiction is rooted in trauma. And so he was a, he was a GP in a part of V that is like, say, I dunno, what King's cross is like now, but the way the King's cross used to be back in the, you

know, back in the eighties sort of thing. And so lots of homeless people, and he would see all these homeless people all the time and, and treat them for various, you know, physical issues and get getting to know all these homeless people. Everybody had the same story of, of, you know, a lot of 'em have mental health issues, but it all came back to, to childhood trauma.

Warwick Schiller ([01:27:16](#)):

And they actually made a movie here a little while ago called the wisdom of trauma that he, that's a document. You looking up online, the wisdom of trauma, great, great video. I think you, and get it for free to watch online. Amazing video really makes you stop and think about you know, the, the homeless problem and, and just, just try myself. I mean, I'm, I think when you really get into that stuff, it makes you look at things differently. And I've, I've mentioned it on the podcast before, but you remember you, of course you would remember a couple of years ago when Australia had the big fires. Yes. Big Bush fires and down the south coast of new south Wales, there was a town that was basically shut off. And I think they had to evacuate people off the beach with the, with the, like the national guard or something like that.

Warwick Schiller ([01:28:01](#)):

But anyway, there was a couple that got caught shoplifting like that, like looting down there. Right. And there was nationally outrage, these people, that dog at the time, instead of me thinking that I was thinking poor BA can you imagine the life that you've had to cut to the point to where you think that's, you know, so it kind of, once you understand trauma, I think it, it can change your perception of why people do the things they do, and you tend to lose the judgment and you tend to have a bit more, yes. A bit more empathy for them rather than the, the, the, the judgment, because I tell you what, here's a good one. I had a, a, a therapist on the podcast from Canada. She's a trauma therapist, and she has this term that she made up and it's called coping.

Warwick Schiller ([01:28:52](#)):

And remember, before I talk about that book, the, the masks of masculinity and the different ways men learn to cope she said, people have coping privilege, you know, there's white privilege and there's male privilege and there's female privilege and all that sort of stuff. She talked about coping privilege. And, and she said, there could be two brothers who grew up in the same house who suffered the same trauma. And one guy's coping mechanism is to strive and do, and he becomes a CEO and the other one's coping mechanism is heroin. And so one, guy's a CEO, one, guy's a junkie. And you know what, they've both got the same problem. And they're both in that place they're in because of the same thing that happened to them. It just is how, you know, whatever your, your coping mechanism is for that, for that trauma. And it could be an achievement coping mechanism, Andre. And they're the people that you helped, like the CEO types, who are CEOs, because they've got a trauma that they haven't addressed. You know what I mean there, but I, I just love that term coping mechanism. Cause it really makes you, you think, holy cow, you know, like you could be one, we could be one step away from the G side of thing, you know, just life, you know,

Geoff Jowett ([01:30:05](#)):

Absolutely. I think the greatest gift the last couple of years going through the pandemic and, and whatnot for me was just that absolute clarity and realization that today's the day that you know, who, who knows what's going on five years from now, but I got, now let's go rip in and life became a, even more vivid cuz I just a attacked every day, like with full zest. And it just, that was a big, big takeaway for

me. And a lot of people I think were very confronted by the last say two years because the, the, the, the uncertainty and, and change and not, and not know they thought they had certainty, but they didn't really cuz things were all the time. And, but we kind of know that we, we just don't know what's around the corner. I mean, if you can accept that and live in that you can have a beautiful life. But if, if you think you have to be somewhere by a certain date, two years from now, it's gonna be brutally hard. And that was a great realization for me. And I've shared with others. And then you just a lot better and more effective each day.

Warwick Schiller ([01:31:07](#)):

Yeah. Most certainly. Have you ever read a book called mastery by a fellow named George Leonard? Yes. You know, I love that book is in there. He, he talks about karma yoga. He says karma yoga is one of the most spiritual of the ancient Hindu practices. And karma yoga is focusing on a task with no thought as to the outcome of that task. And that's wow. That's kind of what you you're talking about there.

Geoff Jowett ([01:31:33](#)):

Yeah. And, and it's, as you talk about with your process focus, right? What drew me towards you? Like everything I'm teach in business is process focus gets results. Results. Focus gets overwhelmed every time. Like if you're writing that, you know, I've got athletes, I've CEOs have got all sorts of stuff. And if you get into outcome your may as well, not even turn up real estate guys, if you create a story about the 20 million deep waterfront, you're going to list hopefully list Mays. Well, not go. I get them to say to themselves, everything's a one bedroom apartment, just a one better, just a one better. Then you stay in process. You don't create a story about what it's gonna mean and who you're gonna be and rubbish. Cuz none of it's real. And you just do the, you do what you gotta do. You shoot the lights out. Same with horses, life, business, everything.

Warwick Schiller ([01:32:16](#)):

Everything's just a one better. That's all. That's

Geoff Jowett ([01:32:20](#)):

Very cool. And they love it too mate. Cuz they list the big joints,

Warwick Schiller ([01:32:23](#)):

Right? You, you know, what's hard though. I think that the hard, the paradox of that thing is if you know that the process is gonna get you the outcome it's for some people it's very, very hard to stay focused on the process because you know, it's gonna get to the outcome, you know? Something I, people I suggest people do. If they've got a horse who is kind of standoffish, you know, not terribly people, centric is one thing you can do is just go out in their paddock, rhythm them and sit in a chair, meditate, read a book, journal, whatever. And if you do that often enough, at some point in time, your horse had come up to you, but you've gotta have no expectation. And so I had a, I was at a horse expo one time and this lady came up to the booth and she says, Hey, Hey going, you know, I've been following your stuff and I, I did what you said, I've got this horse. He doesn't really, you know, like people that much. And so I've been going out in this paddock and I've been sitting in a chair with no expectation and I've sitting there every day for two weeks and he still hasn't come up to me.

Warwick Schiller ([01:33:25](#)):

And I said, you realize what you just said. You said you've been going out there with no expectation. And then you're complaining about your expectations that you don't have. Weren't met, you know? Cause, cause it's hard because the reason she's sitting there is because it will get the horse to come up to it, but you've gotta be able to block that out. And I think that's the, that's the yeah, that's, that's the hard part.

Geoff Jowett ([01:33:47](#)):

That's the kicker. And again, I, I say when you love the process more than the result you've arrived. Yeah. When you love the process more, you've gotta love the process. And somewhere along my journey of all the stuff we've talked about, that's what happened. I love the, the process more than the result because people should ask themselves, why do I care? Like what, what is the story I've got about the result? And really that comes back to the story about themselves, feeling enough, internal void, external validation, all these things that we, that we've got, that they may not realize otherwise under the surface. And then we can just love that process in that moment. And then it always plays out the one better into the waterfront, all those things with the horse, the relat, all of it, it's all the same. And it, it, it's working in business speak, focusing on the lead indicators, not the lag indicators, because if you do this, these are the lead measures that create the lab and, and it's so formulaic, it's predictable. If people can just learn to do that and, and, and stay focused on the right stuff.

Warwick Schiller ([01:34:53](#)):

Yeah. So I really think you're kind of joining really joining the dots between success in business and success with horses.

Geoff Jowett ([01:35:02](#)):

I love it, mate. It, and it's like what a, what a, there's no coincidences as you. And I know, and it to be sitting here today, chatting about this and how the business stuff dovetails into horses and the breakthroughs. It's all the same. It's the stuff I teach. I get to go and play around with. And just, it's all, it's all the same. If we live the right way, we can have a beautiful life. If we don't, it's gonna be hard, it's it, it can be beautiful or brutal based on where we're looking and what we focus on.

Warwick Schiller ([01:35:28](#)):

Right? Yeah. Most certainly. So how can how can people find you, Geoff, you have a, you have a website you have where you are.

Geoff Jowett ([01:35:36](#)):

I mate, I used to, but I just, I got rid of that cuz I just made a, you know, I just keep it simple. I've got an Instagram account that you follow and I love that you do it's and just at Geoff gelt, I just put stuff up there and I do that's it.

Warwick Schiller ([01:35:51](#)):

So that's how people can contact you if they need to get ahold of you. Yeah.

Geoff Jowett ([01:35:55](#)):

Yeah. They can just shoot me a message there. And, and that's, that's where I am and putting up bits of and pieces and dogs and horses and pips and life and cat, all that jazz and yeah.

This transcript was exported on May 12, 2022 - view latest version [here](#).

Warwick Schiller ([01:36:05](#)):

Good stuff. Well, I've, I've loved having you share your journey with us. I think it's, I think it's so cool because you know, it's, it's not like you were mildly successful or something around you were the, you were the shit, you were the, you had all the stuff go on, lost it all, come out the other side with a totally different perspective. And so if, you know, if you share this stuff helps just, just one person. I think, I think you know, we've, we've achieved what we wanted to do. Haven't you on the podcast here?

Geoff Jowett ([01:36:35](#)):

Well, it's been an absolute pleasure and I love all your work and it's just nice to get the time to have a good chat and unpack some things. Yeah.

Warwick Schiller ([01:36:42](#)):

We're was a good chat. So yeah. Thanks for joining me, mate. I really appreciate you coming on.

Geoff Jowett ([01:36:48](#)):

No, anytime. All the very

Warwick Schiller ([01:36:50](#)):

Best. Awesome. Okay. So everybody at home I hope you enjoyed talking to Geoff as much as I did. And thanks for listening. We'll catch you on the next episode of the journey on podcast.

Speaker 1 ([01:37:02](#)):

Thanks for listening to the Journey On Podcast with Warwick Schiller. Warwick has over 650 full-length training videos on his online video library at videos.warwickschiller.com Be sure to follow Warwick on YouTube, Facebook, and Instagram, to see his latest training advice and insights.