

Primal_King-EP66-Howard_Getson

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SPEAKERS

Derek Wilson, Howard Getson



Derek Wilson 00:00

This is the primal King podcast. But first, a quick message.



00:03

Cross O Ranch has raised premium beef for five generations, but we've always kept it to ourselves, but not anymore. You now have the ability to get ranch raised USDA certified beef from our mountains in Idaho delivered directly to your dinner table. Don't settle for growth hormone, steroids or imported beef on the store shelves anymore. Go to crossomeats.com. Right now to place your order your body and your taste buds will thank you for it. Even our girls think it's really yummy. I don't meat. I love it.



Derek Wilson 00:34

What is up everybody, and welcome back to the primal King podcast. This is episode number 66. All right, so on the primal King podcast, we focus a lot on getting back to the basics and kind of that primal sense of what makes us fulfilled and what drives us what gives us purpose. But today, we're gonna flash forward a little bit to the new school. In fact, the the guests that I have is someone who has made his living kind of looking into the future and being ahead of the curve, artificial intelligence, things of that nature. So I really, really, really enjoyed this conversation, I hope you guys find a lot of value in it kind of with some of the things that are possible out there with the coming future and

everything else. So anyways, super excited about this. And let's get started. So the question is this, how do we live the best life that we can with the limited amount of time that we get to be here? Is it by accumulating success, and fame and fortune, and everything else that society tells us that we need in order to be fulfilled or isn't much more simple? My name is Derek Wilson. I'm the host of the Primal King podcast. And we're going to be answering this as well as many other questions as we move forward. All right, what is up everybody and welcome back to the Primal King podcast. So today we're going in a little bit different direction than normal. My guest is probably the smartest guy that I've ever had on. He received his degree in psychology and philosophy from Duke University, received his JD law degree and a Master's of Business Administration degree from Northwestern University by the age of 23. He started in tech law, but decided to start up his own tech company back in 1991. To provide tech services to law firms and lawyers. His company Intellagent Control was an Inc 500 AI company and won an IBM Lotus beacon award for best business application. Now he's the founder and CEO of Capitalogix, which uses advanced AI to maximize performance with real time insights, as well as running an algorithmic, easy for me to say hedge fund with some of the biggest clients you could ever imagine, ranging from the ultra wealthy to the political elite. I want to welcome in my friend, Howard Getson. Again, Howard, thanks for coming on.



Howard Getson 02:44

Hey, man, it's good to see ya.



Derek Wilson 02:46

Alright. So it's quite the resume. Right? Quite the resume. But you're actually uh, you're, you're an athlete, too. So, when you went to Duke, you went to track, right? Is that what you're doing?



Howard Getson 02:59

I threw shotput but originally, I thought I was going to play football had knee surgery, hand surgery. And my dad said, you know, people like should own teams not play on them. But he was joking. He actually played football at Temple University. Back when Bill Cosby was the running back. He was an offensive guard. My grandfather before that was a professional wrestler. He was the Green Hornet. And my son plays Semi Pro rugby. You know, Zach



Derek Wilson 03:30

Zach. Yeah. That's, that's crazy. So yeah, and obviously,



Howard Getson 03:34

We have a long and proud history of a burst of slowness, and being deceptively slow on a playing field.



Derek Wilson 03:41

Yeah. Well, and and it's always kind of funny to me, right? Because obviously, you're like within the hedge funds, and the AI and the tech and everything else. But you also took me and my wife to the best experience we've ever had as far as a sporting event for sure. Which is the with your seats with the Dallas Cowboys. And so as always kind of like this anomaly, right? Because I would expect you to be somebody that's like football that's for, for, you know, meatheads and stuff I'm in here on my computer, but like, first of all, I guess where do you find the balance to kind of be in the computer world, the AI world I guess, if you want to call it that, but also still kind of be in pop culture, I guess if you want to call it that.



Howard Getson 04:14

You know, the the truth is, athletics is fantastic. predictor of success. The same levels of mastery that you would experience in business are true and athletics, you have to decide you want to be good at something and you have to suck at it before you're okay at it before you can be good at it before you can be great at it. But only people who get energy from it actually are willing to put in the extra time and do what's necessary to really separate themselves. And I found that people who are elite athletes often are able to take those same recipes for success. Those same money mindsets and apply them to other disciplines.



Derek Wilson 05:03

Do you think that your background in sports had a lot to do with the success that you've had in business, then?



Howard Getson 05:08

Unquestionably, you know, it's funny I was, I was talking to somebody recently, my father in law just died. And it caused me to think about my own mortality. And one of the things that made me sad was thinking about my legacy, or in a sense of what a eulogy might sound like. And as I imagined what my kids or people around me might say, I think that one of the things they would say is that I have an incredibly high pain tolerance. And that in a sense, you could shoot me in the head, and my feet would still be moving forward. And on one hand, I'm proud of that. On the other hand, that's not how I want to be remembered, in my brain and my heart, I'm incredibly loving. But my sense is, the way that you can be loving doesn't always have to be gentle. And it doesn't always have to be nice. As long as it's well intentioned. And I think that, that that same commitment to excellence, that same concept that I can do anything I commit to, often has a harsh edge to somebody who doesn't understand the guiding principle behind it.



Derek Wilson 06:23

What do you do you find maybe that that is a struggle, because I even know, for myself, right, I think when you're maybe successful in sports, or maybe successful in a career, a lot of times the same things that are kind of the the thing that gets you there are also the things that maybe can hold you back in other areas, right? Like, I know, for me, I get so tunnel vision sometimes that my wife is like, you just got to stop, you got to chill out. And I'm like, No, we just got to keep Plus, you know, just keep pounding through the wall. Like, do you feel like maybe that's, I don't know, if you want to say held you back, or maybe cause like, like problems and other areas, because I think a lot of people deal with that.



Howard Getson 06:55

Well, in writing, there's a concept called the character diamond. And in a sense, as you as you write a full profile on somebody, you recognize that their greatest strength is often the Achilles heel. And a different way to say it is you learn lessons in life, and you get rewarded for certain things. And this is actually true in AI as well. But I'll tie it back to that in a second. The concept is, as you get rewarded for something, you start to do more of it, and you get rewarded again, and you learn to rely on it. But at a certain point, the recipe that got you to here isn't actually the recipe to get you to there. It's the recipe for this. I'm gonna hypertext on you for a second. When you do a vision and values exercise, when you're trying to figure out what do I really believe in. So many times when you're done the exercise, you're really proud of the result. Because you figured out the the words that really are almost magical in their meaning to you the things that you're really committed to. And that's only part of the exercise, because once you figure out the values that you currently hold, you have to recognize that that's the recipe for what you already have. It's

the ingredients, the order, the intensity that produces this. And if you want to produce something different, even though you are really connected and committed to those things, you have to figure out which of those things to give up, or, or sublimate, because there's something better. And you have to figure out what begin with the end in mind and figure out what am I really committed to being or achieving? And then how do I have to change that recipe so that it actually changes? How you show up? What you make things mean and what you do?



Derek Wilson 08:46

Well, and and I think when it comes back to even your own experience, because you started off in, in law, but then I heard you actually in an interview talking about you actually, it was almost like you'd like being around your clients better than you did your coworkers which led you to be an entrepreneur?



Howard Getson 09:04

Well, it makes so much sense, In hindsight. It's really funny. I still remember trying to decide was I going to be an investment banker or a lawyer. And what I decided was they both allowed me to work on multiple things. But if I was a lawyer, I'd work on more things and get exposed to more companies and more entrepreneurs. And I would have a broader better experience. And I love variety. I love the idea that I can be exposed to a merger and acquisition technology deal. And just meeting so many entrepreneurs whereas if you're working as an investment banker, it's a lot more it's bigger transactions, but it's way less of them. And so it's feast or famine whereas lawyer it's consistent but What I found out was, as I started to ring the bell and level up and kind of excel at the career side of that game, I looked in the mirror one day, I'm putting on my tie. And I'm thinking, could this really be what I was shooting for. And I recognized that energy is one of the most important things to measure. And in a sense, simplified, you can say, things are cleansing or clogging, it summarizes every diet or every best help, or self help book that you've read. Things either make you strong or make you weak, they either make you more of what you want, or less than what you want. And think about getting a phone call from somebody. And when you hear it's that person you go "uchhhhh". It's almost like God whispering in your ear saying, that's not your path. And, and as humans, we're often arrogant enough to go, No, I can make it work. But when you're putting on your tie, remember, this is back in the 80s. So we used to wear ties and suits to work. I would go you know, I knew that I wasn't being fulfilled. And yet, I was really good at what I did. And I got fulfillment from doing the thing. And yet my gut knew that. That wasn't it. I started giving speeches for clients, Apple Computer, Lotus development, they made something called 123. But, you know, I, I gave speeches at COMDEX, I gave speeches at these big technology

conferences. And I realized that when I was doing it, I was more of who I wanted to be. It's almost like, there was this version of me. And there was this version of me. And I. And when I thought about what was the difference, it's it's the level of conversation I was having and who I was having the conversations with. If you're in the right room, you're having elevated or illuminated conversations about stuff that makes you more and gives you energy and makes you say, I'm committed to this, and I can see the progress and the momentum. And it's awesome. And when I thought about it, it's of course, I liked my clients. They were entrepreneurs. And of course, I didn't like the people I worked with at a law firm. They were lawyers. I mean, it made perfect sense. By the way, the law firm that I worked at is still the law firm that I use. They're terrific people. But if you gave me a choice, would I rather be in a Strategic Coach seminar with the top entrepreneurs in America? Or be in a conference room with lawyers? I don't think it's a hard decision. Yeah. By the way, going back to the Cowboys, you mentioned the Cowboys game. That's really about an experience that's not about the football game. It's not really about the sport. It's about energy surfing 100,000 people in an environment that you look around, and it's reminiscent of like the Coliseum, you know, you think about like gladiators, and you go, holy crap, wouldn't it be cool to own a stadium like that, you know, as you know, we drive in under the stadium, we're one of the 100 seats under there. And we go down the tunnel where the players are, and you go right out onto the field, and you get to see the players warming up. And it's as close to superheroes. As you get in real life. You're seeing these people that are larger than life. And as they come on and off the field, they High Five you and you look at their arm and you think i think he might be bigger than me. But, but so many other people that I deal with are masters of the universe in some form or fashion. But even they, you know, they might fly in on a private plane to go to the game. But they see this and they're like, wow. Because it's primal, you know, your wreck, you know, you're in the presence of greatness of people who are beyond good at what they do. And you can tell that all the other people here recognize it. And so whether it's a preseason game, whether the Cowboys win or lose, it's about the experience. And so I use it as a platform to have discussions with people for a longer period of time than I normally would. Because they come in we meet at the office. It's mapped out just like a Disney ride. I know the experience from the beginning to the end, there's a syllabus. And every week it's different because different people show up and yet that framework for what we're going to do is the same. And throughout the year, I'm trying to figure out who gets invited? And then how do I get the right people together? I've got 10 seats for each game. And so it's like a mini mastermind, a mini salon or party. And I try to make it where even just the people who were there would be worth coming. For me, but also for them. And I love it. But again, it's not really about the sport. It's about the experience, people pay for experience, and they remember the experience, way more than the thing.



Derek Wilson 15:39

Oh, yeah. Well, I mean, it's something that we'll remember forever, you know, it was just such a cool experience. So then, so you start understanding them the type of people you want to be around. But then that leads you into this, this whole AI thing. And when you were doing this stuff, what I guess probably early 90s, right, when you're first kind of starting to get into AI? Yeah. So what led you to that? Did you just see that that's the way things were heading? Was it something that just uniquely interested you? Or like, what kind of led you down that path?



Howard Getson 16:10

Yeah, so it was really organic. For me, I always was fascinated with how people thought how people made decisions. And, and, you know, solving puzzles or being good. You're probably not old enough. But when I was little, I had comic books. And in the back of comic books, they had Charles Atlas, you know, muscle building courses, and Joe Weider, muscle building and self defense and stuff. And I would save up my money and mail this stuff in with a stamp and, you know, get this stuff. And I was fascinated with the ads and the, the headlines and what caused me to respond and all the stuff that I got on a mailing list. And by the time I got to college, I became a psych major, because I wanted to study stuff like that. So I didn't study depression, or abnormal psychology, I studied cognitive psychology, and kind of how people think and learn. And I was fascinated with the concept of ambition, and why some people have mindsets that lead them to do more and why other people are frankly messed up. And you can have two kids grew up in fundamentally the same household, and one of them is a high achiever and the other isn't. So is it nature? Is it nurture. And I think a lot of it's mindset, it's it's literally software code that says this is how they process the decision. And some people recognize that they can edit their code, and other people are just a victim to the bad code. And they're like, well, I suck at this. Well, they don't necessarily suck at that. What sucks is they didn't think they could change it. So I started to look at businesses the same way. And I started to figure out what are kind of the principles of success. That's one of the reasons I love Strategic Coach is there are a number of different frameworks that I have found are what I'll call timeless wisdom. And by timeless wisdom, I mean, something that was true or helpful 20 years ago. It's true and helpful now. And as I think 25 years in the future, I can imagine those same tools still being useful. And so I believe that AI is another one of those things. It's just a way of having amplified intelligence. And what that really means is the ability to make better decisions, take smarter actions, and ultimately make and keep more money. And every business needs to understand how to do that. But for most people, it's unconscious, or something that they don't truly understand how it happens. But by making it conscious, by making it something that you examine, it's something that

you The first step is bringing order to chaos and understanding the general principle. But really, wisdom comes from finer distinctions. So you have to first understand what you're doing. And then it's easy to make better decisions and take smarter actions, but it's by making more decisions in smaller and smaller chunks. And using recipes for success. frameworks, methodologies, a list of questions to figure out how do I prioritize what I'm going to spend my time on?

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Derek Wilson 17:42

What did you find? Well, and that's kind of what you did on the hedge fund side, right? Because honestly, like we did, we toured your office and I saw these huge, massive like computers and and this is just a world that I don't I don't understand. I tried to act smart when you're telling me stuff, but I probably still don't. But I mean, basically, if you could put it in a nutshell, kind of what you're doing is you put together AI that can almost instantaneously analyze the way the market is going and make trades based on that. I mean, is that like a layman's version of it?



Howard Getson 20:23

So I would disagree with you. I understand that that's probably what you saw. But here's what I would say. First, I came up with a concept that said, knowing is more profitable than guessing. Makes sense, doesn't it? I mean, if you can know something, and you can take definitive action while somebody else is guessing, and they're taking tentative action, you have an edge already, right? Yep. So the next step in wisdom making finer distinctions is well, then I should try to know faster, if I can know faster, I have time arbitrage so that I can have more situations where I have that asymmetric advantage. And so computers are one of the ways that you can have that advantage. Because humans, this meatsuit that we carry around, is capable of remembering or focusing on seven things plus or minus two. It's why phone numbers are the way they are. We don't have much longer phone numbers because nobody could remember them. It's just, it's a reality. So there are simply too many opportunities for a human to pay attention in real time. And as technology gets faster and faster, machines are capable of making far more meaningful distinctions. There's no way for a human, the meatsuit to compete with the silicon in terms of that. And so you say, well, so I don't want to compete with that. And and this really leads to a deeper conversation about what Aren't you afraid of what happens when an AI gets even more advanced. But, but really, before you even get there. As I looked at humanity, I realized that since the invention of fire, or the wheel, humanity has been faced with a series of innovations. And there's a concept called discontinuous innovation, it means not just next, but like next at a whole different order of magnitude. And it's again and again and again, whether it was from a rock to a bow and arrow, or from a bow and arrow to a

machine gun, or from walking to a bicycle to a car to a rocket. The concept is it's going to constantly change and evolve. Humans are always going to be presented with new and higher opportunities to use technology. But what hasn't changed is human nature. And so in a sense, they're going to perceive these changes. The same way. And let me just explain that in a nutshell. It's improve, innovate, redefine, and transform. Stage one is basically, when you're confronted with this new information, this new thing, you basically are asking, does it help me? Does it help me do what I already do better? And if not, I don't care. It doesn't matter what it may make possible. The base human nature is if it doesn't help me do what I do better, it's not worth it. And in business, the way to look at that is what game am I playing? And how do I keep score? It's a snapshot discovery process. It says, Where are we? Where are we going? How do we get there? And then how do I keep score are things like key performance indicators are the objectives and the milestones along the way? I tend to break them into things like efficiency, effectiveness or certainty. But if you can't show somebody in a meaningful, visible, verifiable way, that that new technology makes what they do better, you're never going to get to stage two. Stage Two is about innovation. Or what could I do? Or should I do? Instead of what do I already do? As you have new capabilities, you then finally start to think about, well, some of the stuff that I do is less productive than this new stuff. So how do I figure out what to stop doing so I make room for this new stuff. And it's really all about new and better results. As you start to create more and more new capabilities, you get greedy, your identity changes and you start to say, wait a minute. And finally you get to stage three redefinition, where you start to say I'm going to create a whole new set of products, services or offerings, that that change the game you're playing or how you change the game, it also sends a signal to the market that says, You've become more powerful, you're standing in the industry has changed, and something is different. And if you do that well enough, it leads to transformation. Because instead of just changing the game you play or how you play the game, it changes the playing field and how others play the game. And all of a sudden, people that used to compete with you come to you and say, hey, that's a really cool idea, can I give you ideas are money so that I can use that too, and it becomes a platform. And in a sense, this is a map before you get lost in the woods, it says this is what's going to happen to your company or the idea. But it's also a maturity model that that can show you whether you're continuing to make progress and and I make it almost like when you have a baby and the doctor says 90th percentile height 90th percentile weight, that's great. But if in a month, you come back and they say 60th percentile weight, you go Wait a minute, what's wrong? And he says, Oh, no, it's okay. Still 60% will play but it was 90%? Am I not feeding them the right stuff? So if you're not progressing through the stages, you start to think about what are the constraints? What are what are the things that I could do differently? And does it matter? And so, again, if you're an athlete, you're looking at things like, How fast can I run the 40? Or how much can I bench? or How many times can I bench 220 pounds before I fail? Or, you know, can I run a mile and less than this?



Derek Wilson 26:46

Well, there's all these, there's all these metrics, you know, like when it comes to infusing AI into your business, but I guess is there, and this is kind of something we were joking about before, right? But is there because you talked about human nature and human nature is always going to be human nature, but like, even almost like we're seeing right now, with social media, it almost seems like some of this AI, and they these algorithms are maybe changing human nature a little bit like people because of social media and some of the algorithms and the AI that we're seeing, I feel like it might actually be changing us a little bit. Do you? Do you see that? Do you agree with that?



Howard Getson 27:25

Of course. Well, let me let me say that a totally different way. And and I wasn't talking about hedge funds much till now, but I'll use hedge funds for just a minute. I call where we are right now the new new world of trading. And the distinction is the old world of trading was humans trading against humans, right markets represented the collective fear and greed of populations. And technical analysis or chart patterns, really described human nature, the law of large numbers, the psychology of what's likely to happen if price jumps like this or drops like that, but it really represented people. The new world of trading was when computers became a massive part of the game. And all of a sudden, you know, how fast was your server? How much data could you take in and it became a real competitive advantage. But really, it's because it was kind of that man versus machine. But the new new world of trading is where all of a sudden, humans aren't trading against humans. It's now algorithmic trench warfare, where my algorithms trying to trick your algorithm which is trying to trick my algorithm, and governments are involved. And all of a sudden, it's a totally different game. It's a totally different ecosystem. And it reminds me a little bit of Star Wars, there's a scene in one of the Star Wars movies, where they're like an off planet bar, where all these different species are together, drinking together. And the market used to be all humans. Well, now you have humans, governments, hedge funds, algorithms, high frequency traders. It's just, it's crazy. Some people are using fundamental analysis. Some people are using technical analysis, some people are using math and statistics for things like statistical arbitrage. But now all of a sudden, you've got real time pattern mining, and machine learning and all sorts of stuff, where the ecosystem is simply different. And what it means is the game has changed. the playing field has changed. The players have changed. The rules have changed. What you need to do to succeed has changed. You can either ignore it and pretend it's not happening. Or you can recognize that it's not the strongest that survives, it's the quickest to adapt. And so all of a sudden, our job as humans in a business is to figure out where are their opportunities? Where is their danger, opportunity and strength? Where are there situations where if I change what

I'm doing, I've got an asymmetric advantage.



Derek Wilson 30:26

It's crazy. It's because it's just such a different world from I know what most of us are used to, right? What, maybe outside of your world in your industry.



Howard Getson 30:34

But isn't that the same for somebody who's doing Facebook ads, just because a Facebook ad works six months ago, doesn't mean that's what's going to drive traffic today. Or, hey, I had this clickfunnel campaign that worked great. It doesn't mean it's going to work great again, it's all about testing and figuring out, maybe my headline move towards something, and now it has to move away. Or maybe I had a video above the fold. But now I need something different. It's about making the invisible, visible. And that's what makes what was seemingly impossible possible. So technology is now making so many more things visible, rather than it being unconsciously competent, or incompetent. It's now literally making it consciously competent, were incompetent, and gives you the ability or sends a signal to say, do more of this or do less of that.



Derek Wilson 31:37

No, absolutely. No, and it's great. And I know we got to start wrapping things up. But I do want to ask you, because you talked about being able to make faster decisions, and then just basically being able to make, you know, faster and faster. Do you? Is that how like you are within your own personal life as well. Because I think that one of the things a lot of people struggle with is making decisions. And so are you in the belief of make decisive decisions make them fast? And even the bad ones? At least a decision has been made? Or are you a little more methodical when it comes to personal decisions.



Howard Getson 32:09

I'm somebody who is extremely methodical, but I make fast decisions. And what I figured out is it's better to make a decision and then start to gather data about isn't working or not. And then what do I do next? And so I'd rather have more faster decisions to say, micro pivot micro pivot, but it's much easier to course correct something in motion, right? A disaster is thinking about, well, I could do this, and I could do that. And, and I call it having octopus hands where you say on one hand. And on the other hand, and on the other hand, and on the other hand. That's actually inaction or passivity, I believe in active decision

making. And then, rather than thinking that that's forever, it's simply a way to generate data to figure out do I want to do more or less? Do I want to start or stop? What else could I do?



Derek Wilson 33:04

Well, in and again, as we wrap up here, because I think that's such an important thing. I think so many people that I talk to, you know, and especially over the years of being in sales and everything else, and kind of being on the front lines of having people make decisions on buying or not buying and things like that. One of the things that holds so many people back and it's kind of the old saying there's more money lost in indecision and bad decision. So if, if you, I guess could give any words of wisdom to maybe somebody who's thinking about starting the business, but they're, you know, they're on the one hand and the other hand people, right? Or if they're thinking about making a life change, like, like, what do you think you can tell them to help them through that?



Howard Getson 33:38

I am going to go back to one of the first things I said that energy is one of the most important things to measure. And Dan Sullivan, Strategic Coach, has another concept that I think is masterful here. It's called unique ability. And it's the bull's eye in the center. One step outside it is excellence, competence, incompetence. Okay, so think of a bull's eye. Incompetence means, even if you tried, you couldn't meet the minimum standards. competence is stressful, because it says if I try hard enough, I can meet the minimum standards. But somebody dumber or younger than me probably could do it better if it's their natural state. An example is, I'm old enough that I didn't grow up building spreadsheets. Excel wasn't in existence until I was in graduate school. So a 23 year old has a much higher facility with building stuff in a spreadsheet than me I can debug or think about the business logic at a much higher level, but I'm not great at the actual doing. Excellence is actually the thing that thwarts or frustrates most people, and it's because you have a superior skill. But it's without regard to does it make you strong or weak. So I was a terrific lawyer, but I didn't love it. unique ability is the thing that you have a superior skill and it gives you energy. And so when you talk about automation, or or even roles and responsibilities in a company, I try to make my responsibilities smaller and smaller, so that I'm only doing things that I have a unique ability, superior skill, that gives me energy. Because every day, I'll do the same thing as whoever else I compete against. But because it gives me energy, and I love it, I'll do a little bit more. And the next day, I'll do the same thing as they do. But I'm gonna work a little bit harder and a little bit more. And soon, you're no longer competing with them. But if you're trying to do everything, you're wasting so many of your cycles on things that don't give you a competitive advantage, you're

actually moving behind, and it's taking energy that you could have spent extending your edge. And so that's actually the best place to use technology is to automate, delegate or outsource all the things that you used to do that would be better done by technology. And in a sense, I used to try to think about how to do things, then I tried to figure out who could do them for me. And now I recognize that technology can actually serve as a who, and so I create technology, who's to do the house that would otherwise make me weak. And I think that's really the recipe for how humans are going to continue to thrive in an age of amplified intelligence.



Derek Wilson 36:36

Man, that's good stuff. Howard, that was good stuff. I know that you've got to hop on another appointment. The last thing I've got to ask you because, again, we talked about the pillars the liberation, lifestyle, the legacy, and I know you've talked about a little bit before, but you know, let's say it's it's many, many years down the road. And, you know, you know that you've got a little bit more time behind you than you do in front of you. I guess, if you were to look back, what do you think, you know, you've done all these awesome things. You've been in all these companies, and you've, you know, watched all these, you know, I mean, they're Cowboys. No, I'm just kidding. But you've been able to go to all these Cowboys games and be surrounded by so many awesome people. Obviously, you got a great family. I don't know everybody but Zach's an awesome guy. When you when you look back on everything, what do you want the legacy of Howard Getson to be



Howard Getson 37:26

You know, it's funny, but it's really what I'm doing right now. The the platform that we built a Capitalogix, we're calling the Insight Engine. And it really is this concept of amplified intelligence, where it's about helping people understand the world better, making better decisions, taking smarter actions, making and keeping more money. And I want to make that platform available. So that the dent that I leave on the universe is that I've left it better than how I found it. By the way, for for you and your listeners, I'd love to give them a free subscription to our newsletter. We never sell anything. It's usually only for clients. It comes out twice a week on Fridays, I send a list of 20 links to stuff that I read are found super interesting that week. And then on Sunday, I have just a lesson or an insight. But if they text the word genius, to 9729921100, I'm happy to share that with them for free. Again, it's text the word genius to 9729921100. And hopefully that's part of how I can share that with your group and leave that dent in the universe. Derek, I really enjoyed this. I love your podcast, and it's been terrific being your friend for so many years. Thank you so much.



Derek Wilson 38:55

Yeah, I appreciate you coming on Howard. Make sure you guys go out there check out Capitalogix. Again, text genius to the number 9729921100. Get on Howard's list. I've been on there for years now. always entertaining, always insightful. So again, Howard, I appreciate you my friend. Thank you everybody for listening to another episode of the primal King podcast. There is one thing that I will ask you to do. Please make sure that you are subscribed to the show so you get all of the new episodes coming out. Also, please make sure that you rate and review the show so that way other people can have access to this podcast to this content in this community. Again, thank you everyone for listening and we'll see you next time.