

TONY'S TOP VIDEOS AND PODCASTS

OCTOBER
2024



Every few months, Tony compiles a list of articles, podcasts and/or videos that have had an impact on the way he sees the world, thinks about the future, or relates to others. Tony hopes some of these tasty morsels will help bring you clarity, perspective or joy. MORE WISDOM, LESS TIME.

THE STORYTELLING EXPERT: HOW TO SPEAK SO THAT EVERYONE LISTENS | APPLE PODCASTS

Shane Parrish's conversation with Matthew Dicks is a highly entertaining master class in storytelling. Matthew shares invaluable insights on crafting narratives that resonate, using techniques like suspense and humor to hold the audience's attention. A standout is the 'Spoon of Power' story, which demonstrates how even small, carefully framed moments can create profound emotional impact. If you're looking to boost your storytelling skills for business or keep your spouse and friends engaged, this episode is packed with practical wisdom.

ESTHER PEREL: HOW TO FIND, BUILD & MAINTAIN HEALTHY ROMANTIC RELATIONSHIPS | HUBERMAN LAB - APPLE PODCASTS

Esther Perel, a world-renowned psychotherapist and bestselling author, dives into what makes romantic relationships work. She breaks down how curiosity, not just about your partner but about yourself, plays a huge role in building stronger connections. From dealing with conflict to rebuilding trust, she covers it all. Packed with practical advice and fresh perspectives, this episode offers plenty of insights to help strengthen any relationship. Esther is a genius, and if you don't connect with her content, her Belgian accent is delightful to listen to!

HOW WHOLE FOODS REVOLUTIONIZED AMERICAN EATING HABITS | THE FREE PRESS (THEFP.COM)

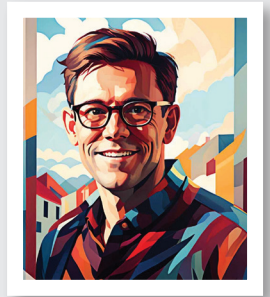
Whole Foods didn't just sell groceries to become successful; it revolutionized the way Americans think about food. This podcast explores the company's rise from a niche market to a nationwide powerhouse, shedding light on how it reshaped the industry. It's a fascinating listen for anyone interested in the intersection of business innovation, health trends, and the evolution of consumer habits. I consider John Mackey a role model and LOVED this podcast.

RAISING PARENTS WITH EMILY OSTER | THE FREE PRESS (THEFP.COM)

This is PARENTING GOLD! The RAISING PARENTS podcast features economist Emily Oster, who takes a fresh look at the ups and downs of modern parenting through a data-driven lens. She breaks down myths and offers practical tips that make decision-making a little easier. Whether you're a parent looking for guidance or just curious about how data can help with everyday choices, this one's worth a listen. I don't have little kids anymore and wait for the next podcast release with eager anticipation. If we can't help ourselves, we're certainly able to help other parents that are struggling with parenting choices and styles.

JOHN MEARSHEIMER AND JEFFREY SACHS | ALL-IN SUMMIT 2024 (YOUTUBE.COM)

My absolute favorite podcast (also the #1 podcast in the nation) is called All In. The hosts recently held a huge in person conference for their fans and listeners. The HIGHEST RATED session of the entire conference featured a panel discussion with esteemed professors Jeffrey Sachs and John Mearsheimer. They are also known as "the village elders that actually tell the truth." I've never heard a foreign policy discussion like this. Just listen. You will learn more about power, politics, and some pretty unsavory stuff about our government that takes aim at BOTH Democrats and Republicans.



THE BONUS ROUND

More Wisdom in Less Time: Our business coach made that crazy claim that he's read 300 books this year. I called BS. He said "I use Blinkist!"

Blinkist is an app that captures tens of thousands of books in "Cliff Notes" or "Spark Notes" fashion. The summaries are FANTASTIC and offer a condensed version of the key points in each book.

You can listen to or read the summaries. If I like the "Blink," I'll order the book and take a deeper dive!



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As always, please let us know if we can be a sounding board or second opinion for anyone important to you.

We're at your service! — Tony Parr, CFP®, Partner