

## Transcript of Mark Halpern's Podcast with Dr. Paul Goldstein

Mark Halpern ([00:00](#)):

Welcome everyone. My name is Mark Halpern, I'm the CEO of [wealthinsurance.com](#). I'm 59, husband to an amazing wife of 25 years, a father to five great kids, and a lifelong wisdom seeker. This is a podcast about my dear friend and mentor, Dr. Paul Goldstein. My goal is to share his wisdom and knowledge that will impact your life incredibly.

Mark Halpern ([00:26](#)):

Paul was the most unique man I have ever met. Unlikely, there's nobody else in the world today like him, nor will there ever be. Now age 88, he has lived a full and accomplished life working against all odds, facing possible adversity.

Mark Halpern ([00:43](#)):

Paul is a Holocaust survivor born in Belgium, December 27th, 1932. At age eight, when the Nazis invaded Belgium, Paul was forced into hiding with his younger brother, sheltered by an abusive family his mother had entrusted him and his brother with. He survived the Holocaust and with his inherent confidence and determination, he made it to the safe shores of Canada with no money and no job, to build a family with his late wife, Naomi.

Mark Halpern ([01:14](#)):

Paul entered the life insurance business and for over 40 years, qualified for the top of the table, which represents less than 1% of all advisors in the world. 40 years straight is an unmatched accomplishment.

Mark Halpern ([01:29](#)):

And then at age 80, Paul went back to school and attended University of Toronto. Two years later, with eight courses under his belt. He finished with straight A's and eventually received an A+ on his Master's thesis. The first A+ in six years at University of Toronto, and he finished number one of 40 students in his Master's program.

Mark Halpern ([01:54](#)):

Paul then entered the PhD program at Ariel University in Israel, and received his Doctorate in political science at the age of 86. His thesis filled so many historical gaps that it's being published this year by Cambridge scholars in England.

Mark Halpern ([02:11](#)):

I first met Paul about 20 years ago. I was at a fork in the road around my own insurance career. I had lots of questions and lots of doubts. I didn't have a mentor and I didn't have a father, having lost my dad in 1974 to a heart attack when he was 50, and I was age 11, the youngest of four boys. It was tough for our family.

Mark Halpern ([02:33](#)):

I heard about Paul from one of his clients who spoke accolades about him, and especially about his integrity. So I cold called Paul to meet for a coffee. Maybe he could help me. He was gruff and short, and too busy to meet, but instead of hanging up the phone, I said pleadingly, I would meet him any place at any time. And just for him to give me a small amount of time for a cup of coffee.

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Mark Halpern ([02:57](#)):

So Paul told me, "Okay, you sound like a nice man." He says, "I'll meet you, but we'll meet on my terms." And I said, "That's great." So he told me to meet at a track behind Forest Hill Arena early on a Sunday morning, and that we would walk and talk. That day, we met and started talking and walking/.

Mark Halpern ([03:15](#)):

10-and-a-half miles later, almost four-and-a-half hours, my legs were bruised for days. We began a relationship of walking and talking that helped me to learn and grow and, become one of Canada's most successful insurance advisors. And more importantly, I learned the definition and skills on how to become a successful human being, as opposed to just a successful and assurance advisor.

Mark Halpern ([03:40](#)):

Paul has developed strategies and philosophies to help anyone overcome adversity and learn how to become a successful human being. So if you aspire to be a successful human being, you will certainly benefit from our podcast, and I feel privileged and honored to share Dr. Paul Goldstein with all of you. Hi, Paul.

Paul Goldstein ([04:00](#)):

Hi, Mark.

Mark Halpern ([04:00](#)):

So great to have you here.

Paul Goldstein ([04:02](#)):

Happy to be here.

Mark Halpern ([04:03](#)):

This is something we've talked about for quite some time, and it's really nice to have an opportunity to share some of your wisdom and knowledge with lots of other people.

Paul Goldstein ([04:11](#)):

Appreciate the thought.

Mark Halpern ([04:13](#)):

So Paul, we talked about when we met, I was looking to be successful as a businessman, and a lot people sort of look at success as a business person, really as financial or success in a career or whatever, and you turn that whole dynamic around for me. Can you tell me what your definition of being a successful person is?

Paul Goldstein ([04:35](#)):

Well, I've observed and learned from my own experiences that it's not enough to be successful in one particular aspect of life. In other words, to be a successful professional or to be a successful athlete, or successful academic, this by itself doesn't make a successful person.

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Paul Goldstein ([04:53](#)):

To be successful in life, one has to be successful in three areas of well-being. Life is like a structure, you see. [inaudible 00:05:03] structure in all parts have to be together, integrated and balanced, and functional. You can have the most beautiful ship like the Titanic, and the fact that the ballroom was full with music and golden chandeliers, and people were drinking and enjoying and were happy, bigger ship, fancier ship, except there was only one small problem. The ship hit an iceberg that was all in the back of the ship, and the ship still sank. Why? Because one part of it, the structure was faulty.

Paul Goldstein ([05:34](#)):

The same thing with life, and the three areas of well-being that make for a successful life, successful person, one has to be successful in the three main categories of well-being, which are the emotional well-being, physical well-being, and material well-being.

Mark Halpern ([05:51](#)):

And do you think Paul, that most people are balanced in those three areas, or you feel that they are top heavy and they're really only successful in one area or maybe two?

Paul Goldstein ([06:03](#)):

There are extremely few people who are balanced in all three areas, and there are many reasons for that. It's a good question. I haven't found one person in my life who was totally happy or joyful, or satisfied. If he or she either was emotionally disturbed, physically below par, or financially wanting. I haven't seen any exception to that.

Paul Goldstein ([06:25](#)):

And all the people that have come to me based on my public speaking and my motivational talks for help, when I look at their situation and they share their private lives with me, I notice that they had anxieties, they were emotionally disturbed about aspects of their lives, that they were not aware of, were vital to their total success.

Mark Halpern ([06:46](#)):

So I know that you like to use sports analogies a lot Paul, and you've always mentioned about these star athletes, these Olympic athletes who have gotten to the highest echelons of physical health. And then you've mentioned stories about them after they sort of hang up their cleats and retire. What do you always say about that?

Paul Goldstein ([07:04](#)):

I say about that, that what you require in life for life to be successful is a balance between these three areas. And if you only focus on one, in case of the athlete, on his athletic career, he neglects the other ones, which you can go into detail what that means, but he neglects his emotional wellbeing, or neglects his material well-being, then he is going to be unhappy, and his emotions are going to spiral down into a negative sense of well-being. He's going to be a failure.

Mark Halpern ([07:35](#)):

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So is it possible though... getting back to those three, Paul, is it possible to be a 10 out of 10 on all of those? Is that what we aspire towards? And maybe you can just delve a little deeper into what each of those categories really means to us?

Paul Goldstein ([07:50](#)):

Well, that's a very, very good question. To deal with all three, to keep them in balance is extremely difficult. It's extremely difficult to be preoccupied or to pay attention at the right time to your physical well-being and your emotional well-being, and your material wellbeing. And the way to deal with that, I invoke... I always use the example of the old Vaudeville magicians, or the juggler I should say, has all these saucers spinning on a rod.

Paul Goldstein ([08:19](#)):

There's a bunch of saucers, six, seven, or eight, and they're all spinning. And the trick is to prevent anyone from falling off, but they can't spin them all at the same time. He only has two hands. So what does he do? If he can't spin them all, and he can only spin one or two, what happened to the other four?

Paul Goldstein ([08:37](#)):

All he does to keep them up, he looks around and when he sees one of them is vacillating, he's slowing down, he lets go for a while of the ones that are spinning well, switches to the other one, and get that one spinning. And this way, by switching from one to the other, letting go for a short while from the ones that is going strong to the ones that's going to fall off, [inaudible 00:08:54] falling off and keeps the ball in the air is the same thing with life.

Paul Goldstein ([08:59](#)):

If you are doing extremely well in one of these three areas, but you're suffering one of the other ones, and I can't give any examples of it, I'm just talking to general theory, what you have to do is to let go for a while, let that thing work on its own, and then go to the one, pay attention to the one that you've been neglecting, get that one up again. And this way, if you do that properly and with proper focus, and keep them all going, and keep them in balance, then you can maintain them all three.

Paul Goldstein ([09:27](#)):

If you can't do that, or if you don't know that you have to do that, your [inaudible 00:09:30] ones that don't spin are going to fall off, your life is going to be a failure

Mark Halpern ([09:33](#)):

Paul, it's a great definition, and I know that when we would walk and talk, you would talk about this quite a bit. And I saw how for myself, it's like, what do you tackle first on a tripod? Each of those legs are necessary. How do you tackle it? Where do you go first? Is one more important than the other?

Paul Goldstein ([09:53](#)):

That's another very good question. Well, why not answer that in a very personal way? I go by my own life example. After I came to this country, as you know, from the introduction, totally destitute, without any guidance, devoid of any nurturing of my emotions, no love, no money, no profession, didn't know a soul, just had the ambition to make something out of myself.

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Paul Goldstein ([10:18](#)):

I spent about 12 years of my life walking around in circles and trying everything that I thought was necessary, but they were not balanced, was not in focus, and whatever I did, I always felt flat on my face. And this made me realize at one time when I lost everything, had to reorganize myself. I said, "What's wrong?" I said to myself, "What's the problem?"

Paul Goldstein ([10:40](#)):

And then I realized that what was always missing was these three areas were missing. When I was doing well academically, I was neglecting my income. When I was doing well physically, I was neglecting something else. I was always neglecting one of the other ones.

Paul Goldstein ([10:59](#)):

And then I realized that I had to put my life together and set up a Foundation, and a Foundation, hard to do. So how do you do a Foundation? What was missing? I didn't have those fancy names like emotional and physicality. I just knew I had to get something. I knew that I had to start over again, put my life together again, set up my priorities.

Paul Goldstein ([11:18](#)):

In other words, the three legs of the tripod of life, they're all equally important, is going to see what other priority, it's like asking what's more important? Is it in the body? Which organ is more important to life? The brain, the heart, or the lungs. They're all equally important.

Mark Halpern ([11:35](#)):

Right.

Paul Goldstein ([11:35](#)):

Take one of them away, the other ones don't matter anymore. You're dead.

Mark Halpern ([11:38](#)):

So true.

Paul Goldstein ([11:39](#)):

But you still have to have a certain priority. If you can't pay your rent or don't have any food to eat, then all the rest doesn't matter anymore. So it starts with establishing the material means to acquire the basic necessities of life. These are the foundation, like when you build the skyscrapers, you still have to start with the basement.

Mark Halpern ([11:58](#)):

So you're saying the financial or call it the material, [crosstalk 00:12:02] because without the material, you have nothing to build on.

Paul Goldstein ([12:05](#)):

The financial, that's only an exchange mechanism. There are certain things that we need. In the old days, the Middle Age, we had the barter system. So I changed my skills with your skills and everybody

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exchanged their skills, but it became very difficult to be fair. So they started to issue coupons for nine hours devoted to do something.

Paul Goldstein ([12:24](#)):

How many hours did it take to make a pair shoes? 10 hours. How many hours did it take to bake bread? One hour. That's what money is. It's only a means to an end. It's not an end in itself.

Mark Halpern ([12:36](#)):

Right. And today, it seems to me that there are a lot of people who are out there working 16, 18 hours a day at the risks of their health and their mental health as well in order to be successful financially. And I've seen those people in my career and just in my neighborhood, and it seems like they pay the price eventually, by not having that balanced life.

Paul Goldstein ([12:58](#)):

Well, do you mind if I start to... a very important example that I came across many years ago?

Mark Halpern ([13:03](#)):

Please.

Paul Goldstein ([13:03](#)):

Which was really, I use it a lot in my public speaking. I'd like to repeat it here because sometimes people remember. Look, I've encountered many examples of people that failed because they didn't have the balance between these three basic pillars of well-being.

Paul Goldstein ([13:18](#)):

In 1923, nine of the world's most successful financiers met at Chicago's Edgewater Beach Hotel, and they were on top of the world. The quote that I remember was that, "They held the world by the tail." Anything that money could buy was within their grasp. They were the most successful financial people of their time. They were rich, they were rich. They were rich.

Paul Goldstein ([13:45](#)):

Who were they? I kept the list going so that I can mention them. They were Charles Schwab, who was the President of the largest steel company.

Mark Halpern ([13:52](#)):

Mm-hmm (affirmative).

Paul Goldstein ([13:55](#)):

Samuel Insull was the President of the largest electric utility company.

Mark Halpern ([13:58](#)):

Mm-hmm (affirmative).

Paul Goldstein ([13:59](#)):

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Howard Hobson, the President of the largest gas company. Arthur Cutten, the greatest wheat speculator of the time. Richard Whitney, the President of the New York Stock Exchange. Albert Fall, the Secretary of Interior in President Harding's Cabinet. Jesse Livermore, the greatest Bear. Remember, the Bear is on Wall Street.

Mark Halpern ([14:19](#)):

Bear Market, sure.

Paul Goldstein ([14:21](#)):

Ivar Krueger, the head of the world's greatest monopoly. Leon Fraser, the President of the Bank of International Settlements.

Mark Halpern ([14:27](#)):

Wow. That's a serious group of people.

Paul Goldstein ([14:29](#)):

Well, a tremendously impressive group, right?

Mark Halpern ([14:31](#)):

Wow. Yep.

Paul Goldstein ([14:32](#)):

But look at the picture of the same people that I just mentioned. Look at the picture 25 years later. In 1948, I'll go back to the same list, Charles Schwab, the first guy I mentioned, he was forced into bankruptcy and lived the last five years before his death on borrowed money.

Paul Goldstein ([14:49](#)):

Samuel Insull not only died in a foreign land, a fugitive from justice, but he was penniless, Howard Hobson, the third guy, he was insane, 25... Arthur Cutten became insolvent and died abroad. Richard Whitney had just been released from Sing Sing Prison. Albert Fall had been pardoned from prison so he could die at home broke. Jesse Livermore committed suicide.

Mark Halpern ([15:12](#)):

Wow.

Paul Goldstein ([15:12](#)):

Ivar Krueger took his own life.

Mark Halpern ([15:13](#)):

Wow.

Paul Goldstein ([15:14](#)):

And Leon Frazer also committed suicide. Now, if you were impressed with them at the beginning of the story, are you still impressed with them now?

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Mark Halpern ([15:24](#)):

No, I feel so sad for them. I can only imagine what pain they went through when they had no other rung to grab onto after their financial success or material success ended.

Paul Goldstein ([15:34](#)):

Yeah. The vast amount of talent virtually went down the drain with these men. What happened? Their lives were out of balance, which brings me back to my earlier point, that success in life requires balance between the emotional, physical, and material categories [crosstalk 00:15:50].

Mark Halpern ([15:50](#)):

Beautiful. So Paul, that's great. I'd like to know though, is the objective... and I appreciate the balancing plates and saucers. Is the goal to be at a 10 out of 10 in each of these? Where do we aspire to? Are we supposed to be perfectionist there? Is it possible to be at a 10 out of 10?

Paul Goldstein ([16:10](#)):

By the way, all the questions are very good questions. They help me to get to the point. First of all, let us remember one thing. There is no objective standard for this, because not everybody has the same capabilities. Nobody is born with the same talent. Nobody's physically equally strong. Nobody is born to be a physical specimen, that is born to have a high IQ.

Paul Goldstein ([16:36](#)):

It's all very, very personal. It is subjective, but each person has a potential, whatever that is. The guy who runs the marathon and comes last, whatever time [inaudible 00:16:49] was his maximum potential. Let's say it was two-and-a-half hours. Even though the champion did it in two hours, but the potential of the last guy was two-and-a-half hours.

Paul Goldstein ([16:57](#)):

So if he did two-and-a-half hours, then he fulfilled his potential to the max, to the 10 for him. So each one has to work on his own potential.

Mark Halpern ([17:06](#)):

Which means that we can't base our success or where we're going based on other people, what they've done or who they are.

Paul Goldstein ([17:13](#)):

No, no. That's one of the biggest fallacies in our society. It's a failure in schools, it's a failure in everything. It's like ranking children in the classroom by marks, which is like [inaudible 00:17:28] curve. So the kid that goes home with a C feels inferior to the kid that has an A. That's ridiculous because the kid with the C may not had the capability. It's not fair.

Paul Goldstein ([17:39](#)):

That C could have taken a 100% of his ability, where the guy with the A maybe only had 9% based on his potential. It's all based on his own potential. That objective C could have been a subjective A then. So



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the maximum you can get, if you put your potential, if you're as physically fit as you can be, based on your potential and your structure, and your life, and your health, and your identity, and your genes.

Paul Goldstein ([18:04](#)):

And if you are as successful as you can be in materially to achieve your objective, to be secure, and if it can fulfill your emotional goals to the best of your ability, then perfection doesn't exist. But everybody can get a nine in each street based on his own potential.

Paul Goldstein ([18:20](#)):

And no matter at what level you have met people, they all 99% failed to fill their own potential. They're all potential, that's all we're talking about.

Mark Halpern ([18:32](#)):

So you're saying nine is ultimately the goal for each person to be attaining in each of those three categories. Paul, I'm just curious, where do you see yourself on your three pillars in terms of where you're ranking yourself?

Paul Goldstein ([18:45](#)):

Okay. First of all, I wanted to know to let you know that I've worked at all three, very conscious of what I've just been telling you. I practice these principles. Now, if I go back to the '60s, after being a dozen years in this country, I would've said that I would've been at that time because it was so out of bounds, I would've had maybe, I would say maybe an average of five.

Mark Halpern ([19:12](#)):

Five across the board.

Paul Goldstein ([19:15](#)):

Yeah. My average, maybe four to three to six. I felt flat on everything because I didn't know what to do. And I made every possible mistake, but I learned from every mistake. So I started at zero when I came, zero. Emotionally zero, financially zero, physically zero. I was a wreck from the war as a kid, starved and beaten. I didn't have a penny to my name and I didn't have any idea what it meant to be emotionally well-being because I had no love and identity cause to work for.

Paul Goldstein ([19:42](#)):

So I started with, let's say below zero 12 years later, I managed to get an average of five, but once I determined all these priorities, I started to apply them to myself. I could say now, without any hesitation, that if I go by my own potential, I would say nine in all three.

Mark Halpern ([20:00](#)):

That's amazing, Paul. Nine, that's the goal for all of us, but you've achieved it, and a lot of us haven't even started. That's remarkable. If you could just mention in the physical department, one of the things that really has set you apart is that besides being a world champion in body building, or at least weightlifting, and you have an incredible regimen that you've been very religious on for so many years.

Mark Halpern ([20:22](#)):

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Can you just detail what a day would look like in the life of Paul Goldstein from a physical point of view, so people can appreciate the level of commitment that you have?

Paul Goldstein ([20:35](#)):

Well, first of all, the question is a little bit difficult to answer. Why? Because at my age 88, I don't have the physical activity I had when I was in my 30s, 40s and 50s. I would say that my 40s were my best years. The things I did then, I can't do anymore.

Mark Halpern ([20:48](#)):

Well, let's just go back 20 years ago when we first met, and we had our walk together. I remember just when you told me what you were doing, my mouth was a gap.

Paul Goldstein ([20:59](#)):

Okay. Okay. Okay. When I was at the height of my physical fitness, when I brought my physical fitness to my nine, based on my build and on my potential, and on my structure what my day considered of then? Okay. I used to get up at 4:30 in the morning and run my five miles. On weekends, I did about 15 to 20 miles jogging.

Paul Goldstein ([21:19](#)):

I used to get up in the morning, did a few thousand pushups, a few thousand stomach crunches, and bicep curls. That was my daily regime.

Mark Halpern ([21:30](#)):

I did the same thing, Paul, but I spread those out over 365 days of the year.

Paul Goldstein ([21:36](#)):

No, no, no. I'm not kidding, but it took me years. I just built and built and built and built.

Mark Halpern ([21:42](#)):

Incredible, incredible. And again, that allowed the engine that you built to be working at it's optimum in order to do all these other great things.

Paul Goldstein ([21:50](#)):

Absolutely. That's such a good observation.

Mark Halpern ([21:53](#)):

So Paul, let's say somebody starts out and they hear what you say, and they're like, "Yes. I don't want to be basing the definition of my life on what Hollywood says, or what the latest sports personality is doing or saying. And it's time for me to get really serious about this." And let's say we start.

Mark Halpern ([22:13](#)):

I'm a type of person, I've always had challenges around weight. I've been in every program and my commitments don't last forever. So I have setbacks. Let's face it, I'll start something with all the right intentions. And then I have a setback and instead of continuing where I was, I'll just reel backwards. So

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life is full of setbacks. We know you've had tons of setbacks, Paul. What do you do when you have a setback? How do you keep it going?

Paul Goldstein ([22:41](#)):

Very good question again. Of course, success is actually built, determined at the time of setbacks. Nobody's life goes a 100% positive all the time. Things happen that we don't expect, but what I'm trying to say is this. See, we live in two systems, in the sense of behavioral motivation, that we live in two systems. Everybody lives in two systems. It's called the closed system and the open system.

Paul Goldstein ([23:13](#)):

What does that mean? The closed system are all the things that we can control. [crosstalk 00:23:20]

Mark Halpern ([23:19](#)):

So the things we can control are things that we actually can physically or through our speech or our actions, we can actually do something about.

Paul Goldstein ([23:28](#)):

Well, look, when I say things that we can control, these are the things that... you can control many things in your life. For example, we can control how we allocate our time, right?

Mark Halpern ([23:40](#)):

Right. Yep.

Paul Goldstein ([23:42](#)):

We can set health and fitness habits. We can exercise and eat properly, or we can be couch potatoes and eat junk food, right?

Mark Halpern ([23:51](#)):

Mm-hmm (affirmative).

Paul Goldstein ([23:52](#)):

We control that, don't we?

Mark Halpern ([23:53](#)):

Yes. That's something we can control.

Paul Goldstein ([23:55](#)):

Yeah, yeah. How we behave towards others, we control that, right?

Mark Halpern ([23:59](#)):

Yep.

Paul Goldstein ([23:59](#)):

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We control how we treat our family, how we treat our friends, how we treat society.

Mark Halpern ([24:04](#)):

Yep.

Paul Goldstein ([24:04](#)):

So there's so many things we can't control.

Mark Halpern ([24:06](#)):

Got it.

Paul Goldstein ([24:07](#)):

These are now the things we can't control, that's in the open system. Other things we have no control over, like social upheavals, like the COVID virus today.

Mark Halpern ([24:17](#)):

Right.

Paul Goldstein ([24:18](#)):

The loss of loved ones, the actual behavior of other people we depend on, but when we expect otherwise. Bad things will happen to all of us-

Mark Halpern ([24:27](#)):

Right.

Paul Goldstein ([24:27](#)):

Because of this.

Mark Halpern ([24:28](#)):

Mm-hmm (affirmative).

Paul Goldstein ([24:28](#)):

At the wrong times and often unfairly, Did a mention to you, I always used the phrase from the famous Minister of war, of Bismarck in the 19th century.

Mark Halpern ([24:38](#)):

Mm-hmm (affirmative).

Paul Goldstein ([24:38](#)):

Carl von Clausewitz, remember that?

Mark Halpern ([24:40](#)):

Yes, I do. I love the story. I read that book young guns because of you.

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Paul Goldstein ([24:43](#)):

He wrote a book on war.

Mark Halpern ([24:45](#)):

Mm-hmm (affirmative).

Paul Goldstein ([24:45](#)):

And he came up with a term friction. And in friction, he describes the random mishaps which tend to play havoc with our best laid plans. We have good plans, but the random mishaps happens and they play havoc.

Mark Halpern ([24:56](#)):

Right.

Paul Goldstein ([24:56](#)):

The great General von Clausewitz says this, he's the one who is able to deal with these unexpected obstacles. And then I come back with my vision, with my metaphor, with my model, which is about how I visualized life like a boxing ring. Do you remember that?

Mark Halpern ([25:11](#)):

Yvon Durelle, my favorite story that you tell, yes.

Paul Goldstein ([25:14](#)):

You want me to tell it?

Mark Halpern ([25:15](#)):

I do. To me, it's one of the most important stories, and I've given it over to my kids. I've given it over to people I've mentored. I've given it over to community members, and I think hearing from you would be great.

Paul Goldstein ([25:26](#)):

Okay. If someone asked, "Where did you get all these ideas?" I got them from life, and let me first tell you what I mean by that. This is an answer to how to deal with all these obstacles that came up, not your fault. And you face them and how do you overcome them? So how did I do? How did I overcome them?

Paul Goldstein ([25:47](#)):

So I visualize based on my own experience, life is like a boxing ring, and adversity is our opponent. All these things that happen, that shouldn't happen, that I mentioned, that's our opponent. And every time we run, what's usually referred to us as a bad luck event is like being knocked down in the ring. That's like a knockdown.

Mark Halpern ([26:05](#)):

Right.

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Paul Goldstein ([26:06](#)):

When a client, after you worked with them for two years, all of a sudden, goes with competitor because he got a cut back. That's a knockdown.

Mark Halpern ([26:12](#)):

Yep.

Paul Goldstein ([26:13](#)):

Right?

Mark Halpern ([26:13](#)):

I've heard that, yeah. I've experienced it.

Paul Goldstein ([26:15](#)):

Yeah. Unlimited examples, or lockdown.

Mark Halpern ([26:18](#)):

Mm-hmm (affirmative).

Paul Goldstein ([26:18](#)):

Now, when a boxer is knocked down, he only has two options. It's so simple, think about it. What are the options when a boxer is knocked down? He can stay down and he be counted out or he gets up and keep on fighting.

Mark Halpern ([26:31](#)):

Right.

Paul Goldstein ([26:31](#)):

There is no third option for a boxer. To wallow in self-pity or feeling sorry for ourselves is equal to staying down for the 10 count. Do you remember where I got this from? You want me to repeat where I got this from?

Mark Halpern ([26:43](#)):

From the famous boxing match that you went to in Montreal?

Paul Goldstein ([26:46](#)):

Yeah. I had the great fortune. I didn't get any guidance in my life until I ran into these events, and I learned this from an actual championship fight that I witnessed many years ago. I'll never forget that day, but December 10th, 1958, 1-9-5-8, in that evening, it was at the Forum, Montreal.

Paul Goldstein ([27:07](#)):

## Transcript of Mark Halpern's Podcast with Dr. Paul Goldstein

And I was fortunate to witness the reporter for the Global Mail. I think his name was Jack Cutty. He described it, "Was the greatest light heavyweight fights ever staged." Canadian challenger and British Empire champion, Yvon Durelle, against light heavyweight champion, Archie Moore.

Paul Goldstein ([27:24](#)):

Who was Durelle? Durelle was a 29-year-old fisherman from Baie-Sainte-Anne, New Brunswick. He had a terrific knockout record. He was Canada's big hope for a world title, against 45-year-old Archie Moore, who was a world champion still.

Paul Goldstein ([27:40](#)):

The fight started, Durelle came close to a sensational victory in the opening round.

Mark Halpern ([27:44](#)):

Mm-hmm (affirmative).

Paul Goldstein ([27:45](#)):

He knocked [inaudible 00:27:46] down three times in the first round. After the third knockdown, he thought the fight was over. He forgot that at the time, there was no mandatory knockdown rule in championship bouts.

Mark Halpern ([27:56](#)):

Mm-hmm (affirmative).

Paul Goldstein ([27:57](#)):

That came later. And the spectators, they were all from the Maritimes, all from New Brunswick, all are Canadians.

Mark Halpern ([28:02](#)):

They were all voting for him, the Canadian.

Paul Goldstein ([28:03](#)):

So when this champion barely managed to get back on his feet at the nine count, the entire crowd was standing insulting him. " [foreign language 00:28:10]" They anticipated the triumph of their Canadian hero, but Moore called in all his reserve energy and all his ring experience to save his title. And he weathered Durelle's continuing assault in rounds three and four, and took another five count in round five.

Mark Halpern ([28:26](#)):

Wow.

Paul Goldstein ([28:27](#)):

Durelle drove Moore all over the ring and actually tried to take it all down, but he just could not finish him. And eventually, Durelle started to tire, and Moore sensed it, came out of his defensive shell. He

## Transcript of Mark Halpern's Podcast with Dr. Paul Goldstein

started to punish Durelle in the middle rounds, and Durelle started to be wild with his punches. How many times can he throw punches?

Mark Halpern ([28:44](#)):

Right.

Paul Goldstein ([28:45](#)):

In around 11, Moore, sensing that there is man on the way out, stormed out of his corner and dropped Durelle with the left and the right for the count of nine. And then he punched Durelle to the floor for keeps with the left and right to the jaw. And then 11th round.

Mark Halpern ([29:01](#)):

Wow.

Paul Goldstein ([29:01](#)):

And he knocked him out.

Mark Halpern ([29:02](#)):

Wow.

Paul Goldstein ([29:03](#)):

It was the 127th knockout of Moore's career, and he established a new world record.

Mark Halpern ([29:07](#)):

Wow.

Paul Goldstein ([29:08](#)):

But here is the point because I was there and I went to ringside. I couldn't resist my enthusiasm. At ringside, all the reporters were typing on typewriters. They didn't have any computers at the time. And he interviewed actually, when I was there, and I heard the interview. And he said that when he was down for the third time in the first round, he was thinking, "Look, there's no knockdown rule here. I'll just keep getting up. Maybe I can catch him later, which I did." That's what he said.

Paul Goldstein ([29:35](#)):

In other words, he says... The reporter wrote, so I'm typing it. He says, it says, "He didn't waste any time wondering how it happened. He just kept going on down, going down, getting up and fighting until he had the control, as only the most excellent fighters do." And that example has inspired me throughout my life, taught me, can't afford to waste time and energy dwelling on adverse events that happened in the past, on facts of life we can't do anything about. That when we are knocked down with an adverse effect we can't control, the only positive reaction option is to raise yourself up before the count of 10 and keep fighting.

Paul Goldstein ([30:12](#)):



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As long as we remember that important lesson and we develop the habit and act accordingly, we'll not allow time for slumps. We'll have no room for despair.

Mark Halpern ([30:24](#)):

Right.

Paul Goldstein ([30:24](#)):

I can mention many examples in my life that has happened to me, and that I pride that. I don't want to draw too long on this. Did it answer your...?

Mark Halpern ([30:31](#)):

It did, it did look at Archie Moore was clearly a veteran. He was mature. He'd been there and he had experienced it before, so he knew that he could take the fall. But I guess the champion knows that you are allowed to fall, and you will fall, and you're allowed to stay down, but you only have nine seconds. And I guess that's probably for me, the big takeaway Paul, was that I'm going to get hit and everyone's going to get hit. It's impossible to avoid it, and you're going to get hit and it's okay.

Mark Halpern ([30:57](#)):

Everyone gets hit, so you fall down, and it's okay to stay down. But you only have a limited amount of time to stay down before you get up again, and that's really what defines a champion. And I think that's been a great message that I've gotten from you over the years.

Paul Goldstein ([31:10](#)):

Yeah, but everybody can be such a champion within his own capabilities.

Mark Halpern ([31:14](#)):

Right. You don't have to be a world champion, just in anything. I get it. And Paul, it seems to me that, call it fortunate, people would say going through the Holocaust and having an abusive father, and that accident with your son, and losing Naomi of blessed memory, and all the challenges you've had. It seems like those setbacks have really defined you. They've made you the person that you are because you had skills to get through all of them.

Mark Halpern ([31:42](#)):

It seems to me that setbacks are actually a good thing from what you're saying, and it seems like we should want these setbacks. Should we be praying for setbacks in order to become this great world champion?

Paul Goldstein ([31:54](#)):

No. Setbacks happen, but they don't have to be as extreme as my setbacks. My setbacks were so extreme that most of the people who went through my setbacks didn't survive them. I'm an exception, okay. I survived them. That's another story how I survived them, why I survived them? I don't want anybody to pay the price to learn that because 99% of people won't survive.

Paul Goldstein ([32:18](#)):

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There was a lot of luck involved. There was a lot of other things involved. So I would not recommend, that's not the recipe. The normal setbacks in life are enough to develop that. They don't have to have my extreme setbacks that I suffered.

Mark Halpern ([32:30](#)):

Right. Right. Your setbacks were dramatic. They're movie worthy.

Paul Goldstein ([32:35](#)):

My setbacks will kill you. You don't need that kind of a setback.

Mark Halpern ([32:38](#)):

Right. But setbacks are just a fact of life, and we're going to have them in whatever form they take on.

Paul Goldstein ([32:43](#)):

Well, you know like everybody else does, what we all say, don't be afraid to make mistakes as long as you learn from them.

Mark Halpern ([32:48](#)):

Right.

Paul Goldstein ([32:49](#)):

I think you, when anybody else, if you are thinking person, you learn more from your mistakes than you learn from your successes, no?

Mark Halpern ([32:57](#)):

No question. And it's also, when things are good, it's great. There's not a lot of friction as you say, but the real elixir, the real tests and the real pleasure in life comes from those situations that you've been able to have challenge you, where you've been able to rise above it. And actually-

Paul Goldstein ([33:16](#)):

It's very easy to deliver success.

Mark Halpern ([33:18](#)):

Right.

Paul Goldstein ([33:20](#)):

But it's not so easy to live with setbacks, especially with great setbacks. For this, you have to develop and you have to learn techniques, which we haven't talked about. They're just answering your questions, but that's what has to happen.

Mark Halpern ([33:30](#)):

Well, so that's a good point, Paul, that you're making, just on techniques. So where do people go? How does somebody start right now? Where do you go to get... It sounds so simple. Why doesn't everybody know this? Why isn't everybody doing it? Where do you start?

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Paul Goldstein ([33:45](#)):

Okay.

Mark Halpern ([33:46](#)):

It used to be that you have a coach or... how do people get going on this? Because it's very inspiring for me. I want that, that's what I've been working towards.

Paul Goldstein ([33:54](#)):

Well, I don't think that anybody has ever put this together comprehensively. It's like everything else. I've read a lot about psychology and psychiatry, and motivation, and all that stuff. I think it's my extreme life experiences, and the fact that how I dealt with them, overcame them. They gave me the wisdom, but that wisdom... Look, knowledge is not wisdom. Wisdom is what we need to conduct a good life.

Paul Goldstein ([34:23](#)):

So if you learn about time, develop your own wisdom, then learn from the wisdom of others.

Mark Halpern ([34:28](#)):

Right.

Paul Goldstein ([34:28](#)):

Like you are trying to teach people to this podcast, it benefits people from the wisdom that I learned from my experiences for people who didn't have the experience yet.

Mark Halpern ([34:38](#)):

Right. I learned from you. You provided me with your wisdom.

Paul Goldstein ([34:39](#)):

Yeah, yeah. But there are some very simple, basics that I like to share with you.

Mark Halpern ([34:42](#)):

Yes.

Paul Goldstein ([34:42](#)):

How do people get them?

Mark Halpern ([34:44](#)):

Mm-hmm (affirmative).

Paul Goldstein ([34:45](#)):

People have to be aware. Awareness and self-knowledge is the first prerequisite. It's like a roadmap. You can have the best car. You can have the best intentions and destination, but nothing is in a straight line on the road.

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Mark Halpern ([34:59](#)):

Right.

Paul Goldstein ([35:00](#)):

In life, nothing is a straight line. And if you don't have a roadmap and sign post, you're never going to get there. In other words, we have to realize a few things about ourselves. We have to be aware that the resource that we have to invest, to develop this potential that we're talking about, our emotional potential, and then a physical potential, and a material potential. We have to be aware, what are the resources?

Mark Halpern ([35:23](#)):

Mm-hmm (affirmative).

Paul Goldstein ([35:24](#)):

What do we have?

Mark Halpern ([35:25](#)):

Right.

Paul Goldstein ([35:25](#)):

Most people don't have a clue what they have?

Mark Halpern ([35:28](#)):

So what are the resources, Paul?

Paul Goldstein ([35:29](#)):

We have three resources and everybody has these resources. It's like a bank account that you get at birth, but intelligence. We have energy and time. These are the three resources, everybody has that. It's simple, isn't it?

Mark Halpern ([35:45](#)):

Some people though, have more energy than others, correct?

Paul Goldstein ([35:48](#)):

Yeah. But that's why... But they have some and everything.

Mark Halpern ([35:49](#)):

Yes.

Paul Goldstein ([35:49](#)):

That's why I said everything.

Mark Halpern ([35:53](#)):

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Okay.

Paul Goldstein ([35:53](#)):

Look, some of the resources are very democratic. There's no more democratic resource than time. There's not one person on this planet or the seven-and-a-half billion people, who has one second more in a day than anybody else. Okay.

Mark Halpern ([36:04](#)):

Right.

Paul Goldstein ([36:05](#)):

[inaudible 00:36:05] The energy is different person to person. We can also help our energy, proper life habits, proper eating habits.

Mark Halpern ([36:15](#)):

Right.

Paul Goldstein ([36:15](#)):

Proper exercise habits will help our energy tremendously. The right thinking. People don't realize that the energy is not only physical energy. We have to understand a few basic things, but it's energy. Energy is motion. Energy is movement, but to also have emotional energy. Neuroscience and technology, endocrinology, all the new sciences have established that 70% of the energy is emotional, because it's our emotions that drive our actions, and we can have positive emotions and we can have negative emotions.

Paul Goldstein ([36:48](#)):

Positive emotions are the ones that lift us up, that make us develop our potentials, that make us look upward and give a joy and happiness. Negative emotions want to wallow in self-pity, bad people to influence us, poison our minds and destroy us, and make us feel despondent. And they make us feel totally unhappy.

Paul Goldstein ([37:06](#)):

So we have these resources, these are the three assets, about financial security, good health, emotional well-being. These are dividends that we differ from how we invest our time energy, that we all possess.

Mark Halpern ([37:21](#)):

So Paul, in terms of those three resources that we all have, those have to be invested wisely. You talked about an open system and a closed system. So tell me, how do we invest those resources in the open system, and how do we invest those resources in the closed system?

Paul Goldstein ([37:39](#)):

Very good question. Closed system is very easy, right? I mentioned it before, don't want to go with that again. When we wake up in the morning, we make how many decisions? Minute by minute, what we're going to do next, what we're planning next. We decide how we spend our time, as I mentioned before,

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from the extreme couch potato to the obsessive person works 24 hours a day. These are the extremes, but we all decide that.

Mark Halpern ([38:02](#)):

Mm-hmm (affirmative).

Paul Goldstein ([38:03](#)):

It's in our power to change that, right?

Mark Halpern ([38:04](#)):

Mm-hmm (affirmative).

Paul Goldstein ([38:05](#)):

Fine. So it's how we would deal with the open system, things we can't control. This is where we have to control our minds, you see, minds and our emotions. Most of our emotions are driven by our... Most of our energy is physical and the rational emotions, they're harder to get by.

Mark Halpern ([38:27](#)):

Mm-hmm (affirmative).

Paul Goldstein ([38:28](#)):

But the way our mind works, we have to decide that to reduce anything that causes unnecessary stress. If you have, for instance, people that are bad for you, that have a bad relationship, that are toxic influence on you, that poison your mind, then everybody has those among our clients, among our friends, among relatives, among family.

Paul Goldstein ([38:53](#)):

Then you have to take these people out of your lives. You have to treat them like you treat a handicapped person, or you treat a fact of nature, but don't take it personally. You don't invest emotional energy in the things you cannot control. I think that's really the phrase I was looking for.

Mark Halpern ([39:12](#)):

Thank you, Paul. That is really so clear. You can't invest your time, your energy, or your intelligence-

Paul Goldstein ([39:21](#)):

And your emotional energy.

Mark Halpern ([39:22](#)):

And your emotional energy in things you cannot control.

Paul Goldstein ([39:25](#)):

You can't control.

Mark Halpern ([39:25](#)):

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So you should be only investing those only in things that you control.

Paul Goldstein ([39:29](#)):

Yes, yes.

Mark Halpern ([39:30](#)):

But Paul, but most people take those resources and they invest them in things they can't control. So then what happens when they are in situations where they can control something, what happens with those resources? Can they flip them over? They're probably not even available at that point.

Mark Halpern ([39:47](#)):

Let's say it's a situation where somebody has done something very bad to you, right? Somebody's done something very bad. I can imagine that I would sit there and stew for hours, days, weeks, maybe years, just like, "Oh my gosh, that person." Right?

Paul Goldstein ([40:03](#)):

Yeah, but if you consider this like this. This is a good question. Let me help you. Let me help you on this question. This happens to me all the time you know. I haven't been spared by bad experiences, trust me, probably because a longer and bigger list of most people.

Mark Halpern ([40:16](#)):

You've been around longer than most of us.

Paul Goldstein ([40:18](#)):

No, no, but also because of my circumstances.

Mark Halpern ([40:20](#)):

Mm-hmm (affirmative).

Paul Goldstein ([40:20](#)):

But the point is this. That's such a good example. So what you do in a case like that, you remember the boxer, that you are a boxer in the ring. What that person does to you, that's like a knockdown.

Mark Halpern ([40:33](#)):

Right.

Paul Goldstein ([40:33](#)):

Consider it like... remember it's a knockdown.

Mark Halpern ([40:35](#)):

Mm-hmm (affirmative).

Paul Goldstein ([40:36](#)):

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Which you didn't control. Remember you only have two reactions.

Mark Halpern ([40:40](#)):

Stay down or get up.

Paul Goldstein ([40:41](#)):

You can either do what you just said. You can't feel sorry and you can't feel aggravated, and you can't feel unhappy and joyless for the rest of your life. And drain.

Mark Halpern ([40:52](#)):

That's a knockdown.

Paul Goldstein ([40:52](#)):

That's a knockout.

Mark Halpern ([40:52](#)):

Knockout. Thank you. Good.

Paul Goldstein ([40:58](#)):

In other words, that means that you-

Mark Halpern ([40:58](#)):

Terrible.

Paul Goldstein ([40:58](#)):

You allowed this knockdown. Instead of getting up, you allowed this knockdown to drain you of all your resources and destroy you. Is it much simpler to shrug it off as it didn't happen? And jump up again and forget about it and go to the next fight?

Mark Halpern ([41:16](#)):

Oh, Paul, what you just said is so important. I relate to that and I'm sure everybody who's listening relates to that as well. Right, those situations are knockouts, not knockdowns. We have to get up again, right? And it's okay to feel bad. It's okay to feel sad for yourself or just disappointed for a bit, but you've only got nine seconds. Whatever that period of time looks like.

Paul Goldstein ([41:39](#)):

When I spoke to large audiences around the world, North American, thousands of people, and I told them my personal examples of having these terrible things happen, from childhood onward and later on in life, but you know what most of the people said?

Mark Halpern ([41:55](#)):

What?

Paul Goldstein ([41:56](#)):



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"I am so happy that I have heard you." Everyone writing. He says, "When I heard your stories, all of a sudden, my obstacles became nothing compared to yours."

Mark Halpern ([42:04](#)):

That's true.

Paul Goldstein ([42:04](#)):

They realize now that they were worried about things that were trivial compared to the real problems in life. So it's all in our minds and all we have to do, it's like exercising. The person wants to be fit, so he gets a trainer and he gives an exercise program. And the first step is very hard, and it's sore.

Paul Goldstein ([42:22](#)):

I went through all that, but if you keep doing it and doing it, and doing it, your muscles become attuned. They learn and becomes a way of life. It's the same thing with this, but these are simple things that I'm sharing with you, simple matters. It took me a lifetime to learn them.

Mark Halpern ([42:37](#)):

They seem, Paul, so simple but they're not.

Paul Goldstein ([42:39](#)):

But it doesn't take me a lifetime to convey them to someone else.

Mark Halpern ([42:43](#)):

Right. So somebody listening though, great, they're inspired by what you have to say. They sort of do an inventory of their own life. They see where they've gone wrong, what they need to do, where do you go? I have you, Paul, and we've been walking and talking for over 20 years together.

Mark Halpern ([43:01](#)):

And if I have an issue, I can call you up and you can sort of help me walk through it, but where do people go right now? And when's the best time to start? And what if you're older? What if you're older and you're sort of, "Oh man, 80 years have passed me by. I'm listening to Paul Goldstein and wow, what do I do?"

Paul Goldstein ([43:17](#)):

Okay. Okay. Okay. First of all, first of all, anyone who's listening, they are at a certain age and they have a certain life, and they have a certain balance sheet of all the things that we talked about.

Mark Halpern ([43:30](#)):

Mm-hmm (affirmative).

Paul Goldstein ([43:31](#)):

And that's what they have. They can't look back. They can't change back. They can't turn the clock back and make it different than it is. So to start with, they can't feel sorry for themselves, that doesn't help. That is a burden which is a waste of carry. You want to walk to the future of your life with a big... with

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200 pounds load on your back? Or you want to be free of such a load? That you can't change it, so don't wallow in it and don't devote energy to it.

Paul Goldstein ([43:52](#)):

Only worry about what happens the next minute we're now going forward. That's number one.

Mark Halpern ([43:59](#)):

Okay. That's good.

Paul Goldstein ([43:59](#)):

And then you take stock and you say, "Okay, three areas of well-being, where do I stand in my material well-being? Can I afford all the things I need in life?" When I was a young man with other [inaudible 00:44:14] parent expression and had a young family to feed, and I didn't have any money, and had a hard time making cold calls, and I didn't make a penny, my wife, Naomi used to say, "Paul..." She used to say, "Let's try and keep our standard of living within our income. Let's stay within our income, otherwise we're going to get into debt."

Mark Halpern ([44:33](#)):

Mm-hmm (affirmative)

Paul Goldstein ([44:34](#)):

And I said, "No, Naomi. That's the wrong approach. What we have to do is to raise our income to our standard of living, not to reduce our standard of living to our income."

Mark Halpern ([44:44](#)):

Very, very good. And she you buy into it?

Paul Goldstein ([44:47](#)):

Well, obviously [crosstalk 00:44:48] Look, we have had the most wonderful life and experienced the most wonderful things because you see, one of the key points which I like to share at this moment because it comes to my mind. I'm not reading from a text. I'm just answering from my... My textbook is my life experience. Okay.

Mark Halpern ([45:05](#)):

Mm-hmm (affirmative).

Paul Goldstein ([45:06](#)):

That's my encyclopedia about this.

Mark Halpern ([45:08](#)):

Mm-hmm (affirmative).

Paul Goldstein ([45:09](#)):

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But one of the main things we have to remember is... And other people I've spoken to, I told them that and they realize that everything becomes a question of aiming, aiming, the word aiming. When we look at that, where we're at, where we're at financially, materially... I shouldn't say financially, that's a misnomer. Materially where we are at, where we are at emotionally.

Paul Goldstein ([45:32](#)):

Where we are at physically, then we take stock and you say, "Where are we? Are we satisfied? What are we aiming for?" If I'm 50 pounds overweight, I should ways of making less today for exercise, and start everything from scratch in my life, from below scratch. Nobody told me, nobody gave me anything. Everything I did on my own.

Paul Goldstein ([45:50](#)):

So you have to set a goal because you see, your talents, your capabilities, your assets, these are all powerful weapons, but you can have the most powerful gun in your hand-

Mark Halpern ([46:03](#)):

Mm-hmm (affirmative).

Paul Goldstein ([46:04](#)):

Powers a pistol-

Mark Halpern ([46:04](#)):

Mm-hmm (affirmative).

Paul Goldstein ([46:05](#)):

The most beautiful one, the most expensive one, but it won't reach one inch higher than you aim it. Just remember that.

Mark Halpern ([46:11](#)):

So it all depends on the aim.

Paul Goldstein ([46:13](#)):

Yeah.

Mark Halpern ([46:13](#)):

So that means in each of these, you're saying that you have to aim high. You have to have a goal. You have to set a goal. It's good advice because most of it, just say, "I'm just going to start," but what's considered a goal that's too high? Some of us, "Shoot, that's it. I'm losing 50 pounds starting from today. I'm never going to eat anything that has fat or potato chips ever again."

Paul Goldstein ([46:39](#)):

No. That's not a goal.

Mark Halpern ([46:40](#)):

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Oh, okay. So?

Paul Goldstein ([46:42](#)):

What you just mentioned is not a goal. That is how to reach your goal, but the goal is the end result.

Mark Halpern ([46:48](#)):

Okay, good. That's important to know.

Paul Goldstein ([46:50](#)):

Yeah. The goal is not how you're going to do it. The goal is where you want to end up.

Mark Halpern ([46:54](#)):

Got it. So the goal could be-

Paul Goldstein ([46:55](#)):

What you're aiming for. The aim, that's the goal. And everybody is conscious enough, if he's an adult, of what his potential is, everybody knows.

Mark Halpern ([47:05](#)):

Mm-hmm (affirmative).

Paul Goldstein ([47:06](#)):

Everybody knows that his fitness level can be much improved, he knows that.

Mark Halpern ([47:11](#)):

Mm-hmm (affirmative).

Paul Goldstein ([47:11](#)):

Everybody knows that he should do better financial than he doesn't. Everybody knows that he could be more educated than he is, everybody knows that. He could do more for mankind than he does, we all know that. So we all know that if we were to maximize our potential, which is now maybe 10% of our potential, we can offset goals.

Paul Goldstein ([47:30](#)):

I told you my stories about my first job, that I quit because I looked ahead 20 years from now.

Mark Halpern ([47:35](#)):

Oh.

Paul Goldstein ([47:35](#)):

And I saw it would lead to nothing.

Mark Halpern ([47:36](#)):

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You know what? I love that story. Especially with the guy with his little badges on his lapel. Just explain that? I think it's a great story.

Paul Goldstein ([47:44](#)):

Okay, fine. So when I survived the Holocaust, most of my family got murdered and I survived at the mistreatment by the people who hit me, and I survived my own father's brutality and inhuman treatment of his family. And I survived all that and I didn't have any money, but there was a public high school that I attended and I didn't flunk.

Paul Goldstein ([48:05](#)):

So I made it, but I couldn't go to university, which I wanted because I didn't have a penny. There were no scholarships and I didn't have any money, no pocket money. You need a job, you need a job. You need a job. You need a job. You need a job.

Paul Goldstein ([48:17](#)):

So once, there was an ad in the paper, in my hometown of Antwerp, Belgium. It was an ad placed by a British bank branch, the Lloyds National Provincial Foreign Bank Limited, something like that.

Mark Halpern ([48:33](#)):

Mm-hmm (affirmative).

Paul Goldstein ([48:33](#)):

And they looked for somebody just to be a teller, they call that current accounts.

Mark Halpern ([48:36](#)):

Mm-hmm (affirmative).

Paul Goldstein ([48:38](#)):

But looking for a job, you had to be a high school graduate. There was about 75 kids like me, had just finished high school that were there, they were 18 or 19 years old for that one job. There were no jobs after the war.

Mark Halpern ([48:50](#)):

Mm-hmm (affirmative).

Paul Goldstein ([48:51](#)):

I was among 75. How did I get my first job?

Mark Halpern ([48:55](#)):

How?

Paul Goldstein ([48:56](#)):

Well, the manager was a portly British guy with big whiskers and a gold chain and a fat belly, like straight out of Dickens.

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Mark Halpern ([49:04](#)):

Mm-hmm (affirmative).

Paul Goldstein ([49:05](#)):

And he said, "Okay." They took an adding machine, not the electronic ones, just an adding machine. And they punched in a long list of numbers. And then they printed out the tape, and they made 75 copies, and they gave it to all of us and they said, "Look, we're going to count till 10. And then you all start adding with a pencil. No machine, just with your heads. And the person who finishes first and has it, right will get the job out of 75." And that is Mark, how I got my first job in my life.

Mark Halpern ([49:41](#)):

So you finished number one out of the 75?

Paul Goldstein ([49:41](#)):

Yes. That's how I got my first job.

Mark Halpern ([49:42](#)):

Wow.

Paul Goldstein ([49:43](#)):

That's not the point of the story though. And the job was in a bank, to deal with people who came to the counter like the teller.

Mark Halpern ([49:50](#)):

Mm-hmm (affirmative).

Paul Goldstein ([49:50](#)):

It was a horrible job. We couldn't close until all the accounts were balanced, and there were no machines to do it. [inaudible 00:49:57] work till midnight to fix it. Anyway, and it was boring. It was no future. I didn't know what it was going to lead me. It was a job. That's the first time I made a penny in my life, was a very low paid.

Paul Goldstein ([50:10](#)):

And behind me, there's this guy standing there with a big lectern, and a big ledger. He looked like a skeleton, the guy in the stripe suit with some ribbons and some medals on his lapel, on his breast pocket.

Mark Halpern ([50:23](#)):

Mm-hmm (affirmative)

Paul Goldstein ([50:24](#)):

And I kept the courage to go with him and say, "Sir, how long have you working here?" He said, "20 years." And I said, "What are all these decorations?" "Oh," he says, "This is for 10 years of service. This is

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King Leopold I and King Leopold II, King Albert II." I said, "Can I ask you a personal question?" He says, "What do you want to know?" I said, "How much money do you make?" He told me, reluctantly.

Paul Goldstein ([50:49](#)):

When I heard how much he was making, it was about twice what I was making, I couldn't believe it. In other words, after 20 years of being a good rewarded employee, he was making a pay that I wouldn't even... To me, was not a future. Then I realized this was a dead end, it's a dead end. That's why I developed my technique, that's what I developed my thought.

Paul Goldstein ([51:10](#)):

It says, if I'm going to be like that 20 years from now, forget it. I don't want to spend 20 years of my life to end up like that, that's nothing.

Mark Halpern ([51:17](#)):

Right.

Paul Goldstein ([51:17](#)):

That's not an achievement. I have an inborn ambition to be much better than that, and that's why I left.

Mark Halpern ([51:25](#)):

Didn't you call that something Paul, when you would say look into the future?

Paul Goldstein ([51:28](#)):

Yes, yes. So often, we have things where we have a fork in the road. We have a fork in the road.

Mark Halpern ([51:34](#)):

Mm-hmm (affirmative).

Paul Goldstein ([51:35](#)):

We have two offers, job offers. We have two offers from different people for different things, a fork in the road.

Mark Halpern ([51:42](#)):

Yep.

Paul Goldstein ([51:43](#)):

Like when I had a disaster experience with one of the insurance companies, and they stole my ideas and they put me on the street, and I wanted to get back on my feet. And I used my last RSP savings to pay my rent because they didn't have an office anymore. And all of a sudden, a head hunter came to me. He heard about my technical skills and he needed a branch manager.

Mark Halpern ([52:03](#)):

Mm-hmm (affirmative).

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Paul Goldstein ([52:03](#)):

With a big fat pay, and all these agents and commissions, my problems were solved. I said, "No, I want to be my own master. I don't want to be a job with somebody else. I can be fired anytime," because [crosstalk 00:52:15].

Mark Halpern ([52:15](#)):

But you needed money. You needed a job. You needed a career. [crosstalk 00:52:15].

Paul Goldstein ([52:15](#)):

Yeah, but I also needed a future.

Mark Halpern ([52:15](#)):

Right, so what did you do?

Paul Goldstein ([52:15](#)):

So I projected myself that if I stayed with this branch-

Mark Halpern ([52:15](#)):

Mm-hmm (affirmative).

Paul Goldstein ([52:16](#)):

I wouldn't know what's going to happen to the branch system, know what happens to the company.

Mark Halpern ([52:29](#)):

Mm-hmm (affirmative).

Paul Goldstein ([52:30](#)):

Companies come and go.

Mark Halpern ([52:30](#)):

Mm-hmm (affirmative).

Paul Goldstein ([52:32](#)):

Look at Confederation Life.

Mark Halpern ([52:32](#)):

Right.

Paul Goldstein ([52:33](#)):

So I said, "There is no limit. As long as I do the right things, in 20 years, I might be something else." So I decided not to go with the job, and I ended up other times better than if I'd gone with that job.

Mark Halpern ([52:45](#)):



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A thousand times better. Oh my gosh.

Paul Goldstein ([52:46](#)):

And the same thing with that job in the bank, and I call that retrospective anticipation.

Mark Halpern ([52:49](#)):

Retrospective anticipation.

Paul Goldstein ([52:55](#)):

Yeah. And these are my own words. It's not something I learnt somewhere, or stole somewhere or read somewhere. These are my own words, my own creation. What does that mean? That means that having a fork in the road, should I take this job? Should I go with this? Should I do that? Should I concentrate on this, [inaudible 00:53:09] career? Should I go become this? Should I become that? Should I become this?

Paul Goldstein ([53:13](#)):

Then you project yourself in the future and you say, "Okay, if I go this route, what will I look like 20 years from now?" And you look at that picture of you 20 years from now, if you can do the projection, and then you say, "Okay, if I go this way, what will I look like 20 years from now?" And you see if you like it or not.

Paul Goldstein ([53:31](#)):

And then you make your decision, not on the immediate temptation, what is a better solution now, but on the picture that you're going to be 20 years from now, which one you prefer, and you base your decision on that. You project, anticipate, and make it attractive, and start in that direction now.

Mark Halpern ([53:46](#)):

That is such an important lesson. And again, you can look at it from an unhealthy point of view as well, as opposed to here, you were mentioning about careers. Certainly, if you want to live a life, a healthy life, and you're overweight, and you're not eating properly or exercising-

Paul Goldstein ([54:05](#)):

Goes with everything.

Mark Halpern ([54:06](#)):

You look into the future and you say, "I'm not going to live very long. I'm going to have health challenges. I'm not going to be able to do much of anything." And that's basically the road you're going in, and is that the road that you want to get to eventually? And if it is, great. If it's not, then clearly you have to make those changes or decisions now.

Paul Goldstein ([54:24](#)):

And that goes also to the aiming, to the aiming objective, remember the [crosstalk 00:54:28]?

Mark Halpern ([54:28](#)):

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Right, right. Yes, that's really what it is. It's aiming. And again, if it was career wise or material success, would you say, "I want to make a million dollars a year." Is that an aim? That's a number and that's fine to define yourself by, but should it be more a description of what you want to achieve as far as...?

Paul Goldstein ([54:47](#)):

My aim in life was to develop my talents, and primarily to maximize my education.

Mark Halpern ([54:53](#)):

Mm-hmm (affirmative).

Paul Goldstein ([54:54](#)):

Because I want to understand where I came from, what I survived, what it meant in my history, why these things happened? And I want to do it at an academic level, not just be an amateur.

Mark Halpern ([55:04](#)):

Mm-hmm (affirmative).

Paul Goldstein ([55:05](#)):

But I couldn't afford it. Most people, they go to university to make a living. I had to make a living for a good university because I didn't have a home. I didn't have any capital. So when I finally reached a point where I had a big family, and I'd reached my material security sufficient as an end, not as a means to an end, I decided I resume my academic career. And so, I moved, I switched from one saucer, from the material saucer to the emotional saucer.

Mark Halpern ([55:34](#)):

You put aim there. You [crosstalk 00:55:36] Your aim was PhD.

Paul Goldstein ([55:38](#)):

Yeah. Yeah.

Mark Halpern ([55:39](#)):

Paul, you are amazing, and your story's amazing. And the fact that you've been able to crystallize this and communicate it in such an easy way. I'm so appreciative that I've been the lucky recipient of the time that we spent together, and I'm just also very grateful that you've been able to share this information with so many people who can benefit from it right away.

Paul Goldstein ([56:04](#)):

Look, I don't think that people listening to this will walk away with it knowing exactly what they're going to do next, but you asked me a question before, which I think we want to spend 30 more seconds on. In other words, where does a person start? Remember that?

Mark Halpern ([56:20](#)):

Yeah, sure. Where do they start? What if they're old?

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Paul Goldstein ([56:21](#)):

So in a nutshell, once people are aware, those that recognize, people, they know what they're missing. They know that if they're unhealthy, that they should improve their health. They know that if they can't pay their bills, they should work more efficiently. They know that if they feel bad about their daily environment, or they don't have a good relationship with family or people [inaudible 00:56:45], that they should start thinking beyond themselves, or they can help improve mankind and improve their friends, improve their family, they know all that.

Paul Goldstein ([56:53](#)):

So they have to take stock, and each one within their own scale, from zero to 10 or potential, then they say, "Where do I stand?" And then they have to develop on each of these three areas, a program, one year, two year, three, doesn't matter. What does it take to go for a roadmap? What do I have to do to get physically where I can be? What do I have to do daily?

Paul Goldstein ([57:18](#)):

They have to develop a program. For each of these areas, they have to set a goal and start working it and keep it in balance, and not just do one and forget all the others. I can go on four hours, hours on this, but I think this should be remembered. You can start... The way of the longest the road starts with the first step, and the first step is to acknowledge that you're missing out on many things, that you have to change your habits.

Mark Halpern ([57:43](#)):

Paul, I think that's a great ending to a wonderful conversation that we've had today. And I just want to thank you so, so much for sharing this and allowing me to be the friend and mentee, to be able to communicate this wonderful knowledge to lots of people.

Paul Goldstein ([57:59](#)):

Well, I thank you for the opportunity. And I will also tell you that if this will have even one person out there listening to change their life for the better, or come to grips with some of their anxieties, [inaudible 00:58:10] more than worthwhile, it would make me very happy.

Mark Halpern ([58:12](#)):

Paul, I think there'll probably be a lot more than one person that's affected. Thank you so much.

Paul Goldstein ([58:18](#)):

Okay, then. Goodbye.

Mark Halpern ([58:20](#)):

Bye, bye. Thanks for listening to this podcast. Hope you heard something interesting and valuable. To download this episode with full show notes and links, please visit [wealthinsurance.com](http://wealthinsurance.com). For more information about me and my business, please visit [wealthinsurance.com](http://wealthinsurance.com). If you have any questions about this podcast, you can reach me @mark, M-A-R-K, @wealthinsurance.com. Until then, this is Mark Halpern, wishing you a life of wisdom and knowledge.