

Yes, You Can Have The SEAL Mindset - MTP448

Scot McKay: All right gentlemen, it's masterclass for men time again. This time we're covering the highly requested and I must say overdue topic of building and expanding your social circle. And if you're listening to this podcast within just a few days of its release, it will be held this coming Wednesday 28th February 2025 at 8pm Eastern Standard Time. That's GMT minus 4 for you guys who are abroad. So what are we going to cover in this class? Well, not only how to meet more women and do so without really ever having to concern yourself with cold approaching ever again, unless you really want to, but we're also going to cover the truly frustrating situation that a lot of men encounter, of really not having an easy time making friends with other dudes. I mean it can get awkward really.

Scot McKay: Quickly if you just cold approach other.

Scot McKay: Guys wanting to be friends with them. How do men make friends? How do men interact once they become friends? What's the care and feeding of a friendship with another guy so that you know, if he gets in a relationship or moves away or has a different priority in life, you guys will still be friends. All that will be covered as well as how to build business relationships through networking, which is also very important. And yes, of course I'm going to show you new and evolved ways to access the kind of high end social circles that you most want to be part of.

Scot McKay: All of these secrets will be revealed.

Scot McKay: In full in this month's masterclass for men called build and expand your social circle. Don't miss out guys. This is your one big chance to solve this big sticking

point that a lot of guys suffer through in one event that covers everything. Build and expand your social circle. This month's masterclass for men this coming Wednesday 28th of February 2025 at ah, 8pm eastern time. That's GMT minus 4. Get your tickets before they're sold out. I'm anticipating this is going to be a very popular masterclass. Go to mountaintoppodcast.com front masterclass to get your ticket. That's mountaintoppodcast.com masterclass. And now sit back, relax and enjoy this wonderful podcast with my new friend, Navy SEAL Marty Strong.

Edroy Odem: Live from the mist and shrouded mountaintop fortress that is X and Y communications headquarters. You're listening to the world famous mountaintop podcast. And now here's your host, Scot M. McKay.

Scot McKay: Algh.

Scot McKay: How's it going gentlemen?

Scot McKay: Welcome to yet another episode of the world famous mountaintop podcast. As always, I'm your host, Scot McKay from XM Y Communications. You can find me Scot McKay on X, on Truth Social, on Tik Tock. Yep. Tik Toc's still there. It's back for the attack. And I'm still on there, too, apparently. And of course, on YouTube, I'm @realcoott McKay on both Instagram and on threads, although I hardly ever use the latter. But if you want to make friends there, go for it. The website is mountainoppodcast.com and gentlemen, if you're not a part of the Facebook group yet, it's the Mountain Top Summit, and we're waiting for you to join us. Hey, I'm excited today because this is one of those topics. It's been on my radar for a long time, and I just needed the right guest. And if you guys are longtime listeners to this show, you know by now whenever I utter anything that sounds like what I just said, you're in for a treat. And

I don't think today is going to be any exception. My guest today is named Marty Strong. He's an author, he's a CEO, and he's a speaker, and he's a retired Navy SEAL who lives in Virginia Beach, Virginia. He trained there and he liked the place and he stuck around is what I'm guessing. And he's the author of three books. They are called *B. Nimble* how the Creative Navy SEAL Mindset Wins on the Battlefield and *In Business Be Visionary Strategic Leadership in the Age of Optimization*. And his newest one, *Be Different How Navy Seals and Entrepreneurs Bend, Break and Ignore the Rules to Get Results*. Today we're going to talk about the Navy SEAL mindset and how as badass as those guys may seem to us, well, non Navy SEALs out there, usually, how they carry themselves and how they conduct themselves and how they think is something you and I can very much adapt for our own lives, is surprising as that may sound. So, with nothing further, Marty Strong from Virginia Beach, Virginia, welcome to the show, man.

Marty Strong: Hey, Scot, thanks for having me.

Scot McKay: Yeah, man, you're welcome. We're glad you're here. So, today we're mostly talking about your book, *Be different how Navy SEALs and entrepreneurs bend, Break or Ignore the Rules to Get Results*. Marty, I think a lot of times guys who picture the media

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Scot McKay: image of a Navy SEAL or picturing like, Kayce Dutton from *Yellowstone*, this door kicker badass, who is, you able to kill you a hundred ways with a ballpoint pen, and he's just always about that mindset. Whereas of the Navy SEALs I've met in real life and who I'VE coached in real life, I would never have guessed in a million years. At least in two out of the three cases of the guys I've coached, I would have never

guessed in a million years. These guys were SEALs and they weren't going to announce it or wear it on their sleeves. So there's this sense when you're that accomplished and when you've done that much training and you're that prepared, that you're kind of over yourself. Right. And that you don't really need everybody's approval. You're over it.

Marty Strong: Yeah, I think so. I mean, you, part of it is you start out think the thing of kind a comparison with sports. Let's say you're a really good athlete and you're in the eighth or ninth grade and you're the best athlete on the field for the next four or five years. But as you're getting into college, you're in the top 30% of the team. And if you try to go into the NFL, you wouldn't be picked up. So you start to realize as you get more training and more exposure to the reality being a SEAL and more, requirements are levied on you and more technical and tactical, elements of the job are required of you, you go from feeling like, hey, I graduated this badass course and I'm one of several hundred in the class that made it through to, hey'm, I'm not the badass in the building. I'm not even one of the top 10 badasses in the building. Because the better you get, the smarter you get, the more you realize who you're up against and what the competitor looks like. And it humbles you and it actually makes you a little paranoid and it causes you to, spend a lot of time figuring out, how do I get better? How do I get as good as those people out there that are better at me in the game? So the humility comes later. You start off like any kind of punky young person with a chip on your shoulder. But the longer you stay in the SEAL teams and probably all special operations, the more you start to realize I'm not all that. And there's always somebody in the bar that can kick my ass.

Scot McKay: It's kind of like the Socratic principle of the older and wiser and smarter I get, the more I realize that I know less than I thought I did.

Marty Strong: It, is exactly that. And if you aren't in a state of competition with anybody, then you're probably not trying to enter into an environment where there is any competition. So you can fool yourself for a long time. The thing about the seals, Green Berets, you know, fighter pilots, elite Marine units, their training organizations are constantly putting them out there and putting them on the spot. They're causing them to fail. So you're in an intense short term, short duration, sometimes hours, sometimes a couple of days, experience where you succeed 60% of the time during the evolution, and you fail 40% of the time. And they keep that that way. And so you correct all your bad habits. But the next time you go out there, they create new challenges and new situations. And so you had that 60, 40 again. So never. You never really get too full of yourself or never get too complacent as long as somebody's kind of putting you out there up against greater and greater odds and greater and greater levels of competition.

Scot McKay: You know, I guess looking back, it's no accident that a guy like Norman Schwarzkopf, you know, full general, would utter a quote like, if you're the smartest guy in the room, you're in the wrong room. Which has become one of my favorite quotes, because I think he's dead accurate. If you're just sitting around and everybody's holding court at the foot of your greatness, you're not getting any smarter, and you're not getting any better. And one thing I do know about seals is you guys are always about leveling up. That's part of your training, just like you said. Right?

Marty Strong: It is. And as a CEO, it's the same problem. If you go into a room and there's a challenge in front of everybody, and nobody on your leadership team knows anything more than you do, or they no less than you do, you realize you're standing there all by yourself. You immediately need to access some other level of brain power. And it's scary because if you're aware of it, like his quote, if you're aware of it, at a certain point in your life, you are aware of it, and you're distinctly concerned about that.

So you want to find smart people and surround yourself with them.

Scot McKay: We need to make note at this point that you are indeed also a CEO. You're discharged from the military, and you've gone into private life, and you're now running a company. And how has your SEAL training empowered you to be an effective leader in the business world?

Marty Strong: Well, I think, I touched on a second ago that the humility, the paranoia, you know, that you wake up every morning, you kind of make. Make a quick, You Know, survey of your capabilities, and you understand those, and then you do a quick survey of your limitations, and you know those, and then you start thinking about, what are the things I don't know that are limitations? What are things that I need to get, better at or learn

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Marty Strong: more about? And that's the way of life for seals. They're in a constant state of training, learning. If they're not training you as a unit, the individuals are off studying things, studying languages, studying geography, studying as much as they can about cultures, whatever it is they think they need to learn to get an edge and to cover, their blind spots. Well, if you come into the commercial world with an attitude like that, you're probably not gonna get surprised as much as the average person, because you walk in as a CEO, and I've been a CEO for 14 years now, so as a program manager, a director, and then a president and COO before that, I would come into the room and essentially back to the Schwarzkopf quote, what do we know? What do we don't know? And who here has some background or experience and can explain to me what's happening and what we should be doing? And that right there tells you in a nutshell

how you convey, a Navy SEAL mindset to challenges and problem solving. And then what we talked about before. Do the people in the room have answers for those questions? And you sit back and you listen instead of coming in and dictating. You know, the caricature of a military leader is they come into the room and they give orders, which assumes that they also know the answers. And it's probably not reality in most military organizations. It's absolutely the opposite of that. In special operations, you are the dumbest guy in the room. You walk in, and if you have 10 Navy SEALs on average, they've got anywhere from six to eight years of technical experience in areas you'll never see. You didn't go to the schools, and so you basically open it up, and you facilitate problem solving and you facilitate getting to a solution.

Scot McKay: You know, the military principle that I'm reminded of there is you need to know how to take orders before you can give orders. So in order to be an effective leader, you have to understand the nature of following before you can ever affect leadership. Right?

Marty Strong: Correct. Because every leader is usually follower of some other leader.

Scot McKay: Yeah, I think that follows naturally and any hierarchy.

Marty Strong: Right. So if you're a great leader, but you stink as a follower, then you're probably letting the person you're reporting to down, and the other thing about that, and this is something again, they do really well in the military, not so much in the commercial world. They rotate the responsibility of leadership tactically. When you're doing your training, they do it lots of different ways. They might just say that the officer has been shot. They, they'll take him out of the problem and somebody else designated the new leader. In some cases, like in Ranger Skill, they'll rotate the leadership of the

squads so everybody gets a chance of being the leader. And that creates empathy in the leadership and in the follow followership because everybody's been on the hotspot, everybody's seen it from two different angles. And you're a lot better follower for it because you understand the pressures that are on that, that person in charge. And as a person in charge, you suddenly realize how much everybody's counting on the person in charge to do the right thing and make the right call. So it's a good way to do it. It's done, as a matter of fact, in the military. And I've rarely, rarely RA to anybody out in the commercial world and I've been out here for a long time that actually did that with their senior leadership, with middle leadership, know, try to get them to understand each other, and create that empathetic bond and that empathetic kind of perspective. Or in crisis, the leader gets sick, doesn't show up. Who's the number two person? Do they know how to lead or they were never taught or never given any opportunities to, learn how to lead?

Scot McKay: Well, indeed, this rotation of leadership you're talking about is an element of Hell Week and BUDS training, right? With the boats, they rotate the guys who are in charge of making sure that their team finishes right.

Marty Strong: Well, it's funny, and I spent, after eight years of seal, I went to, Coronado and was the number two guy in charge of the first phase of SEAL training, which is where Hell Week and all this selection really happens. So I spent two years watching that objectively from the sideline and being responsible for the choreographed schedules and events and all that. There's a problem with leadership and that in that particular circumstance, because most of the officers that show up at Buzz have never been leaders. They've never been gone through a leadership school or anything. They're about as good as the enlisted guys at doing the leadership job. And you know, if you know that when they're coming in, you don't immediately assume that they're

gonna act like some seasoned, war leader and everybody's Gonna, you know, follow their lead. What you end up with is you end up natural leaders and you get a conflict because you have some 19 year old kid who has charisma and charm and seems to have an eye for the right path to the solution and maybe is articulate. And all they have to do is open their mouth a couple of times and all the guys look to them because they just want to survive. They don't really care about the

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Marty Strong: rank structure, they just want to survive. And if that 19 year old kid has got a better solution than what that incident or Lt. JG has come up with, they're going to start following the 19 year old kid. So that's great. And it's really wonderful to see in the kind of the experiment that that first phase of BUDSZ is you get to see all these wonderful human traits come out and it has nothing to do with rank or whether you went to four years, four years of college, doesn't matter what degree you had. And naval academy guys didn't know anything more than anybody else. You know, they went to an engineering school or whatever for four years. So we make an artificial leadership structure. We put these boat crews and you put an officer in charge of the boat crew unless we've run out of officers. Then you take the senior enlisted guy and put them in charge. And so there's one person in charge of six people and they're primarily just in charge of getting a headcount to make sure everybody's there and then reporting that headcount. And we did it that way in the first part of the training and the second phase of training because we want them to focus on the training and not so much focus on the leadership aspect because they don't know how to do it. And especially the officers, they might quit just because they're failing at doing something we're asking them to do. I think this is different from like say the Marine Corps and the army who start off right off the bat, the officers are in charge. The officers are put under pressure to perform as

leaders and to execute and their score based on that. the seals don't do that in the beginning. In the third phase when they get into land warfare, demolitions and weapons training, then the officers suddenly are now planners and we teach them how to plan the very basic level. And everybody gets to learn the same thing, everybody's in the same classroom. And as they go through the intermediate school after SEAL training and then later to advanced schools, the officers are groomed and taught and groomed and taught incrementally, step by step, to a higher and higher, higher standard. But the enlisted guys are trained in the same classes in the same way. That's why in the United States Navy, the insignia that officers and sailors wear, if there was say a ship trained, professional, for enlisted it's a kind of a pewter colored device. And for officers it's gold. But in the seals, it's gold for both the officers and the enlisted because they go through the same experience.

Scot McKay: How about that? You know, you're talking about this kind of refinement by fire. We're going to train you up and prepare you to be your best. And yet something very key you said a couple minutes ago, Marty, was you'll get this 19 year old kid who has charm and charisma. You have no way of knowing this, but I just ran a MasterClass for these guys just weeks ago on being charming and being charismatic. And although they're related concepts, they're very different. Charm to me is the art of making people like you and want more of you. Whereas charisma adds on that layer of being influential. People want to follow you, they want to even be like you. And here you go. Even in a situation where quite literally everyone is a badass, that charisma and that charm rises to the top. It's not the strongest guy, it's not the most handsome guy, it's not the guy who can withstand cold water better than anybody else over the week. Whatever. The guy who's charming and charismatic is a natural leader and will naturally attract others to follow what he's doing. You kind of implied he may not even have to be the most, well, the smartest or the guy with the most tactical knowledge. He's just

naturally charming, charismatic and become someone that you guys in leadership positions kind of pick out as a face in the crowd. That guy's got leadership potential. Am I on to something there?

Marty Strong: You are. And it's, you know, the Israeli Defense Forces are more merit based in how they advance people and they look for these kinds of traits in enlisted performance and they advance them into the officer ranks as soon as they see it because, you know, they're a small country and why would you have, of a thousand people that are enlisted guys and you knew that a hundred of them had all the attributes that you just mentioned to be a great leader. All they're missing is all the additional technical training. Why would you leave them down there? Because they don't have a college degree when your country's at stake.

Scot McKay: A't nobody got time for that in Israel.

Marty Strong: No. And so we still have the United States government, military still has this, you know, 16th, 17th century, you have to be an aristocrat. You have to have some kind of noble land ownership or something to be one of the officers in our service. They use the college degree as that, that prerequisite. I've seen guys that went through regular college, then OCS, regular college and N ROTC ex enlisted, guys become officers of the Naval Academy guys. And if you asked anybody, especially in the special forces,

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Marty Strong: because you have a very intimate awareness and knowledge of how those officers are performing and there's no standoff between you and them when

things are going right or things are going wrong. Everybody would say it's pretty much a flip of the flip of the coin. You never know what you're going to get. The origin of the officer doesn't have anything to do with their performance and also the fact that they have college education doesn't do anything. So. But we don't have that. So you know, in the BUDS experience what I learned is a whole lot about human nature and you know the other thing that kind of adds to the charisma component and it's all contextual. But if you were in a kind of violent, aggressively, dismal physical environment like the BUDS course, where just to go to the breakfast, lunch and dinner requires six miles of running, it's a mile there and a mile back and you have to do all three meals. So that's six miles just getting to the chow hall and back, not counting everything else you have to do that day. So you're taking these guys and you're beating them down and by the second week you've lost a third of the class. Usually classes start about 120 or so candidates. And by the time you get to hell week, which is I think the fourth or fifth week, depending on what area you want to look at, you're down to half the class. So my class started with 126 and we were down to 60 on the first day of hel week. So the week that everybody focuses on, you've already lost half the class. And it's because of the context. And in that context, if you're the kind of person that smiles, demonstrates poise, helps somebody else rather than just worry about themselves, seems to be alert and aware and capable of pointing the path or you know, giving people some kind of information that helps them take the next step and Survive. That's leadership in that environment.

Scot McKay: Interestingly enough, I think a lot of guys, especially younger men who don't have life wisdom to have figured out that kindness is not anti masculine. For example, kind of put up this bully who's stoic, never smiles, you know, as the image of masculinity that to them is the most badass. And you are describing, and let it be known, let it be underscored here, you're describing pretty much the prototypical Navy

SEAL team leader as not being a whole lot like that.

Marty Strong: No. And my wife would tell you that like all the seals that she knows that are around here in Virginia beach, we all have like, a passionate affection for our animals. And most of them are little ones like Pomeranians and Yorkie pooos and stuff.

Scot McKay: I mean it's awesome.

Marty Strong: You have to have a, a capacity for kindness because not just of your fellow being, but you have to be able to forgive yourself. Cause as I mentioned earlier, buds are re failing a lot more than the 60, 40 relationship that in advanced training you see all the time. But you're, you know that term failing forward? You're failing forward, but you're learning, you're getting stronger. You see it like you're going into a ring as a professional boxer and if you get your butt kicked, you come out and your coach tells you why you got your butt kicked. And then they create a corrective action plan. You go and you train, you go back in and if you don't get your butt kicked as bad or you don't get your but kicked it all, then you've accomplished the learning curve. And then they bring in somebody who's a little bit better than that last guy. And that incremental push, that incremental evaluation and incremental coaching and nudge, it makes you very, very aware of your weaknesses. And it's very, very hard not to understand that all human beings have the same issue. And when you see somebody really down on themselves and, or down on other people that are showing weakness, it doesn't make any sense to you because that's all part of the developmental process. Yeah.

Scot McKay: I think a lot of us as guys have seen a whole lot of movies like Full Metal Jacket and we get this image of what the military is like. And yet back here in real life, I'm at a loss, Marty, to even think of one high level military guy I've ever met who didn't

have a sense of humor. I mean there's a sense of what we like to call around Here, getting over oneself, taking oneself less seriously. And that latter concept is something that kind of confounds a lot of men when they're trying to wrap their head around it. But what it really means, right, is, you know, I'm not fail anytime anyone ever says something to me that just isn't a glowing praise for me. I'm not being disrespected. You know, there's this maturity and there's this ability to accept criticism and to grow and indeed be teachable. And I actually had an AV Seal tell me when I asked him, how can you guys who are such badasses come on, a coaching weekend with me? H are a guy like me because I'm no a Navy seal. And these guys know this and be so darn coachable and teachable when you're the biggest badass ever. And what one guy told me was, well, I don't need you to be a Navy seal. I'm already that guy.

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Scot McKay: But part of our training as teams guys is we're not only killing machines and fighting machines. I mean, that's the stereotyp. We're information gathering machines. So our training is such that the more we know, the more curiosity we have, the more we're observant, the more information we absorb like a sponge, the more powerful we are. And being powerful is the name of the game here. You don't want to be weaker. And so one guy put it very bluntly, I've come here to visit with you, Scot, over the weekend because I feel the need to up level being better with women. You're the guy who has that information. So it's kind of like the Highlander. I came here this weekend and I sapped every bit of power you have in this area and took it for myself. And I can't do that by bragging or, you know, taking the lead. So that little bit of humility, which is something you talk about in your books, causes me to leave this weekend with more power. And I compared that in my imagination to all these guys who were beating their chest and bragging and trying to put other people down and, you know, fight to the

top of the pack and try to lead and try to impress upon other people how cool they are. And I just realized they're never going to get any more powerful that way. It's all, it's all smoke and mirrors. And it changed my life to have that retired Navy SEAL guy tell me that, because now I kind of bask in the quiet notion of when I shut up and listen I'm learning. And when I admit that I don't have all the answers, or when I admit that, hey, I got some training to learn, or this person's a bigger, better badass at this particular thing that I am and I need to shut up and absorb it, I'm going to leave that experience more powerful than less powerful. And certainly that flies in the face of conventional wisdom amongst men in this world. And indeed, it flies in the face of conventional wisdom for a lot of business leaders. Right?

Marty Strong: Yeah. But, you know, if you think about it, Napoleon hill was on top of the same process. You go out and you shake hands with everybody that's executing at the level youn to execute at, and you sit at their knee and you ask them questions, and you ask them how until you've absorbed everything that they can possibly deliver to you. Then you find the next person and the next person, and you have to humble yourself to do that. But, not, you know, when you humble yourself, or I said earlier, feeling paranoid, it doesn't mean you're demeaning yourself. It doesn't mean you're in a depressed state. The paranoia is what keeps you hungry. Waking up in the morning and saying, you know, as a business person, that company across the street is trying to eat my lunch. And what if he stayed up two hours later last night to figure out a way to eat my lunch? What did I do? Did I watch a football game? You know, so am I behind the power curve? And it's an intellectual thing. It's not an emotional kind of a thing. But what it does is it sets you up. The paranoia sets you up for what other people observe as humility. Because you do go and try to find people, and you say, I'm not good at this. I heard you're really good at this. I'd like to be good at this. What do I have to do? And sometimes it's a level thing. You know, you get really good. You learn from a particular

person until you've got to their level. You practice whatever they preached, and then you look for the next level. And sometimes you just wanted to get a certain amount of information in a certain area, and you've got enough that you feel like you're competent enough, and you kind of shut that door and you go to the next door of uncertainty or an area that you, want to gain knowledge in. And it's a fun thing to do. It's a fun thing, I think, because you're never satisfied, but you're also never bored. You're constantly evolving, your brain is evolving, your creativity is evolving. The way your outlook about humanity, about society, about organizations, everything you can think of, you know, your opinion about goal setting, your opinion about bonusing you behaviors, all these things are constantly evolving. If you're constantly evolving and you may never achieve perfect wisdom, but you are moving in that direction. And you know, it doesn't stop the day you got your high school grad, you graduate high school, it doesn't stop the day you graduated college. And you know, for seals, it doesn't stop the day you take the uniform off.

Scot McKay: You know, I've always sort of imagined that perhaps the worst character flaw we can have as men or as women, as human beings, indeed is not being teachable and not being coachable. Because if you're stubborn in your notion that I know everything I need to know and I don't, and I don't have to find out anything else, I don't have to grow, then you're therefore stuck with all your other character flaws and areas of potential growth that aren't ever going to happen for the rest of your life, you know.

Marty Strong: Yeah. And not everybody's perfect. and not all seals adapt to this right off the bat. When I first showed up at Seal Team 2, I was about 18 and a half years old and I, you know,

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Marty Strong: being a new guy, I wasn't gonna go to a lot of high speed schools yet. And I heard kind of through the grapevine that the way to learn is to find out somebody who's really good at something and go and ask if they'll kind of mentor you or tutor you. Now if you have a whole building filled with combat vets and they're older than you and they look at you because you look like you, in my case, I look like I was 13 years old. you get a lot of nose, you know, get out of my face, you know. But once in a while you get. Somebody says yes. And I found out later, a couple years later, from somebody who said, you run the few new guys that ever walked up and asked to learn something, they're either too intimidated or they're too arrogant. Which didn't make sense to me because I figured, well, if you're a new guy, you know, how can you be arrogant? I think it's more the intimidating element, of it. But was, that was a nice thing to hear. But eventually, if you're gonna stay in the profession we all had, we were all forced into that behavior. So yeah, I think, I think you, you have to be open to it, you have to be open to being both hungry and humble. And then all you have to do is try to seek out the right tutors, right mentors.

Scot McKay: You know, I would argue that a shockingly high percentage of arrogant people really are newbies, relatively speaking. The Dunning Kruger effect is strong and most guys who are that under evolved to think they're better than everybody else. It's like the opposite of Socrates, you know what I mean?

Marty Strong: Yeah, there's a. Arrogance is probably the wrong. I would say this is an over reliance on past victories. I do a lot of work with transitioning veterans, mostly SEALs and a lot of them are senior, you know, they senior officers or senior enlisted, top, top rank enlisted ranks and they have very storied careers. They've got all the

medals, they got all that stuff. And so you can imagine, you know, basically, especially now with all the movies and all the rest of stuff that, that feeds their ego. The day, you know, you say okay, I'm getting out, I'm retiring or I'm just getting out, then you're like, what am I going to do on the outside? And they all start freaking out because if they think they're great at SEAL being a SEAL or being a fighter pilot, what are they going to do on the outside? It's not going to be the same job. And they take two different paths. They either freak out and then realize they better learn something in an area they want to go be involved in and they better start learning immediately. That's the healthy path. Or they kind of double down on, well, I am who I am and I am at the stature that I am and I'm getting paid when I'm getting paid. And so it's going to be a horizontal transition when I get out. So if I'm a senior officer, I'm going to get a job at the corner office and people are gonna be reporting to me and then that doesn't happen. So one of my presentations to them is called thank you for your service. And it's kind of a snarky title because what I'm basically telling them is I draw the comparison if you know, you're the high school quarterback with in three different sports and you letter in all three sports. And so you got medals and trophies and everything and you were a great high school athlete and now you're not. Would you walk around every day with pictures of those trophies and those medals and just live your life being that person and saying this qualifies me for Whatever happens after high school, you never do that. But nobody can take that achievement away from you. But that achievement was in the context of high school. Same thing in the military. That achievement, that particular kind of achievement was in the context of your career. Thank you for your service. Now let's look at the rest of your life and it's a little bit of a slap in the face for some of them, but then a lot of them say that they suddenly, are snapped out of that kind of lethargy where they were just kind of floating and hadn't come to the point where they realized they had to be an apprentice or whatever new industry or profession they wanted to get into.

Scot McKay: Well, one would think that a Navy SEAL would understand that's life. I mean, more perhaps than anybody else. I mean, my kids are bmx, racers, which is largely a kids sport. And we know children personally who peaked at age eight, you know, two time world champion. Now they're bored at this, they're going to move on to something else. And my wife and I kind of shrug our shoulders, look at each other and go, how's this kid going to top that someday? What will they ever accomplish as an adult that beats being a two time world champion at a sport, you know. But the truth of the matter is life goes on. Kind of like John Cougar Melnamp said, long after the thrill of living is gone. You're not going to be a SEAL forever. You're not going to be the center for an NBA team after age 40 for sure. You got to go out and do something else. Are you going to sell insurance? Are you going to do something more exciting than that? Great. But you're not going to be in the public eye and be this badass forever. You've got to do something with the rest of your life. You accomplish that goal now, you need a new purpose and it's got to be fulfilling to you in some way. And I applaud the fact that you're helping these guys go out and find that. Something that comes to mind when you're talking about business. And we do want to talk about relationships with women as a CO2 before we close. So fair warning on that.

Marty Strong: Okay.

Scot McKay: But you know, this occurred to me about 10 minutes ago when you were talking about the business world.

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Scot McKay: There's a cult of personality around certain CEOs, you know, like Jack Welch and Elon Musk and you know, guys like that, Jeff Bezos, guys who were real

wealthy guys who write books. Guys were really well spoken, certainly Steve Jobs, you know, who was an arrogant SOB, but he also loved the public eye. But you know what? When you start rattling off names of CEOs from Fortune 500 companies, you're going to run out real quick. You're not going to get 500 of them, you probably won't get two dozen of them. Because most of these guys who are solid, effective leaders aren't running a cult of personality, they're indeed going out there running a business. And they understand the best way to succeed at this is to hire people who are smarter than me and not be a one man show around here because it just, it's failure. So coming from a situation as a teams guy where you are called teams guys because you are a team, There are no MVPs there. There's only this battle which we fight together and we got to be in it together, you understand the value of that. You bring that to the business world and you have that humility you speak of where you're over yourself. And you know, we're always being pushed, we're always being pressed to the point of failure where, you know, you really do have to be a guy who's over yourself. You take that to the business world and you hire people who are smart and you try to build them up. I mean, sure, you're going to push them, but it's very natural to see how the best type of CEO is the one who, you know, sure, maybe leads by example, will take the fall and take the blame and give away all the credit. All that's well and good, but it's really about not being so weak or intimidated by the gifts of others that you will go ahead and put a team together of people who are smarter and better than you are because you'll succeed as a team. It seems so obvious when it's thrown on the table like that. You know, I appreciate that.

Marty Strong: It's an old formula. I. There's a great book about, Lincoln's cabinet called A Team of Rivals where he surrounded himself in his first presidency with essentially enemies. But they were all very powerful men and very smart, insightful men. And he basically surrounded himself with people that were going to probably disagree with him

in a lot of ways. But he felt that the best way for his thoughts and ideas and philosophies to become honed to a razor sharp edge to be the most effective, was to have them beat the heck out of those ideas until they were perfect. And that takes a lot of, that takes a lot of, confidence in yourself.

Scot McKay: That's the word I would have thought.

Marty Strong: Of and humility and knowledge in your own behavior, in your own character traits that you're not going to react negatively to their input because it's probably going to be forceful and it's probably going to be against your thoughts, which they were most of the time. The other thing that's kind of missing in the conversation here is that that people that are in high speed military jobs, fighter pilots, Marines, seals, green brays, they are practicing besides all the other things we were talking about their practice and also practicing risk taking. And you can surround yourself with a room of people that are really smart and come up with great ideas and give you the solution. But I'll tell you that maybe 10% of the people in the room are willing to take the risk to act on the idea that they helped contribute to create. And when you get to the Fortune 100, Fortune 50, Fortune 500 CEOs, they get to that level because they are, they've demonstrated they're comfortable with risk taking and they understand how to see risk as opportunity and they're deft at maintaining the status quo if it's successful or healthy or correcting it and getting it to a healthy mode while at the same time either dodging a threat or aiming for an opportunity on the horizon. And that's something that is a mindset issue. But I know your business is about dating. And you know, there's the philosophy that if you walked into a bar and there's 20 women, if you only went to the one woman that you thought looked like the high school cheerleader you always wanted to date, and you walk up there and she shoots you down, you're done. So you only took a chance, you only committed yourself to one twentieth of the opportunities in

the room. You can change those odds by just having a different level of confidence and maybe deciding who you're going to go ask to dance or who you're going to ask out using a different set of parameters and then suddenly you find yourself doing a lot better. It's all about, it's all about the head game and it's all about all the things we've been talking about.

Scot McKay: Yeah, there's not a whole lot of mental resilience that's going to come out of a participation trophy culture. You know, if you've been handed everything on a silver platter and everything is a good job and there's no room to grow, then you're going to wake up as an adult one day and go, well, I mean, how do I navigate this? It just isn't going to make much sense. I love your example of walking into the bar and there's 20 women.

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Scot McKay: You talk to one of them, she shoots you down and you're done for the night. And I'm going to throw perhaps a curveball question at you, but I am going to greatly enjoy hearing your answer, whatever it is. How come it is, Marty, that I've known so many guys who have been in combat? I mean, when I lived in Yuma, there were guys who had done tours in Iraq back in the early 90s, you know, Desert Storm, military officers, guys like that. And they are total wimps when it comes time to grab their balls, approach a woman and talk to her. Where's the disconnect there?

Marty Strong: It's that untaught unknown. It, it's the area that, it's like the leadership thing we're talking about before to expect somebody to walk in and you say, well, they're successful at football and they got a four year degree, or they went to the Naval Academy and they got halfway through the SEAL training. So they must be great at

everything. They must be confident and assertive in every aspect of human endeavor. And that's not the case.

Scot McKay: That's fascinating.

Marty Strong: You're just the kid you were. If you were very comfortable in high school, you're probably very comfortable in college, or you're very comfortable, later on in life with approaching strangers and talking to them and getting, not getting, intimidated by an attractive woman or not getting emotionally, upset. If there's a brush off or a pushback and you like everything else, you go through the training, right? 60, 40 rule. 60% of the exercise you got it right, the other 40% you didn't. You have to go someplace, lick your wins and say, okay, what do I got to do to improve? But it's a different angle. You know, this is part of that thing I was telling you about with, thank you for your service. If I tell the guys that are getting out, if you want to be, you want to own a restaurant, you have to apprentice yourself to that. You have to start at the beginning. You didn't start out being a Navy SEAL or a fighter pilot. They didn't give you a jet to fly. On the second day you put a uniform on, you were an idiot. You had to learn and fail and learn and fail and spend about three, four years before they let you fly a high speed jet, or let you be in a SEAL platoon and be considered a combat operator. So it's the same thing here. You can't just suddenly be a fly fisherman just because you want to do it. And you can't just suddenly be proficient in talking to women just because you want to do it.

Scot McKay: I love it because you hit the nail on the head in a way that I really haven't looked at it probably as closely as I should have ever. And that's. Even if I can do this incredibly complex, stressful, or even flat out dangerous thing in my sleep, it's probably because I've gotten the training, I've put in the hours, I put in the cycles to be good at it,

and I'm literally battle ready and then battle tested. Whereas if I haven't spent a whole lot of time talking to women, this is going to be Greek to me, and I've got to learn some way to do it. Yet a lot of guys, what we'll do, Marty's will train for our military operations. We'll go four years of college, like you mentioned, to get good at a certain, field of expertise. We'll go out to the driving range and hit 200 golf balls to get better at our golf game, to lower our handicap. But when it comes to women, most guys are like, I can wing this. There's just chicks, no big deal. And then they go out there and go, man, this was more difficult than I thought. Even if it's because they're taking something relatively simple compared to being a Navy SEAL or being a medical doctor, creating the complications in their head, nevertheless, you can't just go out there and wing it. I guess that's the value of guys like me out there, helping men go from good to great with women. And I appreciate that vote of confidence. But I still think that there's something about women in particular that will cause a guy to kind of wad up when, and I'm going to use this word, confronted with an opportunity with the women sort of in proportion to their hyper masculinity or how much of a badass they are in normal life. Because if I'm a fighter pilot, if I'm a Navy seal, if I'm a, grizzled, hardened veteran, if I'm a trial lawyer and this woman rejects me, then our male ego is hurt because suddenly I've been beaten by a girl. And that can't happen to a guy like me. So I've noticed, you know, these emo guys who aren't so tough and kind of almost have some femininity about them, they almost find it easier to just go up and talk to women. I mean, maybe you're going to argue it's because they've been trained differently and perhaps better and more effectively to talk to women to begin with by being more like one. But I do find that the more of a badass a guy is in terms of the expectations placed on his masculinity, perhaps if only because of his own ego, it could be all inside of his head, the harder a time he has with the potential of rejection or having bothered a woman by talking to her. It's crazy, isn't it?

Marty Strong: Yeah. And emotionally, most of them are 14 years old.

Scot McKay: Well, that's, that could be true too.

Marty Strong: In this category, they can see terrible things in war, they can see their best friends die, they can see all kinds of

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Marty Strong: incredible things, but they're in different categories and they can be old beyond their years and all these other categories that emotions are heavily involved in. But if you were never really good at walking up and talking to a, a good looking girl when you're 14, 15, 16, 17, 18, and you didn't get any better at it, the fact you're 36 in a SEAL or a fighter pilot didn't make you, you haven't learned anything yet. So, and the other thing is the, the higher your ego flies, the farther you're going to fall when you get, you know, snubbed. And even the perception of being snubbed is kind of goofy because you think you're successful. So if you've decided it should follow through, right? It should happen because you've decided because you're successful. Normally when you point in a certain direction or you pick out a target and that's your mission, you go, boom. And you go, and you're successful 99% of the time. And then you go and you get shot down, no pun intended. And then you're like, what the heck? I'm me. I had the perfect plan. I'm me. I mean, I don't lose. I'm a winner. You know, because they just haven't, they haven't learned, they haven't gone through the trial and error and the failure and the learning curve of, getting through that emotionally. Back to the 20 women in the bar. You know, I looked like I was 13 years old when I became a SEAL. And years, later I saw one of our chiefs, you know, he always had, he always pick out like the best looking girl in a place. And next thing you know, he was with her for that

Weekend, wherever we were. And, I could never figure it out. And I asked this guy one time and he said, well, you know, I decide kind of what I like, and I go up and I ask, and if it's a no, well, there's another day. He just took it like that. So what we didn't see was that he might have talked to four people that weekend or four women or five women or 10 women. You know, we got to witness to one. But eventually he ended up with one that he liked and he was consistent and that's what he did. And he got better at it and better at. And better at it because the more he tried, the more he risked failure, the better he got at succeeding. And I o. Okay. But I was m still too shy to do that.

Scot McKay: Yeah. You know, also, if you're kind of not so mature or you don't have a big brother or dad who's going to show you the ropes, and you get through high school not having a whole lot of experience with girls and, you know, you can blame it on prolonged adolescence or my parents made me bury my face in a book or whatever. Once you go to the military, you will be trained for what you have to do as a military guy. And then once you're discharged from the military, you still don't have any experience with women, just like you said. And the psychological factor that creeps in there is, well, you know, now here I am, 26, 28 years old. I am a fighting machine. I have combat experience. I'm trained to do communications as a career. But as far as being successful with women, no one ever taught me. I never had the experience. And not only that, but it has been so long. And you know, your human biological hormones are raging here too. You would like to have sex and you know, you would like to be sexually successful with women, even if you haven't been and it's kind of raging within you. But since you've been that way since you're 12 and you've never seen any results from it, there is this too good to be true factor that creeps in like, well, you know what? It's been so long since I've even been able to sniff any success at all with women. Maybe that's for other guys. It's just not going to be for me. It's not something I can attain. So because you have that interim in the military and being trained for something

completely different, that that weird mindset can even creep up on you. It's just, it gets to be insidious. And I don't think what I'm talking about is at all unique to military guys. I think you can go off to college or you can go to the Peace Corps or something like that, and you're still left with zero experience at age 18 with women. And by the time you come back, it just seems so far away that you would ever, I don't know, even see a girl naked that it just seems like, well, you know, I can do all these badass things, but that, that's something for some other guy. Yeah, but it is just like anything else. If you take the time to go get the training, get the experience, and you start building your confidence, you're going to find you can do this just like your dad and your granddad and literally every other homo sapien you descended from did before you.

Marty Strong: Yes, practice tends to make perfect. You know, I wanted to learn how to play golf and I was shooting probably like a 94 regular and I wanted to really learn how to play golf. And a guy who was a Nike tour guy who was just on the edge of the go pro as a college athlete and an after college and I was really frustrated and he just looked at me and he said, let me ask you a question. So how many rounds did you shoot out of a gun to become proficient when you're a SEAL? I said, proficient? Well you mean proficient at the highest level of the test. And he goes, yeah, what was high level? And I said, you know, pre stressing, running like a

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Marty Strong: mile and a half with full combat gear on, body armor and everything, getting to a range, doing pre stressed curls, pull, ups, bench press and then running down to the kill house, hitting the kill house with a gas mask on in low light and hitting all the targets double tapped in the forehead with a 50 cent piece group. He goes, yeah, that. And I said probably around six to seven thousand rounds a year. Okay, so do you

want to become a professional golfer? I said, well, no. He goes, do you want to be really good? I said, yeah. He goes, well then you better be on the range four days a week and playing at least two to three rounds of golf every seven days for the next year and a half and have it all be coached with clubs that have been fitted for you or else you know you're not going to be any good or you can just have fun, be out here in the sun, Just relax and don't try to aim for that target because you have to put in the time, you have to put in the work. You have to put in all that learning curve time just like you did as a SEAL with those weapons. And ah, so I've enjoyed golf ever since.

Scot McKay: Yeah, well, there you go. You know, kind of the mic drop here is I'll have guys come to me and go, how do I stop four supermodels during rush hour in New York City who are walking in the other direction and they're all, you know, running a dog walking service in there, each with five pit bulls on a leash. And I'm talking to a guy who is a sophomore in college and he doesn't have the cajones to even talk to the brunette who sits next to him in psychology 201, you know, and what I'll say to him is, hey, why don't we start with the low hanging fruit here and why don't you start talking to women at college who are right there in front of you and already being friendly to you, rather than figuring out how to do these high level imposs possible scenarios that you'll likely never run into. And it's really them just insulating themselves against failure. You know, I asked, I tried, I failed. Well, poor me. And that's, that's a rough mentality. And I love the fact that you guys who have the kind of training you do, you're constantly tasked with moving up incrementally, being better and then being better again. And it's kind of like the proverbial act of boiling the frog instead of saying, all right, well I got to wake up an expert. The next morning you're getting incrementally better until one day you achieve this greater level and then you're still going from there. You're all continually learning and moving forward. And I think that's the biggest takeaway that even the biggest badasses who we put up as being the toughest guys or the coolest guys, and certainly

Navy SEALs classify, are always getting better. There's not this pinnacle of achievement where I've arrived. I can stop now. And I just think that contribution to the lives of these guys today was in and of itself very much worth it. I want to point these guys, Marty, to your website, which is martytrong.com of course, it's yourname.com, easy, simple. But as is our custom around here, I do want to also point them to mountainopodcast.com/marty, which we never had before, M A R T Y. And when they get to MartyTrong.com, what are they going to find? Marty?

Marty Strong: So I'VE got all my speaking programs, access to, my business books, my novels. So there's a lot of information there.

Scot McKay: Fantastic. Fantastic. And of course you have three business books. We're going to put them at the top of my Amazon influencer storefront queue as soon as this show is published. So, guys, if you're listening to this show, within a few days or maybe a week of it being published, you're going to find Marty Strong Strong's books, *Be Nimble*, *Be Visionary* and *Be different* right there at the top of the queue. good stuff. I recommend all those books. And, if you like what Marty had to say today, you're going to love what's between the covers of those volumes. Marty Strong, thank you so much, man. What a great conversation. Hope to have you return sometime in the future.

Marty Strong: Yes, Scot, I enjoyed it. Thanks for having me.

Scot McKay: Yeah, man. And Speaking of Navy SEALs, if you haven't visited Joaco Willinks, Company Origin and Maine, they're a long time sponsor of this show along with Hero Soap and the Key Port. When you go to mountaintoppodcast.com, you can partake of anything from our three illustrious longtime sponsors and use the coupon code `mountain10` to get an additional 10% off. Also, gentlemen, some of you guys have

not gotten on the phone with me and talked, about where you are right now, where you want to be with women. As Marty just reiterated for you today, gentlemen, there's rarely an easy button in this life. But that doesn't mean what you're wanting to do, what you're wanting to accomplish, getting that wonderful woman by your side is far away, let alone impossible. There are steps you can do. There are ways that you can improve your mindset and your skills to get that woman in your life sooner than later. And that's what we'll talk about when you get on my calendar@mountaintoppodcast.com and visit with me for 25 to 30 minutes. That and so much more is there for you@mountaintoppodcast.Uh.com do and until I talk to you again real soon. This is Scot McKay from X& Y Communications

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Scot McKay: in San Antonio, Texas. Be good out there.

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