

Więcej niż oszczędzanie pieniędzy



STABILNE FINANSE DOMOWE I DOBRE ŻYCIE

WNOP odcinek 048 - 6 kwietnia 2015 r.

O konferencji ALIVE, podążaniu za marzeniami i życiu jak koczownik – z Janą Schuberth

Opis odcinka: <http://jakoszczedzacpieniadze.pl/048>

To jest podcast „Więcej niż oszczędzanie pieniędzy” odcinek 48. Dzisiaj z moim gościem opowiemy, co to znaczy „być *Alive*”.

Cześć i dzień dobry, witam Cię w 48. odcinku podcastu „Więcej niż oszczędzanie pieniędzy”. Ja nazywam się Michał Szafranski i w tej audycji przedstawiam konkretne i sprawdzone sposoby pomnażania oszczędności. Opowiadam, jak rozsądnie wydawać pieniądze i jak odważnie realizować swoje pasje i marzenia. Jeśli tylko szukasz odrobiny stabilizacji finansowej i emocjonalnej w swoim życiu, to ten podcast jest dla Ciebie!

Dzień dobry, dzień dobry, dzień dobry w lany poniedziałek! Z Waszej perspektywy lany poniedziałek, z mojej nieco wcześniej. Ale jeśli czytacie uważnie mojego bloga, to mogliście przeczytać na nim, że w maju ubiegłego roku, 2014, brałem udział i także występowałem na konferencji Alive w Berlinie. Mówiłem też o tym w trakcie mojego występu na Auli w Poznaniu, który trafił w całości do podcastów nr 42 i 43, tak że można tam przesłuchać. I wtedy to moje wystąpienie u boku czołowych amerykańskich blogerów, autorów bestsellerowych książek to było coś takiego, co pomogło mi utwierdzić się w przekonaniu, że idę dobrą drogą. Dzisiaj mam niesamowitą przyjemność gościć w tym odcinku Janę Schuberth – osobę, która stworzyła konferencję Alive, która stoi za nią, to był jej pomysł i jej realizacja.

Rozmawiamy o tym, co to w zasadzie znaczy żyć pełnią życia. Rozmawiamy też o tym, w jaki sposób to spotkanie ubiegłoroczne wpłynęło na życie wszystkich jego uczestników, albo większości, bardzo wielu w każdym razie. Ja także przepytuję Janę po to, żeby dobrze zrozumieć, jak to możliwe, że takiej dziewczynie z Niemiec, która przez kilkanaście lat mieszkała także w Anglii, udało się jakimś cudem przenieść do Europy ducha najlepszych tego typu wydarzeń i spotkań, które odbywają się przede wszystkim w USA. Przepytuję też Janę o to, jak udaje się jej dzisiaj łączyć przygotowania do kolejnej edycji tej konferencji z życiem koczownika, które zaczęła wieść. Ona od blisko roku co miesiąc, dwa zmienia kraj, w którym żyje. W lutym, jak byłem na feriach z dziećmi, czyli pod koniec stycznia, pamiętam, że rozmawialiśmy wtedy z Janą przez Skype'a i była w Kenii, a w trakcie nagrywania tego odcinka była na Hawajach.

Tak że dzieli nas kawał świata, a jednocześnie udaje się rozmawiać, o tym także rozmawiamy: jak utrzymać dobre, bliskie kontakty z rodziną, pomimo że być może jesteśmy na dwóch różnych końcach świata. Cała nasza rozmowa jest nagrana w języku angielskim, ale pod adresem jakoszczedzacpieniadze.pl/048 znajdziecie już jej transkrypt, a także tłumaczenie na język polski. Mam nadzieję, że się do czasu publikacji odcinka z tym wyrobię. A teraz bardzo serdecznie zapraszam do wysłuchania rozmowy!

Michał Szafranski: Hi Jana!

Jana Schuberth: Hi! How are you, Michael? It's a pleasure to be on your show, thank you so much for having me.

Michał: Thank you very much for attending! Jana, for everybody out there who doesn't know who you are, tell us please: What do you do and how did you start?

Jana: Absolutely! The way we met is through my little baby project that's called Alive in Berlin, which is really a person transformation conference for people who are sort of in our world of “create our own life” style that we really want and the life that we think is worth living for. And that happened for the first time last year in May and you were so awesome to bring a little fan team from Poland over to Berlin, which is awesome.

And that's one part of my work really, whereas I also do... my main work really is on coaching consulting on behavioral change and we are helping people to create lasting change. I work mostly with entrepreneurs from all over the world really, about growing their businesses, but really growing themselves, so that they can grow their businesses as well.

Michał: Great! Exactly, we met at Alive in Berlin conference. It's hard to define whether it's a conference or a global gathering of passionate creatives and people who would like to change the world.

Jana: Absolutely!

Michał: Yeah, but before we dive in the Alive topic, I think it's pretty important, I would like to know more about its origins. So, what was the idea behind Alive?

Jana: Yeah, absolutely, and I think you are right saying: “*Is it really a conference?*”, because for me it was not necessarily the format it had to be. What I had in vision, when I really first conceived the idea in Phoenix, Arizona in 2012, was that I wanted to walk to a room full of my future best friends.

Like many people, I think, who are in our world, where we are watching TED Talks, we are reading “New York Times” best authors, we are following Americans and going to American conferences, we look to the US a lot for new information and new books. On anything, whether it's money and financials or whether it's psychology or sales or marketing. And so I had a lot of my mentors and my coaching programs and conferences that I attended in the US, but at the time I lived in the UK, so every time I came back to the UK I felt like... hmm, you know I don't really have that same community and same support here and I really wish I had a community in Europe. And I always felt, I don't know if you felt this, Michael, but a lot of people in Europe say that we are a little bit behind the US. When it comes to lifestyle, design and when it comes to transformation stuff it felt, or it feels, you know, for some maybe still, that we are a little bit behind and that we don't have those kinds of resources.

And so, what I wanted to create was really not only bringing some of the American speakers to Germany in this case, or to Europe in general, but also create the next generation of European speakers that would be on our stage and that we can help become the next head speaker, become the next “New York Times” bestselling author.

But in entirety of it, it’s really all about creating a community of like-minded people that share the same values about growth, about living life fully and really taking ownership of their lives. And bringing them together from all over Europe. And so, we did actually have 19 nations attend our conference last year and I think the caliber of people was really high. I mean, you attended, right? In 2013.

Michał: Yeah.

Jana: So there were really a lot of amazing people that we managed to attract, so that’s really the number one purpose. I think it is not only about the key speakers, my demand was that it is more than inspiration, it’s really about person transformation. It’s where people’s lives are permanently changed, impacted in a really positive way, so that they can go out and do the same for other people as well.

Michał: Yeah, exactly. And I think you are successful, definitely. You can also add how we connected after the conference, because this is what I find to be one of the greatest benefits of Alive.

Jana: Absolutely and that’s the intention, right? I think a lot of friendships were formed, new partnerships were formed and that’s the whole point – that we have more of a peer group that is like us. In an area where in geography you might feel isolated.

Because I felt like a lot of people were saying: *“Oh, I felt like Chris Guillebeau too, but there’s nobody around me that understands why anyone would do that kind of thing”*, so it’s kind of bringing these people, being a bit like a lighthouse, you know, to help people find their center.

Michał: Exactly. OK, but let’s just get back to the beginning. I’m wondering, really, because it must have been very, very difficult, to set up the first conference here in Europe and invite such great names as Chris Guillebeau or Pamela Slim. For them this is kind of a local European event, somewhere in Berlin, Germany. How were you able to invite all those people?

Jana: Yeah, I get what you’re saying. I think it’s not the classic example... that I didn’t know them and I just sent them an e-mail and they said *“Yes!”*. It’s actually really interesting, Michael, to be honest, because this year is quite different in terms of inviting speakers. I’ve had a lot of people that have reached out to me that I didn’t have a strong personal relationship with before. And I got a lot of *“No”* answers as well.

I just had another e-mail from somebody today that would have been a big caliber, like way bigger than Chris and Pam saying, you know: *“I’m so sorry, but I can’t make it.”* So I think with these guys, for the first year, I really had a whole 10-year period to draw from of people who have influenced me, that I’ve learned from, that I had met before, that had blown my mind, and that I had been able to build a relationship with over the years.

So, Chris and Pam might sound like really big names, because they’ve been TED speakers and “New York Times” best-selling authors, but I had known Pam for like... probably since 2010. You know, so by the time I asked her, I’ve met her a couple of times, she knew me through working with Susan Hyatt, who was one of my mentors before. And Chris, the same way, I had met with him numerous times, by that point, when I asked him, I had seen him at book launches, I had spoken with him before.

I even had this conversation, because I was really looking for somebody to do the conference in Europe with me, about whether or not to sort of franchise WDS, his own World Domination Summit to Europe. And so, we have already had a connection at that point and that wasn’t as simple as... or as difficult as sending him an e-mail and saying: *“Hey! Will you come and speak?”*. So they really believed in my vision and the team’s vision and supported creating something of a similar caliber in Europe, which hadn’t really been around.

So I think they were just supportive of the overall mission, really. And of course that was challenging, not just to get speakers, but in the whole totality of organizing the conference. I’m not sure I would recommend that to everybody and I had many, many doubts and worries along the way for sure.

Michał: Yeah, so what was the biggest of them? I mean, I’m just trying to get deep into your head and just understand more.

Jana: Absolutely. Oh my God, I will be right on your topic, because it was totally all about money. I learned so much with that first conference, for sure, but one of the things that was very apparent was that I did not look for sponsorship in the first year. And the reason for that is mostly because I wasn’t sure what we are actually offering to the companies.

Michał: OK.

Jana: Because it was gonna be a small conference, it was very diverse, participants from all over the world. So what are we actually selling, what’s the value for them? I wasn’t sure. So we didn’t work on that, we worked on ticket sales. And so, depending on how we were doing ticket sales, I was worried or not worried about breaking even with the cost.

Because the venue is actually quite expensive, though it’s gorgeous. I wanted it to be super professional, so we had video equipment, all those kinds of things. So the whole conference cost a whole amount of money, you know, and we didn’t actually end up making all of the money back to break even. Which meant that I invested personal funds into it to make it happen.

So money was for sure the biggest worry, not money itself, but ticket sales, because people were like: “*Oh, this is amazing!*” and we were all up for it, liked the idea of it... but in the end what speaks is ticket sales. That’s a very black and white thing. You know, we pitched it at a very reasonable rate, for what we did and what we offered, but yeah, that was the number one thing that kept me up at night, for sure. To make sure that we fill the room, that we have awesome quality of people and that we break even.

Michał: Anyway, the conference was great.

Jana: Yeah?

Michał: And I hope you will be able to break even this year.

Jana: Absolutely, I’m sure we will and it’s an investment, right? When you believe in something so much, then you think: “*Even if it does cost money in the first year...*”, which I think a lot of people experience when they set up conferences or events in general, “... *it would be worth it.*” And oh my God, it was so worth it, like every single penny! It was the most beautiful and the proudest moment of my life to create something from nothing.

Michał: Exactly.

Jana: And, you know, the responses from the people and the connections I’ve made with the participants and with other people and the connections they’ve made amongst themselves. I mean, that’s completely invaluable.

Michał: Yeah and honestly, you set the benchmark for European events for all those creatives. When I’m wondering whether there is another such a conference in Europe, definitely there is not. As you say, it’s more like long term planning, definitely.

Jana: It is, it is absolutely. And we were testing things out, it’s not been done before, so you have to find a way of creating your own little version of something that’s never been done before. And so, one of the things I was just recently saying in interviews is that it was so many decisions to be made!

Michał: *[laughs]*

Jana: It gives me a headache, just thinking about them. I mean, do you want this or that? Do you want to do it like this or that? Do you want to have music there or there? It was an insane amount of decisions. Yeah, I think it’s a work in progress and it will always be.

Michał: Yeah, so how big is the team behind Alive?

Jana: Sure, so behind Alive now are 15 people. And compared to last year it was mostly myself, Anne Sophie and Carolina and both of those women were also pregnant nearly up to the event. One giving birth four weeks prior to the event, the other one a week after the event. *[laughs]*

Michał: Exactly, exactly.

Jana: I mean, so we were stretched out. I was having fifty-five approaching clients at the same time, I was working 16 hours a day and sleeping for half of the night for about five months, so it was very, very stressful.

So growing from that, to having 15 people that are taking on different tasks, we have two project managers, we have a chief technical officer, a chief financial officer, marketing and sort of different areas are supported. We have a podcaster. Many different roles. It is awesome, from the perspective of spreading the work and it's a whole different challenge for me to learn to be a leader to them and to manage the team of 15 now, you know. But it's so much better, it's so much more fun.

Michał: This is a very good point in our discussion to switch to a different topic. To your unusual lifestyle. Because I'm wondering how you are able to manage a team of 15 people, spread all around the Europe, and probably all around the world. Please tell us, where are you right now? I follow your trips on Facebook and I know that for the last several months, in almost every month, you are in a different country, right?

Jana: That's correct, yeah. I have given up my original home base in England about nine months ago and I've been travelling ever since. My little premise, it doesn't always work out exactly, but my little premise is to basically move country every month for a month. Which is a very concerted effort, I guess, to grow and to put myself into uncertain situations. To experience new things, new people, new places, without getting attached to them. You asked where I'm right now, for you it's already tomorrow, for me it's yesterday in Hawaii. I live on Oahu, one of the islands that are probably most known of the Hawaiian Islands, with Honolulu as a capital.

I spent a month in Honolulu last month at Waikiki beach at a commercial, tourist center of the island. Then I moved up to the north shore, which is much more rural, much more full of surfers and beaches and water sports. I'm living here right now!

Michał: Great! And what were your previous locations this year?

Jana: Yeah, sure, so before I came here I actually came from Nairobi, Kenya. I spent January in Kenya, before that for a month I was actually partially between Florida, the UK and Germany, just because of the holidays and family birthdays. Before that I spent a month in Bali, not necessarily in Ubud, we were in Ubud as well, but in south Bali, in an area called Canggu. Before that I was mostly in Zurich, Switzerland, Frankfurt, Berlin, Finland in Helsinki, we had a little Alive meeting up there in Helsinki in October and before that I was in Gran Canaria.

Michał: Crazy! Absolutely crazy. It's like a nomad lifestyle, right?

Jana: Very much so. It's something that I have always sort of envied people. And it's kind of difficult to do, when you're in a structure, having a home, a partner, a community of friends,

and everything is pretty much set. But my business of coaching and consulting has always been location independent. Since I had it five years ago. That wasn't really the challenge, but it was kind of letting go of all the things that were seemingly keeping me safe.

Michał: OK, so speaking about the drawbacks, I would say, is it really more difficult to run your business while traveling? Or not?

Jana: It's definitely challenging in different ways, yes. The number one thing that determines my day is the time zone I'm in. So, right now I'm on GMT-10, that means that I do a lot of my work between 5 and 6 a.m. in the morning and probably lunch time, to maximum 3 p.m. in the afternoon. Because that would be the fitting times for European times. Or, like you said, for my team back in Europe, when they're reading e-mails.

It's quite fun actually, I wake up to a really full inbox, because everybody is awake right now. Like for you it's morning now, so everybody is awake. I get a whole bunch of e-mails, my inbox is super full when I wake up and then, once I've cleared that all out... because I'm like a zero inbox type of person, I need to have that cleared down, so I can work. *[laughs]*

Michał: Yeah, exactly.

Jana: And so, once that's cleared down it's actually really quiet for the rest of the day. And the same goes for Facebook as well, which is really interesting. So the afternoons are actually the best times for working, because I'm not being distracted whatsoever, but in terms of other things, it is challenging to set up calls, right?

When you're in Bali, it's GMT+8, so then it's the other way around. I used to work from 7-8 p.m. till 2 or 3 a.m. in the morning with coaching clients for example, or just to organize anything. Here I feel like I'm always a day behind, people are kind of expecting stuff from me, but I'm still in yesterday! So for me it's OK to respond tomorrow, you know, but then it's already tomorrow for them. So those kind of things that are a bit funny. *[laughs]*

Michał: *[laughs]*

Jana: And otherwise I think it's no different. I mean, the team has never been in one place and I have no doubt that if we were all fully dedicated to just doing Alive, it would be amazing, right? But we all have other things. They're all volunteers. And just like them, I have the coaching-consulting, I have the whole digital nomad stuff going on. I do some day training. There are some other things in my life that go on as well that I need to find time and space for, and that's the same for everybody. And therefore we can only do what we can do with the time that we have. Everybody has got 24 hours, you know.

Michał: OK, so I have to dive into you. Because I'm wondering, trying to relate your situation to myself and I'm just wondering whether you miss your family and friends here in Europe. Because you are on the constant move, right?

Jana: That's an interesting question. I have one sister, who lives in Berlin and my parents, who live in north Germany. Because I've not lived in Germany for about 13 years, it's not that I miss them all the time, because I'm not used to seeing them all the time anyway.

But 8 years ago or so, when I lived in England mostly, I set up this little routine of checking in with my parents every Sunday. And by now this has also evolved and expanded into a WhatsApp group. So my sister and my parents and I have a little WhatsApp group going, we share pictures almost on a daily basis, they know what I'm up to.

My mom just said I should upgrade my health insurance, because I'm doing sky diving at the moment, things like that. *[laughs]* I've left behind my one and only coat in Kenya in Nairobi, when I left. So my mom posted a picture of a coat that she bought for me, because they're coming to New York in a couple of weeks' time, we're all meeting in New York. It's a little family vacation. She brings me the coat, so we communicate on a really regular basis and every Sunday we try to Skype. So that's OK with the family.

With friends, you know, I don't know, I think the beauty of WhatsApp and Facebook for me is that I never feel that far away from them. I talk to people really quite regularly, sometimes I record video messages or voice memos, I make little voice WhatsApp memos for them. I think if you choose to be connected, you can and you will be.

How often does it happen? You can live in the same city, honestly, Michael, I don't know, how it is for you, but you can live in the same city and still not see your friend for like 6 or 3 months.

Michał: Yeah.

Jana: Obviously it's super nice, like I went back around Christmas and I saw a lot of my friends, I surprised some of them, they didn't know I was gonna come, so that's really nice, of course. But I'm also just really excited to meet new people, so it's all good.

Michał: Yeah and I just realized, because you are speaking about WhatsApp. WhatsApp is an application, something like Skype, for connecting with others, yeah?

Jana: Yeah.

Michał: And I just realized that you have a way better connection with your family than me. The distance between my flat and the place where my parents live is roughly about two kilometers, you know? But I can honestly say, I haven't seen them for the last three weeks or even more.

Jana: *[laughs]* You know, through Skype you can even call a landline.

Michał: Exactly.

Jana: Sometimes it can be really expensive to call back home, but that's a really good way of connecting also. It's easy when you choose to be connected.

Michał: Exactly. The world is such a small place, really. And technology really helps us. I will switch to the financial side of your nomad lifestyle. There is an opinion or there is a myth, I don't know, that such a way of living and swapping countries, world travelling on a constant basis, must be quite expensive. And I'm just wondering whether it's true. How would you compare the cost of living in different places on earth, for example with the cost of living in Germany or the UK?

Jana: Sure, I don't really remember the cost of living. I moved away from Germany when I was 20, 21. But in comparison to the UK... first of all, it totally depends on where you go, right? Because in Bali I'd never lived so cheaply. Everything is one third or a quarter of what you would pay anywhere else. *[laughs]* I lived there for a month, I must have had a good 10 to 15 massages. They were all like 10 dollars for an hour's time, you know. So that's a really cheap place to live. And that's why I think a lot of digital nomads get drawn to move to south-east Asia, Thailand, you know, Bali, any of those Indonesian countries.

You can get a really nice living standard for very little money. I think you can easily live really, really comfortably for about 1000 dollars a month. For a whole house, moped or whatever you might need. Phone bills are super cheap and that kind of stuff.

Kenya in comparison for example or Spain, Spain is still on the cheaper side, but Kenya is almost like the UK, which I was surprised by. You know, so when you look at the cost of living nomadically, I'm not really sure, but it probably is ultimately a little bit more expensive. Because you end up not only for rent and cost of living, like food, etc., but you also want to do stuff, right?

Michał: Exactly.

Jana: You want to experience things, you want to go skydiving, scuba diving or whatever. So these kinds of things cost extra. I bought a bike in Honolulu, which was like 150 bucks, because I wanted to be flexible and move around and I'm gonna donate that to somebody in need at the end of the trip. So I wouldn't necessarily have to do that over and over wherever I go. If you have a home, you buy all of these things once and then you have them, you know. Like a car, etc., I'm renting a car here right now. So I think there are certain expenses, for sure, that you wouldn't have if you were living in one place. And the other part is obviously you don't just live and pay rent, but you also fly. *[laughs]*

Michał: Exactly.

Jana: And so, I'm flying to New York in two weeks, that's like 550 dollars. Would I pay that if I just lived in England? No. I don't know, I think it depends, because you could be also really smart about these things. In New York, for example, I don't pay rent, I'm staying with a friend. I'm actually saving money there probably in comparison to what I was normally paying for rent in the UK, for example. It depends I think. I try to be reasonable, be economical, use

private connections rather than renting from public people, B&B, you know, just be a bit smart about it. Also, be open I think to accepting help from people. I've really come to the conclusion that no matter what I'm never gonna sleep on the streets, you know. It's a really comforting feeling to know that.

Michał: *[laughs]* What are your tactics when you get somewhere? Because you change locations and do you plan it? Do you have accommodation arranged already before you get there or not?

Jana: That's a mixed bag, for me as an answer, to be honest, Michael, because the thing is, my quest with all this moving around is to become more comfortable with the unknown, right? To be more comfortable with the uncomfortable. And so, say for example, when I came here to Honolulu first, I had a colleague who works with me at Robins Research International at Tony's coaching team and so I had spoken with him a couple of times on the phone and he said, you can stay here and we can always meet. But I had never seen him and never met him, so I don't know what to expect.

Similarly at the end of the month I was supposedly gonna go back to Kenya for a job and that fell through like two days prior. I had no flight, I was gonna have no place to live in two days and I didn't really know what to do. Should I leave the island? Because I wanted to stick to my little rule that I move every month. And on Saturday night I was so stressed out that I have to move the next day and I still hadn't had a place to stay and I had sent all these e-mails to Craigslist people and B&B and all these kinds of things on the northern shore and in Honolulu. I said that I need a place from tomorrow. Nobody had come back to me.

Michał: Oh...

Jana: I was starting to really stress out. And then I said to my friend: *"You know, I'm just gonna basically let it go, I'm gonna trust that something will pop up in the morning and I will know where to go, tomorrow."* And then literally I just had a really nice evening with friends on Saturday. On Sunday morning I received a text message from somebody saying: *"Hey, I saw your post on Facebook. I have a friend who is leaving the country, she's going on holiday and she's looking for somebody to sit her cat"*, which you might hear in the background a little bit. *[cat meowing]* This one! *[laughs]*

Michał: Oh, there is a cat!

Jana: She is a bit moody at the moment, because she wants food. So she needs somebody to look after the cat, sublet her home on the north shore and so it was all sorted! And so, you learn to trust, like I said, you're not gonna sleep on the street, you know.

Michał: Exactly.

Jana: I'm not gonna struggle, basically, that's what I've learned. That's a really cool feeling, because previously I would have had to have it all figured out. Like, if you'd known me, like

a few years ago, I would have had to have everything planned out, everything known in advance and now I'm really comfortable with not knowing.

Michał: This is my way, everything planned. When I'm going on vacation, here in Europe, I plan everything, I even decide whether I will buy more fuel for my car at this specific country. *[laughs]* So I know where to stop.

Jana: For some people the whole planning process is fun, but I've really learned that for me the aliveness, excitement and spontaneity that comes with not having everything figured out is really worth it too.

Michał: Yeah, definitely. For me it's like a dream, you know. I look at you, at what you do, and what other people after Alive do, and I say: *"Oh my gosh, it would be so great to do the same."* But when I start to think about it, I think: *"OK, I think the best situation for me is to sit at home, because I feel comfortable and I like it"*, you know? *[laughs]*

Jana: That's fair enough, and that's OK, that's good for you and that's how you wanna live and that should be just as OK.

Michał: Yeah, exactly. It's about the acceptance of our feelings I think. I will ask you about the people. Because you travel a lot and as you said, you were attending a lot of conferences in the US before launching Alive in Europe. I'm just wondering what kind of differences you see between European people and the people in the US or in other parts of the world? What can you say about it?

Jana: That's an interesting question. You know, I think a couple of years ago I would have said that Americans are more open, they're more caring, sharing. They're definitely more positively inclined to person development. But now I'm not so sure. I think that actually the people that are like us are like us everywhere we go. *[laughs]*

Michał: Not so many differences, right?

Jana: Yeah, I don't think there is that difference. I think people that go to this type of conferences always feel a little bit left out, always feel a little bit like a misfit in other places. They're all looking for a try, they all have that value of personal growth, development, learning, you know, being creative or doing something with their skills, that they're really passionate about. So I think ultimately we're all valuing the same stuff.

Michał: Yeah. I feel the same, so for me I'm trying to search for the differences, but I see there are not so many. Even meeting people like Chris Guillebeau, for me, it's not a secret, he was one of the reasons for me to come to Alive. I said that. Because I wanted to meet him in person. Just to realize whether he really is the same person as that persona created on the web or in the books. And I realized we have so many common feelings and observations about the world and so on. There are not so many differences.

For me the biggest benefit of Alive was actually realizing that I'm one of the tribe of the people and this tribe is not limited to Warsaw, Poland. Basically there are the same ways of thinking amongst people all around the world. It has boosted my self-confidence really, really a lot. Because I thought: "OK, I'm part of a bigger community", right? That was the benefit to me. Let me switch back to the topic of Alive.

Jana: That's awesome. No, but that's great though, because it's important to hear from people. Often we think that people like Chris or Pam or other big people that we feel have made it, that they are a superhuman person. I think that hopefully you saw, once they are amazing and they've done a lot of things and accomplished things, that they're also just human, you know?

Michał: Yeah, they are so approachable. I mean, we, when we think about such people, I mean the bestsellers of the books, big bloggers, you can say that there is a border, there is a crossline that we should not cross. Because they have achieved so much and we have not. It's not true. Those are humans, like us. When you speak to them, they are so approachable, so available, so open to share their thoughts, their point of view and so on. I was just shocked, I can say. I believed that they are such people, but I was not so sure.

Jana: Yeah, exactly, it's good to meet them and to see that they are just normal people like you and I.

Michał: Yeah, yeah, exactly. So let us get back to Alive.

Jana: Sure.

Michał: I think that explaining the spirit of Alive is really difficult for someone who was not attending this event.

Jana: What makes you say that? What do you think is difficult about explaining it?

Michał: Because there is a way of thinking and I always think like: "OK, *this is a conference, this is an event.*" But it's not only an event, this is a kind of relationship you establish there. It starts to grow and it's somehow connected to Alive, but the relationships grow their own way. We have a Facebook group where we connect. We have Facebook as a communication platform, so I can speak to everyone in a direct message, to every participant of Alive. For me it was a huge door opener. If I would like to consult any of my ideas with people who were there, I just write a short message and I get feedback. This is the benefit of Alive for me.

I would like to get your explanation, for someone who doesn't know the event. What is it all about?

Jana: What is it all about? *[laughs]* It is just about those people, it is about the connections. Yes, of course the keynote speakers add value, and they bring new ideas, and they help people transform, and they bring the core structure to the event and also the workshop leaders, which actually this year, most of them, are past Alivers, like yourself.

It is really a space to connect like-minded people. A space to not be judged for your dreams, you know, which is a unique situation. It's a place where everybody alongside of you is kind of speaking the same language. It's about having the same high standards for life.

People that come to the conference, they want to have it all. They want the money, they want the financial independence freedom, they want some adventure and travel, they want to have great relationships and sex, they want to have passion and intimacy in their personal lives. They want to have a healthy body, think about food and exercise. And they want to think about work in a way that makes them feel excited too, right?

Michał: Exactly.

Jana: And for a lot of people also, things like community and spirituality, personal growth, they are part of what they are focused on on a daily basis. Or at least who want to think about those topics. And so that's what we do. Alive is really about living it up in all areas of life. Because I think there are a lot of conferences out there which sort of address different specific topics around work or marketing or technology. And I felt like, well, just having a really great business doesn't necessarily make for a happy life, you know?

Michał: Exactly.

Jana: And so I wanted to talk about that. And I think the reason why it feels difficult to talk about Alive as a conference in comparison to say, for example, my friends Marcus and Feli, who do the Digital Nomad Conference in Berlin, is because Alive means something different for everybody. Whereas a Digital Nomad is quite a defined term, we know what that means. Somebody who travels and works from anywhere, right? But what it means to be Alive? It means so many different things for so many different people. But those limits make it harder to define, I guess.

Michał: Exactly. I think you've used one word. It's happiness. It's also that happiness can be defined in many ways. For me it was also about self-confidence, the feedback I was getting... the feedback from myself. That's interesting, yeah? *[laughs]*

Jana: Yeah *[laughs]*.

Michał: When we listen to different stories, to different points of view, we are also more open to look back at our lives and think: *"OK, am I really happy? What can I do to be happy? What can I do with the time that is left for me?"*. And what I realized last year, it was at Greg Hartle's presentation, was that it might be possible that the time that is left for me is not so long, yeah? And this is the question we always ask ourselves: *"What would I do if I knew that I have one year left?"*. *"How would my priorities, the stuff I do, the things I do, how would they change if I knew that I have 300 or 350 days left?"*, yeah?

Jana: Absolutely and I think it changed not only your perspective, but everybody's perspective including my own. That connection with Greg, no doubt, we e-mailed actually today, he's still

alive, which is great... he was definitely one of the biggest reasons for me to break of the tense in the UK. To leave and live fully the way I would want to, if I had only nine months left to live. I think there were so many things and that's why we have this demand for being transformational, because it was transformational for people.

Michał: Yeah, can you give some examples, Jana?

Jana: Yeah, I was gonna say, I am so humble, to be honest. From very simple things, like people getting tattoos done as a reminder of this, to having left relationships, started new relationships, told someone they loved them. A couple went off and they quit their business, they sold their business and they went travelling. They're still travelling now, they aren't doing anything but travel right now. The one speaker, who is actually one attendee, who is also gonna be speaking about his experiences, who has had so many transformations I don't even want to give them away yet. But he's certainly on an exit way out of his business that he'd had for 10 years. And moving into a completely different direction with his personal life, but also his professional life. And making incredibly brave decisions.

We've had people quit jobs, start their own thing. Even if it's just a side hustle, you know, like doing projects together or being creative together again. I don't know, it could be doing little or big things, if only having that shift of mindset of *"OK if I did want to live fully, didn't sort of assume that I have so much time left, then what are the things that I would want to do?"*. So I think it has affected everyone, including myself, dramatically.

Michał: Great, you've touched the topic of this year's Alive and new presentations. What can we expect this year and when is Alive happening this year?

Jana: Absolutely, it's the same weekend, we're doing it on Friday and Saturday, it's on 29th and 30th of May. Because we expect most people to arrive on Thursday the latest and then stay until Sunday as well. And they should, because there are some things going to be going on on Sunday that they might not wanna miss out on.

But other than that, like you said, I think the first conference set the precedent in a very strong case for a really transformational experience and it's almost impossible to top someone like Greg, right? We are not gonna have another speaker talk about dying.

Michał: OK, thank you very much. *[laughs]*

Jana: *[laughs]* So, that's difficult to top, because it was really a completely intuitional decision to bring him on board. And it was five weeks prior to the event and I just knew he completed the event. Everything changed with him being on board. We don't have that this year. We don't have Greg Hartle there, I actually did ask him: *"Would you come again?"*. He just can't travel, he's not in a good enough health to travel. But anyway, so this year's theme is about bridging the gap between knowing your truth and living a truth. Because what we see a lot in our world is that people kind of know that they are in a wrong job or maybe in a wrong relationship, but they don't act on it. So we are giving examples of where people have experienced that and then have done something about it, so that you get more examples of

how to approach this kind of situations. They've completely rewritten their life stories, they have done something really challenging or brave, courageous. Where they're being very explicit and open about specific areas.

We've got Kim Anami, who is a relationship and sex expert and coach, talking about relationships and how important the depth of relationship and orgasm is. Sex and relationships was one of the topics that probably was one of the most burning last year, where people really related to speaker Ben Austin and what he shared about feminine and masculine energies, polarity and those kind of things. So we really wanted to bring somebody just as strong back this year. She will be talking about that side of things and what's important and how it impacts your relationship, business and life in general.

Like I mentioned briefly, people like Emily Penn and Dave Cornthwaite are actually UK people, which is always exciting for me to find people in the UK or elsewhere in Europe. Because I can think of a lot of Americans, but I can't think of that many Europeans to come and speak at this kind of level. They're adventurous, Emily is an Ocean Advocate, but also an architecture graduate, but she sees parts of the world that we will probably never see and has a very different view on life, the world and the environment. And her partner Dave Cornthwaite has been really exploring the world and mindsets through doing a 25,000-mile adventure on a non-motorised vehicle. They bring a very different adventurous view to Alive, to travel and those kinds of things.

Like I said, we are having our own transformational stories, so Guy How is gonna be talking about choice failure and mindfulness, because his life has changed so dramatically that we felt it would be superinspirational for others. And we have a whole raft of 18 workshops from attendees, from people of the team, from local Berliners, from previous attendees talking about money and about all sorts of themes that keep cropping up that people are interested in. And we also have Dave Ursillo returning, just like you last year, and was really well received. So it's a really rounded program, but we want to not fill the days with speakers, we want to fill it with space for people to connect.

Michał: Exactly. One more question, or two more questions. On a different topic, once again. I would like to get your opinion or your advice to people who would like to chase their passions but are somehow afraid of losing their job, the stability they have. What do you think? What can they do?

Jana: I think that's interesting, because I found myself at that situation, right? I was an accountant previously in the UK and I had a really nice pay package, company car and all of that. And I didn't want it, I wanted to do something that I was passionate about. So I think that it's OK for these kinds of mindset shifts that take time. First of all, I think that personal development is very pressurizing in some ways: *"Oh, just go and do it!"*. Often people shouldn't leave their jobs yet, when somebody is new into a passionate business, I think it does make sense to run it as a side hustle until it really proves that it's doable and it can bring an income.

And that it can bring a reliable income, especially when there is a family depending on that income, I mean especially for guys. I coach about 60% guys and they have a huge pressure to provide. To support their family in many cases or at least their partner.

And so, I think it's totally sensible, we are helping people manage risks, being in the position where they feel confident enough to leave an existing structure for something that is slightly uncertain. What I would say is that once a decision has been made, everything is figure-outable. I think the one decision to leave a job, for example, for something else will put you at least initially into a burning desire to actually make it happen.

It is a very different thing, like I remember, when I was still working that I felt like I was so drained from my day job and I'm sure people will relate to this. I was so drained from my day job that I just couldn't build my business. Until I was not working anymore, I felt like I would never progress with that business. So the way I did it then was to save that money for 6 months, to basically not have to make any money for 6 months, so that I would keep myself a bit of breathing space and not so much pressure to instantly make money. And of course it helps when your partner is supportive of your plans and Mike was that case.

So I think when people are clear already about what their passions are, then you know: Get your business hat on! Is it really a valuable business or is it a nice one to have? What are the needs that you are actually fulfilling, what are the problems you're solving for people, so that they really will be willing to pay money for the thing? Test it, do something with it, don't just talk about it, try it out, give it away for free, do whatever it takes to test and see, and get feedback on whether it's a valuable business. I think the main thing is to take action, basically. Because clarity comes from action, not from analyzing.

Michał: Oh and this is the core statement! I can relate to it so much. *[laughs]*

Jana: Totally. People are all into analyzing: what will happen with this? No! Do something and then see what happens.

Michał: Yeah, exactly. Accommodate somehow. Thanks, Jana. If someone would like to find more about you or Alive, where should they go?

Jana: Obviously the conference can be found always at aliveinberlin.com, where I'm also linked with my e-mail, my e-mail address is just Jana@AliveInBerlin.com, I'm always happy to hear from you, answer questions and help in any shape or form I can. Otherwise I have my own personal site at janaschuberth.com.

If you reach out to me on Facebook, that's a really easy way. If you want to friend me on Facebook, it's just [facebook.com/jana.schuberth](https://www.facebook.com/jana.schuberth), then please also send me a message, because I don't just accept random friends. Send me a message, say you've heard me on the show and I'll be happy to add you and be in touch with you. But random people that I don't know I don't add on Facebook.

Yeah, come over, say: “Hi!”. On the Alive in Berlin website there is a sign up box for just keeping up to date with us and with the next ticket launches. The next one is coming up towards the end of this month, 24th-28th of March, so make sure you get a good deal still, because the prices are increasing, closer to the event. Keep up to date, get some stuff for free, like keynote videos etc. – it’s all there for you when you become an insider.

Michał: Yeah, great. Unfortunately, the people won’t be able to catch the ticket sale in March, because we will be launching this podcast on 6th April.

Jana: Yeah, 6th April, I remember that, Michael, that’s OK, because there will be one final run in April. So people won’t be missing out and because they come from you and you’re having a secret link to the back door, they’re gonna get the best deal at all times anyway, right?

Michał: Great to hear that, that’s great. Absolutely great.

Jana: Especially now, for the Polish people.

Michał: I hope we will be having some more people in team Poland this year. We will see.

Jana: Awesome!

Michał: OK, thank you very much Jana and see you there, in Berlin at the end of May!

Jana: Absolutely and thank you so much for having me again, Michael. It’s a pleasure to have met you, my life is so much richer from knowing you. Thank you so much.

Michał: *[laughs]* Same to you, same to you! Thank you! Bye, bye.

Jana: Bye!

Wow, było ciekawie? Mam nadzieję, że było inspirująco. Jeśli byście chcieli usłyszeć, czym dla mnie była konferencja Alive, tak osobiście, to zachęcam do zerknięcia do notatek do tego odcinka podcastu. jakoszczedzacpieniadze.pl/048, ja tam zamieściłem link do nagrania, w którym tłumaczyłem, jak bardzo Alive wpłynęła na moje życie.

Dodatkowo, tak jak deklarowała Jana, w notatkach znajdziecie też link umożliwiający Wam zarejestrowanie się na tegoroczną konferencję, o ile będziecie chcieli oczywiście. Do niczego absolutnie nie zmuszam. Ta konferencja odbędzie się w dniach 29-30 maja w Berlinie. Berlin jest naprawdę bardzo blisko Polski, to jest właśnie fajne, że można się na tego typu konferencję wybrać, nie wsiadając do samolotu i nie lecąc wcale do Stanów Zjednoczonych.

Ja akurat do Berlina zawsze jeżdżę pociągiem ostatnio, bo to jest szybkie i wygodne, można sobie po drodze popracować, artykuły popisać na bloga. Bilety na tę konferencję nie są tanie. Ale tak jak mówię, według mnie, dla takich osób, które oczywiście chciałyby wziąć udział w takim wydarzeniu i uważają, że są w dobrym momencie życia, żeby poszukać takiej

inspiracji z jednej strony, a z drugiej strony poznać osoby, które mogą być takimi partnerami w wytrwaniu w postanowieniach, które przed sobą stawiamy.

To są takie osoby, z wieloma z nich mam kontakt, które dla mnie dzisiaj są bratnimi duszami. Powiem tak, czasami trudno mi się podzielić moimi planami, przemyśleniami czy wątpliwościami w Polsce. A z kolei dosyć bezpiecznie się czuję, dzieląc się nimi z osobami, które są daleko ode mnie i nie są wcale blisko mojej rzeczywistości. A jednocześnie całkiem konstruktywną krytykę do tych moich działań mogę w ten sposób otrzymywać. Inny punkt widzenia po prostu.

Konferencja odbywa się oczywiście w języku angielskim, to też muszę zaznaczyć. W ubiegłym roku na tej konferencji było trzech Polaków, był Andrzej Tucholski z bloga jestkultura.pl, był Krzysiek Szymański, który był już trzykrotnie gościem mojego podcastu. Z Krzysztofem rozmawiałem między innymi o tanim zwiedzaniu świata, także o tym, jak nie dać się okraść w różnych miejscach świata, gdzie złodzieje mają różne sztuczki i polują na nas jako turystów.

Linki do tych odcinków podcastów też zamieszczę w notatkach. Z Andrzejem zarejestrowaliśmy się na Alive już bardzo dawno temu i już nie możemy się doczekać. W tym roku jedziemy na pewno. Zobaczymy, jak to będzie dalej.

Jeszcze korzystając z tej świątecznej okazji, zdradzę Wam, że za dwa tygodnie także będę rozmawiał z osobą, która przebywa na drugim końcu świata. Tym razem będzie to osoba z Tajlandii i będzie to Polak. Polak, który tam się przeprowadził i tam się osiedlił. Pomimo tego, że cały czas tutaj prowadzi biznes w zasadzie dla klientów z Polski. O tym, jak to zrobił, ile kosztuje życie w Tajlandii, jakie są plusy i minusy takiej przeprowadzki z perspektywy kogoś, kto większość życia spędził w Polsce. Właśnie o tym będę z nim rozmawiał.

No właśnie, a tymczasem dziękuję Ci już za wspólnie spędzony czas i życzę skutecznego przenoszenia Twoich celów finansowych na wyższy poziom! Do usłyszenia!