

Episode 44: How an executive coach finds his fountain of youth - with Jay Feldman

MERYL: Hello everyone. And welcome back to the Rebel Nutritionist podcast today. I am so thrilled to be talking to, my good friend at Jay Feldman, a colleague and a consultant. It's going to be an awesome conversation.

Jay Feldman is an executive coach who works with CEOs, senior leaders. Does consulting, raises capital is the managing director at dealmakers division. And C-suite impact. So without further ado, Jay, thank you for coming to be here. So we've got lots to talk about, lots to cover today. And Jay and I have been working together for some time.

And. What better way to segue our mutual meetings than to do it in a podcast. So I'm actually going to turn the mic over to you for a little bit and let you tell us why you chose Brandwein Institute to start your health journey, or I shouldn't say, start to continue your health journey because you've been on an amazing health journey.

So I am just going to let you a segue from there.

JAY: Well, I think one of the more exciting things at this stage of life is obviously I'm very, very productive at north of 70. And to do that, you really have to have your act together on so many different levels, energy wise, intentionality. It's a **non-retirement pathway** and I need, I need to build my own circle.

And so my last 10 years went on leaving wall street a little bit was the combination of that. I'm I have a biochem degree and MBA, and I'm spiritual really in the last 10 years that triad has enabled me to open up myself for more. In the way of opportunities and more in the way of looking at different alternative pathways, I've always kind of been familiar with nutritionists and what they do and I have what I've learned is that just like in business, working with CEOs where you.

An attorney or a CPA or any other professional, and even how, the way you look at your physicians, you **also need a pathway to be able to look at your nutrition in a really good, positive way**. So I came to the Brandwein Institute because I was attracted to the genomic side of this, which is really, for me, another deeper way of looking at oneself and as opposed to worrying about genes and the, and the manifestation of your genes.

I also came to learn through the Brandwein Institute. That one doesn't have to feel everything is going to manifest this because you have the gene for it. So that takes the fear off. Of so much in looking at your health and wellness. And I just, as a doctor and a dentist and an accountant helps on the anxiety reduction on whatever area.

Similarly, in terms of **looking at your health in this fashion 360 degrees of health**, you can come to that realization of anxiety reduction. Discipline and combining everything you need to know about **food as a lifestyle, not as a diet**.

MERYL: And I love that. I love how, how you put that, because one of the things that I think frightens people about learning about their genomics, right.

Which is a little different than genetics. And, and we've made that distinction so many times, but in a way, it's understanding what is the blueprint of your system, right? What can your genetics tell you about your predisposition and yet so many people are in fear of that. And you were well, I mean, look, people do it and we learn it.

I mean, realize like you have come to realize that **it gives us a better leverage point**, right? We can look at this and say, how do I reduce my anxiety levels? How do I mitigate the things that I can from expressing the conditions like for you? Right. Alzheimer's disease. But I almost feel like we need to repeat that because.

You know, people are afraid. People are afraid like, oh, I have Alzheimer's in my family. I have that gene. I'm afraid to know if I'm going to get it. And **genomics doesn't predict**, right. I always say genomics does not predict disease or a condition. And it does not diagnose you with a condition, a disease or a condition.

But if, but if you know that you have that genetic history. What better way to be able to look at that and look at the ways that you can offset your likelihood of expressing that, right? Like your likelihood of getting that condition. And I think you really embrace that whole heart.

JAY: I did. And I feel like I was, I was ready for it because with Alzheimer's, which is so rampant on my dad's side, it's my, my dad, his brother, and the three, almost four children.

Some maybe not only Alzheimer's, but cognition, white matter challenges, things like that. So I read on what the doctors believe can be preventative along that. And then coming here, it just becomes an attitude storytelling to getting the discipline of

MERYL: Well, and we get to take a deeper dive once we do the genomics, then we did the subsequent testing.

Right. We look at, is there inflammation, where are some of the deficiencies that can then lead to. The propensity for these conditions. So it really is very much prevention. **It's preventing you from expressing what may very well, well have been your genetic likelihood.** And so I think that that is so important like you said, it in a way, like you reframe things.

JAY: I think it's very important because if you don't reframe things, sometimes you get stale and you get linear. And with working with CEOs and business folks, men and women the ability to be linear and get tasks done is wonderful, but you really don't get to your higher-level energies unless you have the vulnerability to get to the level of higher sense of purpose and your brand within a brand and the company that you work in.

So CEOs and entrepreneurs kind of get it that **you need to have all the different dimensions to conquer** in this, in this world that we're in right now with the inflammation and the chaos. Self-inflicted guilt.

MERYL: so that's a good point, right? When you talk about people at a higher level that, that we might understand, but we do, and we don't, I feel like people inherently, maybe rationally understand it.

If they don't emotionally embrace the fact that we need change, especially CEO's if we're really talking to that group that and it could be for anybody, but I think people at that higher level where there's maybe a higher expectation from themselves and from others in that realm.

And that, do you think that showing some sense of vulnerability somehow? It affects them or prevents them from wanting to get this information.

JAY: I think people, executives are no different than the general population on some of this, there are things they're willing to be decisive and they know what it takes from an a, as an entrepreneur to be alone versus having a tribe and a team.

And so I have always been collaborative and team-oriented. And so when you look at. The Brandwein Institute and, and your work, and you're able to see that this is a way to add and to get different dimensions and to go from just like I'm okay. With status quo. So to me, **the enemy is passive versus dynamic.**

And what, what happens here, I think that's helpful at the Institute is you never want to settle, we all have DNA to settle and rationalize. It's why we delay and procrastinate often. And so if you can get off your fanny And say **you want to go from passive to action, whether it's your health, your wealth, your self,** and in addition to all of that.

So I'm really fortunate that I touch all of it with executives, wealth, health, self. And so when you unite the tribes. **The team here does a really good job of uniting the different tribes that you're exposed to.** And anytime you do that, you can have the access to going from I'm okay. To maybe authentically, maybe I'm not.

MERYL: And, and that's so true and know that you touched on a few things. One of the things that you mentioned, and I want to go back to something else that you said, but the spirituality of it and kind of the **global way that we look at things and the many different facets that we touch,** right. Because people think, oh, functional nutrition or.

Nutritionist, right? They think, oh, we're just talking about food yet. It is. So there is the collective mindset here of that. We look at, of course we're looking at food and how that and how you optimize yourself nutritionally. But we have to look at it globally in terms of what is going on in your mindset and your behavior and what is going on in the lifestyle piece, because.

It has to be all encompassing if we're going to make change, whether it's on an executive level, whether it's just a human level, right. We've got to take a step back and look at all of that. And I think that's something that maybe surprised you a little bit about the way we worked.

JAY: Yeah, I think so, because I wasn't sure.

I was an open mind open system about coming here, but then at the execution level, It gets, it gets to be really very, very cool when you realize there's really ways and action strategies. Because as an executive coach. The folks I work with, you don't want to be

stuck in la-la land. I call it. You have to have action then what, what I think here, just like anything else when you make the decision to come in and go from thinking about it, to have really executed.

You're on the road to where you can get the help. It doesn't feel like help from a top-down. **It feels like we're co-creating** stuff. Right? So just like coaching is kind of like, you can be a consultant at the top down and give folks the three things they need to do in, when it really works, where you're creating together, it kind of typically is more bottom-up with a little blend of top-down.

That's how you get to, and I think it's also. Yeah, the Institute and your work, **you make people feel like the individual responsibility is important** a lot, or you don't get it done. But I think when you go from the individual responsibility to this, **the collective consciousness and that we take, we have to build ourselves one person at a time** and I've always opened myself up.

I think particularly since I was fired 12 years ago and re-ignited everything. Everything kind of like comes to, to be united along those lines and sought, but I put the collective consciousness is wanting to help others take on the responsibility,, equating to action. And I think that's what you get here is you get action on it in a way that doesn't feel inflicting.

MERYL: Well, that's the goal. It's, it's not supposed to feel like you are, let's say on a program, right. **You're not on a diet. Judged according to did you work out today?** Did you not work out? So they made it, it's not like we're kind of cracking the whip to make you feel bad about yourself, where, where **it's really more about the support and the accountability**, which is very different than probably any other many of the other programs out there.

And the other thing that you touched upon that I think makes the synergy between how we work and you know, your work and the work that I do is. That level of let's call it spirituality and all-encompassing approach of, oh, what's the best way to put it. I mean, it is, it's the spirituality of it, right?

Is that universally, it's, it's the energy between people, but, but the energy to want to have other people's successes. And, and **your success is as much my success as anything else. And supporting you in a way to do that, but being open-minded.** And I think that's what it is. It's open **being open-minded to the strategies that are probably very different than anything you've ever been exposed to before.**

JAY: there's no doubt, and I believe in my own individual work and it's similar here to the bridge and tunnel approach is what I call it, bridge and tunnel coaching.

Bridge and tunnel work with the CEOs, executives, senior leaders and myself. So what I mean by bridge and tunnel work is that often. To get from one end of things. To the other side, the bridge is a great metaphor and the bridge is, the things that you do to go across from one side to another that is open and seeable and visual, because it's a bridge, right?

The thing that's perhaps most interesting, more interesting as a coach, consultant is to, is the tunnel plot because the tunnel plot is the stuff. It would be called the inner work in many ways, versus the outer work on the bridge. **The inner work is where a lot of stuff incrementally and transformationally happens** because they can be secretive or it's unknowns, or it's taking stuff from the back of the bus.

Like I call it to the front of the bus. And so that's so valuable. And give you a good example of my own health and wellness. A number of years ago, I was, I had acid reflux that was very acute and off the charts and I would get colonoscopies and endoscopies and I have a really good doctor at Mount Sinai.

And he said, well, after the endoscopy, it looks like you've got pre-ulcers a little bit. Diverticulosis. And all of a sudden, he recommended nothing basically and I came across apple cider vinegar. And, but not the negative side of apple cider vinegar. Some people don't realize that to really make it work.

You need to dilute it in water and not just take vinegar into your body. So I take the apple cider vinegar and a year goes by and I note that I'm feeling really great and we do another endoscopy. And the doctor who was very skeptical and cynical about apple cider vinegar, even though it's like Ayurvedic and 2000 years old, he says, I don't know about that apple cider vinegar stuff, but you don't have any symbology anymore on your, on your pre ulcers.

And I assume your acid reflux, he goes, so I am not going to be the Western doc that tells you not to do that. So I have a lot of respect for Western medicine, so I don't approach it from their wrong and the integrated folks then alternative folks are, are right. You need to always need a hybrid.

Typically of both sides or a duality **so that you are getting the best of Western medicine, but you're also realizing that when you go to your doc, your, your doctor, he**

often doesn't have the time or the bandwidth to go over. So when he does all those tests and blood and urine on you and comes back later and says, you're fine.

I just was never okay with just, you're fine. Right? And so it opens up. That's what opens. Your self, your soul is **to want to learn more and problem solve and have more dimensions** in all of this. And so you, the bridge obvious tunnel, not so obvious, and don't be afraid to get singed along the way, which I think is a big, important ingredient in life.

Because if you're not afraid of being seen. You'll try stuff. Right. And so coming here, coming here, for example, is the bridge to the Western medicine and the alternative side where you get the best of both sides, right? No, not at people here have had cancer. Work with their oncologists. You work with their oncologist. You're uniting. Exactly.

MERYL: And that's so true. I always say **it's not a matter of one versus the other it's how do we become very inclusive** and look, modern medicine certainly saved my life at one point. And there's utility in it for, for all. But more probably from a diagnostic kind of perspective or an acute perspective for an acute problem and something that needs immediate attention and you know, love treatment modalities and things like that.

But really for long-term more, let's call it chronic or, or wellness, right. Wellness and longevity types of scenarios. Modern medicine, definitely doesn't have the toolbox like you said, there's not as much bandwidth and the time and even the education in terms of what, when we look at root cause, right?

Metabolic diseases, like you have things like cancers and cardiovascular disease and diabetes, and some inflammatory disorders are result of like, And we know it's very I, I'm very comfortable making that statement because it's rooted in the research and in the science that **80 to 90% of these lifestyle diseases, obesity included in that are affected by nutrition and lifestyle changes and behavior changes** and so forth.

And. That is right. **That's the bridge between where you see modern, let's say Western medicine and functional medicine.** And, and the tunnel part that underneath part is the work that we do in looking at where are those nutritional deficiencies. So, whereas a medical medical doctor is looking, let's just say, I always call it the leftovers, the leftovers what's already been used from your body.

That's really what we're looking at. And they look at a small window of that. If you don't go deep. It's like trying to hit oil, right? If you don't keep digging deeper, then you don't

know if there's oil or not. You know, we're going for the oil. We need to see metabolically nutritionally, genetically. Where are those missteps in your physiology and in your chemistry that we can say, okay, here's how we, here's how we make these changes and right.

Is it enough to just be okay with the information? That's given when you're like, okay, well I know something is amiss and they might not have been able to find it on this piece of paper, but **intuitively I know something is not right and good for you to keep digging** and look, I think apple cider vinegar is great and not everybody should go out necessarily and do that because there's other things and other ways to treat reflux and all that.

but the fact that. You looked at it holistically and nutritionally and, and took a step back and were, and made changes in your lifestyle. It has to be all-encompassing or we really miss the forest for the trees on that. And not to always throw out cliches, but I think it's so true.

JAY: I think everybody from we also would, besides missing the individual responsibility where **folks abdicate the authenticity of how to look at themselves**, So I think the work last 12 years in coming the new iteration of.

And knowing that I need that performance, there's like any executive needs to peak performance. So that's the rationale reason why that searched for peak performance, total life experience, and not leaving anything off the table. And if you don't, **if you don't leave anything off the table, you've got possibilities.**

And I think that's yeah. I read the books and I enjoy them. Not everybody would enjoy the medical readings with them. I think my background helps to make me feel like I like that, but it's, but I think the courage to do the deep dive into your own body and your psyche and your mind and your spirit, that's all the part that.

MERYL: Right. And, and right where listen, where you can't see us, we're not on camera. Right. We're talking. But if you guys saw Jay, look at him and he's like easy, 20 years younger than you know, his chronologic age. And so that brings me to my next point, because I always say **just because we age doesn't mean we deteriorate** and God, if there's anybody, that's a walking billboard of that, as you write.

And we have this mindset in our culture not necessarily in other cultures, look, you can walk around and you know, the Buddhist monks are walking around at 91 years old and

some of them are actually still fathering children. So go figure that one. But I don't know that I'd want to be doing any of that at night.

But you know that being said, I think there are so many people who feel, oh, I, and I hear this all the time. People who come in. Oh, well when I turned X age 40 things started going downhill. And I always say, if you don't fill up the gas tank, the gas tank becomes depleted. And at some point it hits empty and it's just, where is your empty?

And when **you decide to refill it up and fill it up with good fuel**, right after our, after all our. **It's an operating system. It requires good food, good sleep good movement** and all of that throughout our lifetime. It's not just a oh, through your twenties and thirties, we've got to keep me feeling that tank forever.

So obviously you have that perspective of **you want to go as long as you can and thrive as long as you can**. Okay. Share and part some of that wisdom on us, for other people to listen to. And we don't need to, I mean, look for me, I think at 54 I'm stronger feel better.

I look better than I ever did when I was 24. And so I think we have that same mindset. People are tired of hearing me say it. So you go ahead and say,

JAY: I think it's it's elegant, simple to define, but I think **you want to go from survive to thrive**, and that works whether you're 40, 20, or 70.

And I think that's the part that's the most powerful for me. Yeah. I do tend to my own garden find this, but I also get a kick I find in working with folks. Well, let's say I find myself wanting to help. I was kinda like, I was originally just a business coach. And then frankly, I owe it to my women clients who introduced me to the wellness component.

Then they said you should be the total advocate and so when I went and I think that's spirituality too, when I went from business, triple testosterone wall street. To what I am currently, it's so much more satisfying. And I think that's, so it's kind of like that **optimism that I have now at this stage of life is the fuel in the engine for a lot of this going from survive to thrive**.

But I also want to help others go that way. So I'm fearless in entering the domains of different. Clients friends, prospects without proselytizing it. Right.

MERYL: And I love that you're so open-minded, I mean, I wish everybody was as open-minded and not steadfast, this works or this doesn't work, but talk a little bit about that.

I mean, I'm very spiritual. I believe in the synchronicity of the universe and all of that and not to the woo woo. You know, But, there is we are all, after all, we are all energetic beings and we have a collectiveness about us. I mean, this is why being in person and seeing people's faces and facial expressions and having the energy between two people resonates so much better in person rather than on a computer screen or, or through a phone or something else because you pick up on people's energy.

Right. So talk a little bit. Cause I think it's important I'm curious to know about. About how, what was that switch for you from the spiritually? Right. Because you did, like you said you went from heavy wall street, this go, go, go kill or be killed kind of mentality to now in a much different sense.

So what was that transition? Like what pushed you over the edge there?

JAY: I think I have always had it in me, but and running an office a wall street office in south Florida. Enabled me to have a laboratory of working and building an office from zero folks to 70. And so when you do that, you see so many different things.

And if you look at it linear and single dimension, as opposed to, I always had the inclination to want to know about emotional intelligence, for example, and things like that. And, and was a fan of people like Daniel pink and Daniel Goldman. And so I was starting to teach other folks that at the company I was working about that depth and emotional intelligent night.

And that's when I got comfortable to realize I could help talk about it. And so that broadened into, in the eighties to continuing that journey. And when I finally kind of like escaped that company cocoon 12 years ago and re-created all of this stuff today it's been very. It's been much easier to kind of like show that side of.

And amplify it. So I think the question is like, how did you get from the bridge and the tunnel and the amplification of being comfortable? The spirituality gets you easily more easily comfortable with moving from one side to the other side and so higher-level CEO's to get to their purpose and vision and to be creative and intuitive.

These are, those are all higher-level energy. And that's how that helps you go from, you need the linear and the task driven stuff, where you went, you'd be in LA LA land, right?

So you need to kinda like have it all working for you. And so I have chosen to take clients' advice and friends and realize that I can teach and teach and teach to learn besides living at myself.

And I always say, when I, when it stopped being fun for me to teach the collective consciousness, I'll probably shut that down. Right. But for now, it drives

MERYL: and you're so good at it. So I guess the other question that I have is do you meet resistance? Do you get resistance from these CEO's?

The ego-driven CEOs who are very linear in their thinking, how hard is it to get them to, to go along with what you're, you

JAY: It can be very, it can be very, very challenging. And I think you have to know that there's a certain group. Whether they're not coachable or they're fine.

And then they think they're fine. And so if somebody is fine, it's tough to kind of show that there are ultimate pathways. Right. But if people are open, I mean, we're in a, we're in a world where only a number of years ago, hardcore executive. Thought X of meditation, for example. Right. And that's changing dramatically.

And so that's like that's a win that I have found to be very hopeful in terms of folks who want to, they don't worry about the high core executives, the women executives, not to stereotype, but the women executives have an enlarged DNA and often about this, whether it's their listening skills, but they also.

Sometimes lack the confidence that the guys have sometimes false confidence, sometimes bravado. So I like working with the gender blender on all of this stuff. And that, that gives me the ability to look at the folks. I can help be really honest with myself and them that there's some I can't and not worry about it.

Right. And everybody's not going to be same thing in your final

MERYL: You know, over the years to grow a much thicker skin and that it's not always about me. It's more about them and right. You can't make everybody happy all the time and you're not necessarily a great fit, but you know, you want to reach the people whose, windows are open, right.

Whose windows are even partly open so that you can say, oh yeah, you know what? This may be something that can help you can help you feel well. Thrive, like you say, and not

just survive and approach life with the vigor that it should be taken on with. And, I just want to go back and touch on something that you said about genomics and that whole prevention piece because I still think it is a confusing topic for people.

People still don't understand what they get from when you know, what, what they get when they do the genomics testing. So if you don't mind kind of going back to that, and we can close on that in a little bit, but for you specifically, What action steps did you take? Right. And we talked about it a little bit globally in terms of what genomics provides, but for you individually, personally, what did you walk away with?

In terms of information, and then what did you do did you change one thing as a result of that information?

JAY: I think the first of all, the genomic way of looking at things is it kind of like helps you go from your it's an x-ray that becomes an electron microscope. It's that more powerful, right? So you're just, you're getting it all on the table. And **you're seeing your inflammation, markers, and your metabolic markers.**

And your cardiac markers and what was, what was good was not only the negative the Alzheimers, was not even necessarily negative only, but I also saw, like I have a tendency. Diabetes, let's say for example, but currently whatever I'm doing. So all of the **genomic work rationalized the work I was doing, and that was very, very powerful.**

So if you're. I have learned that people are on a path to be, okay, pre-diabetic diabetic and worse. And so. Again, it goes back to what I was saying about passive way of looking at things versus active. And so the diagnostics there's like, I give an assessment that is not a catch-all thing.

And I tell people don't dwell on what the score is. Don't and I would tell people the same thing on their scores, on all of this stuff. And you, you actually help teach to me. Don't take it as gospel, as opposed to the manifestation. Right? You have to take one step at a time. My, relatives who got Alzheimer's began getting it at 67 and 68, and 69.

So I, you can't, you need a little bit of luck in all of this to really. I think each year that goes by work, perhaps I don't manifest it. You know, neither parent made it past 74, 75. So I know I'm on the right path because I'm looking at everything and I'm looking at it from the genomic stuff. It helps to kind of be invasive.

Let's call it **lovingly invasive** on how you look at your body. And that's, that's the big takeaway is. You're not fearful on being that deep. I'm looking at it. And **if you have**

partners and teammates that can help take that fear away and get a plan, then I think you have the basis for action.

MERYL: Love it. That's exactly what we do. So you articulated it perfectly. Thank you. Yeah, I mean, I think, we've covered all of those bases. I think it's it's, it's been a pleasure. It's always a pleasure chatting with you. We always have. Great conversations and insightful. And that's one of the reasons I also enjoy working with you, but, on a professional level as well, but any parting thoughts that you want to leave us with?

JAY: I think whether you are executive CEO, senior leader, or just somebody. The enlightenment is, is here now on all of this, and it's going to be even further enhanced. companies are going to start to look at this. And I think you look at the way you have the different niches for patients and clients on all of this.

It's when you see the amplification and the relevance and less fear, you get to go from individuals to collective consciousness, which is what we're trying to do. So I think the optimism, which I am known for the optimism and whatever else gets you there from the bridge and the tunnel. I think is what we're looking for.

So the goal is to be fearless on all of this and not thinking this is a prescriptive thing. It's not.

MERYL: Awesome. I love that. And yeah, I don't, I don't think I could have said it any better, so thank you for that. Thank you. Wonderful, wonderful. All right, everybody. So this is, this ends that conversation for today.

This is your Rebel Nutritionist signing off, make it a great day, until next time.