

Episode 9

BUILDING CONNECTION AND BELONGING WITH RADHA AGRAWAL



[Updated as of 06.04.18]

Michael: Hello Friends! Welcome to episode 9 of the Business for Unicorns' podcast. I'm so excited to be here today because I had an amazing conversation with today's guest. Her name is Radha Agrawal. Radha is just amazing human and just kind of like such a force for good in this world. I think you're really going to love this conversation. It's both meaningful from a personal perspective and fully valuable from a business perspective. It's one of my favorites so far.

Radha is the co-founder and CEO of a company called Daybreaker. We tell you more about what that is if you're never heard of it before. But essentially Daybreaker is an early morning dance movement which is now in 22 cities, I think more, since the recording of this podcast probably. But they're in 22 cities around the world with a community of over 350,000 members who connect at these events through dance, and yoga, and music, and mischief. They are a fun, sassy group. If you've never been to a Daybreaker event, it's really hard to explain. So I encourage you to go to their website and go to one immediately, maybe even before you listen to this podcast because I think it will give you a new appreciation for this conversation.

Radha also has an upcoming book. It's called "Belong: Find Your People, Create Community, and Live a More Connected Life." Awesome! It's coming out very soon. I think by the time this podcast is released, I think it will be available for preorder. So check it out. If you are interested in creating community either through your business or in your personal life, Radha really just outlines and open sources everything she's learned about building community, the methods she uses, the exercises she uses so that anyone can really use her blueprint to create their dream community. So I'm excited to read the book myself.

Radha is also the co-founder and partner of THINX which is a high tech, beautiful, underwear solution for women to wear during their periods, with a growing community of hundreds of thousands of women globally. She started that company with her sister, also a fascinating brand. We're not talking a ton about things today. We keep that conversation primarily focused on Daybreaker. But Radha is involved in that business and so many others. So I encourage you to read her full bio. In the interest of time, I wasn't going to read about all the cool stuff she does but she has her hands in many cookie jars because she's just so talented.

So we cover a lot of topics today in our conversation. We talk about how the idea for Daybreaker was born, where this idea came from, of having like a morning dance party that you spread throughout the world. So she tells a little bit of her story. We talk about Radha's book, of course, and about her specific approach and methods for creating community. I know it's a topic I talk about a lot on this podcast because it's something Mark and I care a lot about when it comes to Mark Fisher Fitness. But it's rare that you hear people really break down a specific approach for building community. And Radha does

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that really beautifully in this conversation and I also imagine in her book. So if community is a topic you just want to dive into more, I think you're going to love this.

We talk a little bit personally about kind of our cultural and personal need for connection and belonging, why we are kind of hardwired to want community. Radha shares her experience on designing, engaging, and compelling experiences. So any view that kind of do events or event planner or often having to orchestrate experiences for the people that you work with, Radha gives some great tips about how they create memorable experiences for Daybreaker.

We talk from a business perspective about partnerships and collaborations. Daybreaker has grown a lot through finding really great strategic partners and doing really wonderful collaboration. So it gives some examples and Radha shares her thinking about why that's a meaningful approach to growing a business.

Then we talk about Daybreaker just recently launched on college campuses. We talk a little bit about the impact they hope to make on college campuses and why this is kind of a unique time to be on college campuses these days. We finished talking a little bit about the challenges of managing a global brand. Daybreaker, in just a few years, went from just being in New York to being in, I think, over 22 cities. So we talk of the challenges of managing a team and a community that is spread out literally across the globe. This conversation was fantastic. It could have gone on for another two hours but I didn't want to do that to all of you. It's still a longer one but I think it's worth every minute.

So without further ado, I give you my wonderful conversation with Radha Agrawal. Radha, welcome to the Business for Unicorns' podcast.

Radha: Thank you, Michael. It's so good to be here.

Michael: Thank you so much for your time. We've known each other for a bunch of years now. But we've never really had a chance to sit down and kind of talk shop and kind of talk business. So, I've just been really looking forward to kind of pulling back the curtain and looking inside Radha's mind, and hear how you think about your life and your work as it relates to Daybreaker. I know you're involved in more than that but today, I think, we're going to focus on Daybreaker. So just thank you.

Radha: I'm really excited to share.

Michael: Yeah, awesome! So, before we dive into any of my questions (because I have a ton, and I'll be reading from my computer because I wrote them all down because I'm very prepared), I wanted just for listeners who maybe have not heard of Daybreaker or have not had the Daybreaker experience, how do you describe what you do?

Radha: Sure. So Daybreaker is an early morning dance experience. We're in 23 cities all around the world. People wake up at 6:00 AM when the sun comes up on a weekday morning, dress up in costume, put on glitter on their faces, or dress with the theme of that event, show up. And we do one hour of yoga, a two-hour dance experience, full of different performative elements from aerialists, to fire spinners, to horn sections, to dueling sax players, and all kinds of different performances all before 9:00 AM, all before going to work.

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The whole idea is to sort of break the mold of your routine and break you out of your mold of your routine, break you out of your comfort zone, and allow you to self-express. Give you a safe space to truly connect to yourself, to one another without alcohol, without drugs. Really sort of break apart the dependence that we currently have between having fun and drug and alcohol which I think often are seen in the same light. So, Daybreaker is really meant to be that safe space for you to come in and get back to yourself.

Michael: Yeah. Listeners, I've been to many Daybreaker events. It's just amazing. There's really nothing like it. It's just a unique special experience. Everyone there is so friendly. You're always greeted with a hug. Everyone there is there because they want to be there and they're just very excited to be starting their day in this way. So, where did this idea come from?

Radha: Sure. So I mean, at the time I was 35 years old and going out in New York City as a single woman at that time was incredibly daunting, right? I was faced with mean bouncers looking up and down lines I didn't want to be sort of in, in the first place at 35. Going into these nightclubs or bars or spaces to dance where everybody was either on their cell phone, no one is actually dancing. Everyone was sloppy drunk. I couldn't actually let go and self-express fully. So, I had to edit my dance moves so that some creepy dude wouldn't come up and rub against me. I mean there's usually some DJ kind of pushing buttons all night with no performative elements, no live instrumentation.

So really the night life experience to me was right for sort of rediscovery and evolution. So the idea was why don't we replace the bouncer with a hugging committee? Why don't we replace the alcohol with green juice, coffee, and tea? Why don't we add to the DJ with performative element to music? Why don't we offer a dance for where everybody was friendly and everyone invited you and there are no clicks? It was just a truly connected experience. So, it was really meant to be an experiment, a social experiment, an art project when we first launched. But then, it really - the moment we launched it, the very first one in December 10, 2013, so just over five years ago, four years ago now, four and a half years ago, it was explosive from the moment we launched because here are two crazy stats for all of our listeners out there.

Michael: Yeah.

Radha: One in four Americans has zero friends to confide in. That number has tripled in the last 30 years. One in four Americans have no friends to confide in. That is wild.

Michael: That's crazy.

Radha: And the second crazy stat is that having weak social ties, having poor community is as bad to your physical health as being an alcoholic and twice as harmful as obesity. So really, we don't think about loneliness. We don't think about our lack of connection as a health hazard but it really, really is. So, connecting those two in a meaningful way is a very, very important passion point for me.

Michael: Yeah. Well, that just makes such perfect sense because we know that humans are hardwired to need love and belonging and connection. And certainly, I never got any of those in nightlife. Growing up as a gay man, I went to clubs that mainly felt like meat market.

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Radha: *laughs* Right.

Michael: Most of the friends I went to clubs with, I only saw at clubs. They were just my club friends. It was mostly before cell phones.

Radha: *laughs* Right.

Michael: So, we didn't really connect outside of that night life experience. So, they weren't even my community. I didn't feel like I belonged with them outside of just that one thing we do on Friday and Saturday nights. So, it just makes perfect sense that this is an opportunity for us to connect on regular basis in a setting that is celebratory and joyous.

Radha: Totally. I always say this. It's like when you go out at nightlife or you're really trying to find this space to escape, you're escaping yourself. You're taking drugs, alcohol, you're escaping yourself. We really want Daybreaker to be a space where you return to yourself. That's really sort of a key distinction that we're doing.

Michael: That's huge. I love that so much, a place where you can return to yourself. I think some congratulations is in order because you are launching a book.

Radha: Yes!

Michael: Yay!

Radha: Yes. I spent the last 18 months open-sourcing everything we did at Daybreaker so that anybody – so I get asked probably once a week to sit down for coffee and people ask me, “How did you build Daybreaker? How did you grow a community with a half million people on 23 cities in less than three years without any money, any marketing dollars spent, very organic experience?” So I get asked all the time and a one-hour coffee is never enough.

So, I spent the last 18 months really synthesizing everything we did at Daybreaker, and putting into this book, and creating basically a blueprint with 20 exercises in the book so that anybody who wants to create their own community could have a blueprint of how to do that. So by the time they closed the book, they've work shopped their idea. They've gotten to know who they are. They've gone in to then go out to create community. So, it's a very comprehensive book that sort of in some ways is a head fake. It starts as a sort of like, “Oh yeah, buy this book because it's about community building.” But really it's a journey into yourself first, getting to know who you are. So when you come out to create community, you're truly well-equipped to have the best skills to do that.

Michael: Yeah. I love that description so much. Already, I've mentioned this. You will be like into the first 10 episodes I launched this podcast. And already a theme that has been true for everyone that I spoke with is everyone who started a business, it started as a new journey. This started as what am I good at?

Radha: Yeah.

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Michael: What do I love doing?

Radha: Exactly.

Michael: What lights me up. Luckily, all the ones I've spoken to so far, their businesses have gone really well. I think there is something to be said for that.

Radha: Nice!

Michael: Right. That it starts with something, that you have to be true with who you are. I think it's true for any relationship.

Radha: Absolutely.

Michael: Including one with our business.

Radha: Absolutely.

Michael: So you got to have your own self in order before you can really reach out, and inspire, and motivate others.

Radha: Daybreaker would never, ever, ever have been anything had it not been for my community, my friends showing up to the very first one. Just to share with everyone out there, when you throw your first event, when you throw your first experience, to really take the time to curate the people who are coming, not just by how many followers they have on Instagram, not by how important they are, but how energetic they're going to be in that space, and how warm, how up for, what I call in my book, an FYF, a fuck yeah friend. In many ways, Mark actually, Mark Fisher in our conversation currently we had with each other, he shared with me that he wanted to be a fuck yeah friends this year or this is two years ago. He said that to me, "This year, my big goal is to get fuck yeah friend this year." And then I spent weeks thinking about what a fuck yeah friend was. Then that became actually a very key through line of my book. So thank you, Mark Fisher.

Michael: Yeah, thanks for sharing.

Radha: But really, that's such an important part of building any community is first starting it out with the right energy and space. I think we forget that in our quest for number of followers.

Michael: Of course.

Radha: And who's VIP or models and let's get pretty people in the room without actually asking yourself what energy are they going to create.

Michael: Well, I love that. I know in your website... I was just looking at it today... that you guys list your values.

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Radha: Yes!

Michael: How many parties have you been to where you know the people there are going to have the same values?

Radha: *laughs* Sure, yeah.

Michael: I mean that's huge. So when talking about and thinking about getting the right people at the table or at the event or on the team, it's about making sure that you have this foundation of similar beliefs and values.

Radha: Absolutely.

Michael: And it's going to a party where there's hundreds if not thousands of people that all have those similar beliefs. It's powerful.

Radha: Oh thank you. I mean that is the backbone of Daybreaker. The very, very first one that we did, we defined our core values. And these values are the lens through which we look at every partnership, every brand partnership, every performer we bring to the space, the type of events that we create, we all look through the lens of these five core values. In fact, in my book, I talk about this as it's really what we call your VIA chart that you want to create for your community or for your life. So, VIA stands for values, interests, and abilities. So what are your values for your community, or your business, or your organization? What are your interests? What are you personally interested in as a human, as a business person that you think your team will be interested in but that also that your community will be interested in. So really thinking about those two and then what are you good at? What are your abilities? What can you actually contribute to your community? It might be taking out the trash. It might be organizing people. It might be sort of lighting a place with really cool candles.

Michael: it might be cooking.

Radha: It could be cooking, exactly. So, there are so many different ways in which we don't think our abilities are abilities but they really are. Sitting down and asking yourself what they really are - is actually really important.

Michael: Amazing. Yeah, for listeners, the book is called *Belong*. I think the tag line is Find Your People, Create Community, and Live a More Connected Life. I think by the time this podcast comes out, it will be available for preorder.

Radha: Yes, I hope so.

Michael: So if it is, go find it.

Radha: *laughs*

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Michael: Go find it and get that book, y'all! So, I wanted to just talk a little bit about a different side of community. So creating community is one thing and building is one thing. But I know from experience that the flip side of that is once you have the community, maintaining it is equally, if not more difficult.

Radha: Totally, absolutely.

Michael: Just because then you have hundreds, if not thousands, or you're getting close to, I think, in a few year millions of people who you've connected with. So, staying in touch with them, continuing to listen to their needs and how what you're doing is working for them or not working for them, that's hard, that's hard. So, can you just talk a little bit about what are the most common challenges you guys face at Daybreaker in terms of maintaining this community.

Radha: Sure. So I think step one in any maintenance of community is showing up for them with a certain cadence each month. So with MFF for example, you guys show up for your community every single day by having your doors open. For Daybreaker, we've committed to showing up for our community at least once a month. So once a month, in any setting that Daybreaker is in, you can be sure that there will be an event that you can go to. That you can dance with reckless abandon and let loose. So, I think that is the first thing is to really commit to that.

I think so many event creators or new companies now, they'll start strong and then they'll peter out. It does require so much stamina and energy. This is why you have to go in and ask yourself, "What do you care about," because otherwise, you're not going to wake up at some point and still be passionate. Whereas for me, I think I've danced now at, I don't know, at 300 parties. It's still just the beginning for me.

Michael: *laughs*

Radha: It feels like the first time every time because I genuinely love yoga, dancing, the performances, the community, the community connections. All those things, I'm just tickled by it and love it every single time and inspired by it. So for me, it's an easy no-brainer every time. So yeah, maintaining is really step one about showing up, continuing to show up for your community with regular cadence, with regularity.

Then the second thing also is to continue thinking about the energy that you bring into this space. So for us, it's making sure that our community feels heard and seen. So we always ask the community how their experience was. But then we then invite them to different things, whether it's to barbeque at McCarren Park or different spaces and places that we can connect to them in other ways, I think is very critical. But more than anything, it's just that we just show up for each other. So in some days when I'm feeling tired, they show up for me and then they give me energy. In other days, I show up for them when they are tired and then I give them energy. So it's just wonderful, so it's connected circles. So that to me is step one for any community builder out there is just ask yourself, "Can I do this month after month, year after year and stay connected?" If the answer is I can do it for this year, that's okay too. I think there's no wrong answer in community building.

I think one of the things to share with everybody is that when someone says, "This isn't what it used to be. This community isn't what it used to be. Burning man wasn't what it used to be. Daybreaker has

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changed.” It’s never meant to be what it currently is today. It’s always going to evolve over time. It’s always going to change and that’s a beautiful thing. So, embracing the evolution of community is part of the process. I think that we are so stuck in wanting things to be exactly how they are when we had the best time ever and then being quick to criticize event creators or community builders when things evolved, when they naturally do anyway. There’s nothing that we can do about it. It’s something to connect and ask yourself if you’re doing that. If you’re judging communities that are continuing to evolve, why are you judging it?

Michael: Yeah. It’s so true. This has been true for our experience at Mark Fisher Fitness. It’s been true with a lot of businesses that I coach and work with is that I think the best businesses that are based in community, that really have a strong culture are ones that evolved.

Radha: Embrace it. Embrace it.

Michael: They have to continue to be a reflection of the people who are in that community any given moment.

Radha: Absolutely.

Michael: That’s going to keep changing. So what it looks like and feels like also has to keep changing. If not, it will break at some point.

Radha: Right. Frankly, it gets boring after a while.

Michael: Yeah!

Radha: The whole idea is to continue challenging ourselves. Obviously, with Daybreaker, we have a beautiful format that works beautifully and it’s a three-hour experience. But we change venues every time. We change the theme, the DJ. We change all the performances. We change the food that we serve. So every experience is new and bespoke but under a framework that people can actually feel safe within, right?

Michael: Yeah. I love that what you started off with was talking about consistency because I think the thing that consistency gets you in community is trust.

Radha: Yes, it’s trust and safety, absolutely.

Michael: Yeah. People feel like they can trust you and it’s safe because you’re there for them.

Radha: Right.

Michael: It’s like a support system. If you’re consistently there and showing up, they know they can rely on you. That comes with just so much trust.

Radha: That’s built over time. I was reading an article today actually that said that it takes 90 hours with someone to feel like they’re a friend.

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Michael: Interesting.

Radha: 90 hours with somebody to feel like they a friend. So think about obviously co-workers you got close with right away because you're with them everyday. But think about a friend that you just meet. It takes connecting with them over and over again to feel that instant connection which is why festivals and dance parties and experiences that are sleep aways are so special and so meaningful. Because you're getting 48 hours or 72 hours together, which this is how you can become best friends with someone over just a weekend. So, those are the kinds of things to really look for to really deepen your relationships and your friendships as well.

Michael: Yeah, that's awesome. I think we covered this a little already. But I want to just talk specifically to our listeners. Many of our listeners are small business owners. Many of them, I hear all the time, are wanting to create a community and wanting to reach out and broaden their network and their connection to not just more clients but the actual location where their business is and actually reach outside of themselves and have a bigger impact. So for people that are running a small business, whether it's a gym or a doctor's office, or a restaurant, what is your advice to them in terms of getting started?

Radha: Sure.

Michael: You talked a bit about making sure you have the right people at the table but what else are the key elements. If you're going to put your time and resources into it as a small business owner, what do you spend your time and resources doing?

Radha: I mean the first thing I always think about is like what is your badge of your organization? So when I think of Starbucks, Starbucks badge is like when you're carrying a cup of coffee, you're not just drinking coffee, you're carrying smart. Like I walked down the street, I'm drinking Starbucks coffee, one of the first that came out maybe. Maybe an [0:17:04 unclear]. But certainly when it first came out, remember, just there was like a cool factor. Or I've got an iPhone, I was creative and part of this cool, creative class. Or if I wore Nike shoes, I was in with the basketball. So you're badging yourself with different things and with different products, different services. So, that's really the first thing I would think about is sort of what is your badge.

I'm looking at all these products in our office right now. We're doing our first brand partner summit next week actually where we invite all of our national sponsors for Daybreaker to meet each other for the first time, to connect, to collaborate, to not be competitive. We'd actually create community within these partnerships which is really new. So, it's going to be a fun experiment to see how that goes. But to many, it's so important that we collaborate but I think one of things is first asking yourself, "What are you selling? And why are you selling it?" I always tell our team, like we're not selling a product, we're selling energy. So, what is the energy that you want someone to feel? So whether you're a gym, what you're selling at MFF, you're not selling a gym. You're actually selling self-expression. You're selling...

Michael: Self-exploration.

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Radha: Your self-exploration. You're selling... So, how do you then turn that sort of with the energy that you're trying to get out in the world once you've identified what that is with like minded communities in that space. So, instead of at a trade show, if I was... there's a company that talks about energy. It has a tagline. Instead of having the energy bars at the tradeshow, I would have a reiki healer. It's just like sort of doing sort of energetic healing. There'll be lines around the corner for that brand. And then by the way, on your way out after you've totally zenned out, you get to sample the product. So little things like that, I think, we can spend time thinking about instead of just a straight trade show booth.

Michael: Sure.

Radha: What is the energy people going to way with and create community?

Michael: I love that. What I hear in that is this question just popped up in my head is kind of what does it mean to be a member of your community. Your Starbucks brought that up for me because you forget that Starbucks is special. For someone, especially to be in New York... *laughs*

Radha: Right, exactly.

Michael: When I have friends visit, especially if they live in the suburb, they're one that like, "Can we go to Starbucks?" I'm like, "Oh sure."

Radha: Exactly.

Michael: That's the thing you want to do. But for them, it means something to go there. And same thing with Daybreaker and certainly I believe with MFF is that it means something to be a member. It's about the energy they get from it, the energy you give to it.

Radha: Exactly, exactly.

Michael: That's also, I love that you mentioned it, there's this kind of products and iconography and things that represent what it means to be a member.

Radha: Like Daybreaker, we had this one community member recently get a tattoo, a logo on her inside wrist just like probably four-inch tattoo.

Michael: Wow!

Radha: We all cried in the office. Really, oh my God, it's beautiful. I called her up. I found out who she was and I called her up. I said, "What made you want to get this tattoo on your arm?" She said, "It is a reminder for me to live my life with love and mischief, and to live my life with a wink. I can be pretty serious sometimes and Daybreaker reminded me of living life with more color in it." So she's like, "I always look at my wrist and remember that when I'm old and gray that I went to this thing called Daybreaker once. I wore glitter on my face and I wore a uniform. Yeah, I just had the most fun." So yeah, that's really interesting to me for any brand owner out there listening to really think about what is your badge and then what energy do you want people to feel about this space. And then instead of thinking about your product, thinking about sort of what does it provide you.

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I started an underwear company with my sister called THINX underwear as well. It's underwear for your period, for your time of the month. I'm sharing this because I wasn't just selling underwear, right? I was selling feminism. We were pushing the concept of equality. We're pushing the concept of, "No, you don't have to run out of the board meeting. You can actually stay. No, as a doctor and a surgeon, you don't have to run out during your surgery. You can sit there for five hours and finish your surgery." So there are so many ways in which we are able to tell the story of underwear in ways that are so much more than just underwear. So, I think it's really about what your brand, what your product represent and what the badge is. That's the fun part to sort of unpack.

Michael: Yeah. I love that so much. You mentioned a little bit about this briefly but I want to talk more about kind of designing experiences because I know it's something obviously is at the heart and soul of what you guys do. And so, how would you guys describe your approach to designing the experiences you make for the Daybreaker community? What is your approach?

Radha: So step one is five senses. Of course, we need to satiate all five senses. I think so often, we think about things like what is Instagrammable, so it's so two dimensional. So, I think step one, to really deep dive into community is thinking about we are animals. We are all five senses.

But then going deeper into that, what are the things that actually sort of release your happy brain chemicals? I spent actually a few months researching the science of community, the science of dance, the science of connection. I realized that at Daybreaker, we help. And its acronym actually spells out the word D.O.S.E., which to me was an aha-moment because dose, when you think about it, you think of medicine, drugs, sort of vices if you will. But for us, when we think about designing experience, to release your D.O.S.E. - D.O.S.E. stands for dopamine, oxytocin, serotonin, and endorphins. So if you can design a space and experience to release your D.O.S.E., you've created a connected community for life. So let's just go through them quickly.

So dopamine you get from pleasure reward, from achieving something on your to-do list. So at Daybreaker, it's oh my gosh, I set my alarm at 4:00 AM. I could go to the sunrise party. It's still dark outside. Everyone's sleeping. I can't believe I'm doing this.

Michael: It's an immediate win.

Radha: It's like an immediate dopamine rush of like adrenaline. It's all that good stuff of like, "Wow! I can't believe I'm doing this right now. It's so crazy. I'm not going to roll over and hit my snooze button. I'm actually going to go and wake up." So the dopamine you get from that and of course you get from listening to music as well. The oxytocin you get from the hugging committee at the door. So oxytocin is something that... Another stat for you is Americans touch each other zero times per hour in a study compared to Puerto Ricans who touched each other upwards of 135 times in a conversation. So, Americans are very starved for physician touch. And yet, guess who the number one porn viewer in the world is - Americans.

Michael: *laughs* I didn't even guess that one.

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Radha: So, we are so physically starved for oxytocin, yet, we replace that need with pornography. So, oxytocin, so touching each other in a non-creepy way, in a loving friendly way that's outside of your love and your relationship is actually very critical in deepening your community relationships. So we have a hugging committee. We have dance for a moment where you hug your neighbor. Of course, we have to with consent.

Michael: With consent.

Radha: Exactly. Then the serotonin you get from feeling a sense of worth, from feeling bigger than yourself. I think we live in such a "look-at-me world." I call it LAME, look at me economy, LAME.

Michael: That's going!

Radha: And it is just lame. It's like we live in a world where we're so focused on ourselves. The more we focus on ourselves, the more anxious and depressed we are. So, the more we focused outside of ourselves, the more service-oriented we are, the more we realized this is bigger than me which are MCs at Daybreaker. Master of ceremonies are all trained to do is to really make you feel like you're part of a bigger community. Then all of a sudden, you get the serotonin dump. And then the endorphins, of course, you get from moving around, moving your body, the workout, the runner's high if you will.

So really to create the most connected and to design the best experience, you have to release your D.O.S.E. So starting with that, okay, if you're a mattress company or if you're a gym, or if you're whatever it is out there, there is a way for every experience, whether they're walking into your mattress shop to have your customer release their D.O.S.E., or whether you're at a gym where obviously, as a community, it's already releasing their endorphins. Well, how can you get them? Of course, dopamine is well for music. How do I get them to feel more connected through oxytocin and serotonin as well? So, it's a really interesting challenge for all businesses out there.

Michael: I love that, but what a great recipe for all our listeners out there. If you really want to think about the design of the experience you are making for your clients, those are great things to consider. Like are you really touching the five senses? Are people getting their D.O.S.E.?

Radha: Exactly.

Michael: Are they having a real connected physical experience to whatever you're offering? That's hard for some businesses. If you're thinking in the party space and the gym space, we're almost a little lucky because people are moving by nature of what they're doing with us.

Radha: Totally.

Michael: But I think people out there have to get creative.

Radha: Absolutely. I mean, remember our company, we of course, underwear, how are you going to release your oxytocin? So, I think we got to get creative and we still manage to do that. We have a very deep and connected community.

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Michael: Yeah, that makes sense. So, I want to switch gears a little bit.

Radha: Sure.

Michael: I want to switch gears. I want to talk about a topic that's very businessy.

Radha: Great.

Michael: Sorry. We're doing all this feel-good talk and all of a sudden, very businessy. But I know that partnerships and collaborations have really been a huge part of the Daybreaker model. You've done partnerships and collaborations with huge brands. I'll just give our listeners a few examples. You worked with Nike where you helped them, I think, launch a new product line. You worked with IBM where I think you worked with Watson to create the world's first cognitive dance party. I'm not even sure what that means but it sounds fun. We'll have to circle back to that. I know you work with Macy's department store. Actually, Mark Fisher Fitness got their first pay in this one and had a dance party in the flagship store here.

Radha: Nine stores, yeah.

Michael: In New York, which was insane. So, where did this approach to working with partners and collaborations come from?

Radha: Sure. I mean to fuel our growth, we don't have any investors and that was very purposeful. We really want to be for the community, by the community. I think we live in a world where we brag about how much money we raise without realizing the golden hand cuffs that we end up being in. So I've certainly been in... I'm no stranger to golden hand cuffs having had several businesses before Daybreaker, where at the end of the day, you're going to be diametrically opposed with your investor as a founder. And so, to create something for the community, by the community is something that's very important to me for this particular project.

So, in not taking on investors, we really had to think about how are we actually going to grow the movement. If we want to be in front of millions of people dancing and self-expressing, how do we do this? And then all of a sudden, we started getting phone calls from brands. I think that really started maybe a year and a half into the Daybreaker. We started partying with brands because I think all brands today are wanting to create community. They all realized the power and the beauty and the depth of community building and how marketing, you have to continue feeding the vein. It's heroin. Really, you have to continue feeding the vein of ads and billboards and all the things. So smarter marketers, marketer business owners are realizing the importance of yes, it might take a little bit longer to build community. But I'm going to learn how to do it because over time, my return on investment is going to be much, much higher.

So, we started partying with brands. It's been really awesome because they are also very excited about creating community and lean on us to do that. So, with Nike for example, the whole idea was how do we think about their new product launch of their cold gear. So, we designed an experience where we integrated dance and sport together and how 25 different athletes come in and do sort of incremental

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workouts in between. But I think sort of your main question is probably like why do we work with brands and then how has it been successful for us?

Michael: Yeah.

Radha: So, I think it's working with brands is a wonderful way to scale your community, to scale your growth. Let me rephrase that. So, when we partner with brands, it's because we get to throw bigger and more epic events.

Michael: *laughs* Sure.

Radha: Let's just be real. But I think it's also that we gain things from each other in meaningful ways. For them, they gain access to this awesome, wide-eyed, intelligent...

Michael: It's a big-hearted community.

Radha: Yeah, it's like a joyful community, type A community. We have 99% college graduation rates, 35% postgraduate rates. It's like a very crème de la crème community who wakes up at 6:00 AM to dance over, right. So, all these brands call us because they're like, "Okay, great. We want to connect with these people. How do we do that?" So, we say, "Great, we can show you how to do it." But then at the same time, we get to teach brands how to actually connect with our community more meaningfully without having billboards everywhere, signage everywhere, logo, porn everywhere to create a truly integrated thoughtful, authentic experience.

I think so many brands don't know how to do that and aren't always as thoughtful as they can be. So, they're really looking to us to be their support there. And then for us, it really fuels our growth of the movement across the world. It allows us to do more, like I said, exciting, larger scale events at the coolest places. We do them on boats and planetariums and museums and just the coolest places all across the world. We wouldn't be able to do that if it wasn't for our brand partners. So for us, it's win, win, win, win, win. Everybody has to win.

Michael: I think that's probably the best takeaway for our listeners, is that the best partnerships and collaborations are really win-win. That you guys get to throw bigger parties and get access to their communities of the brand's followers. And the brand context, that you guys were just experts at building community that come with your own followers and those relationships can be so symbiotic.

Radha: I think we learn from them as much as they learn from us. We learn from them, just the level of care they pay towards - they give towards a brand launch. Like Nike, Samsung, GE, IBM, all the biggest brands in the world, we see the level of care that they put into a product launch. So for us, we learn on sort of how they do that and then achieve that for the community side as well. And for them, they don't really know always how to reach an audience or get to show up to their events because maybe going to a GE - although it's cool.

Michael: That's just not what GE does.

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Radha: Yeah, it's not what they do. So for us, like we want to be able to say, "Hey, we want to expose our community to these amazing brands interested in technology, interested in fitness and wellness and creativity." So yeah, for us we get to flex and they get to flex and it's wonderful.

Michael: Yeah, that's amazing. You recently expanded to create Daybreaker events on college campuses.

Radha: Yes.

Michael: And this is interesting because I really think it's a unique time, both politically and socially to be on college campuses and to be a college student. There's a lot going on. So, I guess my question regarding this, because I'm sure we could talk about this for another hour, is what's the impact you're really hoping Daybreaker can have by throwing your events and being present on college campuses?

Radha: Sure. So 42% of college students are anxious or depressed, 42%. That number again is skyrocketing. It's an epidemic on campus. They are building pharmacies on campus now for these students. It's just insane. So, our idea was or our concept, I mean especially internally in our office, one of our team member's little brother is a senior in college who tried to take his own life, and 20 years old. For us, we just were dumbfounded, great family, why would he do this? So we became very, very passionate about it.

So, one of the big things we want to do is to shift the culture on college campuses from one that is truly dependent on alcohol, and keg stands, and frat parties to one that is focused on connection, and community, and dance, and yoga, and just the things that would actually get them to connect more meaningfully. So, we're now on a dozen campuses across the country. We're not stopping anytime soon. Like for us, it's to really shift the tide. I think we're doing that. Obviously, it's frustrating that we have to lure them right now with breakfast sandwiches to come to the events.

Michael: *laughs* It's always food with college students. It's always food.

Radha: But I think the whole idea is that it has to start somewhere and we're meeting them where they are. I think that's also the key for everyone listening out there is meeting your community where they are, getting to know their demographic. It's like you have to know your demographic. It's like a graphic. To really understand what it is that that actually gets them to raise their eyebrows is going to first start them on the journey towards the community that you want them to join. And then from there, we can say, "Okay, great. You came for the breakfast sandwiches. But we really have an incredible transformative experience ready for you." All of a sudden, they leave the experience wondering what just happened. I'm totally shifted in my consciousness. So, that's interesting to me.

Michael: Yeah. Let me just thank you for doing that work because it's just always been so shocking to me that really nowhere near our education system do we teach our young people any of these skills.

Radha: We're so unprepared.

Michael: When it comes to just connection and belonging and community and even just being in touch with our bodies and dance. We're just afraid to move.

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Radha: Absolutely.

Michael: If you've been to any wedding, you know, most people just have no connection to their music or their body.

Radha: Totally.

Michael: And so, yeah, what you're doing is so needed.

Radha: Thank you. Well actually, to your point, we are also launching in two months a program called Live It Up. Live It Up, actually Mark Fisher is one of our guides on Live It Up.

Michael: Great!

Radha: We're calling all of our expert guides because none of us are really experts.

Michael: Yeah, especially him.

Radha: He is a professional student like me. We all are, I think. But essentially, we'll launch Live It Up as it's a life school for college students that texted to your phone. So right now, so many programs are online courses. But that still requires you to log in everyday. So, we want college students, again to meet college students and young professionals where they are which is I'm busy AF. I don't have time. I'm running to class.

Michael: Juggling so many things.

Radha: Juggling things. But imagine waking up in the morning to a text message from Mark Fisher, from myself, or from John Mackey, the CEO from Whole Foods and founder of Whole Foods, or Dr. Mark Hyman who wrote "Food: What the Heck Should I Eat," on nutrition essentials. So, we've identified 12 topics that college students struggle with. We'll be sort of doing this 21-day challenges all around these 12 topics that college and young professionals struggle with, financial abundance, time management, love, sex, and relationships, community building, unlocking entrepreneurship, creativity, and all these things that are a constant struggle with to help them on their journey as well, so they can end up working for you guys out there.

Michael: Amazing. That's amazing. I love that so much.

Radha: Thank you.

Michael: I can't wait to see where that all heads. So recently, when I was preparing for this conversation, I came across an article about an event you did in San Francisco recently. I think this is just a few weeks from the moment we're recording this. You did a special collaboration with a group called Reimagine End of Life.

Radha: Yes.

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Michael: It's just so fascinating because I'll tell our listeners roughly what it was about. But it was fascinating for me just because it really stretched the idea of what I even thought Daybreaker was or could do. The event was dedicated, according to this article, to kind of big questions about life and death which is such a bold theme for a dance party. *laughs*

Radha: *laughs*

Michael: And the article I read, I forget where it's from, but I'll put the links in the show notes, article I read ends with a great quote that I think summarized the impact of this event which is their quote was, "As it turned out, the dance party wasn't just about reimagining death. It was about reaffirming life," which I thought was just so beautifully said. The fact that you can have a dance party company that can tackle big questions of life and death and partner with organizations that are really thinking about quality of life at the end of life; just like my question about all that, because again we could talk about this for a while, is what does it mean to you personally that your work can have that kind of impact on people.

Radha: Oh wow! First of all, thank you. That's a huge compliment. I think that's all we can do. So why are we here otherwise but to serve each other? I'm the product of immigrants. I'm half Japanese, half Indian. My parents came to America not speaking English with \$5 in their pockets. For better or worse fell in love and I mean they're still in love. Actually it's wonderful. And raised us with this sort of notion that America is great and give back to this amazing country that gave them life and gave us life.

So, I think yeah, I think we forget that in this polarized country we live in today. To me, nothing is more important than belonging. I actually really believe that that is the antidote to gun violence. I think it's the antidote to our polarization. I think it's the antidote to all of our struggles from this planet is helping every person feel a sense of belonging. I think that if we can again meet people where they are which is through dance and parties, if I really wanted to start a community center which I will eventually, that's not the right way today. I think right now, we have to again meet people where they are.

So, to me parties and dancing and celebration is actually a wonderful way and a wonderful vehicle to get people to galvanize and come and show up and dance not just initially for themselves but then... One of my community members said this to me which I would love to share with everyone here as sort of a final feeling which is he's like, "I don't come to Daybreak anymore just for myself. I come to support new members who are here for the first time, who might be tentative on the dance floor, who might not have any friends here. I'm looking on the room to scan for those people and I go up and introduce myself." That was the moment I realized, wow, we're creating something that's super special.

Michael: Yeah, that's pretty magical. That's pretty magical. When you can get people in your community to help be kind of the evangelist that help perpetuate your community....

Radha: Exactly. That's it.

Michael: It's like you know you've planted some beautiful seeds. That's so magical. So, in wrapping up this section, this series of questions about partnerships and collaborations, for all the small business

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owners out there who think that their business could benefit from creating some sort of partnerships or collaborations, what's your advice to them about how to kind of vet those opportunities?

Radha: Sure, first of all, give me a call.

Michael: *laughs*

Radha: But I think step one is to ask yourself, "Is the organization that you're connecting with truly authentic. Are they actually grassroots community builders? Are they in the field getting to know their communities so that you can know for a fact that your product or service is being sampled where you wanted it to be sampled?" I think there are a lot of marketers out there who will tell you they'll do things and then just invite anybody and everybody and not the right people. So I think it's really vetting the right organizations who will certainly tell your story.

Then it's really just again, it's sitting down and asking yourself like what are your values, interest, and abilities. Then I call it the three Qs, three qualm list in my book as well. The qualm one is all the qualities I'm looking for in a community member or in this case a friend. Qualm two is all the qualities I'm not looking for in a community member. Then three is all the qualities I need to embody as a brand or as a human in order to attract the community members that I want.

Michael: Great!

Radha: So I think those are great places to start.

Michael: Yeah.

Radha: Because without that knowledge, then you might not know what it is you're looking for.

Michael: That's huge for partnerships, you know. What exactly am I looking for? What I'm not looking for? What do I need to be to attract what I'm looking for?

Radha: Exactly.

Michael: Yeah, I think that's beautiful. I'll say that first part maybe slightly differently, just in my own words. I don't know if you would say it like this. Tell me if this is way off. The first part I really heard as make sure you're partnering with people who actually give a shit.

Radha: *laughs* Yeah, totally.

Michael: About their customers. It's just not paying lip service too. We want good relationships with our customers but they actually have demonstrated in the past that they actually care about building authentic relationships with their clientele. That's huge.

Radha: Right. I think that to me is everything. It's just are they in the field? Look them up. I mean make sure. Go to the event. I think so often, I'll meet with brands and they'll say, "I want to root Daybreaker." I'll say, "Well, have you been in one?" Then they'll say, "No. But I heard it's amazing." I'm like, "Why

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don't you come to the next one?" Come and experience it so you can actually get a feel for the energy and what we're creating here. It's not just sort of things you've read online. So we're very adamant about having our partners come and experience an event first before we actually get into bed together.

So I think that's really important to get out there in the field and sharpen your knives. We know there's too many shortcuts out there but the one that you can't shortcut on is humans. And sharpen your knives, continue challenging yourself to wake up and get out there. Or after work if you're exhausted, you want to continue working or you want to home and watch Netflix and chill, just like challenge yourself to say, "No. Once a week, I'm going to go to this thing. Meet people. Connect in my community. And then see how that can support my business, my organization," because it only takes one conversation to change the course of your business organization.

Michael: It could be just one of those things in people and relationships, they don't have shortcuts. You only build community and build strong relationships by doing it.

Radha: Yeah.

Michael: It just takes that time.

Radha: Exactly. I think people actually also kind of now interchange the word because community is such a buzzword today. They interchange words like audience for community or users for community. I see right through that.

Michael: It's not the same thing.

Radha: It's not the same thing. So, I think for everyone who's interested in really building a community and wanting to have ambassadors who will go to bet for you, who will say, "Hey, try out this brand or this gym or this product or service," you have to get to know them.

Michael: Yeah, that's huge. So, this is my last series of questions. Again, this category of questions is again pretty businessy. But it's still valuable. So you mentioned earlier that Daybreaker is now operating in 23 cities around the world.

Radha: Yes.

Michael: That's huge. That's just a lot of moving pieces. So, how is your team organized to keep track of all of those moving pieces?

Radha: Sure. So we're 50 team members now strong. We're only 8 at HQ here in New York City. And we have two producers, what we call community catalysts in the field in each city around the world, so two per city. And so we fly them in New York. We train them, three day training. They actually sleep over at my house as a final round interview.

Michael: *laughs* I love that.

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Radha: Because you get to really know a community leader by brushing your teeth next to them and not just by one interview sitting across the table. So, we're actually... Because it's such a movement based human to human sort of organization, we need to really get to know our community member. If we can see in over 48 hours how someone is going to - the veneer of positivity might falter after a while.

Michael: Anyone can fake it while we interview.

Radha: Exactly. Exactly. So, it's been really interesting to have that and be part of the process. But otherwise, it's very much remote-based. We work on Slack. We'll do a sort of BlueJeans conference like once, or a conference call like once a month. We have an annual summit that we invite all of our team to meet each other and connect with one another. We do skill sharing and all kind of workshops.

But otherwise, it really is now a challenge on organization in process and systemization. So, I think we've done a really good job of systematizing our project. So, we have a protocol for our communication. We have a protocol for all of our design and all of our email marketing. We have a protocol for our PR in marketing. We have a protocol for community building. We have a protocol for brand partnerships and sponsorships. So, every aspect of our business has very specific protocols around.

Michael: Yeah, that's amazing. Well, Mark and I are always, with Business for Unicorns, talking to our clients about creating clear systems and processes to set clear expectations to your team and make sure everyone is clear on their roles.

Radha: And they're always evolving and we're always discovering new needs.

Michael: Yeah, so in general, when you see a need, what is your process for creating a new protocol or a new way of doing things or changing something that's been the same for a long time?

Radha: Right. I think it's always iteration is perfection is sort of our mantra, right? I personally wrote the 75-paged playbook for Daybreaker. So when someone wants to bring Daybreaker to their city, they apply for the job. Then we fly them to New York. I then train them personally. So, I've trained all 55 of our producers across the world. So that protocol, I mean that playbook is constantly being sort of added to. As we learn more at different events or as we realize, oh wow, the hugging committee is awesome but for someone who's been through let's say trauma, might not want to be hugged. So one guy came up to me and said, "Hey, the hugging made me feel uncomfortable." Because the person, when I refused their hug, looked really sad and was visibly upset. So now, I told the team, "Don't be..." Just say, "Hey, good for you. You've taken care of yourself." And high-five them or whatever. So, just like little things like that, we will just continue evolving our playbook around. Or let's say a brand, one of our food and beverage sponsors, they realized that we ran out of cups. So just like it's a constantly evolving playbook.

Michael: What's so interesting is that I find so many tech companies these days, specifically tech companies, really embrace iteration. And really, it's like the law of the land is iterating, iterating, iterating.

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Radha: Totally.

Michael: And so often, a lot of the small business I work with specifically brick and mortar ones like gyms are so afraid of every little change. We've experienced this at MFF as well. It's just every little change just seems to be a front to their world.

Radha: *laughs* Right, right.

Michael: I just love that you're making such a strong point for, "No, Iteration is the way that we stay alive."

Radha: Absolutely.

Michael: It's the way that we keep improving.

Radha: And learning!

Michael: Yeah. It's huge.

Radha: And stay relevant. I mean, at the end of the day, if you're not staying ahead of the curve, like for me, I'm always visioning what's new for Daybreaker. So our team are so well-oiled right now that I'm sort of like, "What do I do except for think what's happening next?" So I have the luxury actually of saying okay, great, our music festival is next. Our immersive brick and mortar space theatre space is next. We're working on Live It Up or live school projects. So I get to vision what's next because we have this well-oiled machine. But of course, there are going to be some things that remain tried and true to Daybreaker that we're going to sort of keep to our standards and the playbook that we developed from the very beginning. But then make it better and stronger and learn from our community who will share with us what they want. So, if you're not willing to listen to your community members then over time, they will drift to another brand or company.

Michael: Yeah. So, what's been the most challenging for you guys with regards to having such an international presence? What's really hard about that?

Radha: Yeah. I mean I think it's trying to support every one of our cities with such a small HQ team. We're spread thin, I think. So, we're hiring a bunch of people right now. But really, it's yeah, it's making sure that you're not just going wide but you're going deep. I think for us, one of the things that we're really focusing on this year is actually scaling to less cities, focusing on campus obviously as well, but deepening our roots in each city. So really connecting with all the yoga studios and all the gyms and all the different partners and Burning Man, and all the different... so all the partners in the cities and connecting with each of them more meaningfully so that we're not just sort of like fleeting and running in and running out which we haven't. Obviously, that's not been our MO but when you're in 23 cities and growing in 10 campuses, 12 campuses, and growing that and launching three new major projects, you can be spread pretty thin.

Michael: What a great goal! I may just want to throw that out there for our listeners in case you missed it - this idea that their goal is yes, to keep growing, and to keep widening the relationships and more

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people and more breadth but also deepening the relationships you have. I think because people forget about that – that possibility.

Radha: Exactly.

Michael: They only see the scaling as being sort of like more people, more people, more people. What about better quality relationships with the people we have. I just want to underline that. That's very useful.

Radha: Thank you. Yeah, I mean that's so critical to longevity. I think that we forget that because I know if we forget the first users then they're upset in the end. So, for us it's very critical. And then the other thing is just that we don't believe in hockey stick growth. I actually am very, very – I share with all young entrepreneurs, every new sort of mentee that I take on for entrepreneurship. They're always like, "Okay, I need to raise money. I need crazy growth." I said, "No. There's actually nothing in you that wants to grow hockey stick growth because A, you're going to end up with a nervous breakdown or a panic attack." I can't even tell you how many of my Fortune 500 companies, I have some of the biggest companies in the world have at one point had panic attacks, breakdowns, nervous breakdowns, had to take sabbaticals because they just took on way too much.

For us, I actually enjoy the idea of having what I call kind of like a wave growth. So some years I'm up, some years I'm a little down. Some years I'm up, some years I'm down. As long as over time, I'm incrementally going up but maybe I'm happy seeing the same for the rest of eternity. I think there's beautiful value in that. I think we, as small business owners, want to be sometimes like the big kids out there and wanting to be the Ubers and the IBMs when they're all stressed the F out.

If we can achieve balance and we can achieve a beautiful growth that keeps us de-stressed from oh gosh, how many we'll put on the table next year, then that's the growth that I think we should all achieve for our work towards. And I tell my team that all the time. It's like let's have Evergreen growth, not hockey stick growth.

Michael: Yeah. That's huge. Oftentimes, when I get on the phone with some of our Business for Unicorns clients and they'll be talking about growth, growth, growth, more, more, and more, scale, scale, scale, I'll just ask them, "Cool. Just sit for a minute. I just want to know. Tell me a little bit. What's driving your desire to grow?" Because oftentimes, it's really just growth for growth's sake, it's because I see other people doing it. I'm booked or they called scaling up or whatever it is.

Radha: *laughs* Right.

Michael: I'm like, "Isn't that what a business is supposed to do?" It's like well, what do you want your life to look like in five years?

Radha: Exactly.

Michael: It's very easy to forget that. It's just like yeah, I could hockey stick. But I'm going to be probably miserable.

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Radha: Yes!

Michael: Most likely miserable.

Radha: My family is going to get grumps from me when I come home. I'm going to have a shitty sex life. So it's just like...

Michael: Think about it.

Radha: Yeah, just think about that and ask yourself, "Why do you want to scale and scale so quickly?" Other than the fact that sort of maybe the world, if the world desperately needs it today, then maybe there's still... But again take care of yourself.

Michael: They're going to need a tomorrow.

Radha: That's what this community has taught me, which is like whenever I'm feeling like okay, we need to be in the millions. I just realize when I get letters from community members and they ask questions or whatever, that I want to go deeper with them. So, I've actually made a rule for myself now. When someone comes and visits me, to really take my time with that person, to not be... I have a one-hour time stop. I have to go at this time or whatever. I will stay with my friend as long as they have decided to visit with me. I think that that's something all people will remember when we die is our relationship. My friend who's an ER doctor, he said, the last thing you'll remember... End of life is one of the things he focuses on. All of his patients always say sort of every single person that he talked to says, "I was a business owner. I was that. I was that. All I wished I spent more time with my friends and family." So it's just food for thought.

Michael: Yeah, it really is.

Radha: It's important for business too. I would say that I actually work less now and I make way more money.

Michael: Yes.

Radha: It's interesting what happens when you allow.

Michael: Yeah, it's true. It's true. It's a good lesson for all of our listeners. My last question before we get to our final five. And you mentioned a few of these already. So I'm not sure if there's anything to add. But what is world domination going to keep looking like for Daybreaker? You mentioned a bunch of projects. You have anything else you still haven't mentioned yet?

Radha: Well, so I mean the book I think hopefully will really be something that can get in the hands of as many people as possible. I really do believe belonging is so critical for our planet to heal. But the music festival is going to be the first ever really intergenerational, sober, no alcohol served music festival in the center of the country where we want to bridge sort of the blue and red states together towards music and dance.

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Michael: And that's happening in 2019.

Radha: 2019 summer.

Michael: Great!

Radha: And then working also with a friend on Broadway, Matthew Morrison and his amazing wife, Renee. We're looking on a new immersive theatre project. That's going to really redefine the museum experience, theatre, the Broadway experience, and the fitness experience, or dance class, I guess, experience and bring some more content to it. So, we're really excited about that. Then those are the three and then Live It Up which is our live school project. So those are the four main projects that I'm really passionate about. Then of course, Daybreaker, we want to scale that and we want to be in 50 cities by 2020. So we're 23 now, so we're in the 12, 10 per year. I think we can get there.

Michael: So, you got a few things going on.

Radha: Yeah, yeah. But it's all fun. I feel really deeply so embodied in what I do for the first time in any project I've ever done. Those mind, body, spirit are so aligned. The work truly feels like play. I skip to work everyday. It's been over four years.

Michael: I can see it when you talk about it, right. You talk about it with such kind of glee.

Radha: *laughs*

Michael: You sound excited about it.

Radha: Oh my gosh! I'm so in awe of this community. Everyday I get to use my creativity and imagination. Every time I do a Daybreaker event, reproduce one around the world, I learn so much from each person. It's incredible.

Michael: Yeah. It's magical. Well, for our listeners again, if you haven't been to Daybreaker yet, go do it. Do yourself a favor. We can keep talking forever but I want to get to our final five. I told you earlier. I ask everyone the same final five questions at the end of each episode. Are you ready for your final five?

Radha: Yeah, let's do it.

Michael: Let's do it. Question number one is what is your morning routine?

Radha: Oh my gosh! This is a good one. I snuggle with Eli for one snooze.

Michael: Yes!

Radha: It's just an eight minute sort of cuddle session. It's like active cuddling. And then we do a one to two-song dance party in the living room to the full on two-song. Just like get the cobwebs out from the

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bed. Then we have breakfast and then we do double shower sesh. Then we go to work together. So, it's a very shared morning routine with my love.

Michael: That's amazing. I love that. I'm going to steal the cuddle sesh.

Radha: And the two song dance party, I swear to God! Everybody listening, if you can manage to dance a one-song at least in the morning before you start your day. Just like look yourself in the mirror and loving yourself, and pay yourself compliments. Just tell yourself how wonderful and awesome you are and really give yourself self-love. It's honestly like the most wonderful way to start your day. I can't even tell you how much it's changed my life.

Michael: Yeah. That sounds magical. Number two, what activities give you a sense of renewal? When I say renewal, I mean things that fill your cup. That after you do this activity, you're ready to tackle your day, you're more stoked about your life. So, what activities give you a sense of renewal?

Radha: For me, it's obviously throwing dance parties. I love, I love, love, love gathering people, so dinner parties as well at my house. Eli and I love hosting. So, we will host one or two parties, dinner parties a month at our home. And Michael, you're invited to the next one.

Michael: Yes, let's do it.

Radha: Yeah. For me, gathering people is my absolute favorite thing. It really fuels me and gives me energy, and then dancing, and going to festivals, and exploration of cities, and learning about new city cultures give me so much joy as well.

Michael: Amazing! Question number three, what one (you have to pick one if you can), one book or learning experience you think has taught you the most.

Radha: Oh wow, one book or learning experience that has taught me the most.

Michael: So, it could be like a course or some experience you had with a mentor or just one moment or book or resource that really was the most profound for you.

Radha: Yeah, sure. I mean this is... I guess it's not really a course but it truly was life changing, was attending Burning Man.

Michael: Yeah!

Radha: I mean I could say a book. I could say Sapiens was obviously an incredible book to read and to recognize what's happening in the evolution of humanity. That was incredibly eye opening and transformative for me. But just as like a truly human, like holy shit moment, like I have been living in my masculine as a female entrepreneur. I should be living in my feminine that I had been thinking. It's just there are so many realizations that I had at Burning Man that you just can't get from anywhere but an experience is something that I want to share. Because yeah, no book can replace what you experience in real life tangibly.

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Michael: That makes perfect sense. I love it. Question number four, this was the more fun. If you could have one superpower, what would it be?

Radha: Oh my gosh! It would be to fly. I definitely would want to fly.

Michael: That's awesome!

Radha: Yeah, fly or time travel.

Michael: Oh yeah.

Radha: I guess time travel and flying may be interchangeable but you're just flying too.

Michael: Always been flying.

Radha: I just want to be able to like go to outer space and fly to the moon.

Michael: You know what's so interesting is from my whole life, I've never been someone who remembers my dreams. But I only had two reoccurring dreams I remember from being young and one was flying. The other one was strangely, I never shared this on the podcast before, but I wish I had bunk beds with my brother growing.

Radha: So did I.

Michael: Because you're twins!

Radha: Yes!

Michael: My brother is very close. We're close in age. I was always in the top. My dream was that I would fall down into a sea of crabs like nipping little crabs from the sea. So anyway, the point is I always wanted to fly.

Radha: Oh my God! That's amazing! It's so funny. I always would imagine myself flying out of my bunk bed as well. Yeah, that's so funny.

Michael: Bunk beds.

Radha: Bunk beds, yeah, but also time travel because I just think that there are so many periods in our lives that I would love to learn from just from a sociological or just human perspective, and to be able to bring that back to today. I think that we used to belong. It's such a beautiful way around a fireplace where we sang songs and where we learned from our elders. Today, we look at the internet as our means for collecting wisdom. I just long to get back to the moments where we can sit around the fireplace and learn from our elders.

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Michael: That's beautiful. It's beautiful. Number five, last question, what is the last thing you think about before you fall asleep? I'll rephrase it. What is the last thing you tend to think about before you fall asleep?

Radha: These days, it's really about wanting to have a family and how excited I am to be a mother, how excited I am to have the experience of birthing life. So, every night when I go to bed now, I just really give my uterus, my body. I visualize the world of sky and ask myself what kind of parent I want to be and how I want to lead the next generation of my family. So, that's been really interesting. But otherwise, when I go to bed, to me, it's really meditate. I just kind of close my eyes and I try to clear my mind because it's always racing.

Michael: Yeah. I know the feeling.

Radha: But right now, so right now, it's truly about like connecting to the universe and asking to meet that wonderful creature.

Michael: I love that, just that creating a vision for what you want your life to be in the short term is a beautiful thing to think about.

Radha, this has been so fun. I think we can probably keep talking for another few hours but we've just passed the one-hour mark so we're doing great.

Radha: Okay!

Michael: But just thank you so much for your time and thank you for the work you're doing. I'm just so inspired by Daybreaker. Now, just knowing all the places you guys are going with your work, I can't wait to see how it turns out. I'm very excited for my listeners to get to know you as well. So, last thing is how do my listeners stay in touch with you?

Radha: You can find me at Daybreaker.com. Come dance with me on the dance floor. Otherwise, my personal website, you can preorder my book. It's radhaagrawal.com.

Michael: Great! I love it. Well, thank you so much, Radha.

Radha: Thank you so much. And follow me on Instagram as well @love.radha.

Michael: Yeah, follow her on Instagram. She does some fierce – it's a lot of morning dancing.

Radha: *laughs* Yeah, exactly.

Michael: Awesome! Well, thank you.

Radha: Thank you, Michael. Mwah! Bye everyone!