

Break Societal Norms

Don't worry about appearing "weird" around other people. **Break a social norm today.** This is the thought, the message I want to share with you: *Don't conform. Don't be basic. It's better to be a little crazy than to blend in.*

Simple Assignment Ideas

- Walk in public without a shirt on
- Get kicked out of somewhere
- Do pull-ups on construction sites
- Blast music from your speaker

Go out there and break the rules. Don't worry about the opinions of others. Treat the street like a playground.

"The mundane existence of everyday life is worth finding beauty within..."

Shoes Are a Scam

Why are we wearing shoes? I haven't felt any stress on my back or legs since switching to minimalist, barefoot-style shoes. Regular shoes with thick soles and padding constrain your toes and weaken your posture. Barefoot shoes let me feel the ground, spread my toes, and avoid the pain regular shoes caused. Men should be aiming to get stronger each day, and a quick way to do that? *Stop wearing shoes.*

Food Is Poison

These ideas might sound crazy, but *they kind of are.* The food we're given—especially the way it's marketed—is poison. **The food pyramid is a scam.** If your boss hands you donuts at work, just say no. If others are heading out for lunch and

snacks, remember that you don't have to follow. **Meat is all you really need.** Eating two pounds of beef daily means I don't feel hunger the next day; all the vitamins I need are already in the meat.

Blast Your Music

Instead of isolating yourself with air pods, just blast your music from your phone. Let everyone hear what you're listening to. If you see someone wearing air pods, gesture for them to take them out and start a conversation. *We live in an anti-social culture*, especially after the pandemic. Now, let's get closer. Engage with society, play with things, tinker with how we interact.

Stand Up Instead of Sitting Down

Men weren't designed to sit down for long periods. **If you sit for more than two hours a day, it's detrimental to your health.** Personally, I can't stand sitting down for too long. It feels constraining. So if you're in a meeting or a class and it's been over two hours, *just stand up*.

Embrace Playful Banter

Men need to embrace playful banter, even a bit of *naughty banter*. Don't be afraid of some back-and-forth teasing. If someone's giving you a hard time, tease them back and make friends with them. **Be playful with aggression.** If someone shows hostility, that's often the person you can connect with the most by being friendly in return.

Think of Life as a Video Game

These ideas might sound basic—just shoes, food, and socializing—but they're about *tinkering with life*. Think of life as the ultimate video game. Each interaction with someone else is a chance to play. Be more joyful, sing, dance, talk. **Tap into your**

feminine side. Don't always use the logical side of your brain; feel more, speak what you think, listen to your gut, and play.

It's fun to break social norms. *It's fun to be a little bit crazy.*