

Narrator: Welcome to the Unfair Advantage Project - unique perspectives, practical insights and unexpected discoveries directly focused on giving you the unfair advantage. Introducing your hosts Nadia Hughes and Terence Toh.

Terence: Welcome to the Unfair Advantage Project. I'm Terence Toh, founder and managing director of StrategiQ Corporation. I'll be one of your hosts today and joined by Nadi.

Nadia: Yes, I'm Nadia Hughes from Smart Business Solutions and I'm delighted to be here.

Terence: And Nadia will be co-hosting with me. So, thank you. Great to have you here this morning Nadia. We'll welcoming today Dianne McGrath. Dianne's a professional speaker, she's a consultant, coach, PHD researcher, writer, bio hacker. And what we'd love to talk about today is she's also a Mars One astronaut candidate. Welcome Diane!

Dianne: Hey, thanks Terence. Great to chat with you guys.

Terence: Yeah, thanks for joining us.

Nadia: Yes. I still can't believe that you actually agreed to come to our podcast. So, Terence will be from time to time pinching me to just so it's real.

Dianne: That's how I feel about it sometimes.

Nadia: Really? Does it sound a bit surreal to you that you will, one day you're with us and another day you will be in completely different place, somewhere so far away that I can't even go and visit.

Dianne: Actually, it's a really good point. I think the... that whole thing about the extraordinary and this is what it is to think about humanity living on another planet. It's the sort of thing that I always thought that we would do when I was a child; that I always expected that we would be in space and that human beings would be living in space. So, that part of things is not surreal. I think it's a bit odd. It's hard to put your finger on something which isn't tangible and it's so far in the future. So, it's difficult to try and save yourself in that and know they want to achieve something extraordinary in their business or whatever but don't know quite what that looks like yet.

Nadia: So, that's an interesting point. In order to achieve something, people believe that you have to visualize it, you have to have a plan and everything. And for you, in order to achieve this dream, what did you have to do?

Dianne: First, I had to accept this. Not something I thought about doing just on a whim. It's not like I'm going to go to Mars tomorrow. It was something that I spent a few months thinking about. Spent quite a bit of time looking into all of the challenges of that. You dream about how exciting that is and you want to work yourself or succeed in work or something else, whatever it is. But you understand. What would I face? What are the barriers to success with this. What about me? What would I be trading off to do something so extraordinary? So, I think that that element of things was part of my decision making towards this. And that first step of recognising yeah, I do want to do this regardless of all of these challenges and accepting a lot of the tradeoffs.

Nadia: What are the major tradeoffs? Because this is a common thing for all of us who tries to achieve something. The price for success, the price for attaining something is always a sacrifice. And what is it a success coaches, performance coaches, business coaches, they all talk about this concept. What does it Nadia, for example if they would be coaching me, you are prepared to give up in order to get it?

Dianne: Ummm. Yeah. Absolutely. It's a... I think a very common part of life, isn't it? I mean you don't end up with the successful outcome without something else altering with it. Energy is never lost. She's transformed. So, you might have the energy going into multiple baskets at the moment but if you want to succeed in something you need to focus that energy more towards that, that particular part. We can't do everything at a full pace all the time. That's something suffers over time. And we see this when... I know when I've been focused more on my PhD, there are other things in my life that I've had naturally less focus and less energy because you just can't do it all. And regardless of what people say that you can do it all today or mend, you can't.

Terence: Yeah. It's one of the things that I... I guess talk about every now and then which is, or some people even look at what they lose versus what they gain. What does that look like for you Dianne?

Dianne: Loss versus gain.

Terence: Yeah.

Dianne: I don't think it's about that half full or half empty thing because some people say oh maybe you've always focused on the positive net. And no, absolutely no. There are times that I have no idea how I'm going to deal with that. I have no clue which can really get you down sometimes and you think how can I do this so I don't know if I can. And for me, if the gains, are they important enough? Is it worth transferring so much of your energy towards that particular outcome? I think personal reflection as well not just all of the ledger and the dollars and the cents from one side versus the other. That's all important too because if you can't afford to open the door, it's not just about that. For example, going into business. They're not necessarily just doing it to make money, there's a reason why they're starting up. And there's a purpose behind that. A why or why not. And I think that for long enough. Then what we consider a loss, I sort of think of it more like part of my decision making. I don't tend to use the term sacrifice in the same way I tend to. Because it allows me to achieve something. So, it's not something. If I think of something as a sacrifice, I tend to end up getting to a point of almost resentment. There's an emotional connection. But it helps me if I use the terms, in my mind, trade off or part of my decision making. Or I should say that even just the term loss. Terence, I think that's a big one as well. Because it and work out is the power of what you wish to gain out of this opportunity. Is it strong enough to have the balance of it over the lost side.

Nadia: Then, I'm just about to ask you very trivial question of a normal human being who is not getting ready to go to Mars. And obviously I have a completely different perspective on this all. But what I think, a lot of listeners will relate to my absolutely normal human notion. And please forgive me if am asking this question but it's a very strange one. And that's what's buzzing me for quite a while because I was reading a lot about you. I looked at all your accomplishments. I put a lot of your achievements in a sense of your diplomacy PhD work. You haven't tired of all of them. When I was looking at it, my first word popped into my mind. Now you don't need any of these achievements because they all earth-certified. So, I don't think you will have much competition there on Mars to needing all these certificates that you have got or things. So, you were obviously designed to stay here with us. It's the first thing. And second thing, again I apologies for this. Dianne will go to Mars and then suddenly what if you, on your way there, change your mind and say hang on, it was a mistake I don't want to do it, what will happen then? Is it okay to ask this type of questions?

Dianne: Yes, absolutely. And I'm more than happy to respond to them Nadia. I think they're fantastic questions and it sorts of things that we often ask ourselves at different stages of life. Is it worth staying here? No matter what that is. Just like staying on the job I'm doing, in the relationship I'm in, in the city I'm living in. Is there a reason why I still here doing this thing? And they're the sorts of things that

we toss around in our lives constantly. This is the part of the human condition I think. And many people do decide to take big changes in their lives. And I think that's probably happened to you there and that there is that why and why would you do it when I'm sure in many instances, many of your friends back from where you're from originally, would have thought no there's no way I'm going to Australia.

Nadia: There is something in common with this one. I've never been back to Russia. Twenty years I've been here, and I never went back to Russia.

Dianne: It's amazing. And obviously still sense of wonder about what is possible out of it because it's made you part of a successful person you are I think. You're prepared and follow where your heart is taking you or where your head takes you at different times. It does lead to the other part of your question about changing your mind. Do we change our mind? Sometimes, there are times in the different journeys we've take in that you can't get out of it. It's like well I just have to follow this through now, I just have to suck it up and follow it through. And other times you do have the chance to tap out so to speak. And I guess at those moments then it's about once again reassessing, like Terence touched on earlier about those loss versus gains. Is worth to progressing, is it worth continuing to tradeoff on this? For me, as you say Nadia, once were on the way to Mars but there is no turning back. You are on that journey. And that's when you come to terms if you're having a difficulty on something which you just had to continue to progress with, then you deal with that. And dealing with that means it's about acceptance for me. It's about on those difficult days no matter what it is in life, if you're just having a bad day something's gone wrong and it's just upset you in some way, do you let it derail you? Sometimes it does for a short while. That's part of the human condition as well. We're not perfect creatures. You just sit with it for a base and try and work out why it is I'm feeling that way and what can I learn from this? This moment that's given me challenge. I tend to this as well when I'm... When you meet people, and they rub you the wrong way you don't know why but there's something about somebody you've just met and it just kind of grates on you and you go Oh why I do I feel this way? And so, in the past I would often avoid spending time with those people. But over the last few years, I've been sitting with it and working at, I wonder why I feel that way and start to explore that. Because usually, that uncovers something about myself, something I'm not happy with about myself. Perhaps they've shown me something that reflects maybe a weakness of my own. And it could be around your self-worth. It's a big one. Am I good enough for this? Like the whole Mars situation, I don't really believe that I'm the best person to send to another planet. There's going to be critics of this sort of stuff. To them, Am I going to be good enough? That whole impostor syndrome. It's something that most of us, that probably a lot of your listeners, who started their own journeys, and their own business or succeeding in businesses for other people, there have been

many times I'm sure where they've sat down and go one day someone's going to work it out.

Nadia: Well, that's a big one - impostor syndrome for the business. You're quite right. And a lot of people just... I had this conversation with business people who just say... I said what's your biggest fear? And they say well if somebody want they will find out that they don't know that much. I'm not that much of an expert in this area and this all will be over. And what's your strategy about it? How would you answer to them? How to combat those fears?

Dianne: Yeah. The... worlds not good enough from. And it stems from self-belief, doesn't it? It's you don't feel you're enough. And what is it about that moment that makes me feel that way? It's pushing on some sort of button or trigger from maybe when I was a child. And which is kind of crazy because I'm not a child anymore, I'm a grown up. I've shown very capable of achieving extraordinary things as we all. And but we don't sit with that. The human mind is quite a strong negativity bias and we automatically, this includes me as well, we'll look at that negativity or whatever it is. Or if someone will work out that I don't know what I'm doing. The trick is to be, to start to be aware of that sort of talk. And for me part of my strategy towards being much more self-aware has been introducing types of meditation. And whether that's a reflective process or even just journaling. But for me I do journal and I also do at least 10 minutes of meditation once a day. And it allows me over time. And I can catch myself at those moments of self-doubt. And it's not that I don't pull myself out of them all the time. Sometimes I do, sometimes I don't. But I notice them. That's from my research. There's a theory called reflexivity where as soon as we start to observe a particular behaviour, that behaviour starts to change. And that's one of the things that I adapt in my own life as well. And I feel a lot less challenged by that and a lot more worthy of just being the person that I am. And I think that's part of it too. I'm good enough as I am - to be Dianne McGrath. No one else has to be me.

Nadia: That's actually wonderful. I also got another very sentimental question. Am I allowed to ask sentimental questions or there is some limit there?

Dianne: Yes, please do.

Nadia: My question was, it's a personal. I was thinking last night because I was thinking I'm going to talk to this amazing person. And I just want to see it's you are like completely an earthy sorry the pun. This is benchmark for me because you are everything. You're like a bionic woman in my head. And I was just wondering, I perceived myself as very normal human being with all these weaknesses. I was wondering what it would be like, suddenly I wanted a little bit of your life, and I

imagined myself. What would it be like your last days on earth? What is it here you would like to do for yourself as a human being? Are you going to travel? Are you going to visit and enjoy the nature because Mars is not going to give you these beautiful rivers? That's kind of a question I had, and I just was wondering because I didn't have this chance before I left Russia. I left Russia in a hurry. It was a bit of a problem there happening. I was a journalist and so, I didn't have this time to lament, to say goodbye or anything. I just backed up and gone in there, almost secretly left Russia which is part of the story. But again, what it's like for you will be your last few days?

Dianne: I have a very clear timeline then which is a wonderful gift in life to be able to know you have a deadline of x to do these things. Sometimes when I'm working on elements for my PhD or my business or whatever, the stuff that I do well I have very clear deadlines. I'm very, very clear deadlines on and I can throw myself into that and... When we don't have clear deadlines on parts of our business or whatever it is else in life, the same thing or a very defined goal like in your exercise and fitness and health and so forth, then I say that is as context for the fact that I believe that I may potentially have only about 12 or so years left on this planet. Those moments when nothing else matters except this point where I hear your voice and we share discussion, and explore ideas, and the rest of the world disappears for this particular moment. This is the only moment I have. This time with my family, it may not be as frequent as sometimes it could be or might be, but every moment we spend together I make sure that it's the best moment I've had with them. I love food and I think if I did manage to ever have a bucket list of sorts before leaving this planet I would eat my way around the world. I'll have all the food and I'll get to explore it. And food connects us and I don't want that emotional element of food as well as how people welcome each other and how they create community.

Nadia: Oh dear, I owe you a Russian dinner.

Dianne: Yeah. That would be wonderful. I'd love that.

Nadia: Well?

Dianne: Yes.

Nadia: No pressure. I just have to cook you my bush.

Dianne: Yes, please.

Nadia: Oh cool. When are you going back to Melbourne?

Dianne: For about another week. I'm in Adelaide at the moment. I'm here for an event tonight and then I'm doing a personal lock away for writing and some more of my PhD for about a week.

Nadia: Oh wow. What are you writing? What part of PhD are you writing now? What are you focusing on?

Dianne: My PhD, it's in food-based, in the hospitality sector. And I've done my research associated with it. I'm now... just last night I was just finalizing a publication to go to academic journal and this week ahead, I'm just refining one of the chapters of my thesis.

Nadia: Dianne you are amazing. Because what I remember is I saw you presenting on one of the women's network and then that same day coming back from Melbourne on a train and I met you sitting right opposite to me. It was a bit of a surreal moment and I'm just sitting there inside, thinking inside of my huddle, obviously thinking not voicing gets goodness because sometimes I do have the shield that what I'm saying. I was thinking how is that woman going to Mars is so like normally sitting on the train talking to me about food waste. And this is what really pick my ears when you were talking about. You actually had 53-days challenge. If I correctly you. So, you're basically you're having some public experiment where you were eating leftovers and you just, what possibly possessed you to do that?

Dianne: I decided to do it at a conference last year and presented some of my research data at a conference since I had finished drafting a publication that I submitted to a journal article. That was on how much food Australians waste when you go out to eat. And I thought no one's ever going to read this information except for other academics really. And so, I thought oh it's a shame, but it was really fascinating. And I think I thought maybe other people knew about how much was being wasted maybe some people might change and not waste as much food. So, I thought well I'll do it in a way that, something that many people can connect with well which was a type of storytelling. So, I went and developed a bit of a social experiment. If I can live for a whole week of the waste of other people's plates. So, going out to cafes, restaurants but not buying anything. Only eating what other people leave behind. And that I record that. And over a week through my exploration and some of my little anecdotes and the funny thing I encountered people might learn a few lessons about why we waste food and so that's why I did it. And I didn't realise it would be something that would end up with quite a bit of publicity. I had a lot of people following me around the world doing it. And in fact one woman contacted me who was a competitor and she said I wanted you brought

this up for a newspaper article, the guardian or something like that, so I did. I didn't think they'd be interested. This is a bit strange, no one want to know this story. And I wrote it up and The Guardian would love to publish it. So, I end up being published in The Guardian earlier this year. Part of my storytelling of this about why people leave food on their plate and what's left and some of the statistics behind it without it being really boring. It was not the most pleasant experiences because it's not the sort of food I normally eat. But it proved few points I think.

Nadia: Well, the other thing I'm going to ask you how you'd address them, how did you approach unfinished plate? Do you just go to the table or you will wait for the waiter to take it to their kitchen? What was happening? The logistics of it.

Dianne: The logistics?

Nadia: Yes.

Dianne: I would walk past cafes or restaurants or maybe in food courts and I would be able to assess how far people are were into their meals. So, if they're finishing or finished and so then, if the plates hadn't been cleared yet by the staff, I would just sit down in some instances and just finish it. In other instances, I would take my containers with me in my bag and I would just put the remains in my take-away containers so I could reheat it at home later. Other times I would ask the staff as they're clearing it out. Do you mind if I have that?

Nadia: What was their response?

Dianne: There was a couple of times where I asked diners if I could have it.

Nadia: Wow. Did they give you money as well?

Dianne: No, I didn't give any money. It was all had to be done for free. They pushed back for the table. They push their plate away. They put their knife and fork together in some instances. But there is a behaviour which indicates hi, I'm done now, or I've had enough of this. And you can see it. There was one food court that I was in and I saw there's a couple sitting together, and the gentleman and the woman had finished quite some time and the man finally finished his meal and they sat back and was chatting. And so, in going up to them my partner actually helped me with this one too because I was busy scavenging. It's just a case of asking if you're finish with that, can I clear your plate for you? And actually, finish what's left.

Terence: What I probably want to know from that is what did you learn from that whole experience?

Nadia: That we waste food.

Dianne: We do waste food. I was surprised by the fact that people leave chicken. I'm not surprised by how much of them but the majority of the food that was left over was vegetable matters. Something from plant-based foods: bread. Actually, all of these, and the most common things like rice. People don't leave a lot of protein, so, animal protein is the main part of the meal for most people. So, they don't leave that, they eat that. I found that people were leaving chicken and that surprised me. Perhaps it's because chicken is becoming a commodity food. You can buy chicken very cheaply these days. And there are more chickens in the world than there are people. So, perhaps abundance. We don't feel it's as valuable any more than it was when I was a child, when chicken was still quite a rare thing. We didn't have chicken very often. So, yeah. That might be one of things that really surprised me. The other engagement I had with people in social media and the points that people found difficult were when around the social discomfort of doing it. The eek factor like Yuck! How could you do that?

Nadia: Yeah. How can you?

Dianne: Most people would be quite happy to share food with their friends. So that strangers it's like, and there was that discussion I had with one woman. I think she was from the states, one social media about it and. She realized that this discussion we're having it uncovered how she feels about strangers. It was nothing to do with the eek factor, but it was about how she felt about people that she didn't know. Which is an interesting point because everybody is just...

Nadia: Well, it unravels a lot of the issues we have got. It's believed that people live with shadows of their past and their past happens when we're growing up. It's usually inflicted upon us by our parents. So, we carry those shadows around and they manifest and suddenly appeared so often. This lady from America probably fear of strangers which was imposed by her parents. And that's what we are. We are just a big bag of goodies with all our emotional luggage. So, and that's interesting.

Terence: Absolutely.

Nadia: But yeah, it's very interesting to confront our luggage. Terence and I, we had frank conversation and Terence was recently criticised for something. And I said you have to remember one thing that people will see in you some mindless

which they suffer from themselves. It's very recognizable for them. Something they don't like about themselves they will see first in you. And this is quite, again it became very norm. Dianne since we're on food track...

Dianne: And that's ah, that brings to mind some spotlight effects in research and in behaviour research in particular. There is something called the spotlight effect. We believe that more people are looking at it... really is the case, that is amplified. That's particularly even more so for behaviour that might be not socially normal. So, for example when I started getting food from tables at restaurants and cafes or sit down and finish someone's coffee or whatever it was, I felt that the world was looking at me. That every eye in the room was looking at me when in fact they weren't. Hardly anyone noticed me at all. That you talk about that whole shadows. To me it's like well, am I doing something which is okay? Am I? This is, doesn't fit with what I think that a good person or normal person or a good behaviour is.

Nadia: And in this one I think we can just have a little sip and there is a lot of goodness about it. What differs a normal person from a leader, from a high achiever, from a person who can accomplish things? I think exactly at this point of recognising the shadow and responding to it adequately rather than being hostaged by them and let them take you away again from something you wanted to accomplish. You have let go of this public embarrassment. You have the go off this spotlight effect to a degree. It's very confronting. It's more confronting than being confronted by third party. It's confronting yourself.

Dianne: There was a moment that really helped me turn that spotlight effect off entirely. There was a gentleman sitting down having his coffee and breakfast and I saw next to him was a takeaway coffee cup which I could, I was pretty sure that there was still some in it. I could see a little bit of it. I thought Oh great I can have a coffee this morning. And so, I sat down next to him. And I wasn't sure if it was his coffee or not. And so, I thought well I will ask. Is this your coffee? And he said no, it's not. And so, I just picked it up and started drinking it. And I noticed I was very carefully watching him at the corner of my eye and he just continued to play on his phone, texting. Most people aren't paying attention to us at all. We're so worried that people are watching us succeed or fail or stumble or whatever that sometimes we are too frightened to take those steps. When most people are too busy focused on not paying much attention to us until we bring it to their attention that they need to be involved in it.

Nadia: So, it makes me think. It's quite sad actually. We are very egocentric. We are living in our own bubble with our own demons and we hardly pay attention to the rest of the world. You on the other hand is going to Mars. Is going to Mars a selfish mission of just to prove that Dianne is something or is it you're doing for

humanity? This is what I want to understand. I want to make link between these egocentric versus altruistic.

Dianne: Yeah. And Sometimes I do think about this myself. Am I doing this for me? Why am I doing this? And is this the way I need to achieve that? And for me going to Mars is not about getting my name in the record books. I really don't care my name is never known. It doesn't bother me at all.

Nadia: But it's too late by now.

Dianne: They're not going to be able to spell it right anyway. They always put one n instead of two. The whole concept of why I am doing this. I don't see it as a selfish one but it's hard to... there's probably a little bit of ego around that as well. I wish to achieve this outcome for humanity but it's still me doing it. I think the thing that will prove that it's not about me is the way that I hope. So, and with that goal for, the goal around going to Mars includes so many things but part of it is around sustainability. And if I can help, help show that we can live sustainably on another planet. We developed and built systems that are environmentally friendly and renewable and so forth here on this planet first and their available here on this planet, so I strive to do something extraordinary elsewhere will end with bar are most. Out here. And just as a consequence. And I love that whole idea. And if that means that part of my journey is about stimulating other people to do that work, then that's great and I recognize that it's not something which is about selfishness. It's all more about my being focused on the achievement for others.

Nadia: And Dianne it's just basically brings me to very important point, I think from my perspective, is businesses. Businesses also has to be sustainable. We quite often talk about that. And business itself when we're creating it, there's a system which has certain attributes. In order for any business or any project whether it's mars, or here a local coffee shop or electrical business. Let me use this simple example of dental practice or medical practice. Will talk about creating a system where humans can benefit from. This is what in a nutshell we all try to have. So, what are the attributes of sustainable business or system?

Dianne: Well it's, it really does depend on I guess contributes to that system. So, systems thinking takes into account not just the materials when it comes to sustainability. People often think about waste or electricity and water and things like that. Sustainability is also about can I continue to open the door each day? Is the income that I'm receiving sufficient for me to be able to achieve the goals I need to do to pay my staff, to pay the bills, sll of these sorts of things? These are critical parts of being sustainable as a business then you can achieve the other goals. Many businesses are on a journey of sustainability. Even if it is a big

important part of their philosophy of their business, it's about being more environmentally friendly or whatever happen in one fell swoop, I tend to find that businesses who are focused on trying to be clever, almost like a ladder of sustainability that they step up around each time. And once they've achieved one level, so, okay we've done that. How we achieve many things in life, isn't it? I mean whether it's in sporting endeavors or whatever it is, or getting better at crosswords, it's still practice, that improving ourselves to move to the next level of whatever that is. So, thinking about understanding what are the elements of that system for your business, what are the materials that are critical for your business? And what if we re-supply of those materials if it was a manufacturing business for example. But all of a sudden not there. Or what if, for example, the market changed dramatically through automation? It's going to happen in the next five to ten years. We will see so many industries decimated due to automation, through artificial intelligence and more robotics. But I don't think... I used the term decimation but it's not. It's about transformed. So, how can we be a part of that? Like understanding how the system. It's like a living organism. It changes based on a lot of stimulus. That particular environment and it could be around sometimes regulation as well. We all know with these so many regulations that we have to think about when it comes to our different businesses, the food sector rate. Is so high that you mention Nadia. All the health and safety aspects of that. Those are the things that businesses have to tick the boxes on to make sure that they can continue to open the door and operate let alone to make the money to be able to open the door as well so, that help you become sustainable. And sometimes it seems like uh just another thing I had to do. But if all the ducks are aligned and you managed to tick them off, then it's something you can then grow and develop it further.

Nadia: Thank you for that. Basically, what I would like to also say to our listener is why I did reach you out because you have an extraordinary opportunity to prove that some sustainable system can be operated in a completely isolated environment by ways of implementing some things. And I don't know exactly the details of what that looks like, but you obviously have to think, you have to have a great plan to have this captula life in this total isolation, in this vast universe. But what I do imagine in this age is that you have to have a great plan and think about every single possibility which potentially you can think of in order to start implementing this to guarantee some success. This is what I think it's planning, is it right?

Dianne: You're absolutely right. There was a saying if you fail to plan, you plan to fail. And I was a risk assessment expert on risk management and I know how to do really thorough risk analysis of whether it's a business or whether it's particular. What are the critical risks that could derail anything and then work out, can they be treated? What's the potential impact of them? And how do we keep managing them

and keeping an eye on them? So, to understand that net worth around your outcome, your objective, is really critical. So, when it comes to sustainability, you can re-apply the same sort of process there. One of the important things that we need to survive on Mars. It's energy, it's water, it's food. So, what are the things that ensure that they are there? What are the things then that are the critical? Once there's a failure there that if something happened such as we lost power, what are our backups? How can we make sure that we still survive? So, knowing that sort of looking at all of the critical parts of the planning and looking at as a loop like what fades into what? Like understanding how points connect. Their own sustainability is not just for making sure that we can eat and live amongst definitely.

Nadia: And if I do ask, it's just a bit of good the flavour for this, what is, as a risk assessor, tell me what are the biggest risks with your mission? What are they? From a human perspective, a trivial human being perspective without using words of risk assessor, what can go wrong?

Dianne: Launch can be wrong. There'll be no launch happening. So, it's... I mean about 94 percent of all rocket launches these days are successful, so the odds are in our favor. But this obviously there is always a chance of things going wrong. There could be technical failure in landing. There could be issues with the human quality as well like quantity I should say. As in what happens to us as a species, what about our health, our wellbeing or about the mental health particularly the psychology. So, a lot of things can go wrong when it comes to the personal side to it - the stress, the anxiety, the feeling of our extreme isolation like you mentioned. And then of course there's that when you get to Mars, how do we breathe? How do we make sure that we can drink water, and grow food, and supply ourselves with electricity and energy to be able to support some? Energy, we can't do any of them pretty much. So, that really is one of the critical points of failure or success for the mission is ensuring that we can power it. And thankfully solar works well on Mars. That's the simple solution. It's something that's been working there for over a decade already. Use solar power. It doesn't mean we can't utilize other forms of energy. It definitely there's a potential to create our own fuels, producing the right fuels. The first point of course something which is going to have to work for us and work well is the use of solar power.

Terence: Diane I'm just kind of interested a little bit in the preparation. What does your preparation look like? I mean because my understanding of this trip it's a one-way trip essentially, right?

Dianne: Yes.

Terence: So, you've got to be I guess as prepared as you can be. What does that look like leading up to the event let's call it?

Nadia: Are you talking about technical preparation or you're talking about Dianne as a human being.

Terence: Well.

Nadia: Because there are so much in preparation happening. There are so many aspects of it.

Terence: Yeah. I mean there's lots of aspects of it. I mean the one thing that we've touched on a little bit already, I don't know where they've got really deep into it is you mentioned purpose. And the one thing that I just keep thinking in myself, you would have to have a really strong why, a really strong purpose to be able to be a part of this mission. So, I'm really interested in what that actually is.

Dianne: It's great to have a plan but you set your goals in stone and your plan in sand. As they say in marketing. So, if you know which one to achieve, what is it your function or the purpose of doing this? And for me, I mean I know Mars one's goal. Permanent human settlement on Mars. Why? Because they want to show that we can explore and share this universe as a united humanity which is something, which is difficult to do if an organization that was safe from a government, a single government operation because it would always be. To be an astronaut for NASA or any of the different space agencies, you must be a native or a resident citizen of the nation. So, NASA will only send American citizens and Roscosmos will only send Russian citizens, etcetera. Whereas Mars One is international and a political and so they're looking at every two years in 2031 onwards they're from four different countries. So, that's, that whole aspect of united humanity, that's one of the things that drew me to the organization who is basically focused on removing the other thing that happens in life to show that we can. It doesn't matter whether we, what our gender, what our age, what our background is. That instead of seeing it as a difference which is it difficult, there is diversity which a system that assists us into developing a future community, a better community at solving problems all this sort of stuff. So, to celebrate that difference in a way that's valuable. I saw it, it's fantastic. And then of course I mean passion for sustainability. I thought this is an amazing opportunity to show, to not just show but to drive the development of technology and systems to ensure that we can live sustainably on this planet through trying to get to another one. And just those two together for me became a perfect storm. But it was just such a, an extraordinarily... I can't find the right words but it's just a powerful reason to wish to be a part of it for me. It makes it a lot easier to drive my own preparations around this. I mean Mars one hasn't

finished the selection process yet. There is a small stage, it comes to the last stage. And then we go through. In the meantime, I started my own preparations for this after i got shortlisted the first time back in December 2013. Because I saw who I was back then in 2013. And then I looked at who I needed to be in 2031. I had to be a totally different person. I didn't know what that was going to look like yet. But I knew to face such challenges, to be mentally prepared, to be able to physically be in a space where there's less gravity with the atmospheric conditions, sort of stuff with higher exposure to radiation, all these sorts of huge health risks. How can I prepare myself in such a way that I can optimize my capacity for this mission which means optimize me for the better outcome so that my success in becoming a healthier person or a more stable person mentally and emotionally and so on ensures that this mission is more likely to succeed? So, it's not about me it's about doing it for the outcomes of the others. Part of the acceptance of focusing on something with so long term is realising that it has an opportunity in our company today as well. Again, finding that and pinning that small goals today which is very difficult in business. I know Nadia you're talking about the challenges of businesses at times. And I think one of the things that's difficult for business these days is to focus long term. It's really hard. Or they've got bills to pay at the end of the quarter. All of these sorts of things that are very methodical and but they're not part of your why. That's not part of your why. I think it's very important to focus on helping yourself and your business so that you can achieve that greater of why. In my everyday life and work, I have a team meeting so to speak with my partner and. We just sit down with what we're trying to achieve with this, what are we trying to achieve here. This is on a personal level. What are we trying to achieve personally with our research or whatever it is? What are we trying to achieve with becoming part of this extraordinary journey to Mars? Am I operating in a way that's going to help me get there? If you don't take the time out to assess and track with doing something, the getting myself ready for this, then you're never going to get there. It's just going to be incremental rather than doing something which should take you somewhere extraordinary. So, I make sure that when I am focused on growing myself towards this unknown future that I actually keep tabs on it because otherwise it slips away the whole thing i'm planning like we talked about before. So, like my personal health and diet. Trying to optimize myself today is completely focused on being a better person for tomorrow and Mars ready that in such a way that gives me, and I guess great outcomes for my own on this planet as well as today as well.

Terence: So, can you give us a little bit of insight into maybe some of the things you've changed? Some of the things that you...

Nadia: I know that Dianne changed her bone density. This is what I read. She also expanding your brain capacity and increasing your IQ by exposing yourself to the extreme cold.

Terence: Yeah. So, let's talk about that.

Nadia: It's interesting. And another thing is that there is a special, absolutely special diet Dianne is doing which makes your body function very optimal. And apparently, it's a big secret. She's not going to share with you because it involves a little bit of science.

Dianne: I do. Actually it's... I play around with stuff a lot, so I do a lot of self-experimentation. I do a lot of research first to find out what the challenges are. So, when I did show the health risks that astronauts face and I looked at my body at that time, and I was very healthy and quite fit. And so forth, and it's like can I be better? Can I be better? And it's not that I wasn't good, I was good. Which is often, if you think about that business it's quite a bit here. So, sometimes as a business we get into a role we think we're rolling okay. We open the door, we're making a profit, we can have no long weekend here in there, it's hard to have that when you're in your own business. These sorts of things we, can I be better? Is there something that I can do that makes my world, my job, my business extraordinary? So, I had look at all of those health risks and I started to try and work out why they occur. So, I did the research to examine what we knew at that moment and what is happening medically with the body and physiology and separate. And then started to reach on the boundaries. So... Not the boundaries that are set there at the moment but what is happening at the boundaries. In health research and in most research, a bell curve, like the normal curve to things, and assumed that most things fit under a normal distribution which is it's a very statistical kind of thing. It sounds quite bland and boring. I don't think any of us are average. I think that we all are unique individuals that don't fit under a bell curve. I think we're all outliers in our own different ways, in different capacities. So, I can push myself beyond what's considered normal, put myself as an outlier. Maybe an optimized individual for the future. For example, 82% of astronauts, male astronauts would come back from space and with vision impairment and 64% of female astronauts do. And when I did the research on why that seems to be happening and what's occurring and did some research on what happens why does the eye function in certain ways and what's driving that. And I guess I'm not an ophthalmologist, optometrician or anything that. Well I'm someone who is driven by Science to seek an answer. And so, then I started to experiment with ways that I can improve my vision. I had good vision. I have 20/20 vision and I used to wear glasses to read and especially work on the computer. Later in the day, my vision for example, I haven't worn glasses now for about three years. So, I didn't realize I was actually quite skeptical

to start with a researcher. It's good to ask questions and be skeptical about things in a way. Is this going to work or is it not? And how will I measure to make sure it's going to be working or that particular intervention is what's actually working to change things? So, you've got to measure it. For example, the experiment at the moment that I'm calling three months three ways where I'm doing a totally different diet the next three months. One diet in a month and doing strength training. And I'm wearing a device that I've attached to myself for the next three months. It's a wearable device that is going on my arm. It's just got a sensor and I can read my blood glucose at any particular time and it's used for diabetics who should check their blood glucose. I'm trying to say what supports the aspects of my health to enable greater strength gains and I guess monitor what happens as well to support really good sleep. During that time there seems to suggest there are different types of diets that have more I suppose supported by better sleep. And if we sleep well, everything else in life goes well. Better mental health, weight, healing, everything. Is most active. But if we don't eat to support that then we miss out on all that. So, I do a lot of research but I do tests first, so I had a whole heap of blood tests done to show well this is what today before I start this experiment. And I'll do exactly the same blood tests at the end of this first month, and then I'll do them again at the end of the next month, and then at the end of the next month. And I track everyday illness. My sleep. There's blood glucose every hour and a whole lot of stuff as well because if you don't measure it then I can't work out what it is that's affecting what. So, then it allows me to tweak things. And now this seems quite extreme to some people and but it's leaning back again to business. This is a part of trial and errors, isn't it? If we work out what we want to try to achieve. So, if we take a design thinking approach to things, we try to consider doing some new fresh business or we're not sure what to do. Design thinking approach has five steps. The first is empathizing. The second is defining. The third is ideation. The fourth is prototyping. And the fifth is testing. And it's actually a cycle. And to empathize that's when we stand. And with it in a business it's like oh what's really happening here? What is the problem? Like really helping to understand what the problem is. And it's not just taking it at face value either. It's almost, by using the word empathize, it's about it connects like understanding the individual within that not just the process. So, empathize with what's happening. Then defining it, that next step of mapping it out ohh what's happening and why? This is the issue and here's the evidence that's proving it. We now understand what the problem is, and this is fantastic thing for businesses to do. Then it's about the ideas generation. So, ideate. This said generate heaps of ideas. And it's not about criticising it at this stage, it's about or how could we all of the different permutations we can come up with to solve this problem. My business for my health or whatever it is, list all then. Have brainstorming sessions. Do yes and no sessions. Don't say but. Don't limit it. Just count of all of the gems. And then, refine things down and prototype stuff. Let's test some stuff. Let's see what works, what

really works in this. And by prototyping, that allows you to be really agile. It's not about putting a whole new system in place and just trying to be really expensive and a very expensive failure. But do a small sample of something. One way to test, maybe a change in the way you operate in one small tiny area first maybe with one or two customers. What worked about it? What doesn't work? And then change that. So, but all of these mean is that you need to actually assess things. You need to have a system in place. So, check on it. Check it on a regular to work out. Is this working to achieve what we need? So, I apply that sort of process to my own preparations: mentally and physically. So, that's why I test myself on stuff because I want to know. Too that I had that effect.

Terence: I love that.

Nadia: It's very clear and that's actually very useful for any business owner to go through a business themselves. When the, in a crisis management, once a business encountered some difficulties or any personal dilemmas going through, this would be an absolutely useful. It appears to be a lot of things, it's a scientific approach to everyday reality can benefit us all.

Dianne: And it may seem quite scientific in the way that I'm approaching it, but it doesn't have to be as extreme. It can be as simple as sitting down one afternoon. There seems to be something that's not quite working with the business. Well let's try to understand what the customer is thinking, what are we all thinking about this and what... is this some regulatory changes? What's been going on? Like really in empathize that well I could say why are customers are doing that? If you ask the question why, about three to five times on a particular issue, you'll finally start to get down to the real insights that will then allow to really define what's happening. It's because they want to be home in time to spend time with children. And whatever is the reason why they're not particularly shopping at a particular time of day or whatever it is. So, then you can map out like well okay, now we understand what that issue is. Halfway I saw things better to ensure that it is well met at the time that is going to work best for them to optimize our relationship with them or whatever. And then come up with the idea... ideation like alright, we now know this about the customer. What are some great gems? What are some fantastic ways that we might get? No boundaries here. Let's just go with it. We could personally go visit them at work. We could have an online solution for one. We can do a million different things. Alright, well these are few really good ones here. Let's test one or two of these with some of our most forgiving with us or whatever and see how that goes and get some good feedback on them. So, that can be something that's done in an afternoon at your business. It's not a difficult process to put in place. It's just a case of dedicating the time and an open mind to it.

Nadia: Yes! And that's wonderful because I can always talk to my clients and say Dianne McGrath taught me these. She's going to Mars now. She can't take a class, so I am her replacement. I'm going to teach you how to alienate your problems and deal with them. That's my approach will be to them... from now on.

Terence: Yeah. Look, I love what you're saying. I mean it's kind of really resonated with me, questions, everything or you went to my favorite sayings. And I love what you said a little bit earlier about being a bit skeptical. I had a conversation, just yesterday. And somebody asked me, I was at a conference, somebody asked me what the biggest thing was that I got out of the conference. And my response was that, we were looking at some reports and things like that, my response was I can see some of the stuff that we're missing, some of the stuff that's not there. And the immediate response that I got to that was that I was being negative. But I wasn't being negative at all. I was just looking...

Dianne: the opposite.

Terence: outside of what is being put in front of us.

Dianne: Uhmhhh.

Nadia: You we're looking at positive, how to make it better.

Dianne: Exactly.

Nadia: And you were interpreted in a, you were interpreted within the realm of another person. Like I said to you, it was no self-reflection rather than what.

Terence: Yes. So, I think that's so healthy and the experiment that you're doing with Chanty Teresi, how far are you into that experiment?

Dianne: My first week of this current experiment, I've increased my calorie consumption quite dramatically which I'm finding a challenge. I've just come off eating extremely restricted dieting calories. And so, I'm having to switch them completely to a much higher plant-based, much low fat standard sort of protein but much larger in volume in calories which means a lot. And which is quite difficult because there's so much volume. As opposed to they're not very calorie-dense plants which is a shame, so you have to eat a lot of them to get a lot of energy. And I used the word calories in a way that it's actually designed. A calorie is a measurement of energy. A calorie is not something about my weight or my fat content or anything. A calorie is a measurement of energy. So, it's much more efficient normally for me as to get my energy from fat as I don't need to eat to get

as much energy. What it reminded me now, as I was reflecting on this yesterday when I was journaling, was that same aspect of mindset. When you're in a particular behavior, no matter whether that behaviour has been a good and positive behaviours, you change when you try something new. It's very difficult because your mindset is so used to following a particular path it does have. Our brain connects it is just, it starts up a particular behaviour. Our brain starts, almost developing, almost laying down the bitumen of the pathway from X to Y in our brain. Like oh this is what I do it all the time. Oh, and it gets. And every time we do that same road, it gets wired in the brain. It's really hard to drive in a different direction. The more you do that behavior, the more you're likely to drive on that road. So, if you're trying to change your behavior. It's like on the side and not knowing where that goes. So, it takes a long time to develop a new behavior. And to try and do that, the best way to do that is to plan and to notice where the areas are. Like, I find any way for me, notice where the areas are that old route, the route that's got the big wide road. Where did I get on that road? Where do I get on it and where are the points where I sometimes might have an option to take a different path? So, when it comes to trying to change my behavior for food, I do boring things like track food and weigh my food, and plan meals in advance to make sure I know oh yes, I'll be getting the adequate amount of protein here or sufficient fats, dietary fats or whatever. So, if I know what it looks like before I eat it, I can go out of there without having to worry about it. So, but then once you sort of established those sorts of patterns, I no longer have to start to track things in the same sort of capacity. But to start off with, it's just like changing any behavior. Once again this isn't all about that mindfulness stuff and self-aware. If you're going to be self-aware at what you're doing, you have to take that one foot, that one step at a time on that dirt track. Notice when you go bushwalking. There are some tracks that are really well-worn. And then there are places that aren't warped at all. Now our mind takes us to the parts that's well-worn because this is a journey that others have tried before and it's safe. And we know this. But if we decide to take the other way and explore, what happens if I go this route here or around this land? There's no path here yet but I can always walk back. I think that's what people forget and me as well. Sometimes I think it's... I forget that I can walk back if it doesn't work that way. I can learn the lesson. I think that's the key point here. I felt constantly I want my lesson to be a series of constant failures. If I don't fail, I can't learn in some ways. It's hard to learn from success. You learn a lot more from failure. What did I learn from that? Like when I was sitting at breakfast this morning and I was, I thought I've planned a good breakfast for myself. So damn, I didn't have enough protein there. I had it at the end, I was calculating it all. Foods would give me a better protein to fat ratio. And then when I looked them up I was like oh okay, next time I'll have a bit more of smoked salmon and I won't have the bacon. So, I learned from that. I sat down and went alright,

okay. Lesson learned - have an extra slice of smoked salmon instead which is terribly appealing. And another egg.

Terence: Part of that is that you're actually continuously learning. I think that's probably the biggest thing there.

Nadia: Another example. You have a very specific methodology around the coffee. You call it my coffee trick. And a lot of business owners consume coffee to keep themselves awake. And it's coming to the price of the disruption to the sleep pattern and so on and so forth. I actually learned about you that you have petrol tank metaphor with this coffee. So, do you want to tell us or our listeners about it?

Dianne: Yes. There's... my coffee strategy I'm quite particular about. I'll drink a real decaf. But sometimes when you go to a cafe and you have to ask the barista oh do you have decaf? And they just look at you with disdain. Like what? What are you talking about? This is Melbourne. Caffeine is a fascinating chemical and it's such a great compound. We know that there's reductions in Melanoma in people who drink more than so many cups of coffee a day. This is not causative, this is correlated which means that there is an association. It doesn't mean that's the main reason. There has to be associations with that. There's a few other really important cognitive functions. Example number one, how many of us have a cup of coffee and then we go my brain's good now. I'm fine now. Our body which looks identical to the chemical compound: that caffeine-coffee. What that means is, and the challenge is that, our body has its receptors for Adenosine that coffee then goes into. And why is that important? It builds up during our day when we don't have it. Just imagine we have no coffee which is a terrible life for many people. Imagine we have no coffee. Our Adenosine builds up its receptors normally as the day progresses and then by about nine thirty at night, it sorts of starts to put into pressure as it goes closer. The evening comes from around five thirty to nine thirty and we get lots of sleep pressure. That's when our body says alright it's time for me to start to go to sleep now and starts to release lots of sleep and so on. Those processes are connected. So, Adenosine has to build up for us to get tired which is why we often have a coffee at night or when we're studying to try and keep ourselves awake and stay focused. When we drink coffee or have tea as well, a strong tea's the same, chocolate as well as this compound in it too. These take the spots. We find that we can't build up the sleep pressure so it's harder to fall asleep at night when we have coffee. But that doesn't mean we can't have a coffee or two in the morning. Coffee has a half-life. That's about six to eight hours roughly. Which means that the Caffeine in it, about half of it has gone from our system in about six or eight hours-time. So, you'd have the equivalent of like, you've still got an entire shot left in your system at around mid-afternoon. And if you have a second coffee at that time the day, you've just added to the tank. So, you've added your petrol

tank which wasn't empty. So, you can imagine it's now going to take another half-life for that dropped down into an equivalent of a full tank. Topping up this tank. If we don't allow a time to act empty, then we're not going to allow those receptors to be able to be utilized efficiently for both sleep pressure for Adenosine to build up but also for Caffeine to actually be as effective for its other functions. And to give ourselves... it's a bit like, I said I think about it like the batteries on our phones and so forth. You know how we're supposed to let the battery actually drain before we charge it not just keep chopping up all the time. So, it allows energy to run much more efficiently if we let things drain for a little bit. And one of the other reasons I don't drink coffee every day, I don't drink coffee or Caffeine on days when I'm lifting weights. Study shows that Caffeine actually inhibits growth hormone. And one of the main reasons that I'm lifting weights is to grow my muscles and to get stronger. So, it is kind of counterproductive if I go and have a big Caffeine shock before weights for 45 minutes or whatever and then have another big coffee afterwards. I'm just probably making damage to all the work that I've been trying to do to grow muscles. All stays the same which is fine when they stay the same. But that's usually not what I'm trying to do.

Nadia: What fascinates me about you, everything has a scientific foundation. The way you eat, the way you sleep, the way you do obviously biological functions. I won't talk about it in this podcast. My think now what I want to ask you because we need to come to the same conclusion. I can talk to you forever and I know you're very busy person. And so, Terence probably has a lot of questions. I just want to ask another very insecure question of mine. What happens if you are not getting selected to go to Mars? What's your plan B?

Dianne: Oh, Plan B. Plan B is to be the best human I can be on the best earthling. And to continue the work. So, my plan B if I don't get selected to get to Mars is to continue to do the best I can on this planet. The research I am doing in food waste has been utilised already to help some countries to develop some strategies to reduce their waste. And I've worked with the Australian Government. I've chaired one of the advisory boards of the government to help develop the national food waste strategy which launched last year. So, I'd continue to do things in a way that can improve life on this planet too.

Nadia: You know what really would improve life on this planet. Gold also. But in that sport of Australia, we would have a very decisive and an intelligent prime minister. Would you ever consider yourself as a candidate?

Dianne: Oh gosh. Would I ever going to fit to stand up for prime minister? I think that anyone who's decided to go into politics has probably started off with the best

of intentions. But I think in many instances they get caught up in the machine of what it is and so I think that sometimes people get lost in their journeys.

Nadia: Exactly. Therefore, you need somebody bionic of nature like yourself in order to change the system and make it little bit more... I don't know, electoral-friendly. Because at the moment politics is big markets and campaign at our course but it would be nice to have a very different government at some point of time.

Dianne: I could hear the campaign now #DMforPM.

Nadia: That would be a great. I will vote for you. Will you vote for Dianne Terence? Well it's an important vote. I've got four kids as well. I would love this. It would be really good to campaign because you're so different.

Terence: So, what would be your ultimate advice for someone else who really wants to make an impact. Not necessarily in exactly the same way as you. Are looking to make an impact? I guess what's the piece of advice that you could give someone?

Dianne: Why not. I think was one of our favorite questions to ask. Why not? We set so many boundaries on what we're trying to achieve in business, in life or whatever. We often talked about earlier about not being good enough. And against what yardstick? It is more forgiving of ourselves and find a way to try and challenge ourselves to use some of the following phrases a bit more softened. This is a familiar phrase I'm short myself. I shouldn't. I can't. I'm not. Those three phrases just create so many fences. Have to break down or feel we're enclosed by. I think... and this is something that I'm constantly looking at myself as was I not just saying oh I have this mapped out, I'm perfect. I'm far from perfect and I have the same frailties and that as everybody else. When I see in time recognizing through my self-reflection that I've been using those terms, I stop myself and think why not or should not or I am not. Then I ask why not? It then reminds me that, I actually really am good at this or I can do this thing. I can come up with a million excuses always. We always come with excuses, couldn't you? Keeping with the status quo. But I think if we can ask ourselves a question why not.

Terence: Yeah that's so true. Look, I actually find now that I kind of look for those questions, not just from me but from other people. And my response will generally be kind of what you're saying why not or why do you say that. Yeah, that's fantastic. Okay. Diane How can our listener connect with you?

Dianne: So, for those who are interested in following my random experimentation, you find that mostly on Instagram and my Instagram account is DAMcGrath. It's M

C G R A T H, all lowercased. And one of the things that are happening with Mars One on my Facebook account which is @DianneMcGrathAstronautCandidate. And I also share all sorts of random things around, some of the science that I listen to and read. All the stuff around campaign and the like and sleep is on my Twitter account in particular which is... and my Twitter handle is @liteandportable. It's l i t e a n d p o r t a b l e. The website which is diannemcgrath.com.au.

Terence: Fantastic. Alright. Yeah. Thanks. This is a very interesting conversation. It's given me a lot of time to think about and Nadia has taken plenty of notes.

Nadia: I have and I'm just following you right now, I'm clicking the button. Because I read your blog and everything. I just missed one piece in this puzzle is your Instagram. So untaggable account is with me.

Terence: But yeah, thanks a lot for joining us. We really appreciate your time. Really appreciate you doing this. And we'd love to have you on again or some stage.

Dianne: Yeah that's fantastic. Thanks, so much Terence and Nadia for inviting me on up. I really love sharing this. And exploring some of these topics so I don't get the chance to examine some of this stuff and more deeply and ask to reflect on some of these things. Thank you.

Nadia: Dianne I am personally grateful to you for saying yes to the podcast. I have a lot of questions and obviously I will try to find answers following your blog, so I don't annoy you. But it would be a dream coming true to have you live in studio one day. If you ever find any capacity and please let us know. It would be great for social exposure from point of your business, for our business people. Because what we will do we will then share it everywhere because what businesses can learn from you is amazing. We always look for traditional ways of learning about business and everything. But I believe that any science should be put in good use already on practical level. And who is close at the practical level is businesses because they have agility to implement these methods already. There is no impediment for them in the sense of testing, going through approval and everything. They're all masters of their own fate. Therefore, they can take what you give them and already. So, I am going to change a few things about the way I operate.

Dianne: Cool. Would you love to change and have that goal with some of the testing you're doing on as you follow that design thinking process.

Nadia: I absolutely love it. Thank you, Dianne very much.

Dianne: Thanks guys.

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