

Ask the Expert

Francesca Sipma

CEO and Founder, Mastry





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Francesca Sipma is a former New Yorker who spent her career in advertising and marketing for top global brands. After 10 years of chasing an insatiable lifestyle, she experienced a radical awakening and went on a quest to find higher purpose. She found herself on a deep self-exploration journey exploring modalities and retreats all over Bali, India and Peru. She became fascinated by the power of breath and subconscious mind as a catalyst into self-awareness to deconstruct childhood conditioning and social programming.

A voracious reader and deeply motivated student, she has been able to utilize the tools she teaches to transcend anxiety, self-doubt, unhealthy relationship patterns, addiction and more. She is passionate about infusing psychology, spirituality and science to guide transformative growth experiences.

Francesca is now a certified breathwork coach and hypnotherapist based in San Diego, CA. helping others come into alignment with their highest selves and live more meaningful lives of purpose and impact.

Dustin Burleson:

All right. Welcome everyone. I'm so excited to have Francesca sitting here. Francesca, thanks for joining us.

Francesca Sipma:

Oh, I'm so excited to be here. Thanks for having me.

Dustin Burleson:

You were the hit of the [Peak Performance](#) event in Scottsdale. People came up to me, and I mean, it was amazing. They didn't just say that your session was the best of the event. Several said it's the most impactful thing they've ever experienced in their lives. So tell us how you found your way into this world of breath work and hypnosis. And I love your story because you didn't start here. You started somewhere entirely different.

Francesca Sipma:

Yeah, I did. And that's such nice feedback. Thank you for sharing that with me. It already gives me chills. Yeah. So I'm actually a former New Yorker. I spent most of my career working in advertising and marketing in Manhattan, and I was working on some big global brands. We already been talking about this, but burning the candle on both ends for sure. And it was really when I had sort of hit those milestones and those achievements, and they didn't feel as satisfactory as I would've expected, that I realized that something was really off, something was disconnected, and I needed to go inwards and figure out what would truly give me happiness and meaning. And that's when I found myself on this retreat in Bali where it was really going inwards and understanding

what our subconscious motivations were. And we used a methodology called breath work, and that's what helped me get beneath the ego and get beneath the societal expectations and maybe what my family had expected of me and what would really truly make me feel fulfilled. And I learned so much about myself in that process, so much about where the identity came from and behavior patterns that I just became really fascinated by this work. And I started studying it and then decided that this is what I needed to do with my life is bring this healing modality to more people.

Dustin Burleson:

That's awesome. This is kind of common, I think of most recently, Michael Phelps, or people that achieve a pinnacle, gold medal in the Olympics, or a company that IPOs. So they hit this peak and suddenly bad things happen. They realized that wasn't what I thought it would be. What was it like for you when you hit some of those career peaks but realized I'm still not fulfilled? What was that like?

Francesca Sipma:

Yeah. Well, it makes sense if you think about it, because if you're always chasing something, then you're distracted by that adrenaline, right? You're always focused on this next goal. And then all of a sudden you get it and you're like, oh, this doesn't feel the way I thought it would, and now what? Now what do I do with this?

So I remember very distinct moments of being like, okay, I'm on a business class flight to Buenos Aires for a

multimillion dollar shoot. This is what I wanted. I'm here. And I was like, I don't feel excited. What's going on? And there's all these little micro moments of these career successes that I had dreamed about. And then being at headquarters in Bermuda, being at the company condo, being at these really exclusive events, and they just didn't feel as happy as I thought that they would. And that's when I think you kind of realize that, okay, these are maybe superficial goals, or these are goals I thought I wanted at one point that aren't really in alignment with my values now.

Dustin Burleson:

Yeah, I see it in our world. Unfortunately, sometimes a surgeon or a dentist will retire, and then very quickly health starts to deteriorate because they're not chasing after that career satisfaction. They kind of make it a part of their identity. Have you seen that with, I want to talk about Mastry because I love the app. I was just curious your take on that. Did you see that? I would imagine that industry has a lot of burnout, right?

Francesca Sipma:

It does. You know what I find really interesting on my journey through coaching is that whatever career occupation that you chose, you chose it for a reason. And I honestly believe that it's typically tied back to your purpose in some way. But you haven't yet found the nuance or the path in which that you can take that network or that skill or that expertise and contribute in maybe a more innovative way so that you're actually being more of service. So I don't love the idea of people just retiring or maybe just switching industries after that,

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And that's when I think you kind of realize that, okay, these are maybe superficial goals, or these are goals I thought I wanted at one point that aren't really in alignment with my values now.

but actually dig into it a little bit. Understand why you were passionate about it in the first place, and then start to get creative about new ways that you can bring it into the world. You actually did that.

Dustin Burleson:

Yeah. Yeah.

Francesca Sipma:

I'm like wait a minute.

Dustin Burleson:

People are like what do I do after I retire? First of all, retirement is this kind of 60 year experiment in America where we think we're going to go sit by the lake or by the beach and finally enjoy ourselves. And I've never bought into that mindset. I think we should be productive and contribute until our last breath. And it might be different than how we envisioned it, but we still, I look at our podcasts and programs like this, and one of the most

popular are topics on burnout. We had Dr. Jacinta Jiménez here, and she talked about burnout. Chris Bailey was at the event you were at talking about mental health and clarity. So I love all this.

I took a couple classes in biofeedback and hypnosis in college. So I was really attuned to like, okay, I'm really excited for Francesca's session. And yours is way above because you add in visualization and truly you could feel it in the room. I mean, there's a physical, palpable emotional impact. Can you talk about what's different with Mastry compared to maybe other guided meditation or visualization programs?

Francesca Sipma:

Yeah, for sure. So I think along my journey, I really experimented with a lot of different modalities because I had to be sure, it was really doing my due diligence and my research, is meditation or hypnotherapy or breath work or plant medicine, what are the most powerful ones, energy healing? And to me, breath work, hands down is the most powerful, easily. The breath, you feel it working within seconds, you know something's going on in your body, even if you can't make sense of it in the first few minutes.

So leading with the breath work is our biggest differentiator for sure. And we use a very specific technique. There's a lot of different styles of breath work, pranayama, kundalini, wim hof, but in my opinion, this is the most efficient and effective one. So that's our basis. That's our foundation for all of our sessions. Then we layer on the hypnosis or the hypnotic suggestions. I find

that this is really necessary because it helps people concentrate and focus their mind on an intention, a negative thought pattern, a belief that they want to reprogram or rewire, and we want to give really clear guidance throughout that process.

Then of course, you saw it towards the end. We wanted you to visualize, bring in visions of your future self because truly people have to expand their mind in order to get out of their own way or their day-to-day habitual stress and just the functions of being on autopilot. So it's breath work, it's hypnosis, it's visioning, and then final cue of every single session is what's your next action step? Because it has to be tangible. We can't just create these really amazing experiences where everyone feels energetic and high, but then they don't go and change their day-to-day life. We want to make sure that there's an intuitive action step. And if you do this every single morning, then you're operating from your highest state.

Dustin Burleson:

Yeah, it's been great. I've been digging into the app since the event. And so the classes I took in college, and I've read books, I've never been to, if I'm pronouncing it right, a Vipassana meditation course, but those are like 10 days. If I think back to our college classes, it was a couple weeks of getting people prepared to breathe right. And you took a group of people that had no idea what they were about to do, and in 21 minutes you totally, effectively, I mean, everyone took their blindfold off and was either teary-eyed or stunned or giving a hug to someone. It was unreal. So let's dig into your breath work because it's really, really cool. And maybe talk about your journey and

doing all of them because I think you did a 10 day silent retreat, kind of the Vipassana. So why did you land on your specific type of breath work, and how does it work so fast?

Francesca Sipma:

Yeah. So the first breath work I actually ever did, it was called holotropic breath work. That's like the origin, that's the grandfather of breath work. And he was actually a clinical psychologist named Stan Grof, who used to study LSD and was like, how do we recreate these altered states of consciousness when psychedelics weren't legal? And there was all this research funding issues. And he actually found that through this conscious connected breath, you could access those childhood memories, you could start to heal trauma in your body. And the way that I learned it was 60 to 90 minute sessions, one inhale, one exhale.

Dustin Burleson:

Wow.

Francesca Sipma:

And it was profound, and it's worth it. And I was floored by that experience. And then as I started to study other modalities, I saw 30 minutes double inhale, and then I went to hypnotherapy, and those were two and a half hour sessions. And I was just like, okay, if I bring this to my network of hedge fund guys and ex-advertising people, they're not going to spend two and a half hours on their personal development. It's just not going to happen. So I have to find the most efficient way to do this. And truly, I just started experimenting with music. I experimented with, if we pick up the breath in the first

song, then we can relax it towards the end, and then they'll already be in that state. I put on a Muse headband, and I saw that if you meditate for 15 minutes, and I'm an avid meditator, my brain waves still went up and down. I would oscillate from waking state to more dream-like state.

But when I did the two-part inhale, one part exhale, within four minutes I was in deep theta. And I was like, whoa, this is when your brain waves are most suggestible. This is when the reprogramming can happen without the defensiveness, and we're more just open. We're more open to new images and new ideas. So I thought, okay, this is the type of music we need to get people into the first four minutes. These are the type of cues that will help them concentrate. This is where the unblocking happens. And we really made a craft. We really crafted a journey through vocal cues and through music and intention that helps people drop in really soon.

And it was honestly even intentional with the story that I shared in the beginning, because I had five, 10 minutes and I was like, I need to say something relatable to let the guards down. And if I would've started with light and love, I don't know if they would've been as receptive. But I'm like, hey, I'm an ex-hustler too. And that automatically creates a curiosity, and then people are more open to the experience.

Dustin Burleson:

Yeah, it's huge. I love the app because it starts you with a simple question, how are you feeling today? And then it suggests different types of programs based on whether

you want to be calm or you want to talk about goals in business or relationships. It's really, really smart. How long was that process from transforming your life and then saying I want to bring this to more people? How long did that take and what was that like?

Francesca Sipma:

It's an interesting story because that first seven day breath work retreat I went to in Bali, on day five, I birthed this idea. And everything was crystal clear in my breath work session. These are the frames, this is the UX, this is who you want to work with. And it was so clear. But what was interesting is I was so clear after that breath work journey that I put together my pitch deck, I think 24, 48 hours, started going out to investors, started looking for developers. I mean, I was on a mission.

But the universe actually took me on a bit of a different journey because it was not ready to come out into the world yet. And I needed to become a coach to really understand the root of some of these psychological patterns so that I could create the topics and create the right questions to ask to get people on the other side. The one thing I was really trying to figure out is how do we help with integration at scale? Because a lot of times people come out of these experiences and they're like, "Whoa, I cried or I released, but I don't know what it means." And I wanted for them to be able to tie it back to an intention and really use digital to be able to do that. So I went on a coaching journey for about two years before we really birthed Mastry. And that time I was really collecting data as well. Every session I had, every group class, every virtual, I would take the chat box, all



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the questions, I would put them into Excel docs, I would track behavior patterns, I would come up with topics. I would understand what music worked with each one. And then I trained, I have now 80 certified coaches around the world who teach this work as well. And we study human behavior patterns, and then we try to implement it into the app to help people release their subconscious blocks and really grow.

Dustin Burleson:

That's what I love, it's data supported, but also you can tell from the very first session, I'm like, this music, none of this, not a single beat of it is by mistake. It's really, really good. Well done. I love that you came to it from a coaching perspective. I feel like a lot of the meditation apps, I mean, I've done Calm, I've done Peloton's meditation app, there's a million of them. And you always feel good after that, but there's no one consistently driving you to take action, right? It's like, oh, I feel relaxed. That

helped before I got on an airplane, or it helped at the end of the day to unwind. But the last component of Mastry really is about going forward and living and stepping into that highest version of you. I feel like that's really unique, and I just love that you came at it from a coaching perspective because, what we're here for, right?

Francesca Sipma:

Yeah. Well, it was honestly just replicating my own journey. And when I sort of stumbled upon this, because when I did breath work, they were like maybe do it once every few months for maintenance. And I was like, okay, but I love how I feel after. I want to do it way more than that. And so then I was looking for all these retreats around, at that time I was living mostly in the East Bay. I was looking for workshops and classes. And I was on Eventbrite always trying to find stuff or find things online.

And I was like, okay, actually when I don't use it for this deep healing intense like inner child, and I just use it to binaural beats and I focus on a work project, I'm actually able to get to these states and perform at a peak level and have my clarity and my cognition and my decision making and my problem solving is just at a 10. I'm like, whoa. And then I would say, now, what do I need to do next after this one session? It'd be like, send that email, create that post, make the video, reach out to this person, do a group class. And I would have these clear, full body chills as I tell you this, I would have these clear action steps.

And when I started coaching my coaches, I realized that the thing I felt they were missing the most, it was the execution. But I was a pretty fierce executor from my past career. So I brought that into the spiritual space. And when you connect the two, it was just like boom. So that's why we have at the end of every Mastry session, it's like type in your next action step, check it off. You get a little badge every time you do your action steps. And we want to reinforce that habit, that behavior.

Dustin Burleson:

Yeah. For me, it's like a mental clearing out of the cobwebs. It's really, it brings a lot of clarity to me. I don't know if you've had other people express that. If you're stuck with some project or some opportunity, you'll suddenly, I mean, it sounds silly, but it's true, it's almost like magic. You're just like, oh, call this person. Or get that thing out the door, right? Or set up a meeting with these two employees. And suddenly things start clicking. It's really cool.

Francesca Sipma:

Yeah, I think the thing that maybe people don't make the connection with is it's actually activating your intuition. So you have all this information in your mind. All these past events, these experiences, anything that you've read or been inspired by, it's all there. It's in your subconscious. And when you breathe, you just get quicker access to it. And you make connections that maybe your logical mind didn't see fit. And sometimes it takes a bit of trust, it takes a bit of trust in the unknown. Did it make sense that I just reached out to my old boss and asked him... Oh, that feels a little stretchy. That feels a little bit

uncomfortable. And then four months later, that's the opportunity that knocked down all these other doors for you. So a bit of trust and a lot of clarity.

Dustin Burleson:

Yeah. We talked at the event, I think it was after you had already done your session, but it came up the day before, and then it was the light bulb went off, to use a cliché, that there were some members saying, "What are some things we can do to help teach peak performance to our employees, to our partners in the business?" And I thought, boy, one simple thing you could do is sign up and give your employees as a benefit for working in your company, [give them a subscription to Mastery](#). I love that idea.

Francesca Sipma:

Oh, absolutely. And you see there's a corporate session on the app for things that I wish I had when I was working in advertising as it pertains to decision making. Or to me, respectful communication's one of my favorite sessions on the app, because I have a tendency to be really triggered when I feel like things aren't meeting my standards or expectations. I was like, how do I say these in a way that can be better received? And I think if more people managed from that place, the world would be more efficient.

Dustin Burleson:

Yeah. I'm selfishly glad you didn't have this at your advertising agency because you might never have founded Mastry.



And when I started coaching my coaches, I realized that the thing I felt they were missing the most, it was the execution.

Francesca Sipma:

Well, thank you so much. Yeah, that's a good way of looking at it.

Dustin Burleson:

You're like, "It's great here. I'm never leaving." I'm like, oh, rats.

Francesca Sipma:

I think it's really cool when I bring it back. And there's still an evolution that needs to be had, I think specifically in New York, as it pertains to devoting time into employee care in order to achieve the results and the productivity that you want. But when I went back to my old agency, I guided a session and it's like see the brief, see the strategy, see your audience. Who do you want to impact? What are the media vehicles? Is it social? Is it partnership? And it's really cool to be able to customize it by industry.

Dustin Burleson:

Yeah. I feel, and particularly in America, definitely New York, we wear our work ethic as a badge of honor. It's like I put in 90 hours last week, and we think that's cool. And

my clients in Italy are like, "You must be the lowest person in the company if you put in 90 hours because we gauge success based on how often you're on vacation." So I don't know if there's a lot of people over in the UK or Italy or outside of the country using the app yet, but we're going to push it as far as we can push it.

Francesca Sipma:

I just got a note from someone that said that they were a huge fan from Sydney. And I was like, let's go.

Dustin Burleson:

Let's do this. Yeah. I feel like there's a real need for this. We spoke offline before we started the recording that finally companies are talking about mental health. Finally, we're talking about, your employees, like we say, they're not like the printer just sitting and waiting with a blinking light ready to go back to work on Monday. They've got things outside of the office that this app could help them with so that they show up in their fullest self to help patients and to live into their true potential and their higher purpose. I love it. I mean, I wish I would've had it. We exited through private equity in 2021, but had I known of the app back then, it would've been welcome to the practice. Here's your employee benefits, and here's your username and password for Mastry.

Francesca Sipma:

Wow, that's awesome. My dream and my goal is to take it almost a step further than that. Because my truest belief is that everybody has a purpose. And when you find your purpose, then your life takes on a completely different level of meaning and fulfillment. And that to me is

actually getting to the root of a lot of the mental health crisis is if people felt like they were contributing to something greater than themselves, if they felt like they were being of service, that would bring them a lot more intrinsic joy.

And I think you can find ways in your role where you are now in the decisions that you've made along your career to feel like you're really, really giving your talent and your creativity and your skill and your driving it forward. And if we all found those little niches in our roles, I think that people would just be more joyous and work wouldn't feel so much work? When I get up at 5:00 AM every day, I don't feel like I'm working. I can't wait. I can't wait to get on my computer. I can't wait to see what I'm going to create that day. It's so fun for me. The weekends don't feel like work. It's just exciting and it just feels like creation. And I really believe that most people can find that if they just dug a little bit deeper, cleared out some of the blocks to see what would really light them up and reframe what work could be.

Dustin Burleson:

The data clearly support that. I think the most recent, it skewed a little bit during the pandemic because people early in were afraid to lose their jobs, so they got really engaged at work. But pre-pandemic, and it's right back to where it was in 2019. There's something like two thirds of employees are not... I mean, we'll say it in the other way. One third are highly engaged at work. That means two thirds aren't, right? They're just kind of floating going, oh, I can take this job or leave it. I don't identify with it. I don't feel like I'm making an impact in the world. So there's a



Most people can find their passion and energy for meaningful work if they just dug a little bit deeper, cleared out some of the blocks to see what would really light them up and reframe what work could be.

huge opportunity even in our own businesses for two thirds of our team members to really identify who they are, why they're here, what they're contributing towards. And I love that. Where would you recommend listeners start if they say, okay, I got the app, or I'm a doctor and I have 20 employees, and I'm going to get the app for them. What's your best advice for where to start?

Francesca Sipma:

Yeah. So I have a seven day reset on the app, which just helps you get a little bit more into alignment with your truth. Because I think for most of us, it's been decades. It's been decades of choosing a career path and being on a journey that we think we're supposed to do versus what actually brings us joy. So I think just clearing out some of the noise and being able to actually hear yourself and feel into your body, what feels good, what feels right for you, what actually lights you up. I think that's a really powerful start.

And then based on what comes up in those sessions, maybe there's conversations that need to be had in your workplace. Maybe it's, hey, I'm really lit up by this. I think I can add a lot of value in this department. I'd love to collaborate on this project. I would actually really like to be involved in this. Or this is something that I feel like I need to delegate off because my energy's better served here. It's being able to have some of those intuitive conversations as well.

And then for some people, it's starting the passion project while you have the security of your 9:00 to 5:00 and just starting to dabble in that. For other people, it's a hard full stop. It's like, I'm ready to be an entrepreneur or make that complete transition. It's really different for everybody. But I think it just starts with being more attuned to yourself and being more clear on your intuition and taking action from that place.

Dustin Burleson:

Yeah, it's huge. I hope everyone goes back and just rewinds a minute and listens to that part again. It's so common in our industry that I feel like, I went to a six year dental program. So at the age of 18, I decided I wanted to drill on teeth for the rest of my life. That's a common decision 18 year olds make is like, let's drill teeth for the next 40 years. And then just, I started to answer the question, why am I doing this? How else could I use my skills and why I feel like I'm here to help other people? And I still have my license and I still teach, and I still go to the hospital once a month to keep my board certification status.



I feel like a lot of times when people don't have the passion for their career anymore, they're like I just wasted 20 years of my life. And it's like, no, not at all. You actually built a network, you built a lot of knowledge. You understand that in and out, and how can you serve that in a different way.

But other than that, I feel like there's a lot of dentists who think, well, it's just I'm a dentist, and they don't realize they've got so many other things they could do if and when they decide to start to slow it down at the clinical chair and embrace who they really are. So start with the seven day reset. I mean we can list in the show notes, we'll put them below this video. Any other places as far as courses they could take with you, or books they could read, or what advice do you have there?

Francesca Sipma:

Yeah, definitely, all of my courses lend to this, but before I mention them, I just have to say you're the perfect testament of this. Because your expertise was in this industry, and then you took your passions of business and marketing and teaching and helping others grow a successful business, and you were able to merge it. It wasn't wasted. And I think that's really important because I feel like a lot of times when people don't have the passion for their career anymore, they're like I just wasted

20 years of my life. And it's like, no, not at all. You actually built a network, you built a lot of knowledge. You understand that in and out, and how can you serve that in a different way.

In the same way, for me, advertising was not wasted at all. Those contacts were a lot of my first clients, and that's how I learned how to monetize and brand my own business. And now I'm going back into those agencies with a fresh perspective. So nothing is wasted, but sometimes we just have to do a little bit of digging to understand how we can evolve that part of our past into where we want to go in the future.

Dustin Burleson:

Yeah. I love that. We talked to Seth Godin about it. He's like, "You guys feel like you owe this debt to your former self. You don't. It got you to where you are." Ozan Varol is going to be on the program, I think this Friday, his podcast launch, his new book is called *Awaken Your Genius*. And he calls it carrying a raft. He's like, "You had this raft. And you built it and it got you off the island." I think like Tom Hanks in *Castaway*. And it saved your life, got you to where you are today.

But now you're in a jungle and you keep carrying this raft, and it's bumping into things and it's scraping your hands and you'll never need it again. But you're like, this is my raft. I have to keep it because it got me here. And a lot of times a medical degree is that raft, a dental degree is that raft, a relationship is that raft. And we just can't let them go. It's the most interesting thing in the world. But yeah, I love to talk about some of your courses. My wife's already

got your retreat on her bucket list. She's like, "I've got to go." I was like, "You definitely should go. Take some friends, and we'll write about it and share it with people." So tell us about your retreats and courses and everything else you're doing.

Francesca Sipma:

So I have three offerings in my personal brand, which is my certification for people who want to teach this work or just master it for themselves. And then I have my Unblock Your Purpose course, which is exactly what we're talking about. And the first month is really deep and really intense about going into your past and why you chose a lot of these professions. And for a lot of people it'll be like, holy shit, it was for my dad to love me. So mom would say she was proud of me. And you have to release a lot of that conditioning. You have to do a lot of healing in order to find your self-worth and to find your voice and really start to build from a solid foundation.

And then in month two of my course, we start to examine what you're passionate about, what your curiosities are in the world, what problems you would like to see solved, what your interests, your skills, your past career. And things start to connect. People start to connect the dots, and they're like, "Oh my gosh, I'm so passionate about bringing this work to teenage girls because I healed from bullying when I was younger." Whatever those obstacles you went through is typically tied to who you're meant to serve in this lifetime.

So we examine that, and then we got to add in relationships because they're just such a big part of our

lives and our energy. So month three is about breaking relationship patterns. It's about finding polarity of the masculine and the feminine. We even do a session on sex transmutation so that you really know how to harness your creative energy. And the course is literally called Unblock your Purpose. So when you come out of it, you have clear direction on what it is that you're meant to do and how you're meant to use the past career, or maybe it's still the present career, but it's just a little bit change in direction.

But that's a really exciting, it's a life changing one. My life's work, I feel like I put into that because it was everything I learned. And then 100 of book concepts from psychology books, spirituality books, thought leader books, all organized into an experiential program to help people find what fulfills them. So there's the course. And then there's my Bali retreat, which is coming up in August, which is just an ode to my seven day experience that completely transformed my life and was a catalyst to this entire journey for me. So we go really deep into healing sessions, but also creativity sessions. And it's in the most amazing, serene, magical, spiritual vortex of Bali, which I don't know if you've been, but it is truly the most unbelievable place in the entire world. I went three times last year.

Dustin Burleson:

Got to be good. That's awesome. I feel like we should get this into high schools, or at least in a colleges, the Mastry kind of program. Because I mean you won't find it a surprise that there's like 12 dentists in my family. So what does everyone do? They go and become a dentist. And so



We would love to bring this work to help more people start becoming more conscious, becoming more mindful, becoming more aware of how their actions affect others, and how they've been affected themselves.

a lot of that I feel like in the American education system is we find what people are struggling at and we give them a tutor in that subject when we should say, "Oh, you love to cook," or, "You love the arts," or, "You love communication, then screw math. You got a calculator for that."

But in America, we're like, oh, he's failing math, so let's give him a math tutor. The one thing that he's bad at, let's really focus on that. And the thing that he's good at, we'll give him no... We won't take him and introduce him to chefs in town that he might want to go learn how to cook, and we won't put him into a culinary program. We'll get him to be mediocre at math. And I feel like, dude, we could just put them through your course and kids would probably start to realize what they're here for. I don't know if there's any interest to get this into college curriculums or sooner.

Francesca Sipma:

It's such a backward system, isn't it? It's crazy when you think about it. So I think we definitely have, anyone I talk to, there's a use case for this. We're like, let's bring this into lawyers. They really need it. My dream is to bring this work into politics. That's like my north star.

Dustin Burleson:

Whoa. Wow, wow. Wouldn't that be amazing? And I always think if you're the one person going, I know someone who needs this, you're probably the person who needs it first before you're like, my best friend would really benefit from this. Probably you first, and then your best friend. Right?

Francesca Sipma:

Exactly. Exactly. So there's so many ways, different groups and demographics. I think in high schools it's really important because what's going on in bullying and social media and having access to digital and TikTok and all these things, it's just taking such a toll on their self-esteem. And so we would love to bring this work to help kids start becoming more conscious, becoming more mindful, becoming more aware of how their actions affect others, and how they've been affected themselves. So that's something I can absolutely see us guiding sessions in auditoriums around at high schools around the world. I think we actually have been talking about creating a session like this for the app, but a session to help you discover your major. What it is that you're truly invested in versus what you've been told or what you've seen to be interested in, I think would be really interesting. So yes,

definitely, definitely a lot of plans to blow this out for a lot of different groups.

Dustin Burleson:

That's awesome. That's very, very cool. I want to make sure everyone has a chance to find you and make sure we list websites and resources. I know we'll put links to the retreats and to your courses. We'll put links to the app. Anywhere else we can direct them or where they can learn more about you?

Francesca Sipma:

Yeah. So my website is francescasipma.com, and that has my different programs and offers. And then if you're looking to bring Mastry into your workplace to really help boost employee morale and productivity and help them also release their subconscious blocks, then that can be found at mastryexperience.com. That's M-A-S-T-R-Y. And then obviously download the app, try a session. There's a seven day free trial so everyone can get a little taste of what's on the other side.

Dustin Burleson:

Cool. Francesca, thank you so much for being here. This was such an honor.

Francesca Sipma:

Of course. Thank you so much for having me.

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