

EPI10:

Runes, Roots and Resilience

with Rich Lister

Colette Baron-Reid:

Hi, there and welcome to INSIDE THE WOONIVERSE. I'm your host Colette Baron-Reid, and with me today is the awesome Rich Lister. Now, Rich Lister is a trained nurse, intuitive body worker, life coach, spiritual guide, and author, but this is the cool part. Rich has been reading and working with runes for 20 years and is the author of *Runes Made Easy: Harness the Magic of the Ancient Northern Oracle*. Welcome Rich.

Rich Lister:

It's an absolute honor to be here. Thank you so much to be having me.

Colette Baron-Reid:

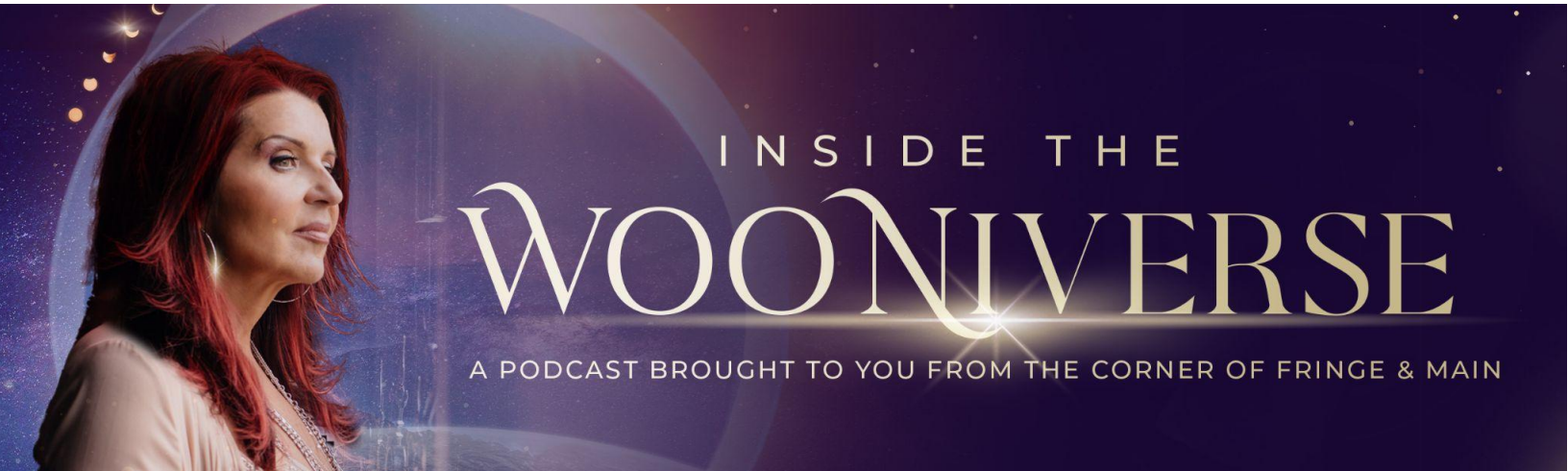
Oh, I'm so happy that you're going to be here. I was so excited. So in reading your bio, which has been quite enlightening, I came across this sentence, which I absolutely love. 'He is made from the stuff of Vikings and his interest in all things Norse began at the age of four.' Can we go back to the age of four and tell me why?

Rich Lister:

Oh yeah, yeah. So my dad's family, we traced it back using all the ancestry stuff to Northumbria and they didn't move around back in like the 17th century very much. So Lister means potter in old Gaelic and old Pictish, so there's a large probability that my dad's family were Scandinavian in origin because I'm 6'7", I'm big, I've got a slightly ginger beard from that side of things. And my mum's family traces back to the Normans, and they were Vikings back before they became normal settled Christian Normans. And so yeah, there's a large chunk of Viking heritage in my ancestry.

Colette Baron-Reid:

Love that. Did you ever watch that show Vikings?



Rich Lister:

I did. I liked it. I haven't watched the last series yet. It got a bit ultraviolet and I didn't want to... yeah, it was a bit over-stimulating when everything was-

Colette Baron-Reid:

I put a blanket on my head. I haven't seen any of it. Ask my husband. I've seen Vikings twice and seen none of it like that part. I just go, "Is it over? Is it over? Is it over?"

Rich Lister:

I like the hairstyles, but I haven't got enough hair for it.

Colette Baron-Reid:

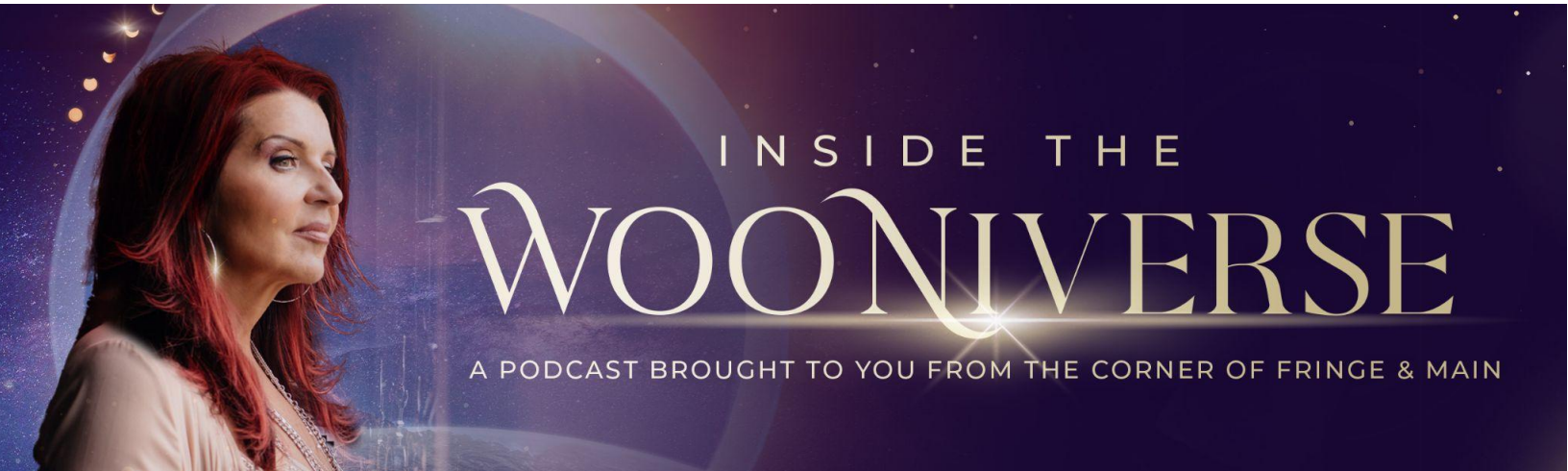
It's really cool. I love that. Because you know, now that we have 23 and Me and Ancestry.com, we can really trace our ancestry, etc. And it makes sense where you're talking about it because those were the places in Britain that were settled by the ancient Vikings and the Norse. So tell me about what happened when you were four, you didn't have ancestry.com.

Rich Lister:

No. When I was four, I was fascinated by the myths and the stories of everything, and my dad was a doctor. He was a family doctor and he was working a lot, so when he came home he would tell me lots of stories that he was told when he was little. And I grew up listening to all these stories of ancient myths and things like that. And then as I grew older, I'd look out for these stories that resonated with me in these ways. And as I came into adulthood, I discovered things like actual, proper Vikings, this opposed to just play with [inaudible 00:02:45] and Lego and things and moving further into it as I became older, discovered more Viking and the Nordic roots of things and how everything evolved in Europe around that time. And I find it fascinating with the Barrows in Sutton or the settlements around Kent, where I was born, where the Danes and the Utes landed or where I am now on the south coast, the Isle of Wight is where the Jutes landed and they were the last pagan kingdom in England.

Colette Baron-Reid:

That's so fascinating.



Rich Lister:

And all these different things just evolved into where I am right now, sitting, talking to you about Viking and Viking runes, and it's something that really fizzes in my body and in my neurology.

Colette Baron-Reid:

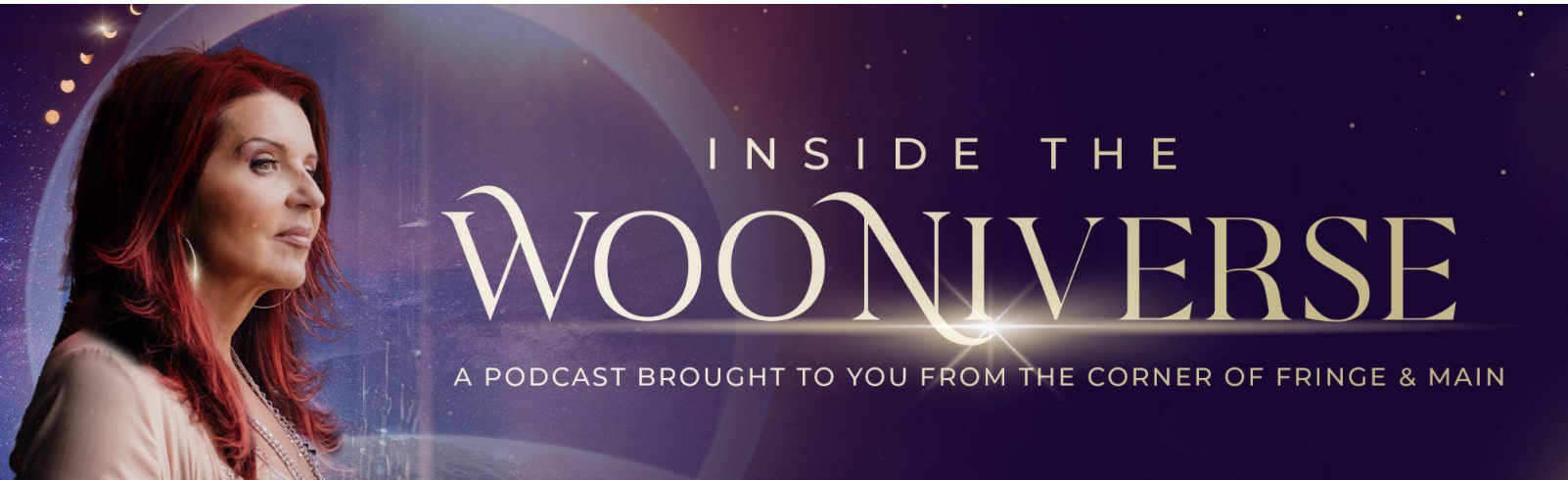
And I do think that we know. I had a similar experience when I was four. My dad also, he had these books about myths and legends from all the cultures all over the world and he would read to us too. And one of my favorites was the myths and legends of the Norsemen. And I know some people don't believe in past lives, etc. I mean, in your case, you actually have a blood lineage there, but sometimes you just feel it that you somehow have this amazing connection. Anyway, I don't have a Nordic bone in my body and I love anything to do with this, but it's very similar to my Balkan Slavic roots. Very, very, very similar.

Rich Lister:

I think, well, especially with the Balkan Slavic tribes and the Nordic Viking, they intermarried a lot and there's a story of like the Icelandic king who had a Balkan wife and they went off and raided and they were perhaps part of the family that went over to Newfoundland in like the 900s. So there's a whole link there from the Balkans, the Slavic countries through the Vikings, especially through Constantinople and all that sort of stuff where they all traded everything from wives, husbands, gold, silver, everything. So there's links everywhere.

Colette Baron-Reid:

Yeah. That's so cool. And it's very interesting because I have such an affinity for Iceland. So it's amazing that you said he had a Balkan Slavic wife because that is 80% of my DNA. So let me ask you this then, because you obviously are a scholar now of this. When you were little you played with it, then as you got older, it became your focus and how you dove in to the understanding, and I do think that we're not independent of our history. We are our history. So being able to take the things that we've lost and bringing it now to our modern world, bringing the ancient wisdom to our modern world is what we need. I think we all got kind of lost along the way when we lost some of the ancient techniques of tuning into spirit, etc. So I know you're an intuitive. You're known for that as well too. Tell me about when you became really aware that your intuitive capacity to tune into the world around you was something a little stronger than most.



Rich Lister:

So part of my history is that of being a trained nurse and I spent quite a large chunk of the early 2000s working in the ER. And I don't know if you've ever been in a hospital at night; they're weird ass places. Not only do you have the ER with all the energy moving around, people are coming in with all kinds of stuff all the time. But if you go off into the corridors, because I was in a big teaching hospital near me, and the energies that stalk the corridors at night, not malevolent. There's no malevolence there because it's all full of good stuff, but people come to hospital to die or be sick. And so these energies are there. And if you tell them to go away, they go away because they're not malevolent. That's just where they live like a cat lives in your garden or a fox or whatever.

And when I started seeing those, when I'm moving patients from ward to ward or going to get a blood sample or something, it's like, why isn't no one else talking about this? And then if you mention it, everyone shuts you down really quick because you'd be challenged to find a nurse who hasn't had a feeling of a weird sensation in a room with a patient who's dying or a patient who's getting better. And then one time I came across a guy who was dying of cancer. He was on his literally last minutes and there was this entity feeding off his energy. And I was like, oh that's not good. And so I told the entity to Foxtrot Oscar and-

Colette Baron-Reid:

Foxtrot Oscar? I'm going to start using that one.

Rich Lister:

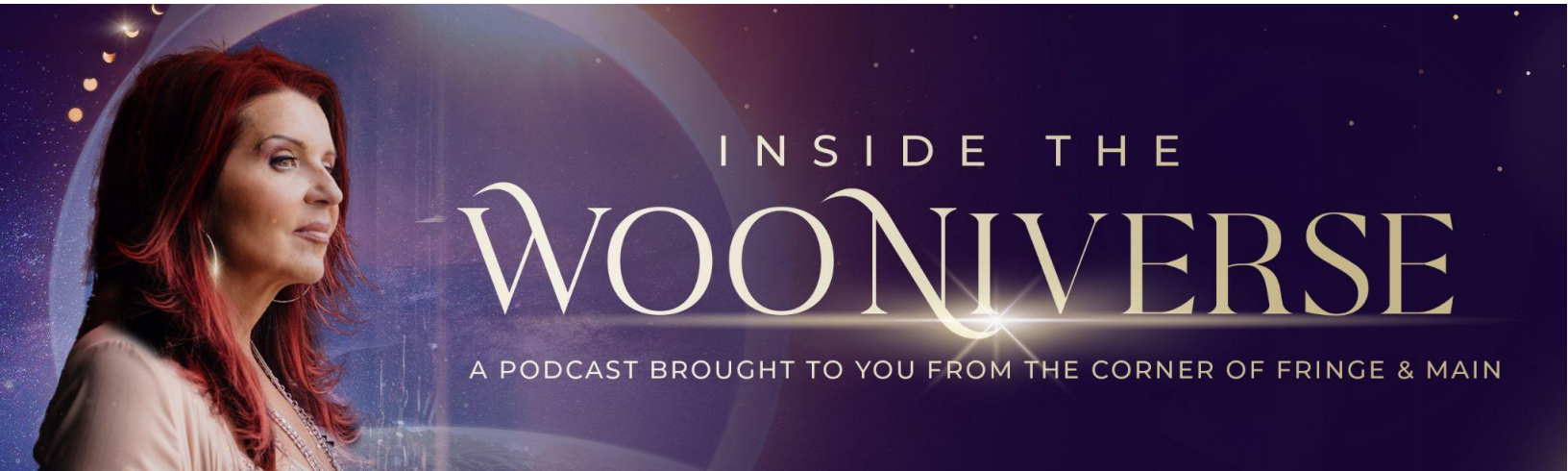
Abbreviation.

Colette Baron-Reid:

Yes.

Rich Lister:

Go away. Told the entity to go away. It did. And the guy lasted for a couple hours for his family can come in. And then that caused me to go down a slightly more esoteric metaphysical route with how I was approaching the world and that led me to Pagan camp and the Pagan people and realizing, oh, this really resonates with me. And then standing by a fire one night at 3:00 in



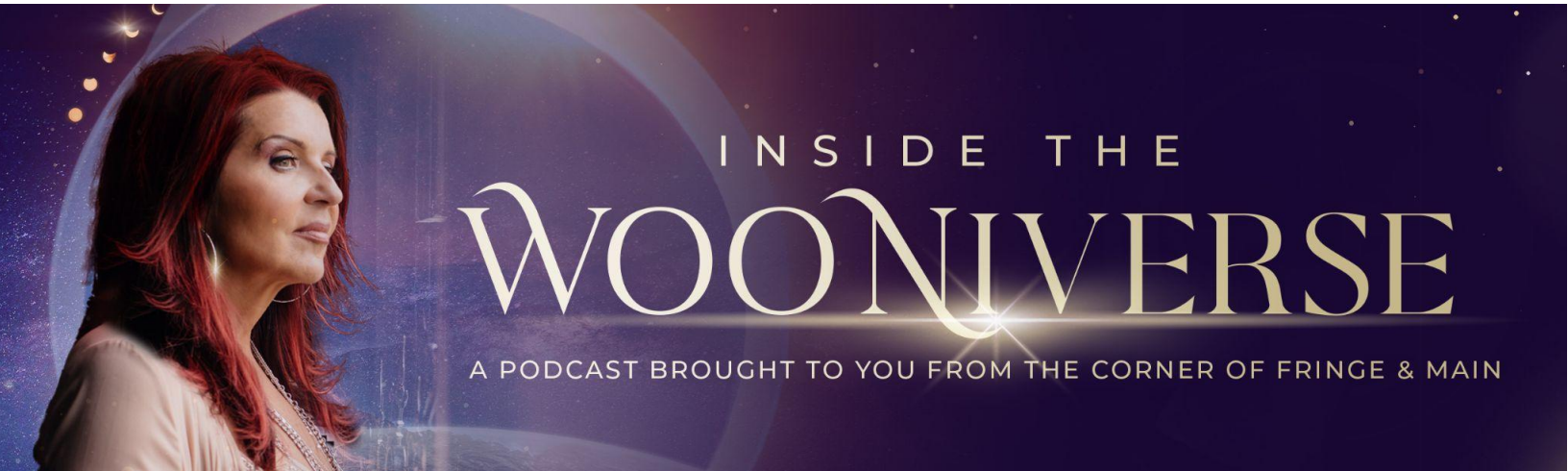
the morning and speaking to a one-eyed God standing in the flames who told me to go off and learn the runes. I was like, oh, okay. All right.

Colette Baron-Reid:
Oh, I love that story.

Rich Lister:
And yeah, one thing that lead to another, here I am.

Colette Baron-Reid:
Wow. I mean, it's interesting because I remember I started as an aromatherapist. I mean I started actually as a musician, but when I really, really got that I knew what I was seeing was totally on because I had it since I was a kid. But then as you get older, you want to fit in everywhere, whatever, but I remember touching somebody and seeing an entire storyline of that person's difficulties, and in this case they were molested and I even knew the name. And you just can't deny that these stories are true. I've also seen an entity feeding off of entire group of people when I was away at another author's big event and we were doing this meditation until 3:00 in the morning. It was pretty trippy. Nobody can tell me that those things don't exist and we either feel them and not know what we're feeling, because everybody can feel them. I believe it's not special, but some of us it's like everybody can run, but not everybody can run in the Olympics. Right? So you're sort of the Olympic runner of seeing these particular things like I am as well. But I do think now, and tell me if you agree with me, that there's an evolution going on where a lot more people's sensitivities are starting to grow, would you say that's true?

Rich Lister:
I completely agree. If you look at how humanity has evolved since using the Christian 00 when Christ was born, we had a very, very spiritually connected people. And over 2000 years we've split like a tree struck by lightning with a spiritual world like the other world maybe, and this corporeal world that we can touch right here right now, and we split. And the further we go, we get more and more divorced from our connection to spirit, to the universe, whatever you want to call it. And now we've had what, 2000 years of that, and until like the year 2000 when there's this huge outcry of humans being exuberant of being alive in the year 2000, the energy starts to come back a bit and you can really see it and feel it with the rise of the light worker, with the rise



of the yoga, with the rise of all of these spaces where women specifically are grasping at their Goddess-given/God-given right and power to connect with the universe. And the old Christian monks knew it, that the power comes through the women, so they converted women first and then they converted their husbands back in like 200 A.D.

Colette Baron-Reid:

Wow, this is so interesting.

Rich Lister:

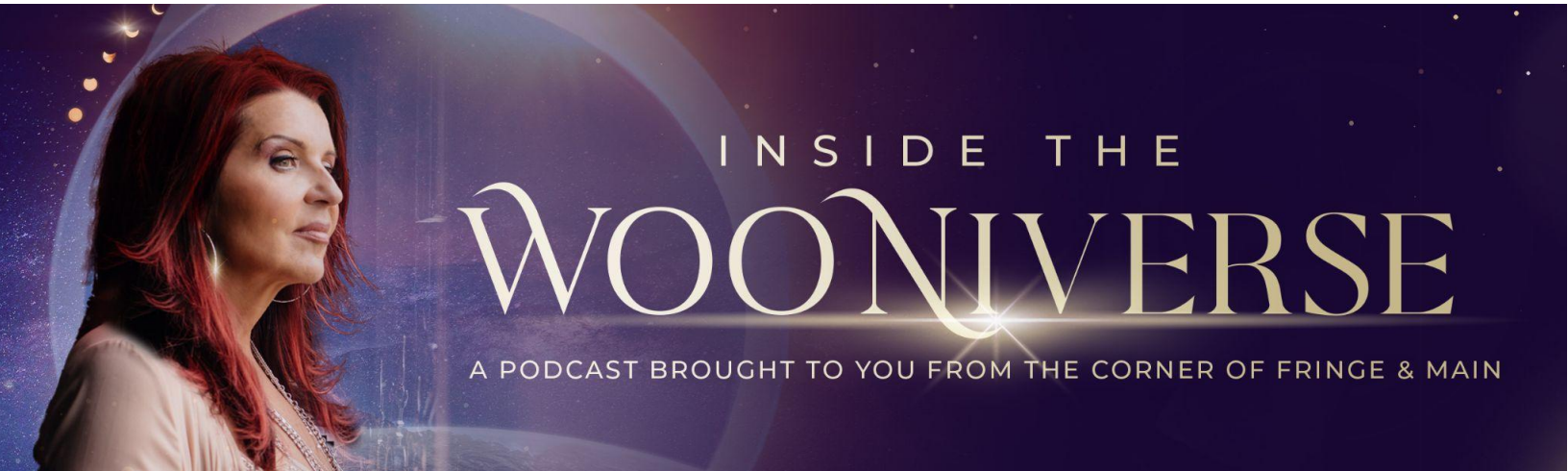
So we know that the power comes through the women first and the men catch up later. So this is where we see all these light workers and these energies coming from, and I can really feel and see and observe this power coming into the universe, into our world back again as it was, maybe pre-Christian, pre-Atlantian, pre-Lumerian, whatever markers you want to put in the world's timeline. And so, yeah, I agree. We are vibing higher than we have 2000 years, I think.

Colette Baron-Reid:

Yeah. It might even be longer than that. And when you think of the age of Taurus, for example, that there was more of a culture that saw the feminine because they saw the whole world as this feminine, like the goddess culture. And then of course we have all the different splits in the age of Aries with the advent of weapons. There's just a lot that we've all evolved through, and now I don't think we're going back to anything. I think we're waking up to bring back a thread that we're remembering what the thread was so that we could weave something new.

Rich Lister:

Yes, because the energy's still there. If you don't pick it up, it's still energy. It's like a radioactive thing. It still sits and glows quietly in the darkness. And again, not going back to it, but rediscovering, oh wow, this is awesome. It can power the universe from this belief pattern that we have that's millennia old using human numbers. That we can then connect to and hone in on and realize into our world now be you in Canada, America, wherever you are, just to bring this energy through you in a way that's meaningful for you. And there's no right or wrong way for this because we've literally burned it out of most cultures on how to do it the right way, so we've got to discover it again.



Colette Baron-Reid:

Oh, I love that. And that's so true. I love that. You said that we literally burned it out of most cultures because of that separation, that lightning bolt that split the tree, everything has split. So now we have to find a new way to weave it back together. And is that how... let's go back to that concept of the thread. Is that what it felt like for you when you discovered runes? Was like picking up a thread energetically that you just knew?

Rich Lister:

That's a really good analogy. Thank you. It's yeah, that sense of knowing, and I don't know if I've got the right language to describe the right feeling of it. You know when you put some nice, fluffy socks on in the morning?

Colette Baron-Reid:

Yeah.

Rich Lister:

Touch the cold floor and it just feels good. That kind of feeling. Oh yeah, this is for me. Thank you very much.

Colette Baron-Reid:

I love the image of a six foot seven Viking-ish man putting fluffy socks on and saying, yeah, this is what it feels like for me to work runes.

Rich Lister:

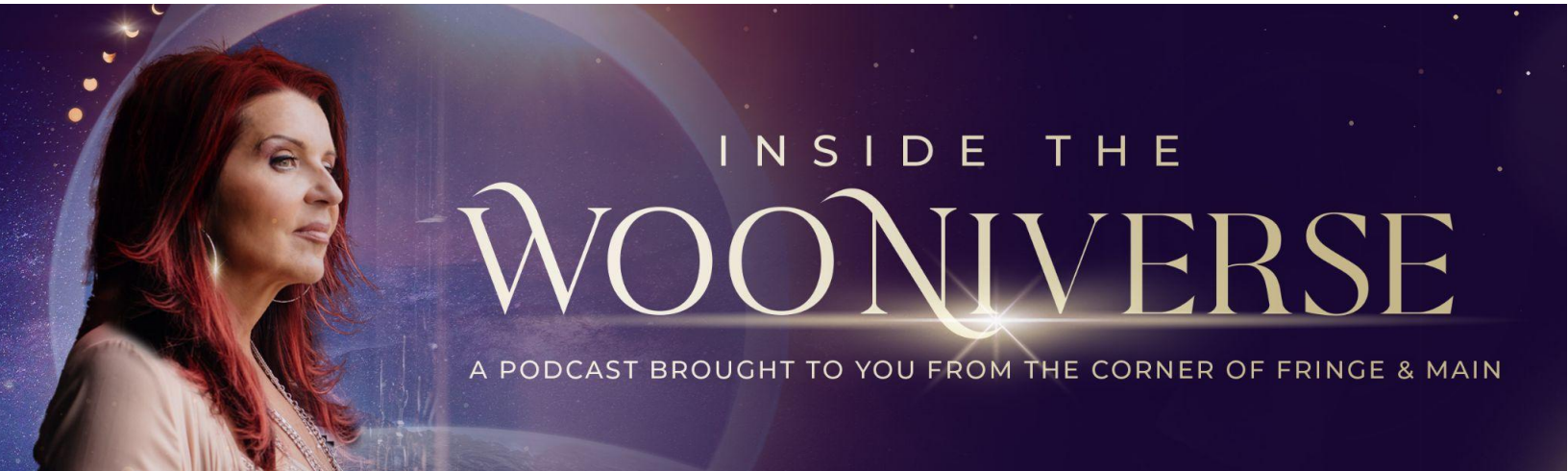
Yeah. Yeah. That's it.

Colette Baron-Reid:

I love it. But it is the comfort. It's the comfort. So why are runes so magical? Let's talk about the runes because that is your magic.

Rich Lister:

Yeah, that's my jam. The runes for me are that radioactive device I just spoke of. It's that glow in the darkness that resonates really quite potently with me and how I perceive the universe. I see



the universe as a series of attractive energies. Sometimes I might be vibrating in a way that the energy is attracted to me, so energy of abundance may come to me or energy of strength or energy of defense or potential or initiation. And the runes hold these energies in these little scribe forms. If you haven't seen the runes, runes look like very simple pictographs. That's interesting, that one [inaudible 00:13:30], and this is the Elder Futhark. So that's one from like 600 A.D.. And that one means luck in some spaces or sex, if you want to go down the X-rated version. And the runes are very simple structures that hold quite a powerful meaning, the same way, the modern alphabet that we use in most of Europe in the United States and Canada and things holds meaning. The runes also hold meaning beyond just the letter sound, they hold a meaning into the energy that they were charged with.

Colette Baron-Reid:

I like to look at them like they're little icebergs. So we only see the tips of them and the vocabulary, the lexicon, they're always going to be the same. I think they're 24, the Elder Futhark, is that correct?

Rich Lister:

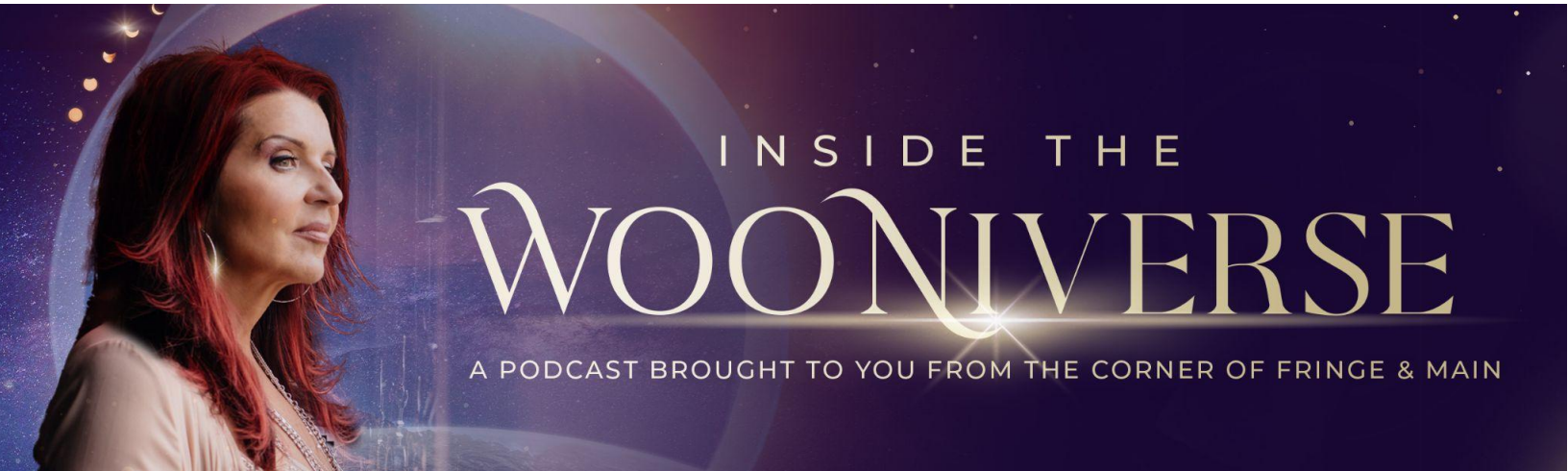
Yes.

Colette Baron-Reid:

So then you have this lexicon of the vocabulary of these pictographs, like you said, that hold these giant stories underneath, that you can tune into. Is that how you see it?

Rich Lister:

That's again, a really good analogy. Thank you. I definitely see the little lines that we see carved in rocks or on swords or in rune sticks from graves, especially there's the one in one of the Balkan islands that's got a grave with a woman buried with little silver rune sticks, and these runes hold that potential. So exactly like an iceberg, you only see the tiny little bit at the top, but beneath it's much more grand and huge because you can follow the story. And with the runes, part of the problem is that, as I said a minute ago, we've burned away everyone who learned the runes because the runes were held by the [inaudible 00:15:02], the witch, the woman of the village, the tribe, the people. And the people recording it were monks who were masculine from a patriarchal construct who didn't really care what women said because women didn't matter.



So the stories were all written down through a very masculine lens, who are trying to convert Pagan ideas into a Christian idea. So that's why we have a very Christianized masculinized set of runes poems. And as a human now delving into the runes with this knowledge, it's my job to realize that these runes don't have the same patriarchal constructs that may have evolved over the last 1200 years. They have a very different idea that has been lost into time, so I need to work out how it fits for that energy in my world.

Colette Baron-Reid:
Right. And our world is changing.

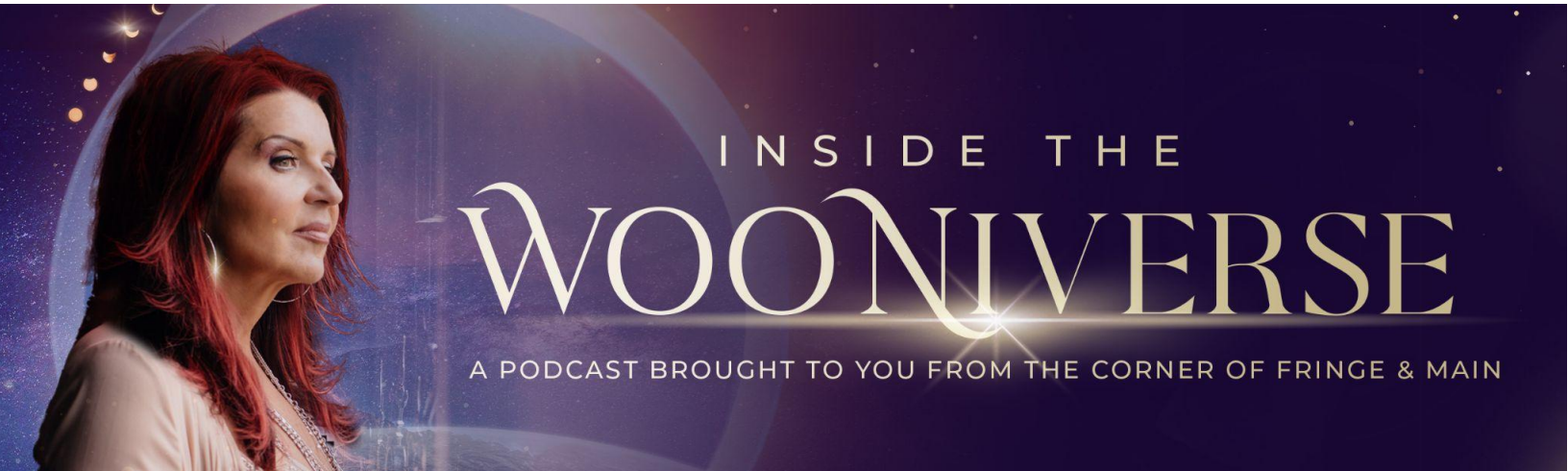
Rich Lister:
Yes, definitely.

Colette Baron-Reid:
I think one of the biggest issues is language, is linguistics. Remember you said we don't have the words. We don't have the language. There's not enough nuance right now, and I'm hoping the English language or our language in the whole world starts to evolve to add some of the nuance that was lost. Even our language has that patriarchal system built into it.

Rich Lister:
Definitely.

Colette Baron-Reid:
Right? Of right, wrong the duality, the polarities, etc. So how did you learn them? Did you just pick them up and started working or did you have a teacher?

Rich Lister:
I met a woman named Jess who lives or lived in Nottingham. She taught the group I was part of the Anglo-Saxon Futhark, which is similar to the Elder one, except longer and more complicated, and it has sounds that are associated much more with Latin words. So there's 36 runes in that one, opposed to 24. Then I went and learned the Elder Futhark because that's one that really called me, and that's what I put in the book because I think that one's much more simple to learn because the humans who developed that were much more simple human



beings. So there's like 500 years of difference of not interacting with the Roman Empire, with Christian monks and priests and things. So it's a very simple structure that then evolved later on through different lenses to what we have now.

Colette Baron-Reid:

So the Elder Futhark... or is it Futhark or Futark? How do you say it?

Rich Lister:

I say Futhark.

Colette Baron-Reid:

Futhark. Okay.

Rich Lister:

Yeah. It's how you want to put the emphasis this wherever you wanted.

Colette Baron-Reid:

And that has 24, so that we have-

Rich Lister:

That's 24.

Colette Baron-Reid:

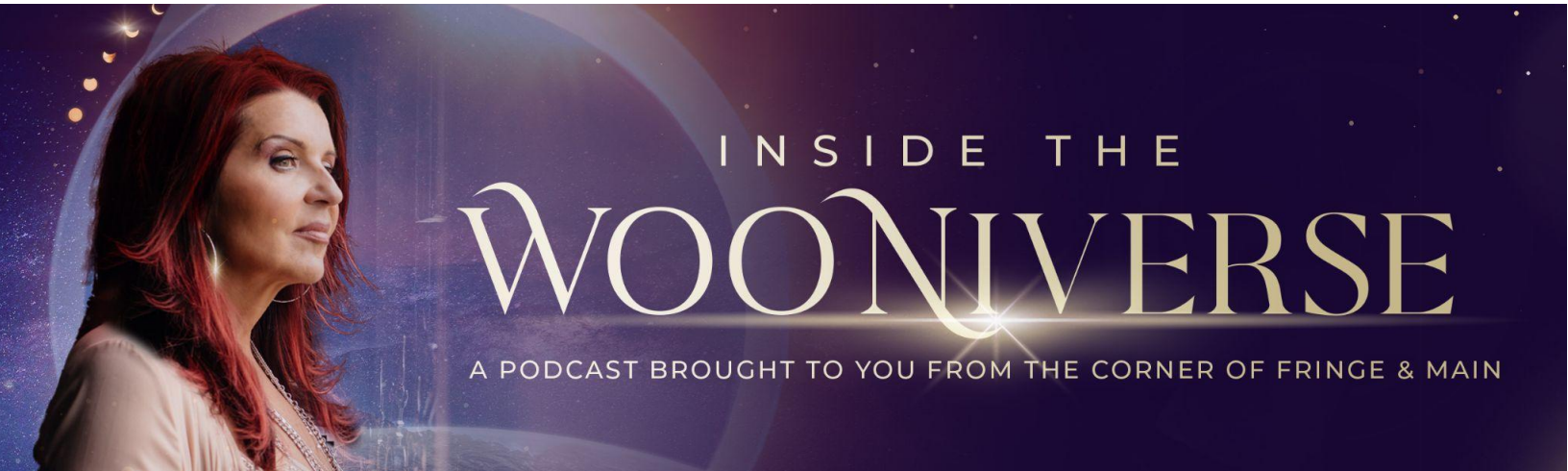
So the lexicon is built of 24, the vocabulary is 24 symbols, etc. And are they read upright and reversed? Tell me a little bit about how you would read them.

Rich Lister:

So I'm a geek and-

Colette Baron-Reid:

I love that you're a geek.



Rich Lister:

.... a history geek at that. I did lots of Viking reenactments, Roman-British reenactment, like dressing up with shields and swords and stuff. And from my studies and how I look at things, runes were used however they wanted them to look pretty on the thing. So the radio rune that looks like an R was upside down or back to front or side, depending on how they wanted to fit it in with the rune stone or the carving they were making. So I don't believe that there is a reversed rune energy.

Colette Baron-Reid:

Interesting.

Rich Lister:

It's either there or not. So for instance, radio, like I just said, the journey rune, if you are doing a [inaudible 00:18:09], if it's there, you've got a journey or an adventure or there's a path stretching in front of you. If it's not there, that energy's not really there so much so you don't need to worry about that.

Colette Baron-Reid:

Yeah.

Rich Lister:

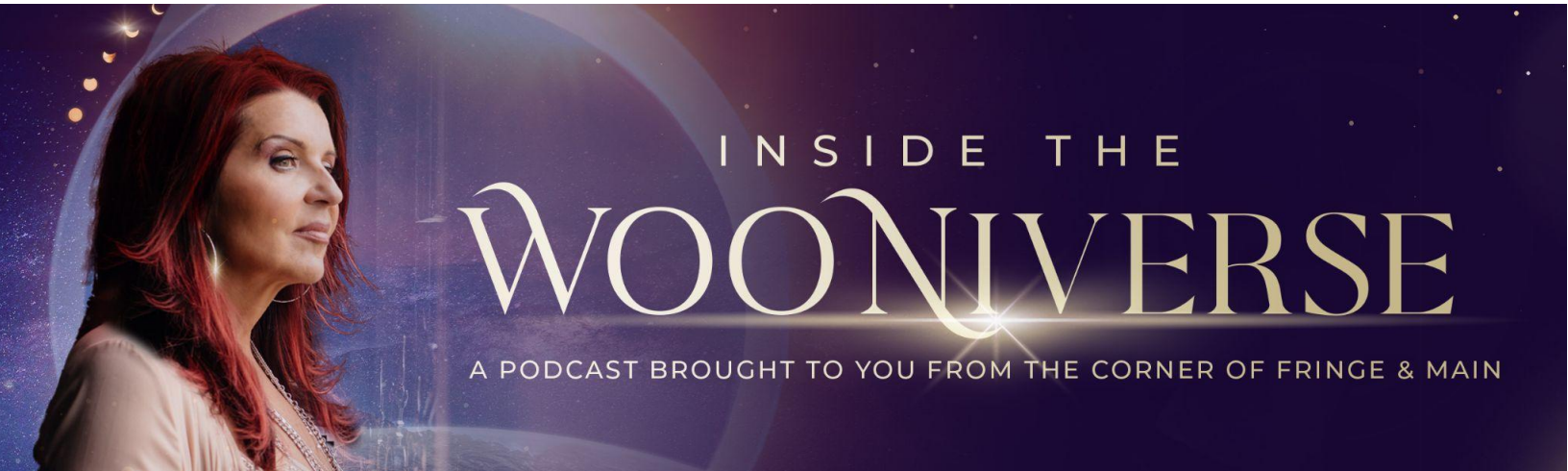
I don't see them as negative or positive either from the same concept because they're very primal energies. A lightning bolt isn't a negative or positive thing, it's just a thing. A bear isn't a positive or negative thing. It is just a bear. You have to manage it. That's what life is.

Colette Baron-Reid:

So how would you talk about your specialty, which is really about resilience, spiritual resilience and how does that connect to your work with runes?

Rich Lister:

Yes. Resilience has become quite an overused word in the last two years, I see, and it's been corporatized left, right and center. I see resilience as the ability to adapt and overcome, and this is what something runes and the energies and the history attached to the runes bring really



powerfully I feel, because you have to be resilient to last for 700 years being buried under a bog in Denmark.

Colette Baron-Reid:

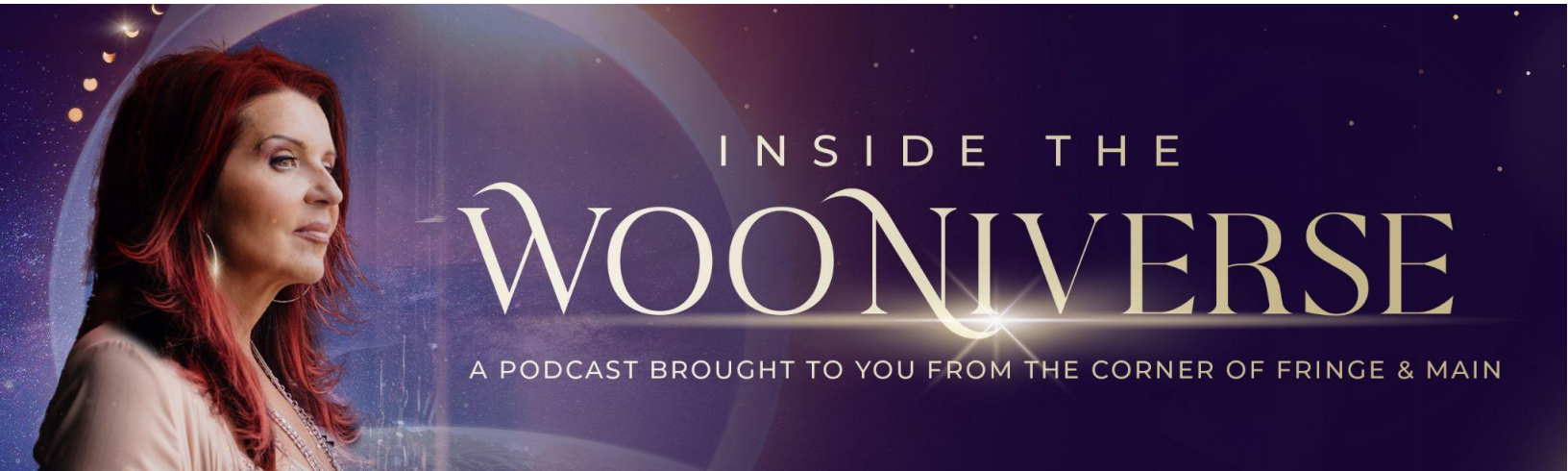
Yeah.

Rich Lister:

And being able to adapt the interpretation of the runes from something that was written down by 11th century monk into something that's applicable now in the human world and being able to use it that way, it changes how our brains start thinking about things. So taking a very wooden concept of this is what this rune means, this is the poem that goes with it to how does that manifest in my world right here, right now. Means our brains have to stop just believing what we've been told in the world and start thinking beyond the black and white prescriptive nature of education, of media, etc.

So we start to go, okay, the strength through the giant ox. There's no giant oxen left anymore, but what happens if it means a bulldozer or a giant 4x4 or a big articulated lorry or truck and how all these energies can become adaptable for now, and by using the teaching model of the runes to build a resilient neurology within our bodies, then we can start to look at how concepts such as the Holmgang, which is the Viking honorable combat, can help to build our own physical resilience by increasing hand-eye coordination, by balancing on rocks down by the beach, or by being able to move out of the way of things like Mr. Miyagi in The Karate Kid.

All of these things build resilience in ways that aren't quite as black and white as sitting in a boardroom watching a PowerPoint presentation of someone who's a corporate resilience trainer, which is great and powerful and works in certain environments. But then we can take it into ourselves and bring our own personal resilience because we're all wired differently ever so slightly. I've got a neuro divergent body and mind, so I need to work my body and mind differently to someone who's got a different wiring. And by using runes and using ancient concepts that have been developed over millennia, I can then bring me into now as a more resilient human and hopefully lead other people to a same state that they can face what comes and not crumble and go, I've got this. I know what I'm doing. Let's do it.



Colette Baron-Reid:

I love that you equated the word resilience with adaptability. You create runes from trees, so when you think of a tree, you think of how a huge windstorm still can't fell a 500 year old tree. They're adaptable to weather, to circumstances. They help each other. Right. There's a communication amongst the trees.

Rich Lister:

Yes. The mycorrhizal network. Yeah.

Colette Baron-Reid:

Right. The network. So I love the way in which you spoke about how working with runes can reshape your neurology. So there's a whole different brain... well, and I know this as well too, that when you start to see things, you automatically start to dissolve your conditioning because the fixed conditioning can't stay there when you are changing the neural networks in your brain by using an intuitive tool, right?

Rich Lister:

Yes, definitely. I concur completely.

Colette Baron-Reid:

What are some of your techniques? Tell me what are some of your techniques that you love.

Rich Lister:

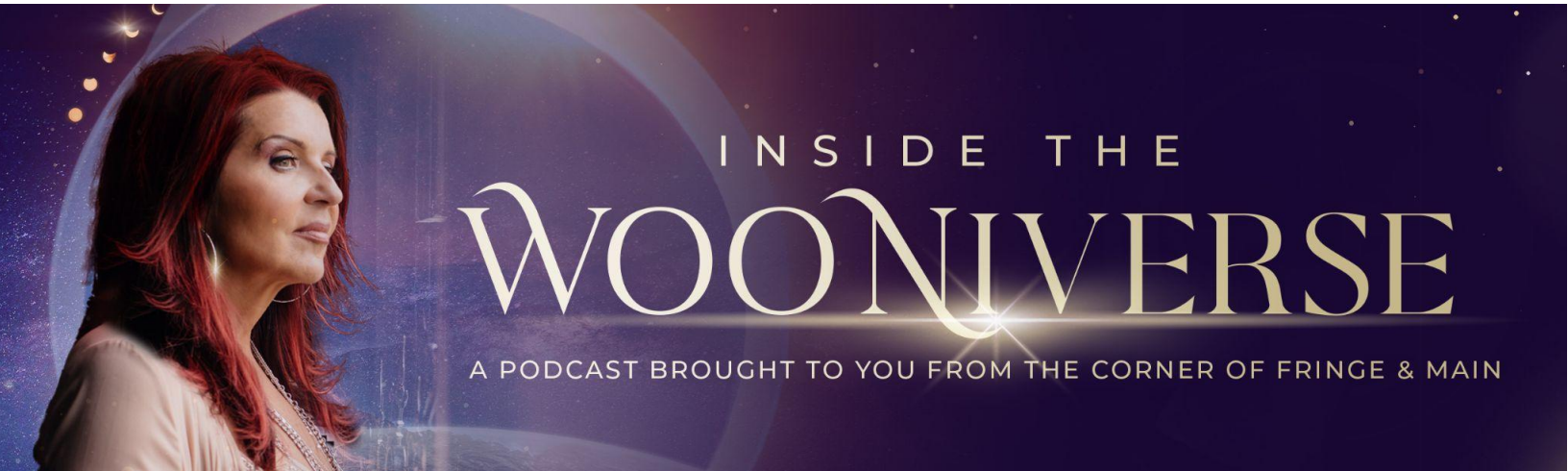
So my background is, I've gone through the NLP mill, as many people have.

Colette Baron-Reid:

NLP mill. I love that.

Rich Lister:

And I find lots of the tools there very useful. I went through that when I was in nursing and I saw the power of being able to change someone's mindsets and viewpoint to get them post big car crash to be able to walk again and things like that. So I use lots of NLP tools. I see NLP as a very modern distilled version of ancient shamanic techniques. Because if you look at things like



shamanic parts reconciliation or shamanic dismemberment practices or the drumming circles or things like that, the NLP has grabbed and refined and played with those techniques, taken all the fun bits out and made into a very clinical practice, which is great for a very clinical world. But I don't believe we're in that world anymore, especially post-pandemic as we're moving into that now. That we need ritual. We need connection, not just through ourselves, but through community and to the land that we live on, and that's part of what my process is through that sort of mill there.

Colette Baron-Reid:

Nature. Right. So do you take people out into nature-

Rich Lister:

Yes, definitely.

Colette Baron-Reid:

... for rituals. Do you have very specific nature rituals? And so how do you do this say with clients or with groups now that you're going to probably be able to see people in person?

Rich Lister:

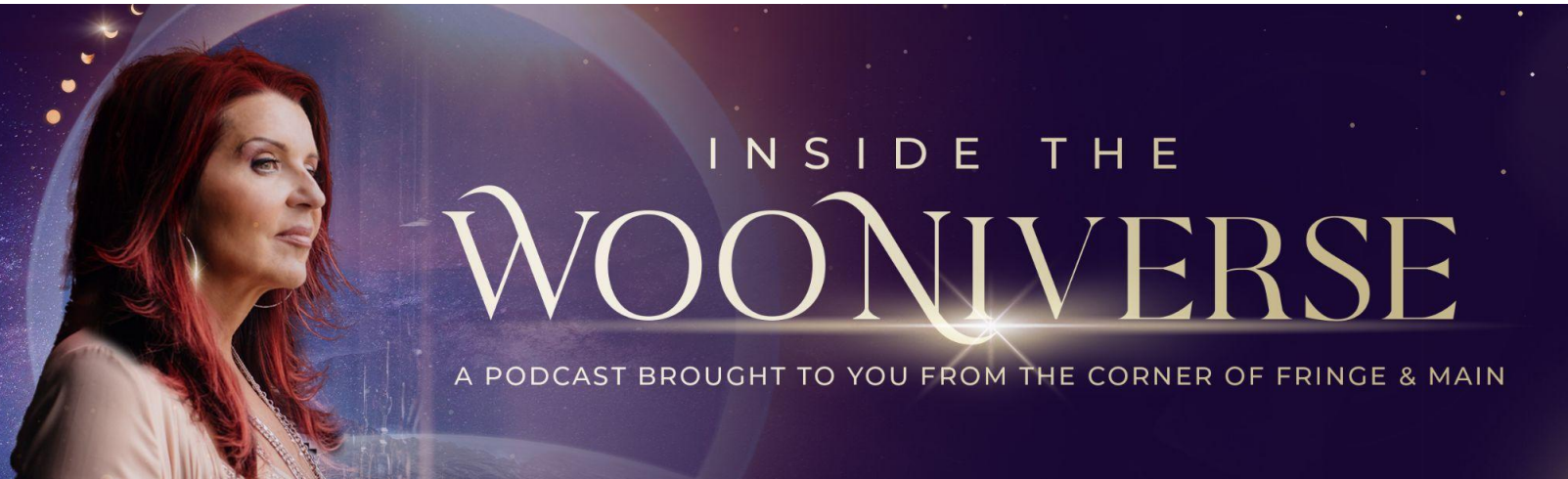
Yeah, I take people out to the woods. I'm off to the woods this weekend. My family has a piece of land in Kent that we'll be going to, and we'll be doing some very primitive fire starting using flint and steel, and if you can start a fire using flint and steel in the British autumn/winter, then you're winning.

Colette Baron-Reid:

Then you're winning.

Rich Lister:

And some of the old initiation practices that we have forgotten a society to initiate people back into a bit more of a primal connected self. So finding the tinder, finding the flint. Because Kent is on chalk and flint, so you can literally dig two inches into the soil and there is lumps of flint there that you can work with. And we'll be going and doing that, then we'll be crafting high drums from deer hide and ash hoops. Once we've done that, we'll leave them to dry. We'll eat around the



fire. They'll go off to the hotel room because it's just a bit too cold to be sleeping out at the moment. And then the next day the drums will be dry and then we can start playing them and having fun with them and bringing the energy of that drum energy into the drums. And I find that really fun and empowering way to do.

Colette Baron-Reid:

So. You use drums obviously from scratch from the wood and from the hide. And is there an ancestral lineage around this specific type of drumming? Is that your... because there's some Celtic as well as Norse heritage?

Rich Lister:

I don't think the Norse had drums like we see, especially the Native American frame drums, because they [inaudible 00:25:02] that far north. The Samy had them, which are the indigenous tribes that roamed really far north and farmed reindeer. But the Vikings, they had clay bowls with it, and I haven't worked out to bake clay yet so I haven't tried that yet.

Colette Baron-Reid:

Oh.

Rich Lister:

They had their clay bowls with hide over the top.

Colette Baron-Reid:

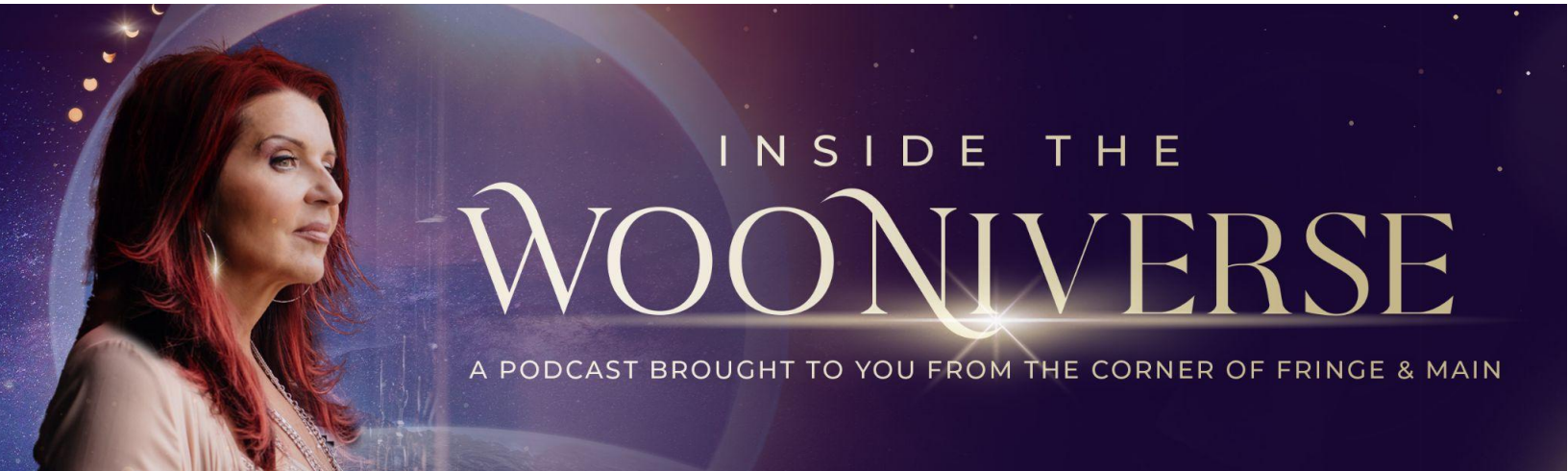
So this is more Anglo-Saxon?

Rich Lister:

More Saxon, more Norwegian, more Danish, that sort of thing.

Colette Baron-Reid:

Fascinating.



Rich Lister:

But I think drum and beat and rhythm are something that we really lack in especially modern Western society because we have again, burned it all out of ourselves. We've replaced it with psalms and chants through the Christian Church, and then we're now trying to learn it all again to go but the African tribes got these amazing beats that we want to use or the Indian, the yoga beats or the Hindu and the Afghani and all these people have got amazing cultural histories as a lot of Northern European people have lost due to-

Colette Baron-Reid:

Right. And that's why we're attracted to it, I think rather than-

Rich Lister:

Yeah, definitely.

Colette Baron-Reid:

It's because we're missing it in our bones.

Rich Lister:

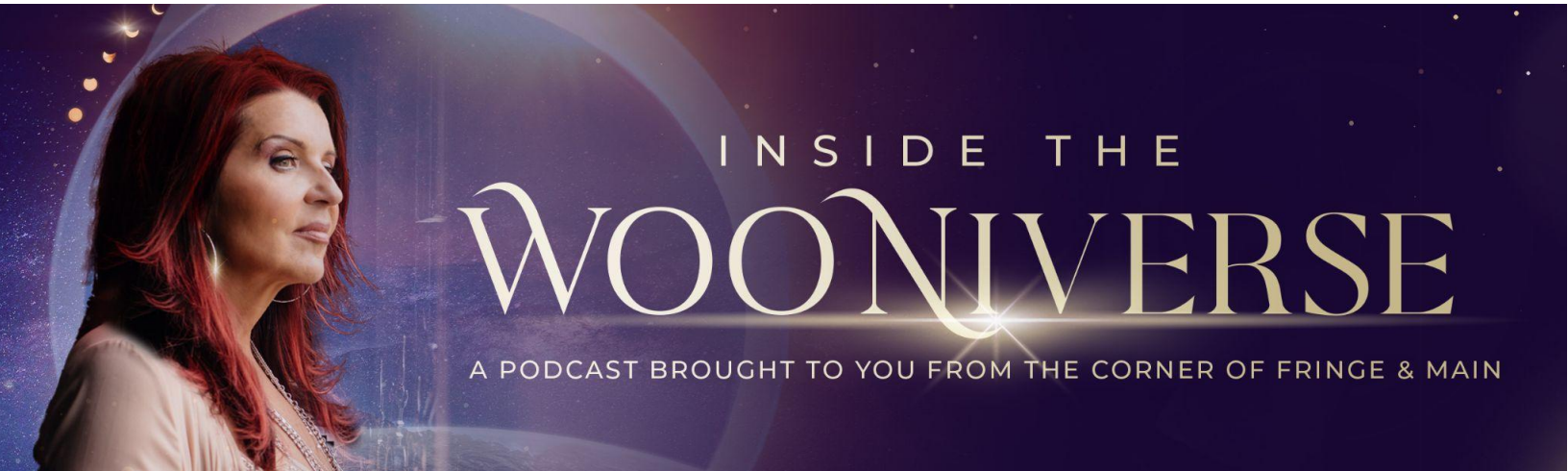
Yeah. I think we literally burned it in the witch trials of the inquisition and things like that. And now we're desperately as a culture trying to go, where can we find our roots? And as you said earlier, with the 500 year old tree is hard to blow down, when we have our roots, we're hard to shake. A rootless tree will fall.

Colette Baron-Reid:

Yeah.

Rich Lister:

When we root down into ourselves, into our practices as spirituality, no matter where they come from, because they all work and they're all often given freely to us to help us not be lost in the universe. And as we learn these skills and these techniques and these spiritual connective practices, our roots go deeper. So therefore we have a spiritual resilience that can face things like a coronavirus pandemic or any other of the trials that we face in the universe and become more resilient, more adaptable, more able to ride that wave like a surfer opposed to being swamped by it.



Colette Baron-Reid:
Right. Exactly.

Rich Lister:
Or unless you want to be swamped by it, you can be like a turtle and just swim through.

Colette Baron-Reid:
Right.

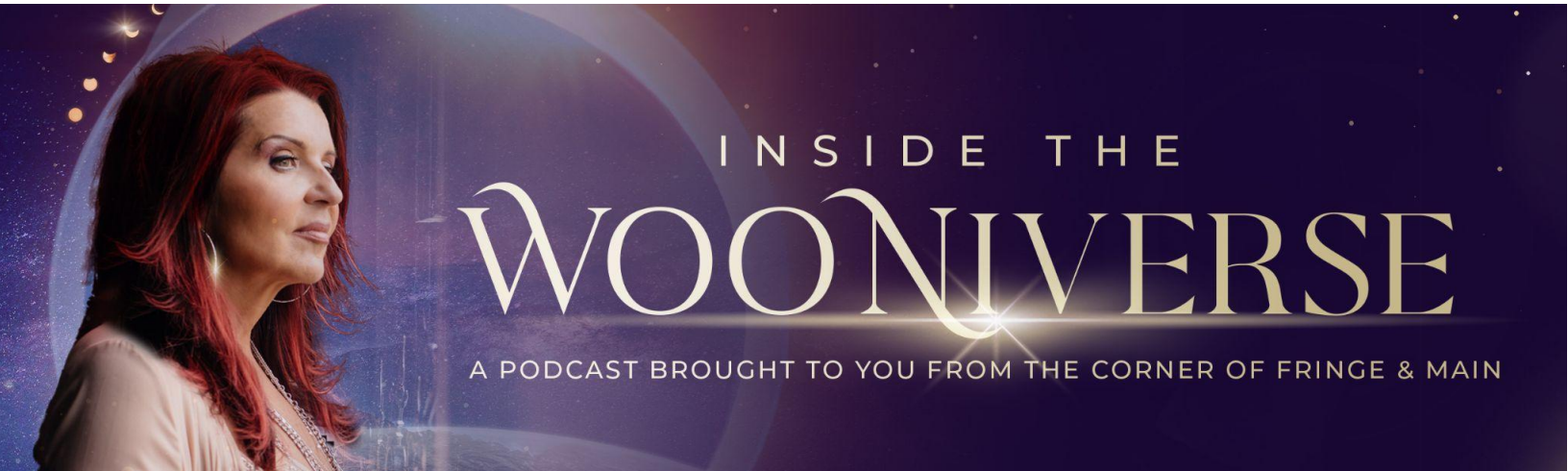
Rich Lister:
And you have the choice with your adaptability, your resilience to see these things coming and going, oh, I've got this. I can cope. I can manage. I can excel.

Colette Baron-Reid:
And it's a holistic sense too, right? As opposed to training, like you said about resilience training in the boardroom. It's not like that. It's about something that's holistic. It's nuanced. It's in your bones.

Colette Baron-Reid:
So anyway, let's take a quick break, and when we return, we'll get into runes 101 with Rich Lister right after this break. We'll be right back.

And we are back. We are INSIDE THE WOONIVERSE with Rich Lister. Okay. Let's talk runes 101. If you were to talk to somebody who really wants to learn runes, where would they start? Probably your book, right?

Rich Lister:
Oh yeah. Of course. Buy the book. You don't have to. I recommend it. I've spent a lot of energy and time and thought trying to make it as accessible as possible. I wrote it so the reader can build their own practice of being a rune reader opposed to just oh, this is what a rune is. There's plenty and lots of resources on the internet. My one caveat with that is that a lot of the runic and especially Germanic Nordic stuff has been co-opted by some not nice human beings. So you've got to be really careful you're not reading a really racist website that's got an agenda on-



Colette Baron-Reid:
I've seen that myself.

Rich Lister:

Yes. And I don't want that to come because the stories are amazing. But then the iconography is picked up by those people that stormed the Capitol in the US last year and all that sort stuff. So yeah, there's a saying by a guy called [inaudible 00:28:51] in Denmark and This Hammer Smashes Fascists. So yeah, it's a picture of a Viking hammer smashing a fascist. But yes, you can find plenty of information on runes on the internet. Go through my book. I've got good sources and it's not full of horrible [inaudible 00:29:10]. It's clean.

Colette Baron-Reid:

Yes. So your book *Runes Made Easy* is like the cleanest understanding of runes. I just love it. It's a good starting off point for newcomers to this practice. Now, what would be the next step to go a little deeper into understanding the runes?

Rich Lister:

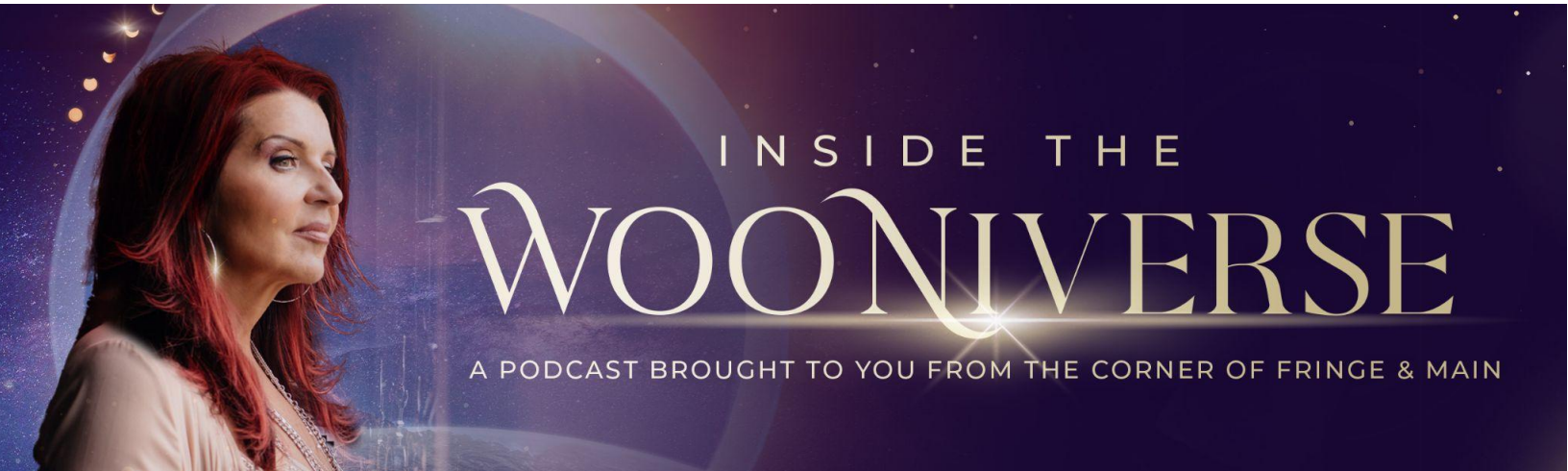
Runes are a very primitive alphabet. They're a way, primarily, of writing down a history. They were found on things like gravestones saying how Bluetooth lies here. He was a great king or this sword belongs to Uthbert or was made by Uthbert or this was Swen's bone or things like that. Actually even in Turkey, there's one that says Hafdan was here.

Colette Baron-Reid:

Hafdan was here. Right.

Rich Lister:

Yeah, by a Gregorian guard, who's guarding the patriarch. And so runes start off as an alphabet, and by looking at them as a language opposed to a set of mystical symbols first, you can build an understanding of the human side of it before going and stepping into other worlds and spiritual resonance. Because then you've got a receptacle built in your psyche, in your heart to go, ah, yes, I know this rune means the cattle, the abundance, the grain. But then the story tells you, oh yes, it means more than that. But yeah, you can have that bit first. You can have the abundance and then we can go deeper like the iceberg, as you said earlier. So start with the



sounds like the earth sounds that build the runes and then you can go deeper into them to discover how they resonate with you particularly because there's no right or wrong with this. Lots of scholars have ideas, but there's no right or wrong on how you interpret it.

Colette Baron-Reid:

So runes can be made of different materials. Is there a vibrational difference between a rune made out of wood versus a crystal versus resin? Tell me your opinions on that.

Rich Lister:

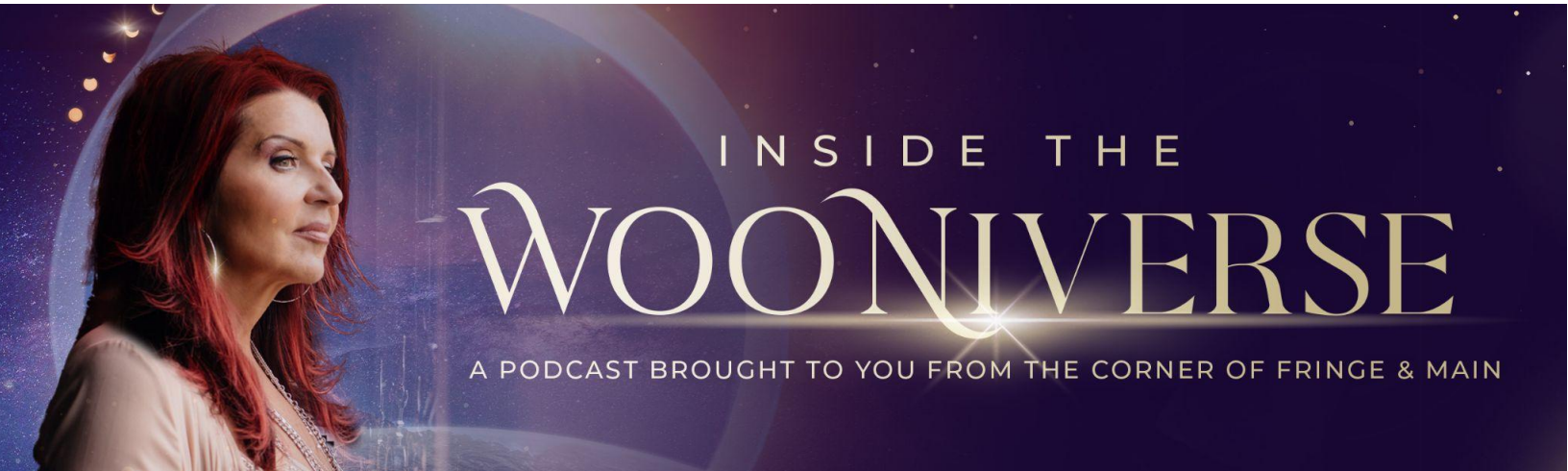
I prefer working with natural materials. That's just my preference. I tried resin. I got it everywhere. It wasn't a pleasant experience. However, if it works for you, rock on. That's my opinion of most things. If the rune made out of resin is your favorite thing, if you want pink sparkly glittery runes, have them. If you want them made out of steel. I've got a friend who's a blacksmith who makes runes out of lumps of steel. That works. Or carved into silver or casting gold. My first set were made from pebbles on the beach that I scored with a nail. And so whatever works for you is the way that they should 'be.' Don't let anyone tell you any different, because if it's yours, they're your things.

Colette Baron-Reid:

Right. So the different types of wood, I want to lead you in this because I had a set from birch that I loved and they felt right, whereas the oak didn't feel right to me. So you know what I mean? I had an affinity with this specific wood. Can you talk a little bit about that, the affinity piece with people with specific woods or what energy do different woods hold that you make the runes out of?

Rich Lister:

Yeah. Woods have different energies. So in the example you just gave, birch is a tree that will grow first after the ground's toxic. So if you grow pine trees in a forest and then cut them all down, pine makes the ground acid, but birch will grow there first and then turn the soil healthy so the oak can grow. So the birch is the first treat of recover from anything from a forest fire, from toxic spills to burns or whatever. Birch will be the first to respond. And that powerful creamy wood is quite soft, but it grows really potently and will heal anything around it. Oak is an incredibly dense wood and it's great for making things like handles or warships because that's



what they made the HMS Victory for in Trafalgar and things like that. They're made out of oak. They're very dense. They're very hard. It takes a very long time to grow. I don't tend to make runes out of oak unless it's bog oak, but that's a different thing because the runes don't tend to hold its buzz in there, in my opinion. But if it works for you, it works for you.

Colette Baron-Reid:
Right. I get it. Yeah.

Rich Lister:
I work a lot with bog oak. Bog oak is this oak that fell into a bog usually in Ireland or actually there's some coming of Ukraine and down in Dubrovnik and that sort of area as well because-

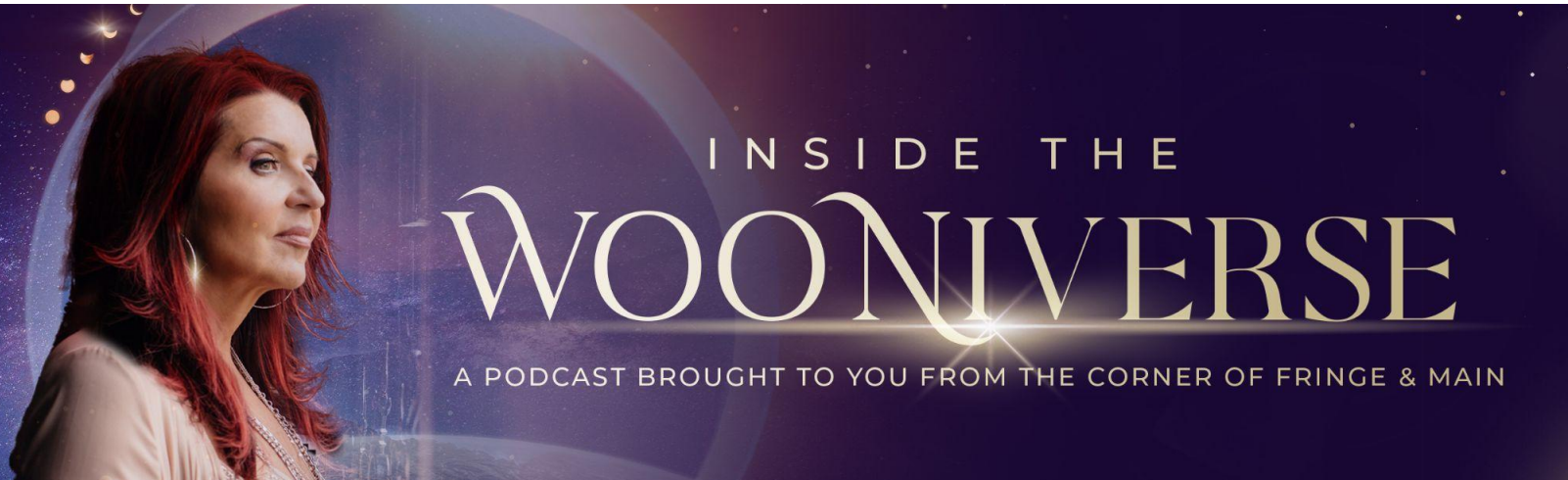
Colette Baron-Reid:
Croatia, Serbia.

Rich Lister:
Croatia. That's it. My brain went numb there. And this is a bog that's been in the ground for 5000 years.

Colette Baron-Reid:
I got to get a set of those.

Rich Lister:
And it comes across from not the creamy honey colored oak that we see nowadays, especially with American oak, North American oak, but it comes black. Then if you can see that it's black, almost black like charcoal black, but it feels very soft. And this oak is an oak that can absorb all of the stuff. It's like a magnet for negativity, but because it's 5000 years old, it can hold more than we can ever be exposed to in our lifetimes.

Colette Baron-Reid:
So it's like a protection.



Rich Lister:

So it's a protection amulet of this natural material that holds all this negative around me, so it locks it away from me and it's got my rune carved on it as well, and that's one of my favorite things to work with. But I've also got some bog yew that's from the Ukraine and that's really nice as well. But yew wood is a wood that holds a flame and the really ancient indigenous people like the Neanderthals would carry fire from one place to the next in a yew bowl so you could put the fire in it, put lid a on it and could carry it for 30 miles.

Colette Baron-Reid:

Really?

Rich Lister:

It wouldn't burn through the bowl because it would be as just such a slow burning energy.

Colette Baron-Reid:

That's fascinating.

Rich Lister:

Different vibrations. Rune stones and rune sticks used to be carved on fruit wood because fruit wood had life coming through it because you could eat the fruit and live, or you could take that life energy and cut it down and make it into your runes. So there's got a lot of cost involved in having fruit wood runes like cherry or apple or pear. So yeah, there's different energies there.

Colette Baron-Reid:

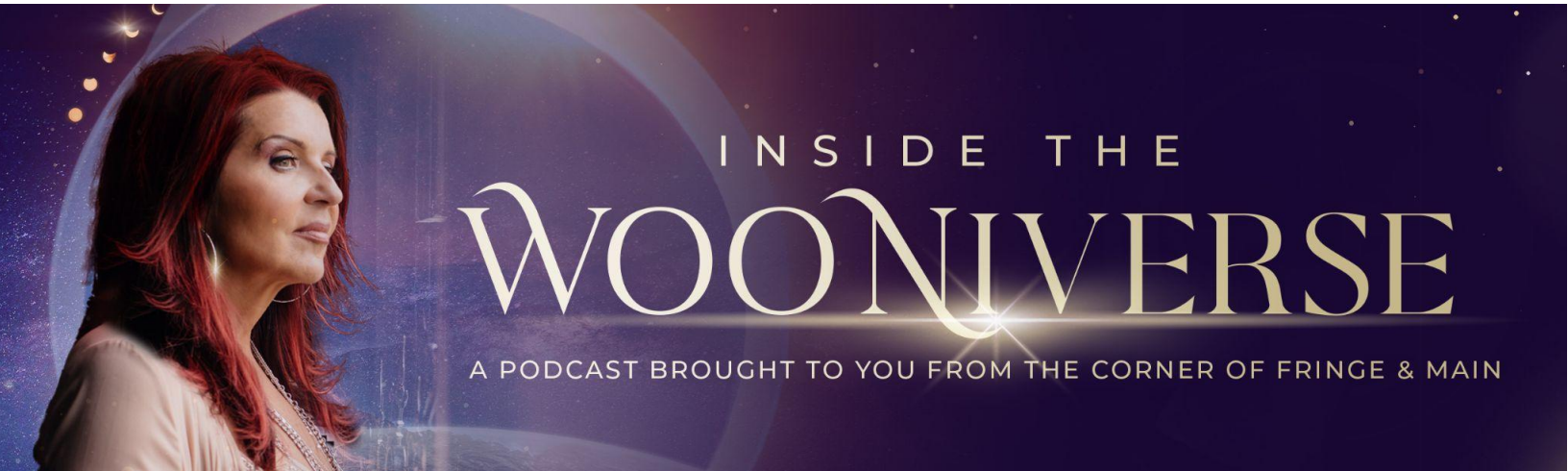
This is fascinating. Oh my gosh. Okay. Now, I'm getting a set of runes made by you, but I know you also offer a bespoke handcrafted rune pendant. This is what you're wearing now; is that correct?

Rich Lister:

Yes. I don't know if you can see it on the screen. I doubt my camera's good enough.

Colette Baron-Reid:

That's the 5000 bog oak tree.



Rich Lister:
Yeah.

Colette Baron-Reid:
So how did you acquire this tree or do you go to tree shops or I don't know how you do that. I'm not a tree person.

Rich Lister:
I know this one's from a guy called Connor who lives in Connemara who, when I run out, I email him and then he gets back to me a month later and says, "Yeah, it's in the post, Rich. You owe me however many Euros." And there's a guy called Sergei who's in Ukraine who's been sending me some of the Baltic stuff at the moment.

Colette Baron-Reid:
And what about the Croatian, do you have a connection?

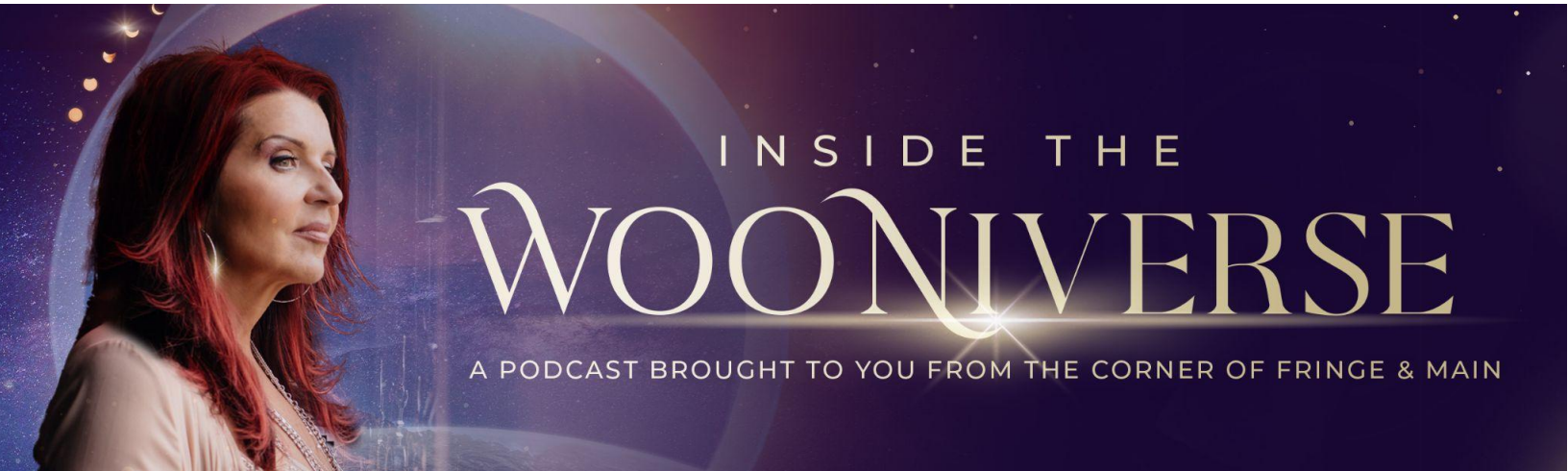
Rich Lister:
I think he goes over there. He's got a mate somewhere. It's all very complicated.

Colette Baron-Reid:
Right. Right. It's just sort of like the group of bog people. Oh, I love that.

Rich Lister:
Yeah. Yes.

Colette Baron-Reid:
So if you are creating this for somebody, do you do a reading for them and get their birth rune or find the rune that is best for them? How do you do that?

Rich Lister:
I offer options. The one I sell most of is people ask me for an energy for the rune for the pendant. So I make them a bind rune which is a combination of different runes to have to be formed together in their own unique way that will then create an energy for bespoke for that



person. And that I'll then burn into that rune, package it off and send it off to them. But I really enjoy doing that because I love working with my hands and making things. And so I get... it's made specifically for that person in a way that's just for that person. There would be no two the same and the energy's what they request into that rune. But for birth runes, everyone's got a set of birth runes. They're much like your birth chart in astrology.

Colette Baron-Reid:
Really?

Rich Lister:

So you have a sun rune, a moon rune, an earth rune and a norn rune. Norns are the fates who spin your future. So your sun rune is one of the 24 runes. It's dependent on where the sun is when you're born. Earth rune is where the midhaven is, and the moon rune is where the moon rune is and they've got different energies surrounding how the universe was vibrating when you chose to pop into the world.

Colette Baron-Reid:
Fascinating. So you actually do like a rune chart for somebody based on their birthday?

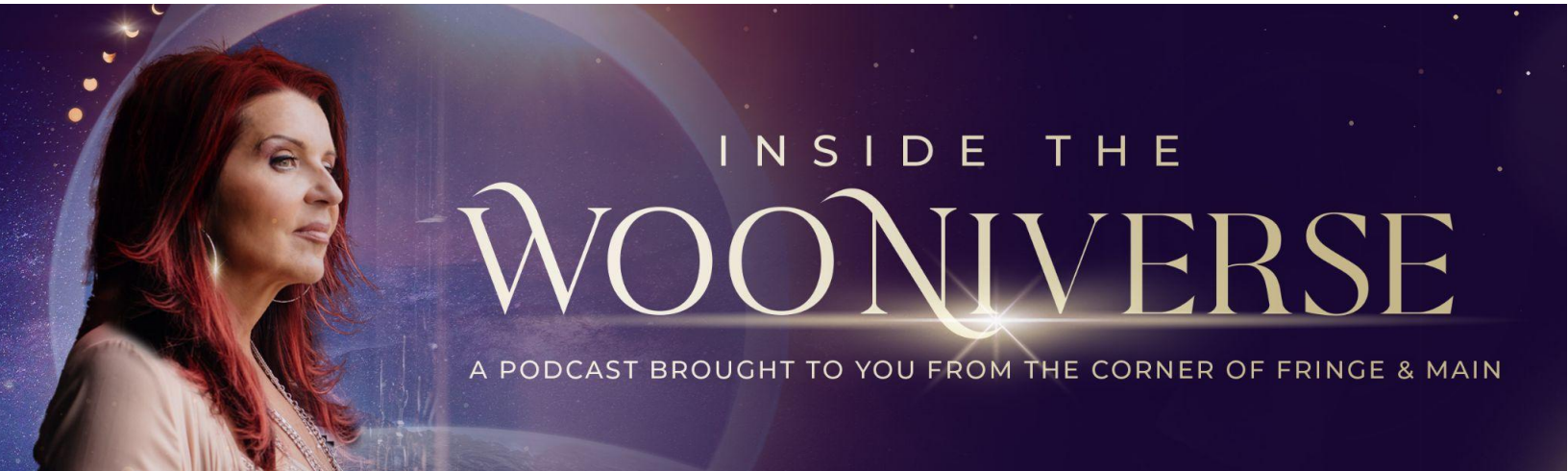
Rich Lister:

Yes. Yes. I make a little book that I'll send you and it has all your four birth runes and a little bit of guidance around what they can mean for you. So my sun rune is the [foreign language 00:37:33], the rune of bliss and happiness and contentment, which is great because I really like that. And my wife is [foreign language 00:37:39], which is the rune of quite drastic, sudden change, big hail falling from the sky. And so they all have different energies that you can look into much the same as you look at your astrology and go, ah, yes. Yeah, he's a Libra and she's a Scorpio and it works that way.

Colette Baron-Reid:

Right. Your gentler energy might help mitigate some of the [foreign language 00:37:59], that hit by lightning kind of energy. I always freak when I get that. No. What's going to happen?

Rich Lister:
Oh, I know.



Colette Baron-Reid:

Shock and awe. Shock and awe, but it's good.

Rich Lister:

But it knocks everything down so you've got something really solid to build on. Again, so you haven't lost anything. All the nutrients are there, but you build again and you've learned all the lessons already.

Colette Baron-Reid:

So you're a fire walker instructor.

Rich Lister:

Yes.

Colette Baron-Reid:

On top of all the other cool things that you do. Tell us about that.

Rich Lister:

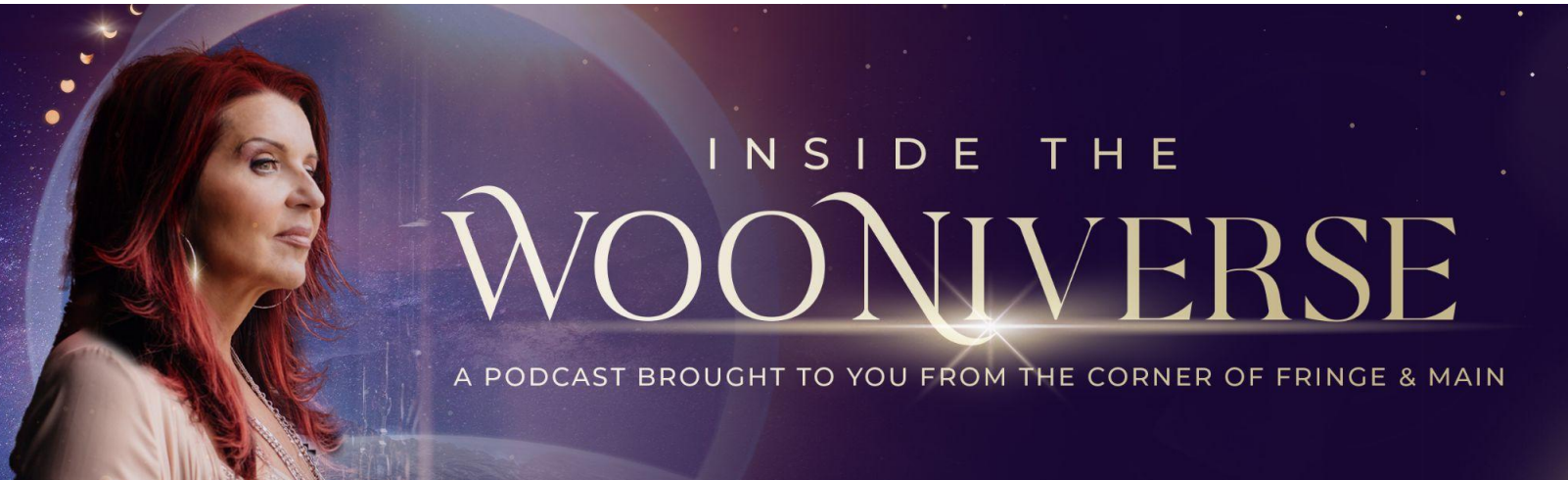
I believe that there is a lack in modern masculinity being initiated into being the masculine.

Colette Baron-Reid:

Oh, interesting.

Rich Lister:

And I'm talking gender binary terms because this is how I understand it. There's lots of other nuance that men don't get initiated into being men. We don't get the fear and the near death that we need to stop being boys, and we can see it with world leaders across the world. Yes they've initiated into masculine in certain ways. They've had children, they've run businesses, blah, blah, blah, blah, blah. But they're still behaving in infantile boy ways. I see that men need to have an ordeal of fear and pain and suffering to initiate them into manhood. Girls, you do it every month. Guys need something that they can face and overcome and then move on because we have a very different way of brain organization. So that's why I see fire walking as part of that thing.



I don't do it in the way that Tony Robbins does with the cool moss and the wet grass thing. When you walk on fire with me, you will feel the embers on your feet and you'll feel the hair burn on your legs and you'll feel the [inaudible 00:39:37] your feet. You're not going to hypnotize yourself. You're not going to distract yourself. You will feel it all because if you don't feel it all, you're not having the experience. And I think as humans, if we experience the fear and realize that our bodies can actually cope with 900 degrees C coals, then that fear helps you step beyond where you are right now, realizing your body can cope with whatever comes. So if your body can cope, your mind can cope. So if you have this ordeal part of initiation into the evolved masculine, then that takes a one step to heal this damage that's happened with men that's been stopped probably 1200 years ago in Europe when we stopped having evolved men, when we removed the initiation pathways for young men to become men.

So at the moment, it's lots of guys all over the world, trying to work out how we can rebuild these initiation paths. And some are doing the very empathic, the very feeling emotion side of it. Some are doing let's set fire to stuff and walk on it bits. Some are doing let's climb a mountain, let's live in a van. And there's all these different aspects of this initiation that we're trying to work out how we build into society into ourselves now.

Colette Baron-Reid:

Right. Because we don't have anything like that.

Rich Lister:

No, not at all.

Colette Baron-Reid:

Did you create this based on some of the history that you've studied in mythology and study of the ancient in initiatory practices?

Rich Lister:

I looked at what would be in the stories and the myth that's gone by and because we know the things that were forbidden in medieval Europe by the laws that were written against them. So you weren't allowed to walk on hot fires. You weren't allowed to eat horse meat. You weren't allowed to hang from a tree. You weren't allowed to smash arrows and things like that. So those



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things were illegal, so therefore they must have been done, so therefore, why were they done? And actually, it was young men doing it, so there's a thing there. Okay, wait a sec. And if we can strip that power from men, then boys are easy to control because they give into their urges, and if you can control a boy, you can control the planet. And we see that with global politics, don't we? A bunch of boys with their toys.

Colette Baron-Reid:

Boys and their toys. Oh my goodness. This could go down a major rabbit hole, but we are not going in there. Instead we're going to step into another dimension of the WOONIVERSE called the tea time after party, brought to you by Magic Hour teas. You know, Magic Hour teas are my most favorite tea on the entire planet? They are so delicious. I love them so much and I totally drink them daily like four or five times a day. And I even have a 10% code for all of you listeners. So for more information and for the 10% off code, go to ITWpodcast.com/tea. We make it very easy for you. Just tea and there you go.

Colette Baron-Reid:

All right. We have Rich here, and joining us for the party is my executive producer Connie Diletti. Hi Connie.

Connie Diletti:

Hi.

Colette Baron-Reid:

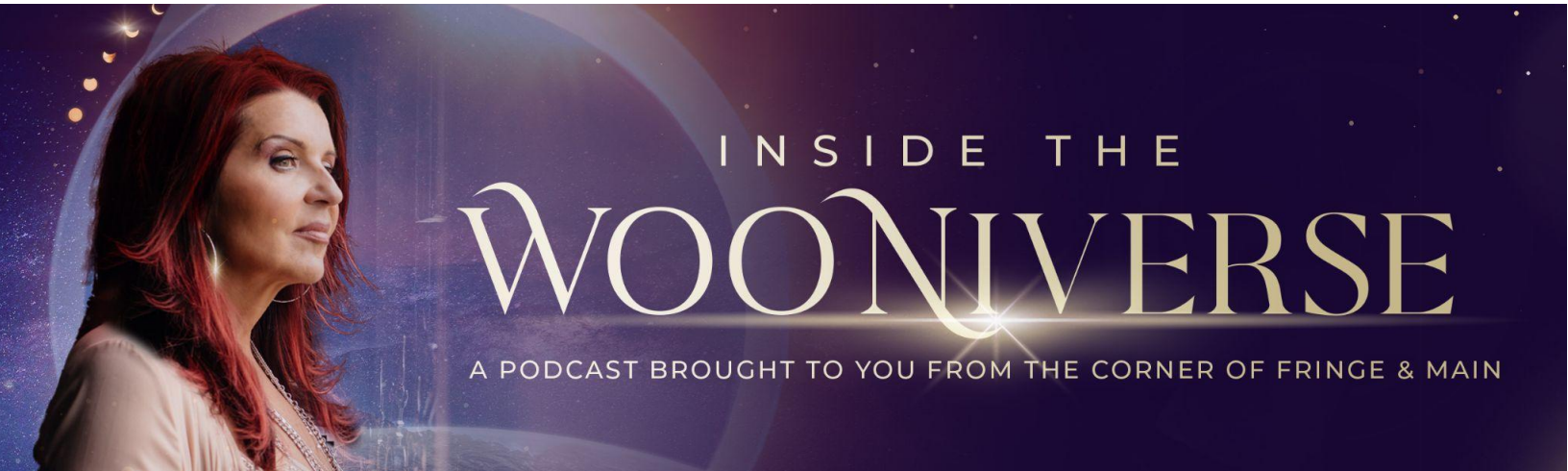
Okay. Rich. Are you ready?

Rich Lister:

I'm ready.

Colette Baron-Reid:

We have a bunch of questions. I'm going to ask you the first one. If you could have a magic power, what would it be and what would you use it for right now?



Rich Lister:

That's a good question. What magic power be. Wow. I'd like to grant wishes. That would be fun. I think then people can help themselves realize themselves. Does that make sense? And it's helping others self-actualize their beliefs because then it's not my fault. It's their fault.

Connie Diletti:

That's your go-to. Nice.

Rich Lister:

Yeah. No responsibility. I'll help you fulfill your wish that way.

Connie Diletti:

Yeah. Take the onus off you for the empathic debris. Very nice.

Colette Baron-Reid:

Well, that's excellent.

Connie Diletti:

What is one of your favorite subjects to dive down the rabbit hole on?

Rich Lister:

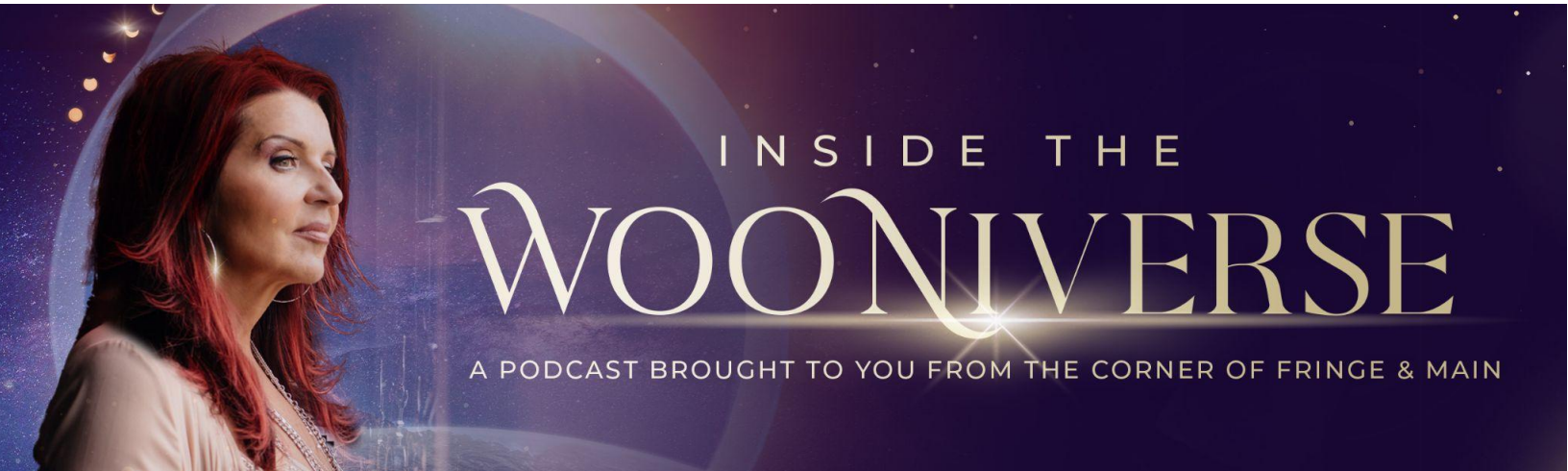
Oh, I've got the divergent brain, so at the moment, anything that's shiny. But I love myth and stories. I can binge all the YouTube. I can read all the books on stories and ancient myths and how they constructed and the meanings behind them and things like that. So yeah, they have really good fun. So yeah, myths and stories.

Connie Diletti:

Myths and stories.

Rich Lister:

Yeah, definitely.



Connie Diletti:
That's cool.

Colette Baron-Reid:
Do you do those video games with all the myths and stories into them?

Rich Lister:
On a part of my agreement with my wife when we got married is that I wouldn't play computer games. So no, I don't do computer games, but I did historical reenactments that had lots of stories and stuff built into it, dressed up as a Viking in real life.

Connie Diletti:
Like in person? In real life.

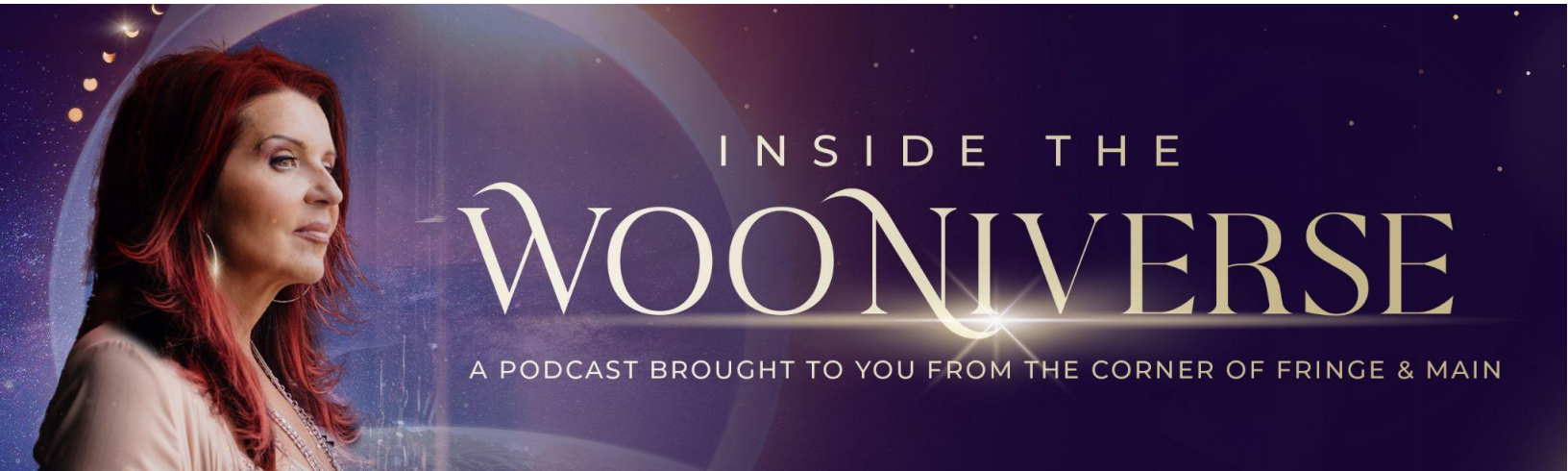
Rich Lister:
In person. Yeah, with [inaudible 00:44:16] in a field in somewhere, things like that in a costume.

Colette Baron-Reid:
Yeah. Oh this is so good. Okay. We're going to go back to magic. If you could make a magic potion to give to society right now, what would you make and what would it do?

Rich Lister:
It would be a potion that would break the dependence on social media.

Colette Baron-Reid:
Ah, ooh.

Rich Lister:
I think that social media is one of the biggest ills in our society and that the reductionist mindset that it makes, if we could break that, I think we'd have a very different universe that we'd live in our right now. So my magic potion would be to crash Instagram, Facebook, TikTok, Twitter, and wipe them servers and start from scratch again somewhere else. Back to MySpace with my music playing in the background.



Connie Diletti:
Aw, MySpace.

Colette Baron-Reid:

I had a MySpace. I had my MySpace too, and I'll never forget when Facebook started, I'm like, I'm never leaving MySpace because of course I had my music on there because I was a recording artist and then I had my all the woo-woo stuff that I did. It was this mystical, amazing portal. But that's very interesting that you said that because it's not so much, and I'm going to comment on that too, because I feel similar to you about social media. Although I feel social media could also be used for great good, and it has been, but the shadow of it, I agree with you a hundred percent where this reductionist, you're only able to communicate with this very short period of time and there's been such a lack of compassion with how people speak to each other. So I think that social media actually has become tremendously problematic. I agree. So it's up to us to make it into something good if we can.

Rich Lister:

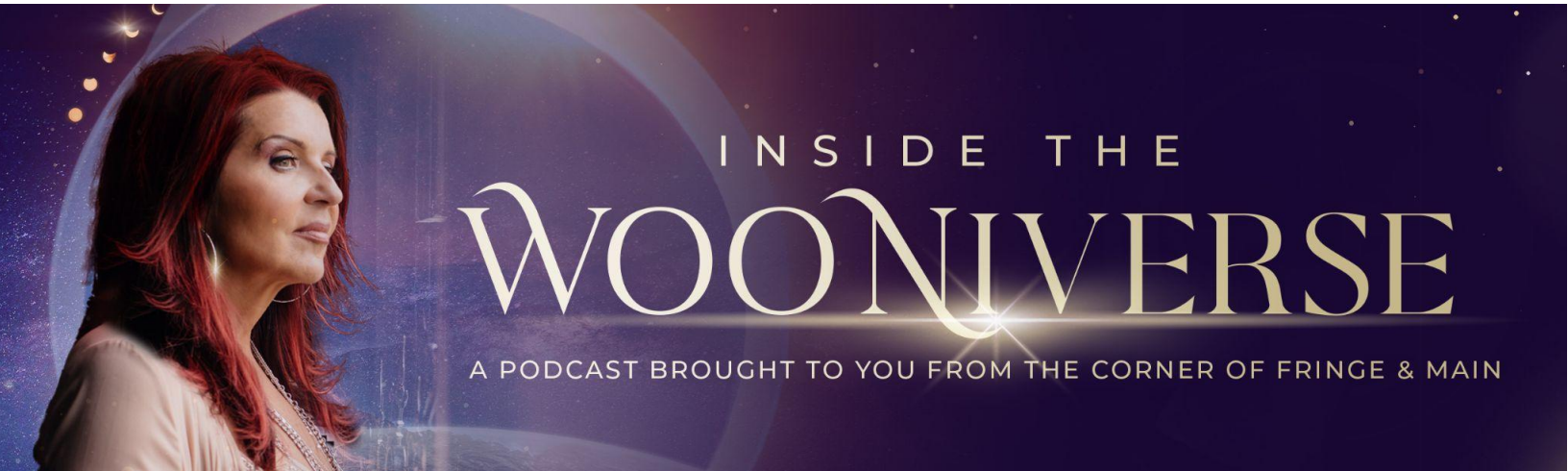
Completely. And from a magical perspective, you can't see the actions of someone on social media. You only got to go with what they choose to tell you. So the magic manifests through something that's insubstantial. You can't manifest through the yes, I went to the forest and hugged the tree and then planted the crystal. I've just told you I've done that and I've posted a booty shot with me holding a crystal by a tree, but have I done it in the garden? Have I done it... it's a very different energy. So you've got to trust the words opposed to actually the actions and it builds a very interesting distance between thought and deed in how we manifest and magic the universe through social media, I believe.

Colette Baron-Reid:

Well, who inspires you? And why do they inspire you?

Rich Lister:

I have great difficulty with putting people on pedestals and I like being inspired by acts. I like people who have done epic things. So people like, for instance, [inaudible 00:46:54] Middleton, he's a speaker and an ex-soldier who does lots of self empowerment stuff. I like aspects of what he does and that inspires me. And I love actions and love how people behave and act. I'm



inspired by actions, but the people themselves, everyone's fallible, everyone's human, everyone lives their beautiful kaleidoscopic life, and someday you can be a right dick and someday you can be the [inaudible 00:47:19] loud and that's inspiring in its own. And yeah, I think that's where I am with that.

Connie Diletti:
Love that.

Colette Baron-Reid:
Oh, I love that. Yeah, because that's so true when you think about it. Like you're right, everybody's just human, but it's the actions because that's true. You can do an inspiring act, but be a dick the next day. Right? Yeah. And then the inspiration is like, yeah, people are just trying to be better. I think that's inspiring in itself too. I love that.

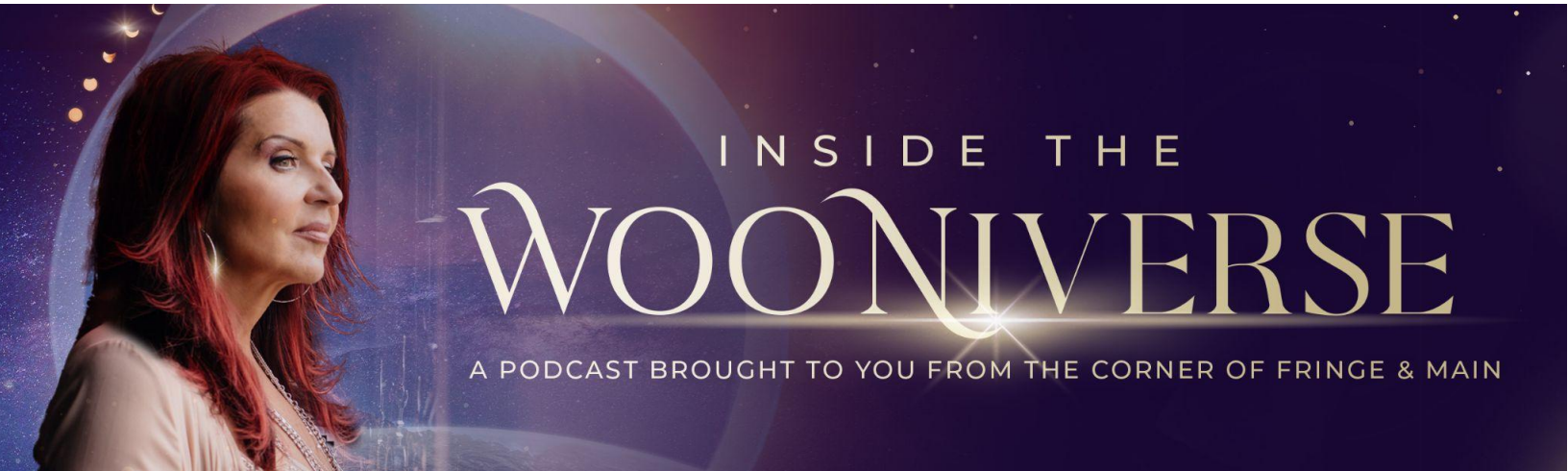
Connie Diletti:
And we have one more. You have to spend \$10,000 in one hour. What would you spend it on?

Rich Lister:
What would I spend it on? At the moment filling up the car with petrol.

Colette Baron-Reid:
Oh gosh. Right.

Rich Lister:
\$10,000 what I'd spend on fun, I'd use it on transport and hotel bookings to go and tour the world, as much as the world will let me right now. Travel, I think is the most privileged thing we can do in our current world and I want more of it, please. Thank you.

Colette Baron-Reid:
Yes. Okay. Well you're allowed and that's great. Okay. Let's pull a card and reflect on our conversations today. I'm going to pull a card from my Shaman's Dream Oracle.



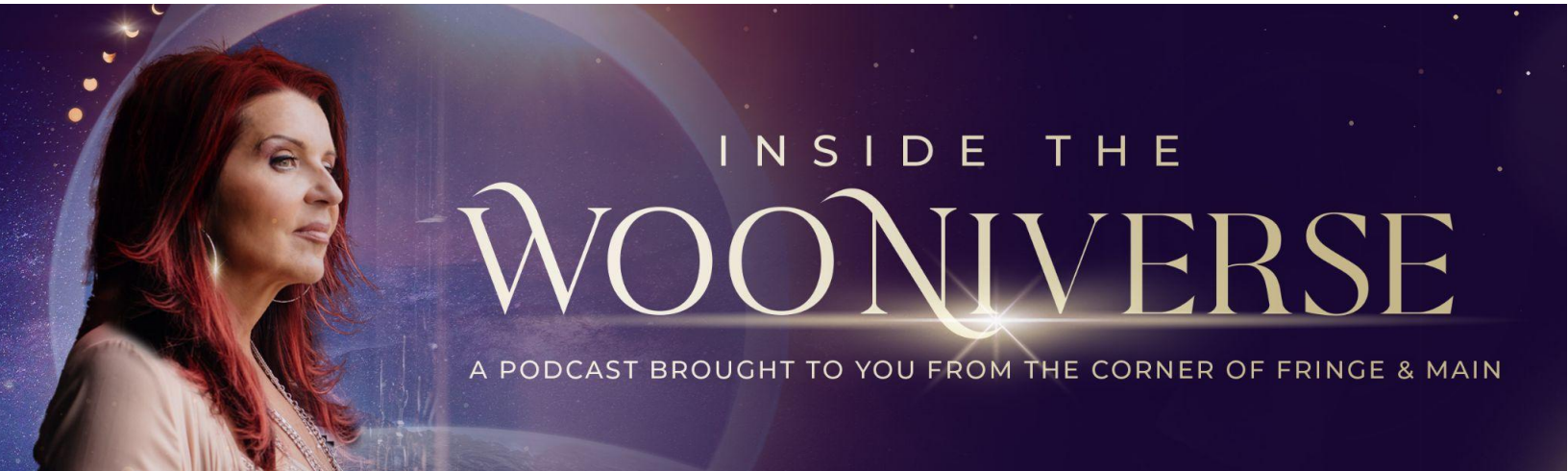
Rich Lister:
Cool.

Colette Baron-Reid:
Oh, and it's whale song. Whale song means resonating. How do we resonate and what do we resonate with? And what does it mean for us to be resonant with one another? I'm going to let you start with that.

Rich Lister:
I think resonance is one of the most powerful things we can do both mundanely and magically as humans, because when we're in the presence virtually or corporeally with other humans who resonate with us, we automatically become closer to where we want to be as humans. We take on the energy that's been put out by those near us and that they in turn take on the energy that they need from us. And that resonance not just is taken, but it bounces off and reflects and refracts and becomes more and more powerful in many different facets because it'll bounce off the wall behind me and the wall behind you and off the mic and all these things and different shapes and sizes and that resonance as humans connecting, we get to become more of our true selves in ways that we want to be in this experience of life right now. That's what I think.

Colette Baron-Reid:
Oh, I love that. And it's so true that there's so much dissonance, which is the opposite of resonance. There's a dissonance in the world, and because it's talking about sound, right? That resonance is about sound. It's like the music of the world when we are in harmony and connected to one another in this way, we all have the chance to be better people. Right? I think at the end of the day, that resonance and it's about memory. Whales are the memory keepers. They are the record keepers of this planet. They're they live the longest. They are the ones that remember. And I think that's what we're asked to do right now is to remember who we really are, which is a 'we'. Not separated bunches of 'me's'. A 'we' and love is at the core of that.

Rich Lister:
Definitely.



Colette Baron-Reid:

So do you want to add anything else to our conversation today?

Rich Lister:

What you could do today to increase your resonance is when you get your coffee, you can deliberately make eye contact with the person serving you or when you are getting on the bus or when you're interacting with someone you don't know, do a human thing opposed to just playing on your phone or keep your mask up or whatever it is where you are. Make that eye contact and see the human, not just the barista, not just the waiter, not just the bus driver, not just your mom serving you cornflakes, whatever. Just find the human in the interactions you have during the day.

Colette Baron-Reid:

That's beautiful. That's awesome. Well, thank you so much for joining us today. For more information about Rich, the work he does and to shop his fabulous Viking wears, including his handcrafted rune sets like the one I just bought myself that is so phenomenal, even cut down a tree for me and everything was so incredible. So please go to RichardLister.com.

Rich Lister:

It's been an absolute honor. Thank you.

Colette Baron-Reid:

So what did we learn? What a great conversation with Rich Lister. Well, I certainly learned through everything that we talked about, that there is this creative magic inherent in all of life that is really driven by this resonance of love. But I'm going to read from my guidebook whale song, the card that we picked. There are moments in life when you have a sense of déjà vu, that you visited this place, these feelings, this person before, and you know that a new opportunity to dance has come around again, yet there is a haunting quality to this. A melancholy as life's mysterious fragility is also underlined. Like a whale song that pleads for its simple notes to be matched by another, you have a short time to capture this essence and let it resonate in a way that is potentially transformative, but only if you don't turn away. I'm Colette Baron-Reid and you've been listening to INSIDE THE WOONIVERSE. Take care until next time. Be well.