Opening Thoughts on Authenticity and Purpose

And here's what I say to people, the most important 10 minutes of your day isn't when you wake up in the morning, it's before you go to bed at night and you've already planned your next day.

The number one frequency admitted by human beings and desired by other human being is the frequency of authenticity. So what would you say the people that are very pretentious?

Don't come to me. Meet Ken Joslin, former pastor turned entrepreneur, CEO of GrowStack Drive and founder of the Create Conference. From planting churches to building real estate empires, He's all about leadership, legacy, and purpose-driven growth.

Stick around. The journey we're about to explore is worth every second. How do people find their purpose? Get around the right people. If you have a passion to do whatever it is God's called you, I don't care what it.

Find the people, not just good in your area, but the best in the world. And get around those people One of my quotes is, if you need an alarm clock to get out of bed, your goals aren't big.

Like something should be driving you every day. I actually don't wake up to an alarm clock. But I wake after five hours, and I only wake when my body tells me to wake.

So when it comes to emotional intelligence in business, how important is that? When you are a leader who wants something for people, not for other people.

You have to operate in a high level of EQ. Because it's not about what you can get. It's about how can I bless? What are some health myths with like high performers?

Who? Hell. Bits. of a Healthy Point of View podcast. I'm your host, Sam Tahata. And as usual, we're bringing experts from all over the world to talk about health, wellness, beauty, and mindset.

Introducing Ken Joslin and His Journey

Today we have a guest, this guy here. He was a pastor for many, many years. We decided to just kind of switch it up a little bit and lead people even in a bigger and better way with bringing his expertise as a Pastor into it.

He is the developer of the GSD, which you gotta wait to hear what this is all about. I'm not even going to tell you what GST stands for. So today we have Ken Jocelyn, man.

Pleasure to have you here at the podcast, Man. So so can man, you know, we were just talking. You were doing an interview with one of my dear friends, Yannick Tadler, You know.

And when I know that someone was with Yattick, I knew it's a good person, because he doesn't just like allow anybody his studios at his house. He doesn' allow anyone at this house, so man Brother GSD.

Right. This is something that you've developed. You know, you're you doing big things out here. Your coaching people, but you coaching them in a way that is through faith, which is definitely important, in which we're going to get into that.

So let's talk about a little bit about your story and how you were a pastor for many years and decided to go into more of the real estate and coaching for people that are entrepreneurs and whatnot.

What took you there? So the last 25 years, I spent half of that in full-time vocational ministry, which means I got paid to pastor. Not a lot, because most pastors don't make a ton.

So half of that I did full-time vocational ministry, pastored and planted different churches, which means I started them from scratch. And then the other half, top producing mortgage broker from 2001 to about 2008-ish, when the housing market collapsed, back into ministry to plant a church in 2000. Started that process about, 2008, we planted it in 2010. I'd did that for seven years.

found out my daughter, my second oldest daughter had epilepsy. And so we moved from Atlanta, stepped out of ministry, moved From Atlanta to Birmingham, where she was at college and also UAB has one of the top epilepsy centers in America.

OK, so he wanted her to get treatment there and so stepped down, went back into real estate, finished seventh out Of twenty seven hundred agents in one Of the largest brokerages in Atlanta.

Amazing. We're just crushing it there. It's real. States always been easy for me. And then, um, in 2019, I'm on Instagram scrolling and this little dude named Grant Cardone pops up with all this energy.

And I was like, who is this dude? Like I'd never heard of Grant. They had no idea who he was. I went down the rabbit trail, if you will, and, uh, swiped up and said, yes, And literally it was a 90 minute webinar.

We're two hours in it. Grant hasn't even come up for air. I have my credit card sitting on my island in my kitchen and I'm like, dude, I don't know what you're selling, but I buy it and it's Grant's first ever 12 week mentorship program.

Oh really? Yeah. And so I signed up. This was October of 2019 and went from that to his bootcamp in Miami. The next week I was working on a $3 million commercial deal.

for real estate for a pastor friend of mine in Atlanta, unlisted property. I found 72 year old Chinese guy owns this building. Doesn't speak English. Oh, wow.

Unlisted. So there's no representation, no agent on the other side. We have to go through his 22 year-old grad student daughter. On Monday, before we had our first mentorship call, I get an email from the bank, the banker, and he goes, hey, we got a problem.

The appraisal came back in at 2.625 million. with 375,000 short on the appraisal. And I'm like, oh, we do this a $78,720 commission. It's my largest commission ever.

and I like that's not good. So, I get on a call that night. Grant goes, kind of Miami tennis bootcamp. I was like it's only like another, you know how grant is, it is only another four grand and so I do it and come down to Miami.

Sit through that boot camp, probably five or six hundred people in the room at the Turnberry Marriott and all these people are fired up just like I am about business.

And so we do that Saturday morning, we come back, I sit in a session on becoming a Cardinal Licensee, which I did. I was one of Grant's first guys. Spent like $32,000 with Grant the first month and a half.

So from there we walk into a private Q&A with grant.

From Pastor to Entrepreneur

That's it. We do the Cardinals Licency thing, and we walked into private hallway, asking questions, Grant comes down the hallway. You know, he's a little bitty dude.

He's like five, five. And he, dude, He makes eye contact with me and does not break eye-contact with for about 15

feet. and he beeline straight for me.

That's the ground I'm here to blow the lid off my mindset of what's a lot of money. Number one, number two, I want to help pastors equip their business leaders in their church so they can grow their businesses so that they in turn fund the vision of their pastor.

Because I planted two churches and it's hard. It's hardest thing I've ever done. Really? It was not even close. Hardest thing by far. And Grant spent five minutes with me.

And he goes, Ken, if you'll let me, I'll help you. I said, okay. So they take him in hour later. We have our, we had, one of the reasons I went to was we a private Q and a session with grants, 90 minutes for the people that signed up in that mentorship program.

About 1200 people signed and I think there was about 30 or 40 of us in. Well, walk in the room and there's a microphone we're doing Q&A bro. Oh, yeah.

Cause I got this commercial deal. Who better to ask than Grant Cardone? Might as well ask the questions. So I pitched it and I said, here's what I got.

And Grant looked across the table and he goes preacher because he still calls me preacher. Yeah. He's like preacher, he said you just got to find a creative way to close the building.

I'm like, okay. All day long I am racking my brain. Get in the car at five o'clock and call the pastor and go here is what we are going to do. Fly home on Monday.

Meet with the seller, his daughter. Negotiate a seller held second for the $375,000 that was short on. We'll do it five-year balloon, same notice as the bank rate, and we're going to close it on Wednesday.

And I flew home on Monday, had the meeting, closed it Wednesday, made $78,720. I sent Jared and Grant a screenshot of my ACH deposit. Nice. We hopped on the mentorship call that night.

It was 1,150, 1,200 people. As soon as Grant pops in, he goes, where's that preacher at? Pull him up here. I want to talk to him. And he has me come in in front of everybody and I shared my entire story, which just kind of led to a relationship for Grant and for at least a couple, two or three years.

When I was there at 10 X bootcamp, I'm like, this is amazing, but there's nothing like this for faith based entrepreneurs. Hmm. Then I spent 13 years in full time ministry.

And I'm like, I am going to create what I saw a grant do at 10 X bootcamp. I mean, they create this for faith based entrepreneurs. That's amazing, man.

But were you always into that? Like, did you grow up in the church? No, I was 25 years old and I gave my life to Christ. I didn't know anything about Jesus.

When I get my left to cross at 25, if you'd have told me to turn to the book of Matthew, i would have had to look it up at the beginning. No idea. i didn' know.

Anything about jesus. What made you turn your life? My next door neighbor, my next-door neighbor was a student pastor there and another guy played softball with every weekend.

Every weekend, friday, saturday, sunday all the time. And one of the guys was on our team. They both went to the same church, invited me, and I just kept going.

No, no, it's not my thing. It's. Not my. Thing. And then August the 8th of 1993, I went and that was the first time I heard the gospel. The first. Time I realized.

Then I don't know God, like I. Don't Jesus. Two weeks later, again, my life to Christ and God. I mean, literally. Second Corinthians 517 says, if any man's in Christ, he's a new creation.

Old things have passed away. Behold, all things to become new. That's what happened in my last day. It was such an impact and a ripple effect in my life that all of my friends, family members, everybody started coming to Christ because they were like, that's amazing.

This dude can change. If God can't change this guy, he can. They saw they saw the light in you. Oh, dude, it was I was. Such a transformation. And then, you know, just been God's taking me on an unbelievable journey.

So what what denomination? If you don't know denominational, I got saved in the Southern Baptist Church, but not denominationally. Yeah. Same thing here.

I'm a non-denominational. Church by the Glades here, Pastor Dave. Who's the pastor there? Pastor David. Last name? Hughes. Okay. Yeah. So big mega church deal.

25 years old, you give your life to Christ. And how was that? How did you feel? Oh, I mean, it's crazy because I've been a pastor for a long time now.

Led this movement for five years. And anytime, anytime I talk with someone about forgiveness and grace, I just yark and I would just talk about this on podcast.

You know, the way that we extend grace and forgiveness to others is the same way we extended to ourselves. But when I gave my life to Christ, i was so forgiven and so I don't even know how to the term clean.

It's an up like, right? Oh, man. I was like something's coming off your weight of the world was off my shoulders. That's what I want to hear. Right. Because When you give your life to Christ, it's not something that you just do right away.

Finding Faith and Early Transformation

You're going to church, you're go to the sermon multiple different times, your listening, is this really for me, this, that. And then for some people it might be like the first time they decide to go get baptized or when they're at the, during the at the end of it that says, oh, if anybody feels like they want to come up here for us to pray for you individually afterwards.

And then that one person is just like, this is my moment. Did you have that moment? I did. I went August the 8th and I knew God was drawing me and didn't go.

August 15th, the same thing happened. In literally, it's so funny because I don't know how to describe it, anything other than there was just this feeling in this like oh my God, God you're really real for two weeks.

And that second Sunday on August the 15th, when I didn't go down, it was gone immediately. I was so scared that whole week I thought, man, I've missed my opportunity.

Like I'm going to die and go to hell. God's done with me. And I had no idea. So I mean, I was asking questions. I had a guy that I worked with. We called him preacher.

He was an old Vietnam vet. He used to give out Gideon's Bibles to everybody. And I'm like, Eddie, man, tell me what's going on. And i'm asking questions and and I went to service the next Sunday on August 22nd and we went through this was Southern Baptist.

This is him knows the whole old school and um I go through the service and nothing like I didn't feel that feeling, which I don't know because I've never been in church before.

I couldn't walk you through some theology and tell you what was going in my life until the very end. Then I said, God, if you'll this is exactly what I prayed.

God. If you will give me that. Feeling that I had the last two weeks, I'll serve you for the rest of my Oh, immediately. Oh dude, I just remember just I was sitting next to Steve and Doria, the student pastors.

They were my next door neighbors. And then I got up and I went forward and said, man, only give my life to Christ. Got baptized the next weekend. Dude, it's just been an unbelievable journey.

That's a good thing. I feel the Holy Spirit tickle me when I hear stories like that. So that's amazing. Stay on the topic of faith and about Christ. At that point in time, you're 25 years old.

What part of going to church and stuff is what really moves you? Was it more of like the worship? What's a Bible study? A men's group? But what was it?

Yeah, I would say it was all of the above, right? I remember I got saved. There was a guy, there was deacon in our church. Tim, he pastors now. He's been pastor now for about 20 years.

he called me on Saturday. And he goes, hey, Like, what are we doing at 945? He's just a group of men. We get to the church every Saturday night, 10 o'clock, and we pray.

I'm like, okay. Like I didn't know, dude, I did know anything. It was my journey of discipleship and learning. We got together, probably six, eight guys, the pastor, and we prayed for about an hour or so for the next Sunday, for that next morning service.

And we just started to see the church grow, man. We started seeing people get saved. Like I'm talking about like hundreds of people. It was really, it's probably the, then I've been around the Church world since then, is probably one of the greatest moves of God I have ever seen.

And we have, there's 11 or 12 guys that are in full-time vocational ministry today. They got saved in about a 12 to 18 month window. It was unbelievable.

So I just, it was all of the, the community. The brotherhood, Proverbs 27, 17, iron sharpens iron. Getting in relationship with people that had passion and vision for Christ and the call and purpose that God had put on their life.

And being around those guys and then going, ah, because probably my superpower, my superpowers, I'm a connector. OK. But my real superpower is when I get around people and I see greatness, see purpose on the inside of them that they don't even know is there.

Wow. And because I walked through that process, bro, people called that purpose out of me. Right. I mean, within six months, they came to me and said, hey, we've got this Sunday school class for high school students.

It's about dead. We need you to take it over." It was like five kids in there. I grew it to like 50 kids and three or four months. Nice. And then from there, I was a student pastor.

They handed me at a new church, they handed seven or eight kids, and it was about a year progression to figure out what was going on, but God dropped a vision in my heart.

And I grew that to one of the largest youth ministry in the country. We had hundreds and hundreds, and hundred of kids that were coming every Wednesday night.

It's just an unbelievable journey, bro. And especially when you can hit them at such a young age, knowing the things that you could avoid throughout those years of them getting exposed to a lot of temptation and a lotta devices out there and all that other stuff.

That's amazing that we were able to do that, especially at a such large number like that. Um, so what kind of worship music moves you? I listen to a lot of different worship.

Who do you not? Not every, every move. Do you like, I like mercy me. I liked your song. You know, uh, Steven Frederick came out with a, he's part of a group.

Always forget the name. They just got albums out. A new album just came up. Um. Steven Ferdick's got elevation church. He's at elevation. Their worship's phenomenal.

One of my good friends, Jake Hamilton, was one of the top worship leaders at Jesus Culture about 10 years ago. He does all my events for me. For me, I've got a playlist and I'm crazy, dude.

I will listen to the same five songs every day. The first part of morning routine when I wake up is I go straight to my work. Literally the first thing I do, grab my phone, turn my worship music on, and on my Instagram stories is whatever worship song I listened to that morning.

Okay. I've done it literally, dude. In five years, I may have missed three days. Every morning, that's what I do. It's the first thing I did. And I go right into my time with God before I even start my day.

Just like it fulfills you, right? Like you just feel it. You know, I think, you know just listening to you share your story earlier about doing this company and being a firefighter and the dude, your store bro on understanding as a, as an EMT or paramedic, understanding the, the secular journey of somebody when they keep going to doctors and you're like, well, doctors ain't making them well.

They're just making a more sick. So which is, which which, is what birth, that pain, birth division that you have to do what you are doing to help people with their, in their health journey.

Community, Worship, and Discipleship

Right. And out of that is literally that purpose is the number one thing that we have. What is that Purpose? And everything, everything comes and flows from that PURPOSE, man.

So talking about purpose, man, because obviously you're big into like business, business coaching. How do people find their purpose? get around the right people.

It's all relationships. Dude, it's 100% relationships." I think if you're a faith-based entrepreneur, there's already some intrinsic purpose on the inside of you from God.

Proverbs 29 and 18 says, where there is no vision, people perish. I always turn that verse around and I say where is vision people flourish. It's just like you do.

You're a firefighter. Your face, when you were telling me about your journey of transitioning out of being a fire fighter into doing this, your whole count has changed.

Like you lit up. Everybody was excited for me to go do what I'm doing. That's purpose. And I think when understand, especially as a faith-based, even if you're not a Faith-Based entrepreneur, you just out there trying to make it happen.

One of the things we do at our house, the largest faith based entrepreneur conference in the country every year, we have almost 500 people. Create. We do that every January in Atlanta.

I mean, Ed Mylet, John Maxwell, Gary Brekka, Brendan Bouchard, Erwin McManus. Worship Jake and all my guys from Jesus Culture. It's just an insane three day journey.

So everything that we did is geared around our core five faith, health, relationship, business and finances. And so

we start the conference. Irwin spoke before, John spoke, I think, four out of the five years.

And the only time John Maxwell didn't speak on faith, Irwan spoke. I'll speak, and I usually wrap that up. Then I get up on stage as we end each of those core five areas, then on the big LED panel wall behind me, it says 4610. It's Psalms 46 10. Be still and know that I'm God.

and I'll tell them up front, hey guys, I'm gonna ask you to do something that almost seems counterintuitive as an entrepreneur. I gonna you ask to be still.

There's three things I ask that you do at the end of each of these core five segments all weekend. And I asked you be to still, and to listen to God, because God is giving you divine purpose.

Listen to God and whatever he's given you then write the vision down, right? Be still listen to god write division down and dude and will and i'll bring the worship team will come back up and I said we're gonna worship for about seven to ten minutes And i'm standing on stage and we'll just kind of guiding the room at the end of each of these core five areas and do you to watch the Room and people get it and they have those aha moments and you can tell god's downloading vision in their heart and watch them sit down and start writing vision down.

Greatest thing ever, bro. I feel it. Well, what is it like for someone to live a life without purpose? Well where there's no vision, people perish. Proverbs 29, 18. That scripture in the Old Testament, in Hebrew, There is literally a word picture that goes with that verse.

And in the Old Testament, when somebody was convicted of capital murder, what they would do is they take the body of the person that they killed and they strap it to the convicted.

until the decay of the flesh and the rotting of flesh ultimately got in their body and killed them as well. You see what I'm saying? Now, when you talk about perishing, it gives you a new definition of perising.

Could you imagine that? I am imagine it. It's but that's what happens when we don't when. We don' have vision in our lives and we. Don't have purpose in her life.

That's why I turn that verse around to go. But where there is vision, people flourish. Yeah. Is that almost like that? You know, basically living without purpose, is that similar to like doing business without strategy?

Yeah, I mean, what do you just you're trying to you? Just I love the I think it's zigzag. If you aim at nothing, you hit it every time. Like, what are you doing?

What's the goal? Right. What is the vision? And the problem is, if you don't get in the right rooms and around the people, dude, you can live your whole life.

Imagine what would have happened to you had you not done what you're doing now. Right? You'd had a great career, great firefighter. You talked about the brotherhood.

He talks about how everybody in your neighborhood knows you. That's firefighting Sam. Yeah. Like everybody knows who you are. But you've been great. but you were born for something different.

There was a purpose that was greater than just doing what you are doing that God put in your heart. And there was an unfulfilled gap. Something in you going, there's more.

If you're watching this podcast, I promise you there is more and if you get in the right rooms around the people, God will start stirring things in And in my, in, my journal that I created in the bottom right hand corner, I've got a quote says, get in rooms with people who think bigger than you do.

And that's exactly what grant did for me. I was, that was the catalyst for to go, Whoa, man, need to, uh, to borrow grants, like 10 X this thing. Like I'm got to dream bigger.

If, if you don't, all right. My goal is down twice a day. Got that from grant five years ago. If you, when you write your goals down, if you don't look at it and go, and I tell people if, you know, look in the mirror every 30 to 60 days and Go, there's no way I can pull this off.

God, If You Don't Show Up, I'm going to look foolish because there is no, way. I could pull off what you're putting in my heart. If, You don' feel that way, add doubt.

Your vision is from God because what we'll do is we will default as human beings into having a vision that we can accomplish ourselves. Right. Something that you feel that is more realistic than something that's going to challenge you.

Yeah, dude. If you look at Ephesians 1, again, I'm speaking to faith-based entrepreneurs. You look in Ephesus 1.18-19, the same power that raised Christ from the dead lives on the inside of you, The same breath of God that breathed in Genesis chapter one, the ruach in the Hebrew, The breath, wind of god.

And here's the thing. God could have spoke everything to his resistance in one moment, but he didn't. He took six days. Why? Because he wanted to show us process.

It's a process. Yeah, it's not about just getting it done.

Purpose, Vision, and the Power of Relationships

If he wanted to get it down and show us just here's how you get done, he'd have done it literally in one moment. He could have. But he's like, I want to show you process, but the same breath that he spoke the world into existence lives on the inside of me and you.

All right, that's power. That's powerful. How can you how can. You not how? Can you not every single day go? Okay, God, tell me what you want me to do today.

I've said this, this is one of my quotes that we have these giant floor stickers in my conference. My quotes all over the building, I'll do John's and Gary's, and everybody else's as well.

But one my quote is, if you need an alarm clock to get out of bed, your goals aren't big enough. Like something should be driving you every day. You know, I actually don't wake up to an alarm clock after I left the fire department.

I told myself I'll never wake. And I didn't actually wake I only get about five hours a seat, but I don' know that that's healthy. But yeah, you know where my or I get all my sleep data.

And, you know, I take very good care of my health, but I wake up after five hours and I only wake. Up when my body tells me to wake them in. And for me, that's God.

You know saying, hey, it's you're fully and. I don't have a midday crash. Um, well rested, energized throughout the day. So it scat basically say, Hey, You're ready to.

Because you have purpose and you. Have vision for your life. And some people like, if you don't feel purpose and vision, it's okay. It's a journey. This is what Y'all and I talked about.

it is a Journey and a process. Everybody wants, especially in this Instagram world we live in, they want to get there, right? It is not about there. Okay, God, what is the journey you have for me?

What is this process like? Who am I becoming? Am I literally in those core five areas, faith, health, relationship, business and finances, am i becoming the best version of myself in these areas every single day?

And it's a journey that I have a, so in this health journey, I started literally about two weeks before I came to 10 X

bootcamp in October of 2019. It was the end of September in health, journey about 2 or 3 months into my journey.

I created this concept called incremental, not monumental. Small daily discipline decisions small. They don't have to be big. There's small daily They have be done every single day Disciplined I'm going to do it whether or not I feel like doing it.

Is that like building habits? It's it's its incremental habits. It saw atomic habits incremental Habits, what's Brendan Bouchard Brendan calls it? He's got a whole book on habits.

High Performance Habits is Brendan's book. Like, it's literally, and it is not sexy. And initially, if someone decides, like, you know what? I want to start doing that.

How many days should they shoot for to do it for at least X amount of days? Well, I think it takes 19 days or 20 days, or 21 days to have it. I would say 30 days.

You can go to our, if you go our gross, that drive.com Ford size free. All of our content is free, I don't sell anything like all that stuff is. I have a next, next 30. There's a Next 30 workbook that walks you through the core five areas and literally walks through.

How do I set actionable goals in each of these core five areas in my life over the next 30 days? Nice. You do that for 30 and you are, my planner's digitized and in there as well for free.

you take that planner and walk through that 30, your life will never be the same. It will absolutely. It's the thing that's kept me going. Small, daily, disciplined decisions over time, always equal monumental results.

Success cannot escape you when you do the right things every single day. The problem is, and you know this, Sam, it's not sexy. People don't line up to go, oh, can't wait to do that.

That shit sucks sometimes. Yeah. You know, there's days where you're like, but now like with me and my journey, bro, if I don't get to gym, I'm hangry.

Like I want to work out. But you know three and a half, four years ago, When you start seeing results and you started seeing God do amazing things in your life, you're like, shoot, I can't wait to get out of bed.

Like, and here's what I say to people, like the most important 10 minutes of your day isn't when you wake up in the morning is before you go to bed at night.

And you've already planned your next day. Dude, before I go to bed, I have a chair and an ottoman in my seating area, in master bedroom. My workout clothes, my tennis shoes, My pre-workout is already in the refrigerator and everything is ready to go.

So I don't negotiate with myself. You've heard the Kobe Bryant thing. In between, during the off season, Kobe would literally write a contract to himself.

This is what my off-season workout is going to be. And they asked Kobe, they said, why do you sign a contract? He goes, cause when I signed a contact with myself, I don't negotiate.

Jay Williams, who's the ESPN guy played at Duke tells a story of going into the staple center. He's playing for the nets, and they went in the sample center to play the Lakers.

And he said I got up, went to the gym by eight o'clock in a morning to get shots up. And I walk in and Kobe's on the other end of the floor and he's putting up shots and He's already sweating.

It's pouring sweat. He goes hour goes by. I'm shooting Kobe still going hour and a half goes. By I am shooting. Kobe. Still going two hours go by I shoot.

And he goes, I get tired. Look down there. Coby still go on. he still goes he Goes I left got got done came to the game last night. They drilled us. Because I walked up to Kobe after the game and I said, how long did you shoot after I left?

He said long enough for you to know you were beat before you ever walked in a gym tonight. I love it. You don't negotiate. And that comes from having a divine purpose and understanding of what God's called me to do.

You don't know what it is? Get around people who do, and I guarantee you God will stir something up in your heart and drop a vision in you that is bigger than you ever could even imagine.

Now Ken, obviously you focused on faith-based entrepreneurship. You and are both Christians. So what about the people that have a different belief when it comes to faith?

Is that something that you still embrace? A hundred percent. I have, I had five Muslims show up to my conference. They're two business partners. Um, Bilal and the team from Triton growth in Vancouver, and then a T or a teeth and his team, from there, my goal funnels team.

From London. Okay. Then I'm like, dude, we even had our caterers do hall all food for all five of them. And I talked about it the last day. I'm like, guys, listen, just because I am a Christ follower and this is my specific faith, these guys that I have stand up.

Do they got a standing ovation? I said, These are my friends. These were my brothers. We may believe different, but that's not between me and them. That's between them and God.

I'll let them work that out. Everybody has faith. People go, I don't have faith, listen, if you walked up to the top floor of this building and you jumped off, you'd have fate that your gravity is going to take place.

And you're going fall, right? You have Faith and gravity. We have, we may not know where the faith goes. So I would say, and here's the deal. A lot of people I sat at a, at mastermind in in Puerto Rico a couple of years ago.

And I had a. Couple that wasn't supposed to come. Brent and Kathy go over there. The number one agency, the XBF, 40,000 agents in Brent's downline. He was he's in Tony's Tony Robbins, Zenith program with Jerry with York.

So when I mentioned it, he was like, how do you know Brenton? Kathy might do the two of my closest friends. But Kathy called me, go, hey, can can we get Randy and Kirsty Bird into the mastermind?

Daily Routines, Discipline, and Health Habits

I said, sure. Because I'll pay it. I say, great. And so this is like four or five days before the event. I got a call from my videographer in LA and he goes, Hey dude, I can't come.

No problem. Pick the phone up, text my friend. And I said, hey Jackie, can you make Puerto Rico in five day? She goes. Yeah. The kids are gone with her dad for a week.

To get paid and come to Puerto Rican by the beach. So Jackie comes, she's doing all the videography and still photos and everything. the last day they do the hot seat.

I get them up on the hot seat and I go, okay, out of your core five areas, what's your highest? What's the lowest? Cause she goes, I'm great in finances and that's a great, which is lowest.

I've sat next to her and we've got 30 some other people in the mastermind and these tears start rolling down her face. And she says, it's my faith. She goes when Vic got up yesterday to talk, one of my, my speakers, She goes, when Vic Keller got up yesterday to talk and he talked about having a vacation home in Whitefish, Montana, she goes it just resurfaced all these emotions.

I'm so angry with God. She said, my favorite nephew named Cody, about 13 years ago, he went on a hunting trip with my brother and they lost him in the woods and froze to death.

And she says, I've been angry God since then. And I'm looking at this woman and here she is. So if you don't have no faith, it's okay. And she's sobbing.

I can feel her. She's feeling all this pain again. All of a sudden in the back of the room, my videographer raises her hand. You know where she from? Whitefish, Montana.

And she goes, she raised her hand. She starts to walk forward and she says, Kirstie, I knew Cody. We went to elementary school and middle school together.

I remember the day they found his body and I remembered his funeral. And I'm like, are you? I am literally sitting there going, dude, that got goosebumps.

God, do not let me mess this moment up. Like, God I don't have faith. You loved her enough to redo everything, to put the right people, what are the odds?

That's God's work. But I'm telling you, bro, it was, and I watched, Kirsty got up, they met in the middle of the room and embraced. And I watch all that pain in Kirsty's heart just come out.

And I watched Jackie because Jackie knew knew her nephew from Whitefish. Are you kidding me? Then I watch the women in the group just gather around them and pray for them.

And about six months later, Kirsty gave her life to Christ and got baptized. Amazing. It's just it's like so when you say you don't have faith, it like number one, if you've had something like that traumatic happen to you, God's not God is big enough to handle your pain or your disappointment.

If you're angry with God, it's okay. A lot of us would think, I can't be angry at God. Of course you can. Jesus was human, just like us. Every trial and temptation that we go through, He had.

He knows what it is like to be human. Lean into that. Ken, when we're talking about daily grounding practices that you do, give us a few of those of like some of the stuff that I am.

I'm the routine guy. That is my thing. You know, I learned from John Maxwell. He's been a good friend now for 25 years, probably 30 plus years ago. Show me your daily routine and I'll tell you how successful you.

And my morning routine is what starts the night before with my planner. I go in, I'd go ahead and do my day timer for the next day. And know exactly what I'm going to do before I got to bed.

Long clock goes off between four to four 30. Um, most of the times I am up before it goes up. If I somehow go to the bed the later of next night I may set it to five.

Um, I'm up straight to my worship song. Just like I said, pick my iPhone up, worship music, post it on Instagram. I I brush my teeth, uh, make my bed, get my workout clothes on because they're sitting in my chair over in the corner.

Um I walked downstairs, grabbed my peptides out of the refrigerator, my shaker bottle. It's already got water in it. Come on. What kind of VPC one five seven.

My Tessa Morellen. Um, I just started taking, um, what's the one, Um. It just starts taking it again. I haven't taken it for about three months, four months.

And I'm taking for three or four minutes. They just start taking about last week. Um and then I take testosterone on Tuesdays and Fridays. Nice. Yeah.

So I'll take those. Got my, uh, call my Gary Brekker cabinet. You open it up and it's like all Gary breakfast. Uh, because I did my methylation tests with Gary.

Four years ago, like he was, I was one of the first ones that ever did it with him and Gary spent an hour and a half going through my blood work with me.

And so I have all my supplements there, my pre-workout. I use a Redmond salts pre workout. Do my Baja gold sea salt from gets a Gary thing. Then I take some fiber, pour it in, shake it up, put a big block of ice in it.

Go straight upstairs to my studio, turn all the lights on. Sit down. Like I literally take 15 minutes just, and I just started doing that in Puerto Rico.

Like at our mastermind, I got up at three 56 in the morning and to go to the bathroom, you know, when you get our age, bro, You're like, Oh, my eyes up and you're driven.

I don't want to think about it. Cause if I do, it's three, 56. And I'm walking to bathroom and God says, And I knew exactly what he meant. Like, I want you in my word.

I use my, my you version Bible app on my phone. Yeah. Um, 448 days in a row or whatever consecutive. And over a year and a half, and I haven't missed a week in, since I went to Haiti in 2009 or 2010 during the earthquake.

I mean, I'm just, i'm super consistent and it leans into my incremental, not monumental. Um, get that done, walk upstairs, worship. I'll read my scripture.

And listen to worship music. Jump into you version. Then I do in my planner that I created my goals, gratitude, affirmations and top three in the morning.

So you're being fed in. Everything from the wellness side to the spiritual side and people like, I mean, I've done this now for five years and I'd been on this health journey for 5 years.

And if you do, when I show, When I speak outside of my circle, wouldn't I? Speak a lot around the country and they put my before and after picture. People walk up to me at the end.

They go, that ain't you. You said you lost a hundred pounds. I'm a 100 pounds of body fat. Yeah. Wow. Right. When you see the picture, you're like, Holy cow.

And I have people around the country, they'll come up to me after I speak and they go, that ain't you. And then I'm like, oh, I promise you that's me.

Yeah. That's my morning routine. Goals, gratitude, affirmations, top three, gym, come back, take a shower, make breakfast. I usually on keto. Then I am upstairs by about seven thirty, quarter to eight and I hit it.

So you coach a lot of entrepreneurs, obviously. Oh, yeah. Obviously, you have some of your own wellness practices that you've integrated into your daily routines.

What are some of the wellness practices that you try to coach into a lot of these people that your working with? Because you probably get people, man, that are just like…

You see them from the start in and not to be like the mechanic, but like, Hey, you got to do this, replace this. But you probably see some people that come in.

It's just like man, this question is just number one, not even live in a healthy lifestyle at all. You know, for me it's my journey because again, there's nothing greater than your own personal story.

And if you have a personal of where you've overcome in any of those core five areas, it'd easy to direct them and

do that. Like, I'm like, you need to get Gary's got this or Sam's.

Or, or, if I, and I literally, when I meet somebody and sit down, who does this guy need? Like who is this? Who does his lady need. And so for me, even in that, in our community, whether it be online or whether be in person, it's more of.

Who do I know that has the information that you need that can help you in this area? Sometimes I do know it. I mean, a lot of it, I'd know because I've been on this journey for five years.

So it's easy for me to go, ah, again, one of my five affirmations is I am whole. And so in the journey, dude, it is hard. And there's things that I've learned in the journey that you don't have to pay the price to learn.

You can either learn through your own mistakes, or you can learn from somebody like me, one's gonna cost you more than the other. Yeah, I hear you on that.

So you coach more then just individuals, you'd coach companies as well. Oh yeah. With companies, and we have a lot of doctors, over 4,000 doctors that tune into this podcast, that have their own clinics, some of them have multi-locations.

And for them, it's probably easier because they're on the wellness side, but when you have companies that are coming to you and you're talking about the importance of implementing wellness, how do they take that?

Because that has to be part of the culture of a company, right? Well, for us, its core five, faith, health, relationship, business, and finances. With faith health and relationships really being the foundation that you that God can then in turn build great business and great wealth on top of that foundation.

And so for me, it's to take a really good assessment. Where are you in those areas? And whatever the lowest common denominator or lowest hole in the bucket, if you will, let's get that.

Let's. Get that area solid. So that hole is filled.

Wellness, Burnout Prevention, and Sabbath Rest

Now the now the water can rise in. The bucket a little bit higher. And it was really it. It's really a case by case. I guess assessment, if you will, of each individual company or each individually person or group of people.

It's just like, OK, let's find out where you are as an individual or as a company and let see how we can put this together. You mentioned relationships.

What kind of relationships are we talking about? Oh, I mean, every relationship that I have. You know, my new book proximity is a cheat code is all about the power of relationships, dude.

I, I have a whole, have my parents got divorced. Born in Detroit, raised in Pontiac parents, got divorce and I was a mom moved us to the Atlanta area, second grade from my sixth grade year to my senior high school.

And moved back and forth to, and my dad's six times in. Oh, what the 12 schools in 12 years and six different high schools. Broke my left femur in the fifth grade playing football.

Was in traction, like literally my leg went here and there. I was in traction for six weeks in hospital. gained a lot of, we gained like 25 pounds in the fifth grade, which was a lotta fat, bro.

And Ms. Lambert was my fifth-grade teacher. She's my favorite, sixth-grader teacher, my favourite teacher I ever had. Why is that? Because she always spoke hope into me.

Yeah. And she's in her 80s now. Every year on her birthday on Facebook, I put a whole paragraph in there about

her. The first part of my book is about relationships.

And I said the first relationship that mattered to me was my sixth grade teacher, Miss Lambert. I sent her that. I said, I just want you to know that my new book's coming out and I talked about you.

Sergeant Parker, he was my NCOIC when I was in the Air Force. He was a guy, African-American guy. Super sharp, dressed, excellent in everything he did.

I didn't know how to tie a tie. You taught me how tie-a-tie. he taught what excellence looks like. Wow. When I got done with that and I started refereeing, I refereed women's college basketball and unpowered college baseball.

The first time I ever stepped on a floor in a high school camp, my hadn't even worked a High School game. First time ever step on the floor. My clinician was a woman named Sally Bell.

She's the most decorated women's official ever. She has worked like 14 NCAA final fours and national championships, worked the Olympics in Atlanta. she was the first person chosen for the WNBA, was coordinator of officials for WMBA.

And then our last, when she got off the court, she conference coordinator for seven division one conferences, including the SEC. Uh, She is my clinician.

The first time I step out on the floor. How do you not get better when you have those kind of people around you? I went from never working basketball on a high school level to working some of the largest varsity games in our area, in the Atlanta area in like my second year.

because I learned from her. The first time I stepped on a baseball field, I already was, already had this spirit of excellence and I wanted to be the best umpire out there.

I, we go to our camp, our high school camp and a guy named Marvin Hudson, who was a AAA or either double or AAA umper at the time. Marvin was our clinician.

He taught me how to umphire. he's been in the big leagues now for 25 years. She's a crew chief in a big league right now. How do you not get better when you have those kinds of relationships?

And people are like, well, how do I build those kind of relationship? find the people. Like if you have a passion to do whatever it is God's called you, I don't care what it, is like when I was a youth pastor I built relationships with the top people in youth ministry around the country.

What happened? My youth minister grew. How could it not? Find the people that are the best, not just good in your area, but the BEST in the world. Who's the Best People?

And get around those people. Now, Ken, this is one thing that I've seen a lot of. We live in such a fast-paced digital world as well, where people tend to be very transactional.

And then that whole component of relationship, it becomes more of a transaction. And, you know, when we're talking about business, we are talking relationships with your customers, relationships, with vendors, your employees, anyone you come in contact with.

And for me, I understand the importance of relationships because I always say it's like every relationship you have, you can cultivate integrator relationships.

It's just like Yattick, who you met. Yatick was one of my first clients for Liquorita. I was a one man show, I used to go to his house, use his IV, right when I got off the fire department, give him the vitamin drips.

And that went from me doing that, him seeing my drive, to all of a sudden us going out to lunch, and him becoming

my business mentor, till now he's one my closest friends.

And that just shows you from a customer to a friend, sorry, customer, to business mentor, a very close friend. So obviously you have a lot of experience with this coaching people.

This whole fast-paced transactional world, how do we get away from that? What do people have to hear from you on being able to really cultivate these relationships?

Number one, it makes me sick to my stomach. Like I can't stand it. Instagram is so, its bullshit. It's 95% bullshit. Like, it's just like, because I see behind the scenes, I know a lot of it.

It just, like it, not real. I was on a call today, a zoom call. My friend Adora is on the dining divas TV show on I guess, travel channel, whatever. And I don't know when there's, on their first episode that they did this last year.

She goes, Hey, can you come on and coach my team or this group of people? I said, great. So she said, Ken, the question she asked me today was, how do you go from being as relational as you are into being into the business side?

And I said you don't. The relationship component, you know, go for me in relation with transactional. You don' want to be sold. Not what they want. Right.

And there's something that God gave me probably two years ago in this journey, and that's great leaders want something for people, not from people. Great leaders want something for people, not from people.

I'm not trying to sell you. Like if you want to come be a part of what we're doing, come to be part or what were doing. If you don't want I don't have to beat people's doors down and sell them on all the, here's all of the reasons you need to be a part.

I have do that because they see all people that are around us and go, holy cow, how are all these people connected in this movement that you're doing and all this people in your state?

Because they're my friends, because I dont want something from them, I want them for them. And when you learn to live that life, And the only way you can live that life is understand.

And this past entire month of May, our entire theme inside of our GSD ecosystem was fear to courage, basically faith over fear. Right. Especially for business people.

I say, listen, your job is to be obedient. It's God's job to build your business. That's not my job. footsteps of a righteous person, Psalms 37, are ordered by the Lord.

It's not my job. I just I'm supposed to be obedient. God will send who I need and what I needed to build my business. Because in reality, if you're a faith based entrepreneur, you understand stewardship.

And I don't own it anyway. That's all God's. Have never seen a hearse pull you all like you not taking it with you. Like it belongs to God. where you want something for people not from people, that spirit and level of authenticity, That's what attracts people.

People want to be around that, dude. Because it's like, number one, especially, you wanna cut through the noise of what's going on in our world now, be authentic.

Yeah. And that's important and want something. Cause when you do it, dude, it all the noise, so much noise. When you that it cuts right through everything and people go, Ooh, I never, never forget when Gary said this, he said, this at my event in October of 2021.

First event Gary ever spoke at was my bed and we're in Vegas. We're at Bradley's. Brad's got that little space down

low. He did like a 55 person mastermind for three days.

Then Gary's said the number one frequency. that is admitted by human beings. And everybody guessed, everybody said love. All love, and he's like, nope.

The number one frequency admitted human being and desired by other human is the frequency of authenticity. It's the number thing. Especially in the world we live in.

So what would you say to the people that are very pretentious? Well, you don't come to me. I mean, that's actually one of my biggest pet peeves. Yeah.

People are pretentious. It's just like, yeah. To be honest with you, Sam, I have a great deal of empathy for you because I'm like. Like you don't understand everything that you want and desire you can have.

Right. But if you go about it in counterfeit ways, the emotions and the feelings are going to counterfit what fulfillment really looks like. Because fulfillment, bro, you know it.

I mean, look at you, dude. Look what you've done. It's insane what you've done.

Building GSD and the Faith-Based Movement

That's just the beginning, though. I understand that. But dude, how fulfilling to go, God, you call me to do this. And I took a step and I trusted you.

Yeah. There was confirmation along the way with all your people at the fire station going, dude. You got to to this, we love you, well, I'm sure you probably still have great relationships.

A hundred percent. How fulfilling is that? It is. Dude, to know you get to that all the time. Oh, yeah. It it's the greatest thing ever. Now one of the things you just mentioned is emotions.

So let's talk about emotional intelligence in business. Right? So when it comes to emotional, intelligence and business, how important is that? It's everything.

What is it like intelligence? I for me, you know, they call it EQ. I think emotional isn't emotional. Intelligence. When you are a leader who wants something for people, not from people.

You have to operate into in a high level of EQ, Because it's not about what you can get or receive. It's about how can I bless? How can? I was, I wasn't yarks were sitting on, we're sitting outside waiting on my Uber to come bring me over here.

And that's the art we do. What can do to help you? I've had people look at me and go, nobody ever asked me that question. Like, what do you want? Dude, I don't want anything.

How can I help you? Like where are you stuck right now? How could I helped you get unstuck and move forward? My father would always say you can't receive with a closed hand.

You should always be putting out there. and not expecting anything back. But you will receive if you give more than. It's impossible. You will reap what you sow.

And if your sow those things, the problem is sometimes, Sam, is as givers, it's hard for us to receive. Because we're used to giving. Right. Then you have to let people bless you as well.

It's sometimes actually weird to receive. Yeah, because you're like, no, I'm the one that gives and there's a little false humility can be a. Little false.

Humility in that. And it's OK, God, you are sending people to bless me just like you use my life, my. Life to. Bless other people. So obviously we're talking about emotional intelligence.

I'm gonna go back to health, right? As you're coaching a lot of these people, a lotta these entrepreneurs, faith entrepreneurs. How important is health to leadership and how do you actually coach them into being able to implement that in their leadership practices?

Yeah, so discipline. If you have discipline in one area, if you don't have disciplined in any area it will bleed over into other areas. When you develop a life of discipline, then it breeds in other areas.

Right. Two different things. One's leaking and one you're adding to. And I think the health journey, you know, it's it always especially when I was a dude, I didn't gain a bunch of weight till I wasn't ministry.

I gained like 90, 100 pounds when i was pastoring because it was like, oh, i'm giving these people and iIm serving and I'm doing the kingdom's work. But I wouldn't take care of me like it.

That's why 75 percent of pastors don't make it five years. Wow. Because it is hard. It's the hardest thing I've ever done. And you have to learn that I have be disciplined with this temple that God's given me and take care of this.

It's why this health journey has been so important to me because then, and it also shows people, Paul said, I think it's in 1 Corinthians 11.1, he said follow me as I follow Christ.

People are following you. Jerich said today in our yard, we were sitting out back and he was like, when I stopped drinking, they all stopped drinkin'.

And when was drinking they were drinking. And I asked him and they said well you're doing it. We thought it was okay for us to do it And when you realize that in your health journey, especially if you're a dad, if your father and you've got people in you home or a single mom and your responsible for the nutrition choices of your family, like it's a huge responsibility, but it starts with you always has to start with, you know, Go on to the Bible with it and it's, you know, one of the things that the bible says is your body's the temple of God, right?

And it talks about how, when it comes to sin, the majority of sins are done outside of body. But when you don't take care of that temple God you're sinning inside of your buddy.

To me when I read that, that's very impactful. Like you're not just sitting freely out here in the environment. You're sitting inside of your body. That book, Your Body Keeps Score.

And then Gabby Bernstein, trying to think what Gabi's book is, title of her book. But it's all, all Joe Dispenza stuff. It all talks about how especially unforgiveness and bitterness and resentment, like it physically will cause disease in your.

Oh, it will. Absolutely. Like, you know, 100 percent. So you like those types of things. I mean, you have to find a spot in your life or space in you heart where you can learn to forgive people the way that you need to.

Because otherwise, your body is going to keep score and you're going lose. Yeah. What are some health myths with like high performers? who health myths, um, that you can't do it, but you, can be, you cant incorporate health in the morning nutrition.

Cause I just read off my deal and you're like, Oh dude, like you. Yeah. Every day. That's what my life this morning, I got up. Well, actually alarm clock went off today because I was in a sun too much long clock.

Went off. I get up, walked right over. Did my worship time. Read my Bible. My goals, gratitude affirmations, top three. Checked my email, walked downstairs, got on the Peloton, and then did my workout at the hotel gym.

You probably hear it all the time, though. I don't have time. People say, I'm too busy. Yeah, the kids. That's right.

And this and that. Then all of a sudden when you get really sick and you have some kind of chronic disease, now you've got time to take care of that, right?

I always tell people, man, you know what? You're right, I forgot you have less time in your day than Elon Musk does. I forget you. Have less. Time. You don't have the same 24 hours that anybody else, any other high-performing entrepreneur has.

Yeah. That's don' have time. Uh, I just, um, like, okay, whatever. If you, if you're going to, If. Want to make an excuse, you go find an. But if. So when we're talking about that, about, you know, people taking care of their health, right?

Let's go and talk about burnout, because I know for myself, certain things that I do health and wellness wise help kind of compensate to avoid burnout.

What are some of the things you advise people to prevent burnout from happening? I'm huge on Sabbath. I'm huge on taking a 24 hour time period where you don't do anything that generates you revenue.

Like the Sabbath wasn't don' cut your grass or don work. The Sabbath literally is 24-hour time-period where don do you anything you do to earn a living.

I take 24 hours off of GSD. I don't, I mean, if I have a phone call or something, that I'll do it, but it's like, i'm not focused on making money. My God, this is your time.

iI'm going to take my Sabbath. On Sunday, created a concept or a framework called Sunday's five hours. It's super easy. Rest, relax, replenish, review, and refocus.

rest your body. Sunday I rest. Like I'm, not if, enough I missed a workout. Like Thursday, Friday, Saturday, I will get a Peloton right in, but rest your body, relax your mind, dude.

You're like, you're any high performing entrepreneur, right? Your brain's going, it's just firing all the time. What do I need to do to relax my mind?

For me, I love, absolutely love watching movies. I watch a ball game. Take a nap. Just turn some music on and just read.

MAHA, Health Advocacy, and Closing Advice

That's like your reset time. Yes, it's relaxed. So rest your body, relax your mind, replenish your heart. For for me I made a spiritual commitment to myself two and a half years ago.

If I'm in Atlanta where I live in Alpharetta, my butt's in church because it is so easy these days to watch church online. Uh-uh. If I'm home, I am up and I' m at the 9 a.m.

service. And I, Pastor Mayo is one of my closest friends. Pastor has an amazing church in Atlanta called Live Church. Um, i'm there. I m supporting my church, my chur ch family.

i m there, im worshiping, Im replenishing my heart. So rest, relax, replenish, review. Im going back through my past week. Where did I win? And where do I need to get better?

And I'm focused on that. What does that look like? In the last thing is refocus. And that's refocusing on the upcoming week. I take my planner every I go Monday through Saturday, date, circle the day of the week, and I'd go down through the daytime on left-hand side and all the appointments that I have in my Google calendar go in each day, whatever appointments are.

In there before I got to bed on Sunday, I fill out the rest of my daytime or for Monday. So I know what Monday looks

like before. And that's an easy framework for people to use.

I call it Sunday's Five Oaks. No, I love that framework. Yeah, a lot. The GSD, right? Now we got to talk about it. What is it? Well, I'll tell you what it was supposed to be.

We were in a meeting in February of 2020. It was actually the week after GrowthCon, which I think was like the 19th or 20th, the biggest one Grant had in Las Vegas.

And it was a week after I'm with my team, I was going to do a conference May the 19th and 20th of 2020. John Maxwell, my buddy, David Pollock, who played at Georgia and was on college game day for 16 or 17 years, two or three other guys were going do conference.

We're sitting in this boardroom with. My staff members and some friends of mine, and everybody took a giant post-it note and wrote down all the adjectives that they could think.

And then, and then we did this exercise. Okay. Now I want you to circle the top, your three favorite. Adjectives that you action kind of adjectives on there.

So everybody did it. And so we started looking around on the five different sheets of paper and we sort of picking out the words that we liked and grow stack and drive were the three words.

That was going to be the name of the conference. Well, who knew two and a half weeks later, COVID was gonna hit and lock the world down. Nobody knew. So gross that drive.

Then I'm like, okay, we've got a pivot. Can't do a conference anymore. Let's do, I think we did two weeks of webinars on a Wednesday night and I just copied grants model for the mentorship program.

And we call it gross ad drive. Nice. I got all my, call my land, everything done. And, we started gross that drive, We started an online, it was 12 weeks.

It was 397 bucks for 12. We said 30 some odd people sign up and we just rolled from there. From there we've grown into the largest faith-based entrepreneur movement, largest, faith based entrepreneur conference in the country.

Um, It's just been a really, really cool ride. That's a powerful thing, man. Yeah. Right now there's a whole big movement going on, man. Make America healthy again, the Maha movement.

And obviously a lot of the stuff we're talking about, health, emotional intelligence, faith, it all fits in. What are your thoughts about this whole Maja movement?

Well, Gary Breck is one of my close, he's a super close friend of him at Sage. I was down here December, the first week in December. We filmed with John Maxwell and Wes Palm on Monday and then we drove down Tuesday, I spent the day with Sage and Gary at their place.

And the week before that was when all the MAHA board was at Gary's house, all 16 of them. So Gary is telling me, he's filling me in on everything. What's going on?

I actually got, I was fortunate last year to speak at an event in Vegas with Tucker Carlson, Bobby Kennedy Jr. Pam Bondi was there, the new attorney general.

And I got to spend some time with RFK Jr and it was, It was one of the coolest moments I've ever had. There's 10 of us in the room, and I was the last guy to get up and take a kind of meet and greet kind picture.

And I just said, hey, I want to thank you for the sacrifice that your family's made. I can't imagine what it's like to grow up without your dad and without Like your family's sacrifice as much as any family you start crying And he

pulled me back to him and we sat for about five or ten minutes and just talked he just can't nobody's ever said that to me That's the dude.

I just want to say thank you I was it and so we had that conversation and he taught yeah for then he was still running for president It still wasn't the whole my hot thing and then with obviously with my relationship with Gary, with Sage and Gary and, Gary doing what he does and watching that rocket ship he's been on the last four years.

And then having some of the, like even in my own health journey, and then have some behind the scenes conversations with Garry and seeing what they're doing.

I told him, he texted me a week and a half ago, two weeks ago and he was like, hey dude, pray to our group chat. He goes, Hey, Pray for me. Because we're having more spiritual warfare and attack right now than we ever have.

is because they're changing. They're literally changing the nutrition system and how we know what nutrition is in America. It's been you want to talk about deeply rooted in our culture and the fabric of who we are as America, And they're uprooting the entire system, bro.

Yeah. It's crazy. So it's huge. I mean, I'm, obviously I am a fan because it changed my life. You can argue with a lot of things, but you can't argue it with the changed life and transformation.

And that's one thing that I say. They made it so political, But really this whole Maha movement, in my opinion, should be non-partisan. But why do they make it political?

You know, obviously they made it political because you know it's on the Trump, you. Know, but they make it. Political because it is about the money. They don't.

It's about. The money and it s about power. Yeah. And you do. Again, Gary and I are close. I have very few people you get around. that Earth more genuine and authentic than Gary.

He's just an amazing human being. And I haven't had a chance to meet anybody else on the team other than RFK Jr. and he was phenomenal. Like you've got these these people that are authentically care about other people's health.

How can you come against that? Other than oh, it's pocketbook, bro. It's power and pocket book. Yeah, that's for sure. We're there a hundred percent So Ken man as we wrap up here if there is you know, we're just one person who's tuning into the podcast You know listening watching and they resonate with some of the powerful things that you've said What is one thing you can leave them off with?

I would just say great leaders want something for people, not from people. Like, what does it look like to really authentically live that type of a life out in your life?

Like what would that do in you family? What would do that in business? If you say, I'm strictly going to live a lifestyle that's relational and not transactional.

I love the Zig Ziglar quote, if you help enough people get what they want, eventually you'll get you want. And if there's ever a time, Sam, that we need people to live that type and that level of servant leadership, it's right now in the world that live in.

And so I would just, I'd say that, you know, what is servant leaders do three things. It's a great story. I'll wrap this at four daughters, 29, 26, almost 22, My 29-year-old, from the time she was in kindergarten, I helped as a mortgage broker, so I used to take her to school.

She had a private Christian school, and I'd take them to the school and before they got out of the car, they'd say, what did the servant leaders do? And they look at me, again, four daughters, right?

They'd look and say daddy, servant leader, put other people's needs before their own. They do things right the first time and they do without being asked.

Okay, that's the day when I pick you up. You got to tell me how you were serving. And then get in the car. They would tell, me I let Johnny go in front of me at the water line.

I took Miss Green's trash can out, whatever it was. My daughter went to, obviously that was kindergarten man for 20, you know, for 18 years, we're doing that with her.

She leaves. He goes to college in Birmingham. And she gets a job at a brand new Chick-fil-A and she just keeps getting promoted, promoted and promoted.

Yeah. 20 19, 20 years old and he's over, she's like the front end kitchen manager and the, and then the guy who owns two Chick fil-As comes in and goes, how are you're like, the youngest person we have, How are doing this?

And she goes, it's easy. She goes. My dad taught me what servant leaders do. And so, and she told him, she sent me a picture of the, the area at Chick-fil-A where they slide the fries down that, that aluminum area where the do the prize and the sandwiches and written in a sharpie marker was three characteristics of a servant leader.

He had to write that in that store because that's how she did what she. If you want to attract the right people in your life, be a servant. Want something for them, not from them.

Like literally put other people's needs before your own. Do things right the first time and do things without being asked. If, you'll take the initiative to be that kind of a human being, your EQ is going to go off the chart.

Number one, You'll cut through the noise that, cause everything is about me, me me. Me, especially on social media. It's insane. If you do that, dude, you will see the right people start gravitating in your life and the people that God needs to be in you life for you to able to fulfill the mission and purpose that He's created you.

Amazing, amazing. Thank you, brother. You're welcome. Where can people find you at Ken Jocelyn on Instagram? Super easy gross that drive dot com on the deal.

Ton of information about what we're doing. We're just man. It's humbling. So it's so humbling right now to see what God's doing in the beginning. Connect with you.

You are it today. I mean, it just. I'm just like, man, God, you're too good. I don't deserve you to be this good to me. So. And I appreciate it, Matt, because you know, during these podcasts, it gives me a little bit of a refresher to, things that I need to do as well to keep on pushing.

Guys, you guys heard it from Ken. There's a lot that we talked about today, but the number one thing is bring faith into your entrepreneurship. Bring faith in to your life.

Let God lead you. Doesn't matter the denomination that you're coming from. Also, try to be a servant leader. Put other people's needs before yours and you'll see that you actually feel more fulfilled doing that.

Again, make sure you subscribe, follow, do all that fun stuff, share it. You know, click on all the links and we'll you for the next one.