



THE LIVING SENT PODCAST: SHOW NOTES

EPISODE: 053

TITLE: **Interview: Dr. Dave Jones (Finding a Future Worth Fighting For, Discovering Your Identity, Vision, and Mental Toughness)**

Episode Summary

In this episode, I sit down with Dr. Dave Jones to explore what it means to live with God-given vision and purpose. Together we discuss identity, mental toughness, leadership, and the powerful question every Christian should answer: "What is the future you're fighting for?" Whether you lead a church, a business, or your family, this conversation will encourage you to pursue God's calling with greater clarity, courage, and intentionality.

Helpful Links

 Visit M is Good's Website: <https://misgood.com>

 Get Dave's Book, Plan to Win: <https://plantowintoday.com>

 Visit Justin's Website: Justinwester.com

 Get the Book: [Living SENT on Amazon](#)

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Discussion Questions for Teams & Groups

1. Dr. Dave Jones repeatedly asked, "What is the future you're fighting for?" How would you answer that question today? Has your answer changed over the past few years?
2. Dave shared how his identity was wrapped up in hockey before Christ reshaped his life. In what areas are you most tempted to find your identity in performance, success, or the approval of others rather than in Christ?
3. The conversation emphasized that consistency produces lasting growth. What "small reps" (spiritual disciplines, leadership habits, or relationships) do you need to commit to consistently?
4. One of Dave's questions was, "Are you asking God to use you... and are you usable?" What qualities make someone usable by God, and is there anything in your life that may be limiting your availability to Him?
5. Dave argued that business, ministry, and everyday work can all be platforms for God's Kingdom. How can you become more intentional about living as a missionary in your current workplace, neighborhood, or sphere of influence?
6. Fear, comfort, and distraction often pull us away from God's calling. Which obstacle most threatens your ability to pursue the future God has for you, and what step of faith could you take this week to overcome it?
7. After listening to this conversation, what's one practical action you believe God is leading you to take in the next seven days? Share it with the group and ask someone to follow up with you next week.



R7 Vision Discovery Assessment

STEP 1 — DESTINATION

Where do you believe God ultimately wants your life to point?

Rate 1–5

- I know why God has placed me where I am.
- My life's purpose is bigger than my career.
- I regularly think about eternal impact.

STEP 2 — VISION

Can you describe the future you're fighting for?

- I could explain my vision in one sentence.
- My family knows what I'm trying to build.
- My decisions align with my vision.

STEP 3 — STRATEGY

- I know my next three steps.
- My calendar reflects my priorities.
- I have people helping me accomplish my mission.

STEP 4 — BRAND

If five people described you, what words would they use?

Would those words support your mission?



STEP 5 — COMMUNICATION

- Am I clearly communicating my vision?
- Who needs to hear it this month?
- What conversation have I been avoiding?

STEP 6 — PRAYER

Rate yourself.

- I pray about my mission more than I worry about it.
- I seek God's direction before making decisions.
- I invite others to pray with me.

STEP 7 — ACTION

Circle one.

This week I will...

- ☐ Start something.
- ☐ Stop something.
- ☐ Finish something.
- ☐ Invite someone.
- ☐ Say yes.
- ☐ Say no.



FINAL REFLECTION

God is calling me to...

The biggest obstacle in my way is...

This week I will...

Full Episode Transcript

All right, well, Dr. Dave Jones, welcome to the Living Sent podcast. I'm so excited to have you on this month's Episode. I know that our listeners are going to be encouraged by what you have to share and I'm looking forward to it as well. So thank you so much, man. It's an honor to be on with you.

Justin. Really super excited to see where the conversation goes today. Excellent. Well, hey, you know, just to start things off, I know that your life has had several chapters. I mean just from a quick glance online, professional hockey player, and correct me if I'm wrong here, sports psychologist, entrepreneur, and now, you know, really ministry minded business leader.

And so looking back on a number of those chapters and seasons, you know, what thread do you now see God weaving through all of those in your life that maybe you couldn't see at the time when it was happening? Yeah. You know, it's funny you kind of put you position it that way because I'm like, wow, that's really weird and obscure.

How do you pull that all together? You know, I think how I in my mind pull it together is that it's always been about peak performance. It's always been about in a subconscious way. I would say more, less subconscious in the last five years, but more conscious of how do I glorify the Lord with my talents and my abilities. You know, that's, that's really the center focus of the glue of all of it, to be honest.

And, and how you go about that. You know, I've been a, I think I've been a pretty decent student



of trying to learn. Okay. How do I, I want to hear the words well done, good and faithful servant at the end of the day, you know, and I think we're all sort of chasing that in a subconscious or conscious kind of way. I know you are.

Yeah, for sure, for sure. Yeah. I'm interested. I know that like for you and correct me if I'm wrong here, but hockey was probably like your first love. Yeah.

Did you always have like a drive to be the best hockey player that you could be or was it something that developed? It was, it wasn't that. It was. I grew up in a very, I grew up in a part of the country that was very broke. It was very, a poverty mindset.

And, and so I just didn't want to continue in that. And I knew that there was something else out there for me. You know, I just, I just grew up with not having a lot of. I grew up very lonely. I would say that I was, you know, valued but not really loved.

And so, you know, that was the chase. So hockey was the vehicle to that. So I, I learned early on that I got attention if I scored goals, so I figured out how to score more goals. My brother, you know, figured out how to get attention by robbing things and stealing things and beating up people, and that got him in trouble. And I just saw.

I saw that, and I said, you know, that's probably not the way I want to go. That I know he's getting attention, but it doesn't feel like the right attention. I didn't know. You know, I don't. I think I kind of inherently knew right from wrong, so I just.

I gravitated towards sports that give me some gratification. Yeah. But every hockey team needs a bruiser, right? So you got to get your brother on the hockey team. Yeah, for sure.

Yeah. Well, hey, you. You write pretty extensively about vision. Yeah. And I'm just curious, you know, was there ever a season in your own life when your vision was.

Was kind of blurry? And. And if that's true, you know, what did. What did the Lord use to bring clarity to your life? You know, clarity and direction, which, you know, when I.

When I think about peak performance, there's what I call MEPs, and I get into it a little bit in vision wins. And that is, you know, for us to be at peak performance, we have to be mentally, emotionally, physically, and spiritually at the peak. And that is really super hard to do. Only few people in the world have ever achieved it, and they haven't achieved it for very long. And so we can see that really come out in sports, you know, where somebody, you know, makes a basket



or, you know, scores a goal, you know, where they're emotionally and physically and mentally at the top of their game.

And so I kind of explored that and looking at, okay, what does it take to be on the peak? Mentally, emotionally, physically, spiritually? And so I've always sort of chased that. And so this is where, again, vision is a place where, you know, it gives us direction, it gives us clarity. And without it, you know, we just don't know where we are in our MEPs.

We don't know if we're in a valley. We don't know if we're on a peak. We're. We're really just seeing what the world is doing and adapting to that and sort of justifying it. As a Christian, as a man and woman of God, we read the Bible, right?

And we look to the Lord for guidance, and we trust in the Lord that the scriptures are real and they can apply to my life. But then it becomes that. Why? How conversation in My mind of, like, why am I going. How am I going to do it?

So this is where vision is incredibly important because it gives you your North Star, it gives you your clarity in your direction. Yeah, that's good. Yeah. Well, you mentioned earlier that you know sports, and I'm sure for a lot of people that really went all in on sports, they can, they can identify with this. But, you know, sports can easily make performance into your identity, you know.

Yeah. So how would you say hockey shaped your identity early on and then, like, what ultimately convinced you that your identity had to be rooted somewhere deeper? Yeah, this is part of my story of, you know, when I left playing professional hockey in, in Germany, I found myself on a curb in a city I've never been in. I was lost because my whole identity was in a hockey player. And so when that gets stripped away, what are you left with?

And this is really where my journey with the Lord began. It just all got stripped away from me. So I didn't feel valued, I didn't feel appreciated and feel loved by really anybody or anything. Now my fiancé at the time, you know, I was really getting a lot of that value and acceptance from her, who I ended up married. We've been married now for 20, 26 years.

But, you know, the scriptures, you know, there's, there's another akin. Right. News. In fact, I. I'm just about to release my fourth book called Plan to Win. Okay.

And I. So I've identified four toxic motivators that motivate us. And those are fear, lust, anger, and pride. And so when we can identify and be mindful that I'm. That I'm not using faith, I'm in



fear, or I'm using something lustful.

I think, you know, the, the Christian world uses lust as a taboo topic, especially with porn. But we can't stop their people possessions, titles, power, you know, some of the things we can lust after. And then anger, you know, we know kind of what that looks like. But, you know, we also know what forgiveness and patience looks like. And then pride, obviously, you know, there's humility.

And so when that flap, that fearless anger, pride is driving us, those toxic motivators, you know, vision is dormant. And so that, looking back, that's what was driving me in my hockey career. And so, you know, being mindful of that is. Is super important. Not easy, right?

You need, you need a community around you need mentors around you to say, is this a toxic motivator or is this not? You know, and so, so I want to, I want to Ask you about, like you said, your identity kind of got stripped away over in Germany. Like, that was probably, that was no small thing. Like you, you probably didn't go home and say, okay, well, you know, I'll just, I'll just shift gears. I'll just, you know, go out and start delivering pizzas.

No big deal. Yeah, like, it was probably like a seismic, catastrophic, you know, blow to who you were as a person. Like, how did you, how did you process through that and come out of that? Like, was your fiancée a part of that? Was it really a soul searching season for you?

What was going on inside of you? Well, it's, it's one of those sayings, I think, that we, that we hear a lot, except for the grace of God there go I. And that's really what it was. You know, I had a moment where I asked myself, would I hang out with me if, if you were a friend? Would you, Would you like you?

And you know, Justin, the answer came back, no, I wouldn't like you. And I thought, yeah, I, I, what, what would it take to get. Because I thought that by putting other people down, I could conquer the world. Like, that was my mentality, my philosophy in life, you know, and obviously that doesn't work. And so I, I ran into a mentor, a guy actually in Taco Bell, and we just talked up a conversation.

He was an angel sent to me and mentored me and said, you know, if you don't like who you are, here's, here's 30 books you need to go read. This is when, you know, TV was like appointment television was a big deal. We didn't have really phones. We did. But they, you know, can watch media on them.

And so I did, I turned off the TV for two years and I read 30 books. And it absolutely changed me.



Just changed. It just. Yeah, so it wasn't.

You're right, Justin, it, it is something that you. Okay, I gotta change, man. Like, what is this gonna take? And like, that's hard. Change is hard.

And putting in the sacrifice and time is even harder. Yeah. So what happened after that? You. Did you stay in Germany?

Did you move back to the States? So I was back in the States when that happened. So I left Germany in 98. This happened in 2000. 99.

2000 time frame. Okay. And that's when the journey began of. I started the company EM is Good in 2001. Was formerly Marketing Ministries, now it's M is Good.

Same company we just renamed. And the journey began to build one of the largest Christian Ad agencies in the world. Yeah. So would you say that that season, or maybe it was the season after, like, when you started M is Good, was that the season where God seemed to be more interested in shaping, like, who you were as a person rather than advancing who you were? Does that make sense?

Yeah, I think. I think there is an end to that. Honestly. It's like, I kind of look at it like, you know, there's a Holy spirit information superhighway, and, you know, the. The movie.

What is the movie where the turtles are in that jet stream? Nemo. Yeah, they're on the Australian jet stream, you know, and they're like, here we go. This is where we pick it up and they just take off, and it just. Wherever it goes, you know?

Yeah, I. I feel like there's a Holy spirit information superhighway always. It's always there. And if we're willing and able to humble ourselves and be intimate with the Lord, that we can get into that jet stream. But, man, be careful when you do, because you're gonna get swept. You know, it's like, it's gonna go.

And so I feel like I'm still drinking from a fire hose after 25 years of, like, you know, I want to stay in the jet stream. You know, I think one of the questions we ask the Lord, then we ask the Lord, at least I do, to use me. But then the question becomes, Justin, are you usable?

Yeah. Like, are you usable? Like, that's a great question. Like, I want to be used. I want to be of value and appreciate and love.



Want to be out there. I want to be a thought leader. And you go, okay, are you in a position to be used? And if the answer is yes, let's go. If the answer is no, let's go.

You know, like, there's. There's some change there that needs to happen. There's some stripping away of your fear, lust, anger, pride that we. That we probably need to tackle. Yeah.

Yeah. Well, I know on this podcast, we talk a lot about or we try to equip people, help people to live, think, and act like missionaries wherever they are. And I know you mentioned M is good, and I did a little bit of research on it, and it's one of the largest Christian marketing agencies. And I know that a lot of times Christians wrestle with whether Christians that are in the marketplace or are in business, they wrestle with the idea of whether business can actually be ministry. So at what point did you realize your.

Your company wasn't simply, like, funding ministry, it actually was Ministry. Like, what was that mindset shift for you? Like, Yeah, I asked the Lord after I left hockey, and, you know, I was working at a TV station. I. I just. Just didn't feel appreciated, you know, or valued.

And. And so I asked the Lord, you know, what do you want to do with my life? Because this isn't it. And immediately he gave me the words marketing ministries. And I thought, okay, this would be a Christian agency that will work with ministries for media buying to be the, you know, the go between the.

The broker for media buying. In that point, that seat has never left. You know, our vertical is representing Christian organizations. That's it, in some way, shape or form to glorify the Lord with their talents and their abilities, whether it's secular business with a Christian ownership or ministry or churches. So we don't really get into the detail, you know, that's between them and the Lord.

But, you know, it's got to have some function of. Of communicating the gospel of Jesus. That's always been our platform. There's plenty of. I'm sorry, our vertical.

There's plenty of marketing agencies, but there's not a whole lot of Christian advertising agencies specifically designed for what we're talking about here. So it's never really been a shift. It was just the foundational platform from which we were birthed by. That's good. So you've worked with professional athletes, CEOs, nonprofits, you've worked with churches across all different types of environments.



What would you say is the most common reason that organizations, or maybe even just people in general, lose vision, lose their vision? Have you seen that happen? And why do you think that happens? These are good questions, man. Awesome.

It's been less of the losing of the vision and more of, I don't know what the vision is or, yeah, we have vision. I say, okay, what is it? And they say, let me get my secretary to get the pamphlet in here so we can read it together. Right. They don't know it, and they don't know it.

Yeah. And so if you don't know it, you know, it's hard to communicate. It's hard to believe in it. It's hard. It's hard for, you know, for people to get on board with the culture of what we're doing.

So that's really kind of what I've run into, is the juggernaut of, I, I have it, but I don't know what it is. And so the question becomes, do you really have it? So that's when we really get into some. Some rigor and some detail on, you know, is it short, portable, easy to understand, memorable, inspiring, detailed, bigger than yourself? You know, got lots of examples in the marketplace, in the secular marketplace of very big companies that have vision, that have rocked the world. Yeah, yeah.

So let's, let's say just hypothetical situation, an organization comes to you and says, you know, we want, we want to work with you guys, but we need some help really clarifying and crystallizing our vision. Is this where the idea of R7 would come into play? Yeah. Could you talk a little bit about that? Yeah, it's more of hey, I need a website or hey, you know, we, we don't know what we're doing with our digital strategy or we need help with managing ads, email.

And then that's where I say, okay, just through the discovery process, what's the vision, mission, Core values, brand promise, what's. I call it the vision architecture. What's the architecture of this? And then they send me some documents and I go, okay, well are you open for us to change it? Because we've represented over the years some really big ministries that, you know, they're just have a huge boards that, you know, they, they can't change it.

And so if I can, if I can work in it and play in that sandbox that I call it, can I play into sandbox? Yeah. You know, and the answer is yes, then we do sometimes we just got to move on and live to die another day kind of thing. And so if that's because what happens is in R7, R7 is destiny. Vision strategy, brand communicate.

When we get into website, email strategy, digital ads, we're really talking about step five communicate. And so really why that's failing is because the purpose and the vision and the strategy and the brand aren't there. This is kind of the whole point of R7. Yeah. And then step six,



are we praying about steps one through five?

And then step seven take action. So R7 really just slows down that, that man or woman of God and says, okay, what exactly are we doing? And yes, it's going to take an extra three or four weeks and a little bit more time, maybe a little bit more money. But we really have to start with the foundational platform before we can really go and communicate. Yeah.

Can you, can you hit me with those again? The, the first or one through seven. You said destiny. Destiny. So destiny, step one, that's.

And we all know what the pur. The destination is. That's what destiny is short for destination. You know, we want to glorify the Lord with our talents and our abilities. That's really step one.

Step two is vision. Step three is strategy. Four is brand. Five is communicate. Step six is pray.

All steps one through five. And then step seven take action. Nice. Yeah. Where.

Where did those come from?

I got hit with. In 2009, I got hit with a pretty big prophecy in Germany, and it came from an apostle who spoke a word of prophecy over me. All seven right there. Yeah. Yeah.

Did you? And then. And then what was crazy, Justin. I didn't know what to do with it because I've seen prophecy before, but I'm not really like, prophetically moved motivated kind of thing. But I've been in churches and represented clients that do that, do a lot of prophecy.

I don't have a problem with it. I'm just not into it. But it happened to me and I. I fell to my knees. You know, the green blanket ministry came out and put it over top of me, you know, and did the whole thing. And.

And my wife was there. I mean, my face turned extremely flush and my ears just were boiling hot like something was happening.

And then I just sat on. I just sat on it for a year because I was so overwhelmed by it. And I really came down to two questions. I could believe this or not, and I just prayed about it. And, you know, I felt like the Lord was saying, yeah, go.

And so then for the next, I would say three to four years, God sent mentors in every one of those



categories to me. Wow. Yeah. And I didn't know it's about the year 3, 4. I was like, dang, this is wow.

Wild. Yeah. I have a person who's like, vision. Tom Adama, who is John Maxwell's right hand man when it comes to vision. He mentored me for two years and no charge just came in.

I'm like, this is. Wow. This is crazy. Awesome. I had the chief strategist for Hilton Hotels come in, come and say, you know, we.

I'd love to work with you. Can we do a trade? I'm like, yeah, what do you do? I'm a strategist for Hilton Hotels. I wrote, he wrote all their messaging for all of Hilton Worldwide's core values.

Came in. Another guy on the strat on the communication side, Gene Strike came and he was a big pastor in Pennsylvania. It was with. He's with me for four or five years. Wow.

And then on the prey, Dick Rubin, who's a messianic Jew.

I'm still, after 10 years, going back to the notes that Dick Rubin that I was with Dick Rubin on and still thinking about what he said. He since passed away. I love that. So I've got to ask. I've got to ask you about that experience.

Was that. Was that an experience? Like, did you have a church background that gave you context for that moment or were in that moment where you're like, I have no idea why this person is talking to me. What is happening right now, or was it completely foreign? Completely foreign.

Oh, wow. I was just putting the pieces together. I'm like, wow, this is cool. And, like, some of these people were not in Raleigh, so I had to, like, chase them. You know, I had to go to Branson, Missouri.

I had to go to Pennsylvania and, you know, go to a conference, you know. You know, and it wasn't like a. Some of these. None of the. These were all invites.

They weren't like, just sign up for this conference and you'd be mentored by. No, they were like, personal invites. They had come across my path here in Raleigh, and we just had a nice friendship, and I just continued to chase it, but completely foreign, just putting it together, going, okay, this is this puzzle, this piece. I have a. I guess I have a high level of mindfulness and awareness around me of what's happening. Yeah, that's good.



Well, I wanted to ask you this.

I know that, like, your work is primarily with organizations.

How much would you say, you know, the R7 process, your book vision wins, and your focus with your work is transferable to, say, a person and say, number two, like a family. Yeah. How would they apply that? Well, definitely a person. I don't know about a family because, you know, I have a doctorate in sport and performance psychology, so I know enough on counseling side that there are specialists in family there, you know, family counseling.

And, you know, and so I try not to venture out of too many lanes because I'm, you know, I don't want to, you know, be in a place I'm not supposed to be. Sure. I've never. I'm sure we'd work with families. I mean, but more on the entrepreneur, you know, side of things, of, you know, starting an organization or building one or trying to pivot to be.

Have a stronger vision kind of thing. Yeah, yeah, yeah. Well, let me ask you this more about R7. So it's become this framework that's been given to you. It's now helping organizations communicate vision and make progress toward their.

Their goals. What. What mistakes did you make before, develop, or before really receiving R7? In other in other words, what, what did younger Dave maybe get wrong that today's Dave would never do again? Oh my gosh.

What did I get right? Is more of the question.

You know, I, I've, I've been asked this question a couple of times in different ways, and I think the answer was I was just dumb enough not to quit because I've messed it up so many times that I've really kind of looked and said, okay, that didn't work. You know, I won't do that again. Let's try this kind of thing.

You know, I, I just really feel like in my heart like, you know, God can't steer a parked car. And, you know, I've had some pretty sound theological people say, yeah, you can, like, okay, sure, God can do anything, you know, but like the idea of wishing, the idea of dreaming, you know, and just sitting back and letting the Holy Spirit just work and you just, you know, eating some popcorn. I just, it just hasn't been my, my journey, you know, My journey has been try it. Adjust and a fail. Try, fail and adjust.



Try, fail and adjust. You know, so I've messed pretty much everything up. Not, I wouldn't say catastrophically. Like I'm, I kind of look at it. Do you play golf at all?

I have tried to play golf, yeah. You know when you have like a 15 foot putt. No, there's a better example. You have like a four foot putt and you want to make, you're in, you know, you're putting for birdie and you don't want to blow it past the hole so that you have a bogey. You just want to get it close so you can tap it in and make par and get out of there.

That's kind of been my journey. Like, I haven't been bankrupt, you know, I haven't been divorced. I didn't lose everything. My kids don't hate me. You know, it's like I just like kind of stayed within the frame all these years, but messed it up enough where it wasn't too catastrophic.

Yeah. You know, haven't. Haven't been scared to fail or scared to try. I hear, I hear kind of like a little bit of like, like the mental toughness kind of coming out. Yeah.

Just hearing, hearing you say that, and I know that's like a big theme in your life, in your books and what you write about. What do you help listeners like if, if, if they maybe don't quite know what you mean by that. How, how would you describe mental toughness to them? Number One. And then how would you help them to understand that it's not just you trying harder.

It's so to me, it's something more than that. How would you, how would you unpack that? So I work with a lot of professional players, right? And I've actually have a definition of mental toughness, so I'll say it a couple times, but it's playing at the upper ranges of your ability consistently under pressure in the biggest moments. So mental toughness is playing at the upper ranges of your ability consistently under pressure in the biggest moments.

One of the biggest words in that definition is consistently. So how do you perform consistently?

Well, you've got to put a lot of reps behind what you're doing. Thousands of reps. In fact, my plan to win book that's coming out, the opening quote is, it's not about the shot you missed, it's about the thousand shots you didn't take in preparation for that shot. So anything with consistency that you want to be consistently good at, you have to put some repetition behind it. So, you know, I, I use this as an example.

If I were to ask, you don't play a lot of golf, right? So if I were to say, hey, let's get your 56 degree wedge, we're gonna go out on the course and we're gonna mark off a hundred yards. And Justin, I want you to take these five balls and I want you to hit at least three of them within 10ft of the pin. Could you do it? No way.



No way. But if I were to say, all right, Justin, we're going to take a hundred balls and every day at 5 o'clock for the next, let's say 60 days, we're going to be out here every single day with that 56 degree wedge at 100 yards and you're going to hit two to 300 balls every day to get it within 10ft of that pin. Okay. And then we're going to come back in, say eight weeks, and I'm going to put five balls in front of you after you hit however many balls. And I'm gonna say, okay, out of these five balls, I need you to put five within five feet.

Or how many could you put within five feet? How many? Think you could do all of them? Yeah. I mean, you would be really close.

Yeah, yeah. I mean, you'd be four out, three out of five. Maybe four out of five. For sure. And so this is where we're at, I feel like in the world where we're chasing God and we're asking for this big expectation.

A lot of times you don't deserve that big expectation because you haven't put the repetition behind it. Right? We have these. We don't believe in j E dollar sign, you dollar sign Jesus, but yet we want that Jesus. Yeah, right.

And we see other people with that mentality and go, oh, I can never do that. But I question that and say, well, maybe you do because you haven't put the reps behind it. So your expectation of your vision coming to pass. Oh, wait, you don't have one. Right.

And you haven't certainly put the team together or the sacrifice together or the money together. A lot of the phone calls we get, it's kind of sad. Justin from around the world, phone calls and emails, I handle most of them that come in. You know, most people have a, they have a vision from the Lord, whether it's last night or year ago, and they say, okay, this has been so consistent in the last 25 years of, of people because we own the, the keyword Christian marketing. Okay?

So we get these leads, they come in and they say, well, you know, like, here's my, here's my vision. Here's what I want to do. And I say, okay, what's the budget? And nine times I would say six out of 10 of those leads say, what do you mean? I'm like, well, you have a big vision, right?

You must have a big budget because that's how it works. No, I don't have any money at all. Okay, well, who's going to fund this? Oh, by the way, you need to sign this NDA, like, the NDA in the Christian world is one of the dumbest things because you want them, you want your vision to go out. You don't want me not to talk about it.



And I'm not. I don't have the bandwidth or the resources and finances to be able to fund it. So I'm not going to take it from you. It's yours. Like, shout it to the world.

Get everybody on your team. And so like, lack of budget and lack of, like, strategy of how I'm going to communicate that is so prevalent in the. And so mental toughness of sacrificing, saving money, getting your team together, casting vision, casting vision, getting, you know, no, you know, getting a nose slammed in front of your face every single day, you know, and going out again and again and again. You know, this is where playing at the upper ranges of your ability consistently, that's the consistent part. Under pressure.

Yeah, under pressure. Now we get under Pressure. So pressure is interesting, is pressure. If I were to ask you to look around in the room and. And pick up some pressure, could you.

You can't. Can you go buy pressure? Can you sell pressure? So pressure is all about your expectation and your vision, you know, and the distance between those of, like, what do I expect to happen? And all this press.

So. So this pressure is mounting, but it's only between your ears. And then it. And then the last part of it's in the biggest moments when everybody's watching. Are you able to perform well?

You can't unless you've put in the time and you've put in, you know, have the resources to be able to do it. This is why we love sports so much, because those players have done all this at some level, and if you look at their training, it's really boring. You know, it's really a lot of sacrifice. And so the people are listening out there, you know, are you sacrificing for the Lord? You know, are you consistently hitting balls with Justin at five in the morning every single day when you're tired, when you're sick, when you don't want to be out there?

You know, this is mental toughness. No, that's good. You mentioned John Maxwell earlier. I remember him talking about, you know, the thousands of conferences he's spoken at. And he said a lot of times he'll come either off the stage or out of the breakout room and interact with the people.

And he said oftentimes they'll at least be one person that comes up to him. He said, most. A lot of times it's more than one, and they'll say something like, I just want to do what you do. And he said my response to them is always, no, you don't. He's like, because you don't want to do what I've done.

And he was talking about this, like, consistency piece where, like, he has put in the time, he has



put in the work. And that's all the stuff that people don't see. They see him on the stage, they don't see what he's done consistently behind the stage, off the stage for years and years and years and years and years. And so, yeah, that resonated with me just hearing you talk about that. And that's actually one of the books I was talking about.

Those 30 books that I mentored recommended for me to read is who you are when no one's looking. Oh, yeah, it's an awesome book, man. Talking about integrity and excellence and dedication, you know, and Doing things right when no one's looking really hard, really super hard to do if you're not in, you know, not in that space. If you've, you know, created shortcuts for the hard book. So, you know, many of our listeners, they're, they're either pastors, ministry leaders, Christian professional professionals who sometimes feel stuck.

So hypothetical question here. If you, if you could sit across from the table with them with no agenda, what would be the first question you'd ask before giving any sort of advice? First question, and I've actually done this. Oh, cool. It's a really hard question that people answer, you know, with a.

They answer very quickly. But then I ask it again and it always changes. The question is, what is the future are fighting for?

I think that is a brilliant question.

And I know it was in vision wins. Yeah. Why. Why is that question so good in your opinion, as opposed to, you know, what's your vision? Like?

Why is that question better than just simply asking, what's your vision? I think because it's the follow up question. Is that the future you're fighting for? And the answer is usually, no, that's not the future I'm fighting for. And so it really, it kind of like stabs you, you know, in the heart of like, okay, what.

I don't, wow, what is the future I'm fighting for? And you don't know. And so it stops you in your tracks.

Because if you're really gonna fight, like, you're gonna fight, you know, I feel like the gladiator. Like, are you really gonna fight for that? Yeah. Right. The William Wallace, you know, are you really gonna fight for that?

And so that's, that's why I think. Have you, have you pondered that question yourself?



Absolutely. And I think, I think part of the brilliance of the question is, for me, at least, when I hear the word fight, I only fight for the things that I love. Yeah.

You know, and. Or the people that I love, the, the causes that I love. And it just attacks that question, that thought, you know, and so you begin to say to yourself, would I actually, like, fight for that? Is it worth fighting for? Yeah.

And I just think, I think we have all of those questions in our brain simultaneously. And it's just a diagnostic question that I think literally it cuts, man. And so I love that question. Yeah. Because like, is that the hill you're going to die on?

Mm. I've actually started different organizations and got them right to the point where I'm going to employ an, an army of people and ask that question, is this the future I'm fighting for? And out of the. I think three or four times I've really asked that question. I think two out of the three, the answer was no.

I shut it down. What happens after that?

Tears. You. Tears? I mean, yeah, seriously, like. Yeah.

And I just have to. You just have to explain to people that I've been praying about it and the Lord said no, because this is not what I want to do for the next five years. You know, like, this is not the future I want to fight for. Yeah, it's a cool idea. Yeah, it would be fun.

But I'm not going to fight mentally, emotionally, physically, and spiritually for it. I'm just not. And so, you know, it just, I think, just think it guides you. And I don't even know where I got that from, honestly. Been using it for so long, I don't know where it came from.

Well, don't forget it. It's a good one. It's a good one, right? Yeah. So you, you've really spent.

Really now. Would you, Would you say the majority of your life helping others do this? Or at least the latter half of your life helping others do this? What are you hoping and praying will be true of your life, let's say 10 years from now? What do you hope God is still growing inside of you?

I hope I'm still chasing something. I still hope I'm fighting for the future that I feel like I need to fight for. I have this image in my mind, Justin, that whether it's true or not, I'm not sure whether it's biblically sound, I don't know, but I just have this idea that I'm standing from the Lord and



there's an image of who he created me to be, and then there's the image of me and I. And I hope they're. I hope they're close.

Yeah. You know, like, if I, if, if I don't know that person, that would be a problem, you know, so that's really what I'm fighting for, is to really, to really glorify the Lord. Yeah. If I stay in that, in that lane, I think everything's going to be okay, you know? That's good.

Yeah. Well, I want to talk a little bit about the book Vision Wins and encourage listeners to pick it up and read it. Because the book is different from your kind of run of the mill leadership book in that you're telling a story. Right. You're telling a story of really two people, their life, and the way I Read it and you give me your feedback on this.

Was you're reading the R7 process kind of come to life in this story. Like, you're seeing it lived out versus, you know, chapter one is on destiny. Chapter two is on vision. You're just seeing it play out. And I thought that was a really interesting take.

Why did you decide to write it like that? One of my favorite, favorite authors is John Gordon. And John Gordon has written some really just awesome storybooks. And I had an opportunity. I was the chairman of the board for FCA hockey for 10 years, and I had an opportunity to get around John after reading three or four of his books.

And I just. I asked him, how do you write a book? And he told me, I was carrying his luggage at a conference once, and. And actually in Florida. Naples, Florida.

Nice. And. And so I. Again, I sat on that, and I'm like, well, if I ever write a book, I'm gonna write it like that. I just feel like stories, you know, Jesus was the master storyteller, the master asker, you know, the storyteller.

And I think if you're. If you're able to. I don't know if I'd love to see if I was able to pull you in as a reader and get you involved in the story, because that was the hope that I could tell these principles through a story without saying, you need to do this, Justin. You need to have a vision. You know, I just feel like that's more of a, you know, an author, and I guess there's nothing wrong with it.

I just didn't want to tell the story that way of, you know, talking down at somebody and saying, you have to go do this. You know, I just thought, there's a lot of those books. I just wanted to. I wanted to create a story and pull you in and let you fill in kind of where the gaps are in your life and how you could apply them through Kelly and Elliot's story. So this might be funny to you.



So I didn't know that Kelly and Elliot weren't real people. And so. Come on. No, I'm serious. So this is awesome.

This is interesting. So I'm reading it, and, like, I'm captivated initially, and I'm just like, I'm just seamlessly going, chapter one, chapter two, chapter three. And I'm like, is this real? And so, like, I finally find Elliot's last name. Like, you don't mention his last name until, I don't know, chapter five or six or something like that.

And so I immediately Google him. I immediately, like, try to find this guy, and I spend, like, way too long trying to find this person, and I'm, you know, researching his accident and all this stuff, and I can't find it. And I told my wife, I was like, I think this might be, like, a fictitious story, you know, and then it all just, like, connected. And so. So I hope that makes you laugh a little bit, because that's the first time I heard that.

That's great. Yeah. Yeah. And. And honestly, man, I. I thought, too, the moment.

And I know this is kind of a rabbit trail, so I hope you don't mind chasing a quick rabbit. The. The moment of his accident. Yeah. Where he.

He has a really bad fall on the ice. He is. His parents are there, his. His fiancé is there, and he becomes injured and paralyzed afterward, and he calls for his dad, and I guess his dad rushes down there and he says, I made it, dude. That.

That moment actually brought tears to my eyes. And I. Even every time I wrote it, I cry. Every time I hear the story, I cry. I, I.

When I told my wife that I started crying and she started crying, she, like, looked away, had, like. How did you create that moment? And I know this was a rabbit trail, but how did you create that moment? What was going around in your head? Like, I thought it was a fantastic, you know, climax in the.

In the story. Like, it's the pivot point. Yeah. It's. Trying to pull that together was.

Was hard. I wrote. I wrote that book, I think, 17 times. Yeah. And my editor made me push in on it really hard.

It's such an intimate moment where we think that we, you know, that the destination is. Is



somewhere out there when really the journey is the destination. That was the point of that and that.

That they. They did it together. Yeah. You know, and who's in your life that's. That you're doing it together with, you know, like, that was the.

Wow. Yeah. Yeah. So kudos to you, man. I just thought you.

You hit a home run, so. Well, sorry, that's. That's the wrong analogy. What would be the hockey equivalent? We wanted to.

Stanley, go. There you go. Yeah. Yeah. That's fun.

Yeah. Well, hey, man, what else did you get out of it? I'm just curious, like, for you personally, like, what did you get out of it? Well, that moment, I thought was beautiful. For me, it.

I honestly was thinking about it through the lens of my family and just trying to incorporate some of these principles into leading my kids. We've talked my wife and I have talked a lot about what does it look like to leverage the small moments with our family for the Kingdom of God? It always seems like our days are chaotic. The years fly by. The moments are slipping through your hands.

And so we've. We've brainstormed a lot of ideas, but one of the things that I got was just, you know, how can I. How can I communicate to my kids maybe what a vision for our family would look like? I fully expect them to, you know, become adults and leave and start families of their own and. And follow God wherever he leads them.

But for right now, you know, what. What might that look like in our family? And so, honestly, it just started a conversation that my wife and I began years ago. It started again. So that's been really good.

That's awesome. I'm glad it touched you, man. That's. That's. That's powerful for me.

So thank you. Yeah, absolutely. Yeah. Well, I know we're kind of nearing the end of our time, but I always like to ask this. Was there something we didn't talk about during our time together that you wanted to talk about?

Well, I would say that this next book coming out, *Playing the Win*, this is me pushing in all the



chips. Okay? Like, I put everything I got into this book. It's got story, it's got principles, it's got leadership. And I do believe that, you know, there's.

There's a game being played out there. The adversary is playing a game with us. And I think if we know the game and the game pieces and the rules, that we can be better at. At becoming the best version of ourselves. You know, that's.

That's, you know, something we hear a lot about. But this fear, lust, anger, pride is a. Is a. Is a tsunami of. That hits us every single day.

I think, you know, this. The flap, fearless anger, pride. It's something that. Like stress and anxiety, something you don't get rid of is something you manage. And so I. I tend to say that we're all struggling with at least two of these every single day.

And. And I think that if you know who your opponent is, at least in sports, if we know who our opponent is, you know, we have a chance to beat them. If we don't know anything about them, it's. It's a harder game to play. And so we know that fear is a thing.

We know that anger is a thing. We know that pride and lust are a thing. And so if that's in front of us and we're able to say no, no. Satan, get behind me. I'm the head, not the tail.

Right. I have vision in my life. I have clarity and purpose in you. And I'm not going to allow this fear to get a hold of me, you know, And I think you have a better chance of winning. You know, not going to win, but you have a better chance.

And so I'm really excited about this book. In fact, I'll. I'm going to send you a autographed copy of it. Yeah. Maybe we could do this again and your thoughts on it?

Yeah, absolutely. So when does that release? It was supposed to release yesterday, but we have a couple more changes, so it's probably going to be next week. Okay, awesome. Well, one of the things I do, the listeners will know this, but there's show notes that are available with each episode and I'll link a link to that if people want to find out more about you.

M is good. You know, the books that you've written, where would they go? How would they find it? Yeah. So we built a, an assessment, a four minute assessment with attached devo.

It's at plan to win today.com so plan two win today.com awesome. Yeah. Hey, well, Dave, I



appreciate you being on and I love your heart and I love your focus and I know the listeners got a ton out of it as well. And just thank you again for being on. I appreciate your time.