

CREATE 25

ATLANTA, GA | 2025

DIGITAL WORKBOOK

 GROW  STACK  DRIVE

THE PURPOSE ENGINE

[GROWSTACKDRIVE.COM](https://growstackdrive.com)

WELCOME TO CREATE 2025: PROXIMITY

Dear Visionary,

Welcome to the room where transformation begins.

This isn't just another event, and you're not just another attendee. The fact that you're here means you're ready to draw closer—not just to success, but to something deeper. Proximity is about more than sitting shoulder-to-shoulder with other faith-filled leaders; it's about stepping into the kind of closeness that unlocks clarity, alignment, and the courage to build what truly lasts.

Over the next three days, you're going to experience something extraordinary. Not because of us, but because of the **us** in this room. Proximity to God. Proximity to purpose. Proximity to others who are ready to do the hard, holy work of creating lives, businesses, and legacies that move the needle for eternity.

We're not here to overwhelm you with ideas or bury you in strategies that never get executed. We're here to simplify, amplify, and clarify what God's been whispering to your soul. To spark the kind of inspiration that turns into action, the kind of action that leaves a mark.

Let's get one thing straight: Transformation isn't comfortable. It requires honesty, humility, and a willingness to let go of the **good enough** so you can embrace what's truly great. That's why you're here—not to settle, but to step boldly into the calling that's been waiting for you.

So here's our ask: Be present. Engage fully. Stay open to what God wants to do in you, through you, and for you this weekend. Connect with the people sitting next to you (they're not here by accident). Take risks in conversation, in reflection, and in the commitments you're about to make.

And when you leave here, leave with more than notes and ideas. Leave with proximity to the things that matter most—faith, purpose, people, and the legacy you're building.

This is your moment. Let's create something extraordinary together.

With gratitude and belief in what's ahead,

Ken & Nate

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YOUR HANDCRAFTED JOURNEY BEGINS HERE

We've curated an experience designed to inspire, challenge, and transform you. Every moment, session, and interaction has been carefully planned to give you the tools, insights, and relationships you need to move to the next level.

But here's the deal:

- **Dress Code:** Do you. We'd expect nothing less. Just wear clothes. Please.
- **Seating:** No assigned seats, but ticket-level sections are in place—honor them and keep the vibes strong.
- **Be on Time:** Sessions will start as scheduled, and you won't want to miss a second.
- **Phones:** Keep them on silent. Be here, not in your inbox.
- **Engage:** Proximity is the theme for a reason. You're one idea and one relationship away from unlocking the next chapter of your life.

This isn't just a conference; it's a room where faith, purpose, and action collide. Make the most of it. Be present, lean in, and remember—this is where transformation begins.

Now, here's what's in store for you:



Thursday, January 30 (CEO & Executive Ticket)

Afternoon Session & Dinner

1:00 PM – 2:00 PM | CEO Registration (Living Room)

2:00 PM – 5:00 PM | CEO Sessions: Ken Joslin, Tracy Duhs, Nate May, Erik Weir, Gary Brecka

5:30 PM – 6:30 PM | CEO Dinner with Gary Brecka (Living Room)

Evening Session (CEO & Executive Ticket Holders)

5:30 PM – 6:45 PM | Executive Registration

6:45 PM – 9:00 PM | Pre-Conference Session

- Ken Joslin
- Mayo Sowell
- Gary Brecka

Friday, January 31 (All Ticket Holders)

7:30 AM – 8:30 AM | General Admission Registration
(CEO Breakfast with John Maxwell in Living Room)

8:30 AM – 9:00 AM | Welcome & State of the Union

- Hosted by Ken Joslin

Faith Sessions

9:00 AM – 10:30 AM

- John Maxwell
- Ken Joslin

Health Sessions

10:30 AM – 12:20 PM

- Gary & Sage Brecka
- Josh Porter
- RMI Team

12:30 PM – 12:45 PM | Special Guest Appearance

12:45 PM – 2:15 PM | Lunch On-Site
(CEO Ticket Holders Lunch in Living Room)

Relationship Sessions

2:15 PM – 4:30 PM

- Henry & Terrin Ammar
- Dennis & Colleen Rouse
- Ken Joslin

4:30 PM – 6:30 PM | The Purpose Engine Connection Time

7:00 PM – 9:00 PM | CEO & Speaker Afterparty (Roaring Social)

Saturday, February 1 (All Ticket Holders)

7:30 AM – 8:30 AM | Doors Open
(CEO Breakfast with Ken Joslin in Living Room)

Business Sessions

8:30 AM – 1:00 PM

- Nate May
- Brian Covey
- Cole Taylor
- Troy Hoffman
- Iza Correll

1:00 PM – 2:15 PM | Lunch On-Site
(CEO Lunch with Ken Joslin & Nate May in Living Room)

Finance Sessions

2:15 PM – 4:30 PM

- Ryan D. Lee
- Erik Weir
- Ken Joslin

4:30 PM – 5:30 PM | The Purpose Engine Connection Time

7:00 PM – 10:00 PM | Evening Soirée (CEO & Executive Ticket Holders |
Semi-Formal Attire | Phase Event Center)

THE SOUL OF GSD

GSD: The Purpose Engine

What is GSD all about? Simple: GSD is a *Purpose Engine*.

We're not here for hype, fleeting inspiration, or feel-good motivation. GSD is designed to ignite, sustain, and accelerate your purpose. Engines don't just make noise—they create movement, power, and transformation. That's who we are. Everything we do is crafted to help faith-based entrepreneurs and business leaders grow their capacity, stack success, and drive their God-given purpose into bold action.

At GSD, we're not just about dreaming big; we're about building what lasts. We're here to help you move from intention to impact and expand every area of your life and business with clarity and purpose.



OUR MISSION

We're building a Purpose Engine to reach and empower 1 million faith-based entrepreneurs and business leaders in the next 5 years.

This isn't about any 1 million people—it's about the ones willing to do the hard and meaningful work of aligning their lives with their faith, purpose, and calling. If we can equip this group to live fully on mission, we will leave a mark on this side of eternity that echoes forever.



HOW THE PURPOSE ENGINE WORKS

1. GROW – The Fuel of the Engine

Growth powers everything. But this isn't about random progress—it's about intentional growth in the areas that matter most:

- **Faith:** Deepen your relationship with God and align your life with His vision.
- **Health:** Equip your body, mind, and spirit to fulfill your calling.
- **Relationships:** Build authentic connections that amplify your impact.
- **Business:** Scale with excellence and integrity, building a legacy that reflects your values.
- **Finance:** Achieve freedom to live generously and impactfully.

Growth isn't a one-time event; it's a daily commitment to becoming the person God created you to be.

2. STACK – The Momentum Builder

Growth is just the start. Stacking builds unstoppable momentum by layering small wins into exponential success.

- **Stack Your Day:** Focus your daily actions to create powerful forward movement.
- **Stack Your Wins:** Multiply what's working to achieve faster, smarter growth.
- **Stack Your Life:** Align faith, relationships, health, business, and finance into a cohesive whole.

Stacking isn't about working harder; it's about working smarter. It's about creating systems and habits that turn effort into legacy.

3. DRIVE – The Purpose in Motion

This is where transformation meets action. Drive is about execution, results, and real impact.

- **Drive Impact:** Boldly live your purpose, creating change that matters.
- **Drive Results:** Transform vision into reality with focus and strategy.
- **Drive Change:** Use your life and business to impact your family, community, industry, and the world.

Drive is what separates potential from reality. It's where excuses stop, and movement begins.



THE GSD ECOSYSTEM

Community, Circle, and Corner: Where the Purpose Engine Comes to Life

The GSD Ecosystem is more than a framework—it's a movement where proximity, purpose, and profit collide. It's where faith-filled leaders come together to align their lives and businesses with their divine assignments in the marketplace. Whether you're joining us for an event, participating in a live call, or stepping into a mastermind retreat, every experience is intentionally designed to meet you where you are and help you move boldly toward where you're called to go.

We believe transformation happens in proximity. When you're in the right rooms with like-minded people chasing after God and their purpose, everything changes. That's why we've handcrafted the GSD Ecosystem to create spaces where faith-based entrepreneurs and business leaders can think expansively, execute with precision, and build with meaning.

From group calls that inspire clarity, to in-person gatherings that foster authentic connections, every element of the Ecosystem is built to empower you to align your mission, message, and methods. It's a place where strategies meet soul, where bold ideas turn into meaningful action, and where you're equipped to not just grow—but expand to create a lasting legacy.



THE GSD COMMUNITY

Proximity to Purpose Starts Here

The GSD Community is where the journey begins. It's the foundation of the GSD Ecosystem—a space intentionally created to bring faith-filled entrepreneurs and business leaders together to align with their calling, access meaningful resources, and connect with like-minded individuals chasing after their divine assignments in the marketplace.

As a member of the Community, you'll gain access to **two live Zoom gatherings every month**, where you'll receive actionable takeaways, bold inspiration, and alignment to help you step confidently into your purpose. You'll also receive weekly emails packed with strategies, encouragement, and tools to keep you focused and moving forward.

But the Community is about more than just access—it's about proximity. You'll be invited to the **GSD Proximity Series**, a monthly micro-event in Atlanta that brings the essence of CREATE to life on a smaller scale. Whether you attend in person, join virtually, or watch the recording, the Proximity Series connects you to new ideas, dynamic leaders, and strategies that fuel growth.

Members of the Community also receive a **general admission ticket to the next CREATE Conference** and exclusive access to the **GSD Vault**—a curated catalog of resources, keynotes, and past Zoom trainings designed to support you on your journey.

The GSD Community is where proximity meets purpose, equipping you to think expansively, execute with clarity, and build something extraordinary.

THE GSD CIRCLE

Where Growth Meets Alignment

The GSD Circle is for leaders who are ready to step beyond connection and into intentional alignment. It builds on everything in the GSD Community, providing deeper access and focus for faith-based entrepreneurs and business leaders seeking to accelerate their growth and impact.

Circle members meet for **live Zoom meetings twice a week**—Monday mornings at 8:00 AM ET to start the week with clarity and purpose, and Wednesday evenings at 8:00 PM ET to reflect, strategize, and stay aligned. These sessions are led by Ken and Nate with the specific intention of helping every member think expansively and execute with precision.

As part of the Circle, you'll also gain access to the **GSD Proximity Series**, creating regular opportunities to stay connected with transformative ideas, strategies, and leaders who inspire action. Additionally, Circle members receive an **Executive Ticket to CREATE 2026**, ensuring you're in the room for GSD's flagship event of the year.

The GSD Circle is where alignment and growth converge. It's designed for those who are ready to live with purpose, expand their thinking, and take bold steps toward building a legacy that lasts.



THE GSD CORNER

Where Alignment Fuels Exponential Growth

The GSD Corner is where faith-based innovators gather to align their purpose, expand their vision, and disrupt the marketplace with intentionality and precision. These are the rooms for those ready to invest in expansive growth, where conversations turn into collaborations, business partnerships, and lifelong friendships. It's not just about ideas—it's about bold execution and holding one another to the standard of living out their divine assignment.

As a Corner member, you'll gain all the benefits of the **Community and Circle**, plus exclusive access to **three Mastermind retreats** each year in inspiring locations like Puerto Rico, Atlanta, and Salt Lake City. These retreats are where proximity to big ideas, strategic insights, and like-minded leaders creates momentum that transforms your life and business.

Corner members are also granted high-level access to the **Expansion Engine**, with **two 90-minute live Zoom sessions each month**, led by Nate May. These calls are designed to sharpen your thinking, challenge your assumptions, and equip you with actionable strategies to expand your influence and profit in the marketplace. The focus is on marketplace disruption, innovation, and leveraging cutting-edge tools like AI to collaborate and co-create with intentionality.

The GSD Corner isn't just another program; it's a movement for those who feel it in their bones—the call to align their mission across all Core 5 areas and execute at the highest level. This is where faith-filled leaders gather to think expansively, act boldly, and build a legacy that lasts.

THE PILLARS OF PROXIMITY

What Drives the GSD Ecosystem

The GSD Ecosystem is built on intentionality. Each piece—from live Zoom sessions to masterminds, from the Proximity Series to the Expansion Engine—is handcrafted to align with your divine assignment and equip you to create purpose-driven impact in the marketplace. This is where proximity becomes practical, where bold ideas meet focused strategies, and where growth turns into execution.

Let's break down the pillars that make it all come to life.

What Drives the GSD Ecosystem

Proximity in Real Time

Our live Zoom sessions are the heartbeat of the Community and Circle. These aren't just calls—they're intentional gatherings led by Ken Joslin and Nate May, designed to bring clarity, focus, and momentum to your week. Whether it's starting the week with alignment or reflecting midweek to refine your strategy, these sessions create the space for growth and actionable insights. They're about more than learning—they're about stepping into your calling with purpose and precision.

Mastermind Retreats

Where Proximity Becomes Power

Corner members gain exclusive access to three Mastermind retreats each year in inspiring locations like Puerto Rico, Atlanta, and Salt Lake City. These gatherings are designed for deep alignment, meaningful connections, and bold strategies. The room is filled with innovators and disruptors—leaders who push you to think bigger and execute at a higher level. It's not just about ideas; it's about turning those ideas into partnerships, collaborations, and lifelong relationships that fuel your divine assignment.

The GSD Proximity Series

Monthly Moments That Move You

Imagine CREATE on a smaller scale, happening every month. The GSD Proximity Series is a monthly micro-event in Atlanta that brings together faith-based leaders to connect, learn, and grow. Whether you join in person, virtually, or catch the recordings, these sessions are designed to bring proximity to people, strategies, and ideas that create immediate impact. This series is about staying connected to the mission and continually fueling your momentum.

The Expansion Engine

An Engine for Innovation, Designed to Future-Proof Businesses

The Expansion Engine is the real work of aligning mission, message, and methods to build businesses of purpose and profit. Fueled by the Purpose Engine and led by Nate May, it equips leaders to think expansively, execute intentionally, and co-create with AI to innovate, disrupt, and future-proof their businesses. This isn't just about adopting new tools—it's about transforming how you see and run your business, leveraging AI as a collaborator to amplify both impact and income.

For select companies, GSD partners shoulder-to-shoulder to align the Expansion Engine with the soul of their organization. These purpose-driven collaborations are where strategy meets intention, unlocking growth and creating meaningful results.

The Expansion Engine is for leaders ready to disrupt industries, lead with purpose, and build businesses that stand the test of time while leaving an eternal impact.

Why These Pillars Matter

Each of these elements is designed with one goal in mind: to help you live out your divine assignment in the marketplace. Together, they create a roadmap for alignment, growth, and impact—giving you the proximity, tools, and relationships to execute your purpose with clarity and intention.

MARK YOUR CALENDAR FOR 2025

Proximity is the cheat code to growth. Make sure you're in the room where it happens.

As part of the GSD Ecosystem, you're invited to join us throughout 2025 for intentional gatherings designed to align your purpose, expand your vision, and build lasting connections. These events are crafted to help you stay in proximity to faith-filled leaders, actionable strategies, and meaningful growth opportunities.

GSD Mastermind Retreats

Mastermind retreats are where alignment and bold strategies come to life. These exclusive gatherings are designed for deep connection, strategic planning, and expansive growth with the GSD Corner.

- **Puerto Rico:** March 27-29, 2025
 - **Atlanta, GA:** July 24-26, 2025
 - **Salt Lake City, UT:** October 23-25, 2025
-

GSD Proximity Series

Held on the 3rd Friday of every month, the GSD Proximity Series is a monthly micro-event in Atlanta that brings the spirit of CREATE to life on a smaller scale. Attend in person, join virtually, or access recordings to stay aligned, inspired, and connected all year long.

- **First Proximity Series of 2025:** February 21, 2025
-

CREATE ATL 26

January 29–31, 2026 | Atlanta, GA

Mark your calendar now for the next chapter of CREATE. This flagship event is your opportunity to build proximity, align your Core 5, and ignite your next bold move.

MEET THE PURPOSE BUILDERS OF CREATE 2025

What Drives the GSD Ecosystem

At CREATE 2025, we're bringing together extraordinary voices—leaders, thinkers, and innovators who understand what it means to be on a divine assignment in the marketplace.

We believe faith-based entrepreneurs and business leaders aren't just running businesses; they're living out who God created them to be. They're building lives that align with their calling, creating income that drives impact, and turning purpose into profit.

These Purpose Builders aren't just here to inspire—they're here to equip you with the tools, strategies, and insights to do the same. Each of them is walking the path, living their calling, and helping others unlock the full potential of their divine assignment.



THE PURPOSE BUILDERS

Henry & Terrin Ammar

Henry and Terrin Ammar are the founders of Masculine & Feminine, a movement dedicated to helping individuals and couples create harmony in their relationships by embracing their unique roles and strengths. Their transformative work empowers leaders to align their personal and professional connections with their purpose, building relationships that fuel impact.

- **Website:** MasculineAndFeminine.com
- **Instagram:** [@henryammar](https://www.instagram.com/henryammar) | [@terrnammar](https://www.instagram.com/terrnammar)



Gary & Sage Brecka

Gary and Sage Brecka are passionate about helping people unlock peak performance and vitality. Gary, a renowned human biologist, biohacker, and longevity expert, is the host of The Ultimate Human Podcast, where he shares powerful insights to empower individuals to become the best version of themselves. Sage complements Gary's expertise with her focus on wellness and balance, equipping leaders with actionable strategies to thrive in every area of life. Together, they inspire others to align their health with their purpose and live life to the fullest.

- **Website:** theultimatehuman.com
- **Instagram:** [@garybrecka](https://www.instagram.com/garybrecka) | [@sageworkinger](https://www.instagram.com/sageworkinger)



Brian Covey

Brian Covey is a former professional athlete turned entrepreneur, speaker, and top-performing executive who knows what it takes to build winning teams and create lasting impact. With a career spanning corporate success and entrepreneurial ventures, Brian has mastered the art of leadership, culture, and resilience. His passion is helping others align their faith and values with their work, empowering them to lead with purpose and create a life of impact.

- **Website:** BrianCovey.com
- **Instagram:** [@thebriancovey](https://www.instagram.com/thebriancovey)



Dr. Iza Correll

Dr. Iza Correll is a global health advocate, entrepreneur, and founder of OVI Children's Hospital, which provides life-saving care to underserved communities. With a passion for blending innovation and purpose, Dr. Iza's work is a testament to what happens when leadership is rooted in service. Her insights will challenge you to think bigger about how your business can create meaningful impact and serve others at a higher level.

- **Website:** Ovihealthcare.org
- **Instagram:** [@izacorrell](https://www.instagram.com/izacorrell)



Ryan D. Lee

Ryan D. Lee is a financial strategist and co-founder of Cashflow Tactics, dedicated to empowering individuals to take control of their financial future. With a no-nonsense approach to wealth-building, Ryan equips leaders to align their resources with their purpose, creating lasting impact and freedom. His insights challenge conventional thinking about money and inspire bold action toward financial independence.

- **Website:** CashflowTactics.com
- **Instagram:** [@theryandlee](https://www.instagram.com/theryandlee)



Ken Joslin

Ken Joslin is the founder and CEO of GSD and the CREATE Conference, where he empowers faith-based entrepreneurs and business leaders to align their lives and businesses with their God-given calling. As the visionary behind the Purpose Engine, Ken is passionate about turning bold ideas into reality. His no-nonsense approach equips leaders to bridge the gap between vision and execution, creating lasting success rooted in purpose and impact.

- **Website:** GrowStackDrive.com
- **Instagram:** [@kenjoslin](https://www.instagram.com/kenjoslin)



John Maxwell

John Maxwell is a globally renowned leadership expert, speaker, and author of over 100 books that have impacted millions worldwide. With decades of experience equipping leaders to align their faith with their work, John inspires individuals to lead with clarity, conviction, and purpose. His transformative insights challenge leaders to create generational impact through intentional actions and unwavering faith.

- **Website:** JohnMaxwell.com
- **Instagram:** [@johnmaxwell](https://www.instagram.com/johnmaxwell)



Nate May

Nate May is the Chief Growth Officer for GSD and a builder of ideas, businesses, and lives aligned with purpose. He believes every company has a soul and exists to make an impact in the marketplace. With over 25 years of experience, Nate specializes in helping leaders turn purpose into profit by aligning their mission, message, and methods. Known for challenging assumptions and uncovering opportunities, he equips entrepreneurs to build companies with purpose and for a purpose, creating results that last.

- **Website:** GrowStackDrive.com
- **Instagram:** [@nathanjmay](https://www.instagram.com/nathanjmay)



Josh Porter, PA

Josh Porter is a wellness strategist and high-performance coach who empowers leaders to align their health with their calling. His passion for helping people thrive physically and mentally will leave you equipped to tackle the demands of your purpose with energy and focus.

- **Website:** [Optimize U Centers](#)
- **Instagram:** [@josh.porter.pa](#)



Ps. Dennis & Colleen Rouse

Dennis and Colleen Rouse are passionate about helping people build thriving relationships rooted in faith and purpose. With decades of experience as pastors and mentors, they provide practical tools for creating strong partnerships, navigating challenges, and cultivating marriages that support your calling. Through their work, they inspire leaders to align their relationships with their greater mission.

- **Website:** [ThriveToday.com](#)
- **Instagram:** [@dennisvrouse](#) | [@cwrouse](#)



Ps. Mayo Sowell

Mayo Sowell's journey from adversity to purpose is a powerful testament to redemption and resilience. As a pastor and entrepreneur, he inspires leaders to overcome challenges, walk boldly in faith, and align their lives with their calling. Mayo's practical and faith-filled approach empowers others to embrace their purpose and create meaningful impact, no matter where they're starting from.

- **Website:** AllInWithMayo.com
- **Instagram:** [@mayosowell](https://www.instagram.com/mayosowell)



Cole Taylor

Cole Taylor is a consultant, entrepreneur, international speaker, and founder of The Starting Line, dedicated to helping leaders achieve success in both business and personal growth. With experience coaching thousands of business owners and teams, Cole combines strategic insight with practical tools to create lasting impact. A former Division 1 athlete, ultra-marathoner, and ordained pastor, Cole's diverse background equips him to inspire and empower others to align their lives with their purpose and potential.

- **Website:** ExitMomentum.com/cole-taylor
- **Instagram:** [@coledavidtaylor](https://www.instagram.com/coledavidtaylor)



Troy Hoffman

Troy Hoffman is an entrepreneur, speaker, and founder of fndrs.io, a platform dedicated to equipping leaders and businesses with the tools, strategies, and resources to scale and thrive. With decades of entrepreneurial experience, Troy helps leaders align their vision with execution, build operational excellence, and create businesses that leave a lasting legacy. His passion lies in mentoring others to multiply their impact and drive purposeful growth in the marketplace.

- **Website:** fndrs.io
- **Instagram:** [@hoffmantroy](https://www.instagram.com/hoffmantroy)



Erik Weir

Erik Weir is an expert in entrepreneurship, strategic planning, and goal setting, with a career spanning investments, real estate, media, and film. As the founder of WCM Global Wealth, Erik's mission is to educate and empower others to align their resources with their vision and achieve meaningful success. From overcoming personal challenges to building diverse business ventures, Erik shares proven strategies for goal-setting, planning, and growth that inspire leaders to create impact and legacy.

- **Website:** ErikWeir.com
- **Instagram:** [@erikweir](https://www.instagram.com/erikweir)



Dr. Braley Bourque

Dr. Braley Bourque is the CEO of Insight Neuro, specializing in advanced traumatic brain injury (TBI) scans and concussion protocols. With a passion for empowering others, she combines cutting-edge technology with expert analysis to improve outcomes for patients and healthcare professionals alike. A sought-after speaker, Dr. Bourque has shared the stage with leaders like John Maxwell and Gary Brecka, inspiring audiences on faith, fitness, and entrepreneurship.

- **Instagram:** [@heyitsdr.bray](https://www.instagram.com/heyitsdr.bray)



Tracy Duhs

Tracy Duhs is a leading expert in hydration and holistic wellness, dedicated to helping individuals optimize their energy and well-being. With her innovative approach, Tracy empowers leaders to align their physical health with their purpose, ensuring they show up fully for their mission and impact.

- **Website:** [TracyDuhs.com](https://www.TracyDuhs.com)
- **Instagram:** [@atracyduhs](https://www.instagram.com/atracyduhs)



Chad Burgess

Chad Burgess is part of the creative force behind **Craft + Foster**, a company he and his wife, Melissa, lead with purpose and passion. Together, they've built a brand known for creating meaningful, hand-poured candles that inspire connection, joy, and intentional living. Chad's entrepreneurial vision and commitment to excellence reflect a deeper mission to craft products that elevate spaces and spark connection.

- **Website:** CraftandFoster.com
- **Instagram:** [@chad_burgess](https://www.instagram.com/chad_burgess) | [@craftandfoster](https://www.instagram.com/craftandfoster)



Brydon Brett

Brydon Brett is a multi-dimensional music artist, songwriter, producer, content creator, emcee, speaker, author, and entrepreneur. As a "change artist," he specializes in deploying his diverse talent stack to create transformational music, art, experiences, systems, brands, and content, all strategically designed to effect positive change, build bridges, and create the Beloved Community.

- **Website:** BrydonBrett.com
- **Instagram:** [@brydonbrett](https://www.instagram.com/brydonbrett)



Kedma Ough

Kedma Ough is a business strategist, speaker, and the author of *Target Funding*. Known for her ability to demystify the funding process, Kedma empowers entrepreneurs to secure the resources they need to build and grow businesses with purpose. Her passion for helping leaders access capital and align their vision with actionable strategies makes her a trusted voice for those ready to take bold steps in the marketplace.

- **Website:** KedmaOugh.com
- **Instagram:** [@kedma_ough](https://www.instagram.com/kedma_ough)



Les Brown

Les Brown is one of the world's most renowned motivational speakers, best-selling authors, and leadership coaches. With a career spanning over four decades, Les has inspired millions through his powerful messages on personal development, overcoming adversity, and unlocking human potential. His legendary speeches have transformed the lives of business leaders, entrepreneurs, and individuals seeking to achieve greatness. As a former member of the Ohio House of Representatives and a highly sought-after speaker, Les continues to empower audiences with his dynamic storytelling and life-changing principles for success.

- **Website:** LesBrown.com
- **Instagram:** [@thelesbrown](https://www.instagram.com/thelesbrown)



Marie Cosgrove

Marie Cosgrove is a dynamic entrepreneur, international speaker, and resilience expert who turned adversity into triumph. She is the founder and CEO of BalanceBack, the world's leading manufacturer of diagnostic and treatment devices for balance disorders, and has been featured in major media outlets for her inspirational journey. After being fired from the company she helped grow, Marie boldly bought it back and transformed it into an industry leader. Her expertise in business strategy, leadership, and overcoming challenges empowers entrepreneurs and executives to break barriers and create extraordinary success.



- **Website:** MarieCosgrove.com
- **Instagram:** [@resilientexpert](https://www.instagram.com/resilientexpert)

WHY THESE PURPOSE BUILDERS MATTER

This isn't just a lineup—it's a gathering of people living their divine assignments. They're here to help you align your faith, purpose, and work so you can build something extraordinary.

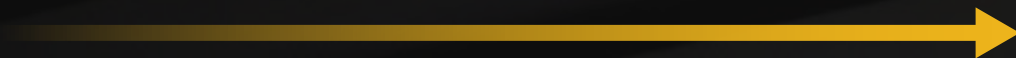
Each session is crafted to equip you with the tools, strategies, and mindset shifts you need to step boldly into your calling. These Purpose Builders are proof that when faith leads the way, the impact is unstoppable.

PARTNERS OF PURPOSE

Why They're Here

At GSD, everything we do is intentional—rooted in purpose, meaning, and alignment with our mission. The partners we've brought to CREATE 2025 aren't just names on a page; they're organizations and leaders we deeply believe in. Each of them shares our vision of building faith-driven businesses that create impact, purpose, and profit in the marketplace.

These partners don't just align with our movement—they elevate it. They're here because their work, values, and leadership resonate deeply with the GSD community. We encourage you to explore what they offer, as their resources, expertise, and innovations are designed to help you expand your thinking, elevate your business, and live out your divine assignment in the marketplace.



PREMIER PARTNER: RMI HEALTH

Redefining Health for Purpose-Driven Leaders

RMI Health is more than an innovator in health and wellness—they set the standard for how leaders approach their vitality, longevity, and focus. Known for their forward-thinking philosophy, RMI is on the pulse of the future, helping leaders unlock what's possible when health becomes an asset, not a limitation. Their work combats the effects of aging through cutting-edge regenerative treatments, including stem cell infusion, plasma exchange, and advanced orthopedic therapies, enabling leaders to thrive at every stage of life.

RMI Health is here at CREATE because your health is foundational to everything you do. Without it, the ability to lead, innovate, and execute with excellence diminishes. Their alignment with GSD reflects a shared belief: leaders must be fully aligned—mind, body, and soul—to create meaningful impact in the marketplace and beyond.

At RMI, health isn't about maintenance—it's about transformation. They partner with purpose-driven leaders to overcome fatigue, restore focus, and elevate their lives to a new standard. By addressing aging at the cellular level, RMI ensures your health supports your calling, giving you the energy, clarity, and vitality to build a life and business that lasts.

We believe in RMI Health not just for their innovative solutions, but for their unwavering commitment to excellence, purpose, and advancing human potential. Explore what they offer—it could be the key to unlocking the next level in your life and business.

- **Website:** RMIHealth.com

FNDRS

Mastering the Art of the Exit

Fndrs, led by our friend, mentor, and GSD Corner member Troy Hoffman, specializes in guiding entrepreneurs through successful business exits. Their flagship program, Exitpreneur, is designed to help business owners maximize their company's value and achieve a profitable exit.

Troy and his team at Fndrs are masters in their niche, offering tailored strategies that align with each entrepreneur's vision and goals. Their approach is deeply personalized, ensuring that every aspect of the exit process is handled with expertise and care.

At CREATE, Fndrs brings invaluable insights into the exit process, providing guidance on how to prepare your business for sale, navigate negotiations, and secure a deal that reflects the true worth of your enterprise. Their commitment to purpose-driven exits ensures that your legacy continues beyond the sale.

We recommend exploring what Fndrs offers to elevate your business journey. Their mastery in facilitating successful exits can help you achieve your entrepreneurial goals and create lasting impact.

- **Website:** [Fndrs.io](https://fndrs.io)

OPTIMIZE U

Maximizing Performance from the Inside Out

Optimize U, led by our friend and GSD Corner member **Josh Porter, PA**, is redefining how leaders approach their health and performance. With five locations across the Southeast, including one right here in Roswell, GA, Josh and his team specialize in providing science-based solutions that help you unlock peak performance and live with energy, clarity, and purpose.

What sets Optimize U apart is their holistic, data-driven approach. Whether through advanced lab testing, hormone optimization, cryotherapy, or recovery services, their team focuses on tailoring solutions to meet the unique needs of each client. They don't just treat symptoms—they address the root causes, empowering leaders to take control of their health and maximize their potential.

Unlike traditional healthcare, Optimize U is built for those who want to take a proactive approach to their well-being. Josh's expertise and personal commitment to preventative health make him a trusted partner for anyone seeking to perform at their best. And while Optimize U serves leaders across the country virtually, if you're in Georgia or Tennessee, you can visit one of their locations for an in-person experience that's second to none.

Optimize U is here at CREATE because they align deeply with GSD's mission to empower faith-based leaders to live with intention and impact. Their work complements the Core 5 areas by ensuring your health supports your divine purpose and marketplace calling.

We believe in Optimize U because of their unwavering commitment to helping people live better, lead stronger, and perform at their peak. Whether you're local to their Roswell location or accessing their services remotely, Optimize U offers the tools you need to elevate your health and take the next step toward living fully aligned with your mission.

- **Website:** OptimizeUCenters.com

SELFUBLISHING.COM

Your Story, Your Legacy

At Selfpublishing.com, they believe that everyone has a story worth telling—a story that has the power to inspire, influence, and create lasting impact. Their mission is simple but profound: to help leaders, entrepreneurs, and thought leaders turn their ideas into books that build platforms, expand influence, and leave legacies.

Selfpublishing.com is here at CREATE because we know that stories change lives. A well-crafted book can open doors, spark connections, and amplify your voice in ways few other tools can. For anyone who has ever been told, “You should write a book,” or for those who feel a calling to share their wisdom, this partnership is here to provide the resources, support, and expertise to make it happen.

More than a publishing service, Selfpublishing.com offers a comprehensive, step-by-step process to help you bring your vision to life. From refining your message to getting your book into readers’ hands, they focus on creating books that align with your purpose and maximize your impact.

We believe in their work because it aligns with GSD’s mission to empower leaders to build lives and businesses rooted in purpose. If you’re ready to turn your story into a tool for influence and income, Selfpublishing.com is a partner worth exploring.

- **Website:** Selfpublishing.com

ONLY BELIEVE GAMING

Bringing Faith to Life Through Gaming

Only Believe Gaming is pioneering a revolutionary approach to faith-based engagement through immersive and interactive gaming experiences. By bringing the rich narratives of the Bible to life, they offer players a unique opportunity to explore scripture in a dynamic and engaging way.

Their flagship project, "Only Believe," is not just a game; it's an innovative platform that combines education and entertainment. With five distinct game modes—including Bible Card Game, Tower Defense, First Person Adventure, Real-Time Strategy, and Massively Multiplayer Online Role-Playing Game—players can delve into biblical stories, characters, and lessons like never before. Each mode is designed to provide a different perspective and challenge, catering to a wide range of interests and gaming styles.

At CREATE, Only Believe Gaming exemplifies the fusion of faith and technology, demonstrating how modern platforms can be harnessed to inspire and educate the next generation. Their commitment to creating meaningful content that resonates with both gamers and faith communities aligns with our mission to innovate with purpose.

We encourage you to explore what Only Believe Gaming is building. Their work offers a fresh and impactful way to experience faith, making the timeless stories of the Bible accessible and engaging for all.

- **Website:** OnlyBelieveGame.com

CRAFT + FOSTER

Lighting the Way with Purpose

Craft + Foster, led by Chad and Melissa Burgess, is a company that creates more than candles—they craft moments of connection, reflection, and joy. Known for their hand-poured, artisan candles, Craft + Foster blends creativity with intentionality to produce products that elevate spaces and inspire meaningful experiences.

Through our partnership with Craft + Foster, we've launched the Candles with Purpose initiative—a collaboration that combines their expertise with GSD's mission to create products that serve a greater cause. Each candle is thoughtfully designed to reflect the values of faith, purpose, and alignment, with proceeds supporting initiatives that drive Kingdom impact.

Craft + Foster is here at CREATE because they exemplify what it means to build a business rooted in purpose and excellence. We believe in their work because it not only elevates the spaces we inhabit but also contributes to something far greater.

- **Website:** [CraftandFoster.com](https://craftandfoster.com)
- **Instagram:** [@craftandfoster](https://www.instagram.com/craftandfoster)

A HEARTFELT THANK YOU

To our partners: You are more than just collaborators—you are trusted allies in the mission we are building together. Your belief in what we're creating at GSD means everything. You've invested not only in this movement but in the lives, businesses, and dreams of every leader in this room.

Your work reflects faith, purpose, and integrity, and we're honored to stand shoulder-to-shoulder with you as we create impact that will echo far beyond today. Thank you for your unwavering commitment to elevating others, inspiring action, and advancing a vision that aligns with the Kingdom. Together, we're building something extraordinary—a legacy of purpose that truly lasts.

OUR REACH PARTNER

Expanding Hope, Transforming Lives

At GSD, we believe purpose is more than a calling—it's an opportunity to create impact that echoes beyond borders. That's why we've aligned with OVI Healthcare as our Reach Partner, a partnership rooted in faith, compassion, and action.

This isn't just about supporting a cause; it's about standing with a visionary leader like Dr. Iza Correll, who turned her calling into reality by building OVI Children's Hospital in Kenya. It's about ensuring that every financial need is met, so their mission of providing life-saving care to vulnerable children can expand even further.

Through this partnership, we're not just helping to sustain OVI Healthcare's work—we're helping to amplify it. Together, we're making a difference for the Kingdom, one life at a time.

OVI HEALTHCARE

Transforming Lives Through Compassionate Care

OVI Healthcare, founded by the visionary Dr. Iza Correll, stands as a beacon of hope and healing for vulnerable children in Kenya. At just 24 years old, Dr. Correll established OVI Children's Hospital, driven by a profound calling to ensure that every child has access to life-saving care and the opportunity to thrive.

Her vision was bold: to build a hospital from the ground up in a region where access to healthcare is limited. Today, OVI Children's Hospital provides innovative, compassionate medical care to sick, bedridden, and abandoned children. Their approach extends beyond treatment, addressing the long-term well-being of every child they serve while inspiring similar efforts across Africa and beyond.

At GSD, we are committed to supporting OVI Healthcare's kingdom work, ensuring they have the resources needed to expand their reach and impact. By partnering with OVI, we aim to empower this faith-based endeavor to continue providing life-changing care to those who need it most.

Dr. Correll's story is a testament to what happens when faith, vision, and action align. Explore OVI Healthcare's mission and discover how you can be part of this transformative journey.

- **Website:** OVIHealthcare.org



Capture What Matters

This is your space to reflect, dream, and write down the moments that resonate most with you during CREATE 2025. Whether it's a breakthrough idea, a connection you need to follow up on, or a vision for your next step, use these pages to capture what matters.

The act of writing turns thoughts into action. Don't let inspiration pass by—put it on paper and build from it.

7-DAY POST-EVENT EXPANSION PLAN

From Momentum to Multiplication

Pause. Observe. Reframe. Act.

The days following CREATE 2025 are critical. What you've learned and experienced isn't just meant to inspire—it's meant to transform. The challenge now is to expand what you've gained, align it with your Core 5, and multiply its impact through intentional action.

This plan uses the **PORA framework** to guide you through each day with purpose, clarity, and bold steps. By the end of this week, you'll have not only deepened your alignment but also multiplied the impact of CREATE 2025 in your life, business, and community.

DAY 0: SUNDAY, FEBRUARY 2

Rest and Recharge for Expansion

Before the journey continues, take this day to pause. Rest is where clarity begins. Use today to process the weekend and reconnect with those who ground you. Proximity starts with your closest relationships—your family, friends, and loved ones.

PORA Focus: PAUSE

Resting isn't about doing less—it's about creating space for reflection, gratitude, and alignment.

Action:

- Spend intentional time with your family or spouse. Share one takeaway from CREATE that inspired you.
- Write down one specific insight from the weekend that you're committed to acting on this week.
- Pray for clarity and strength as you step into this next chapter.

DAY 1: MONDAY, FEBRUARY 3

Align Your Focus

Join our LIVE Zoom Call at 8:00 AM ET: www.growstackdrive.com/kenzoom

Expansion begins with alignment. Today is about identifying where you need to take action in your Core 5: Faith, Relationships, Health, Business, and Finance. Use this call to clarify your priorities and set bold, intentional goals for the week.

PORA Focus: OBSERVE

Observing means identifying areas where alignment is missing and opportunities are waiting.

Action:

- Write down one area in your Core 5 where you need to take immediate action.
 - Commit to one bold, measurable step today to move closer to alignment in that area.
 - Share one key takeaway from the call with your team, spouse, or accountability partner.
-

DAY 2: TUESDAY, FEBRUARY 4

Turn Challenges Into Opportunities

Join our Expansion Engine Zoom Call at 1:00 PM ET:
www.growstackdrive.com/kenzoom

Challenges are opportunities waiting to be reframed. Today's Expansion Engine session will push you to see obstacles differently and collaborate intentionally. Use this time to focus on the bigger picture of your business and life.

PORA Focus: REFRAME

Reframing requires bold thinking—seeing challenges as catalysts for innovation.

Action:

- Write down three current challenges in your business or personal life. For each, identify one opportunity they present.
- During the session, take note of at least one actionable insight or strategy you can implement immediately.
- Schedule time this week to share your reframed opportunities with your team or inner circle.

DAY 3: WEDNESDAY, FEBRUARY 5

Multiply Impact Through Community

Join our LIVE Zoom Call at 8:00 PM ET: www.growstackdrive.com/kenzoom

Impact multiplies when you bring others into the journey. Today is about expanding proximity by inviting your team, spouse, colleagues, and friends to join this free Zoom session. Sharing what you've learned creates ripple effects that expand your influence and reinforce your purpose.

PORA Focus: ACT

Acting expansively means inviting others into your journey to create collective growth.

Action:

- Personally invite your team, spouse, or closest collaborators to join the call.
 - During the session, share one actionable insight from CREATE that you're putting into practice.
 - After the call, schedule follow-up conversations with those who attended to discuss how you can support one another.
-

DAY 4: THURSDAY, FEBRUARY 6

Solidify and Refine Your Vision

Join our Extended Q&A with Ken and Nate at 1:00 PM ET:

www.growstackdrive.com/kenzoom

Today is about clarity. This extended Q&A session is your opportunity to ask bold questions, refine your strategies, and get feedback from Ken and Nate on the next steps for your life and business.

PORA Focus: REFRAME

Reframing means adjusting and sharpening your vision so it aligns with your divine purpose.

Action:

- Bring three focused questions or challenges to the Q&A.
- After the session, finalize your 30-day action plan with specific goals for each Core 5 area.
- Share your refined vision with someone who will hold you accountable.

DAY 5: FRIDAY, FEBRUARY 7

Take Bold Action

Momentum requires bold moves. Today is about taking one significant action that pushes you out of your comfort zone and moves you closer to your purpose and goals.

PORA Focus: ACT

Acting boldly means taking intentional steps that stretch you and create meaningful progress.

Action:

- Choose one bold action today that directly aligns with your 30-day plan (e.g., launch a new project, initiate a key conversation, or make a critical decision you've been delaying).
 - Reflect on the potential ripple effects of this action in your Core 5 areas.
 - Share your action and its impact with someone in your circle.
-

DAY 6: SATURDAY, FEBRUARY 8

Expand Through Service

Expansion isn't just about what you achieve—it's about how you give. Today is about multiplying your impact by serving and adding value to others in your team, family, or community.

PORA Focus: ACT

Acting expansively means using your gifts to create impact that extends beyond yourself.

Action:

- Identify one person or group you can serve today. Share a strategy, resource, or idea from CREATE that could help them.
- Reflect on how serving others aligns with your purpose and strengthens your mission.

WHY THIS PLAN MATTERS

This 7-day plan is about turning inspiration into intentional action. It's designed to solidify what you started at CREATE 2025, align your Core 5 framework, and build momentum that multiplies your impact. Expansion happens when bold action meets proximity and purpose.

Mark Your Calendar:

- **Monday, February 3, 8:00 AM ET:** Weekly Alignment Call
- **Tuesday, February 4, 1:00 PM ET:** Expansion Engine Zoom
- **Wednesday, February 5, 8:00 PM ET:** Multiply Impact Zoom Call
- **Thursday, February 6, 1:00 PM ET:** Extended Q&A with Ken and Nate

CREATE 25

ATLANTA, GA | 2025

DIGITAL WORKBOOK

 GROW  STACK  DRIVE

THE PURPOSE ENGINE

[GROWSTACKDRIVE.COM](https://growstackdrive.com)