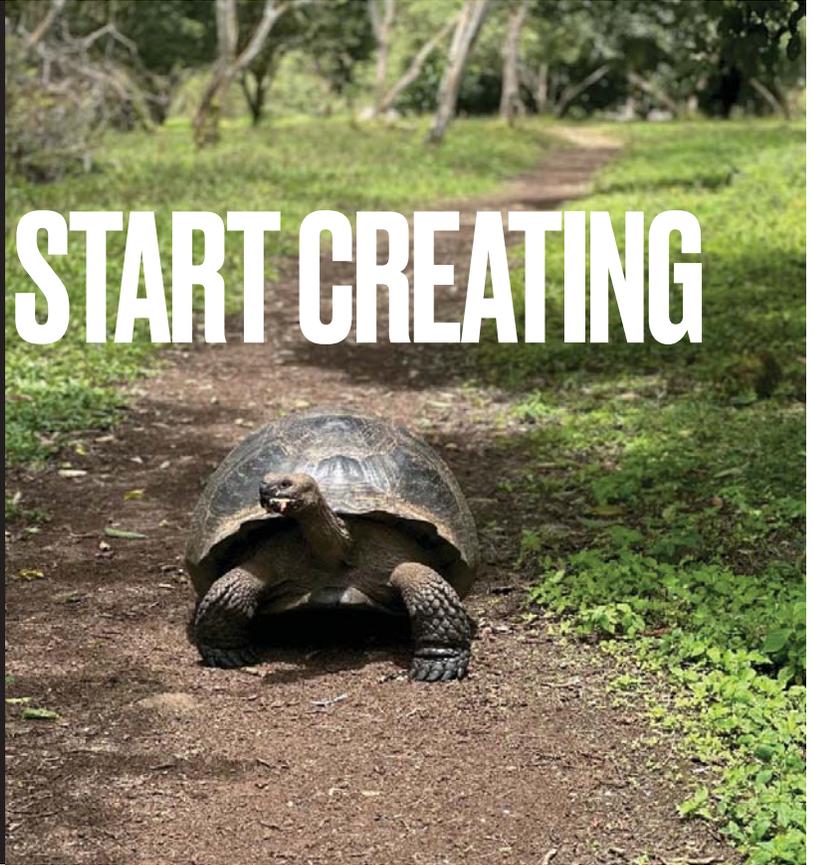


# STOP CHASING, START CREATING

A Journey from Mindset,  
Momentum, and Mastery  
to Meaning

JUSTIN JONES-FOSU: [WORKMEANINGFUL.COM](http://WORKMEANINGFUL.COM)



STEADILY Headed to Season Spectacular



ON YOUR MARK

**CHASE**

GET SET

# WHO IS YOUR MEANING GUIDE?



**WHO IS YOUR MEANING GUIDE?**  
**SON + SPEAKER**





**WHO IS YOUR MEANING GUIDE?**  
**INTERNATIONAL TREKKER**



**WHO IS YOUR MEANING GUIDE?**  
**GOOFY DAD**





# WHO IS YOUR MEANING GUIDE? GHANAIAN-AMERICAN MODEL



# WHO IS YOUR MEANING GUIDE? 7X AWARD-WINNING AUTHOR



**WHO IS YOUR MEANING GUIDE?**  
**HAPPY HUSBAND OF TANYA**

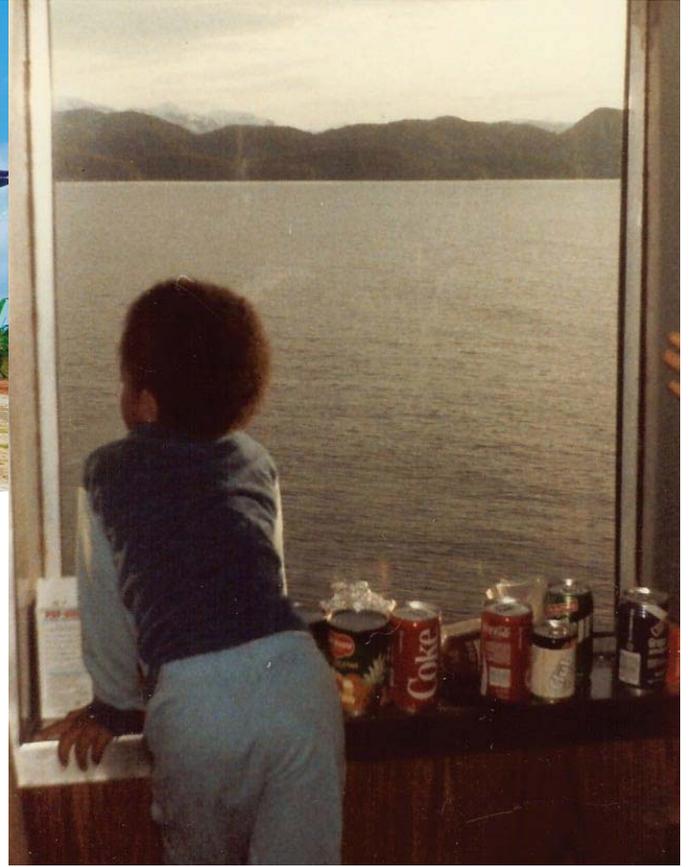


**WHO IS YOUR MEANING GUIDE?**  
**PROUD DAD OF 4.5**





**WHO IS YOUR MEANING GUIDE?**  
**PHILANTHROPIST + DREAMER**



# **STOP CHASING, START CREATING**

**A TIMELESS FABLE ON MINDSET, RESILIENCE, AND MEANINGFUL WORK**

Coming June 2, 2026  
Berrett Koehler Publishers

# + FOCUS

WHAT HAS BEEN GOOD FOR YOU PERSONALLY AND/OR PROFESSIONALLY





**CHASING**

**VS**

**CREATING**

# THE STORY BEGINS







**THE REAL STORY**







**“#7 – MEANING BEGINS IN SMALL ACTS THAT OUTLIVE YOU.”**

**“#19 – WHEN YOU ARE BLAMING, YOU AREN'T BUILDING.”**

**“#29 – CURIOSITY MAKES YOUR WORLD LARGER THAN YOUR FEARS.”**

**“#40 – CONFIDENCE DOESN'T COME FROM APPLAUSE. IT COMES FROM ALIGNMENT.”**

**#67:**

**#67**

**WHAT IS THE WISDOM YOU WILL CREATE FOR YOURSELF AND THE WORLD**

## STEP 1: REFLECT – “THE SHIFT” (3-5 MIN)

THINK OF ONE MOMENT OR SEASON WHEN YOU REALIZED YOU WERE CHASING SOMETHING — APPROVAL, BUSYNESS, CONTROL, PERFECTION — AND IT LEFT YOU EMPTY OR EXHAUSTED. JOT A FEW MOMENTS DOWN.

THEN THINK OF WHAT CHANGED WHEN YOU STARTED CREATING INSTEAD — MEANING, RHYTHM, RESILIENCE, ALIGNMENT, OR PEACE.

## STEP 2: EXTRACT – “THE LESSON FROM THE SHIFT” (1-2 MIN)

WHAT TRUTH DID THAT MOMENT TEACH YOU — ABOUT YOURSELF, OTHERS, OR WHAT REALLY MATTERS?

IF YOU COULD WHISPER ONE SENTENCE TO YOUR PAST SELF IN THAT MOMENT, WHAT WOULD IT BE?

## STEP 3: SHAPE – “YOUR CREATING RHYTHM” (5 MIN)

TURN THAT TRUTH INTO A SHORT, MEMORABLE SAYING (TRY TO KEEP IT UNDER 15 WORDS).

FORMATS: “STOP \_\_\_\_\_, START \_\_\_\_\_” OR “STOP CHASING \_\_\_\_, START CREATING \_\_\_\_\_, OR A POETIC FORM

USE A PATTERN THAT CAPTURES MOVEMENT:

1. “STOP CHASING \_\_\_\_, START CREATING \_\_\_\_\_.”
2. “WHEN I STOPPED \_\_\_\_, I STARTED \_\_\_\_\_.”
3. “MEANING GROWS WHEN YOU \_\_\_\_\_.”
4. “NOT ALL \_\_\_\_ IS \_\_\_\_\_.”

EXAMPLES:

- ◆ “WHEN I STOPPED PROVING, I STARTED GROWING.”
- ◆ “STOP CHASING APPLAUSE. START CREATING ALIGNMENT.”
- ◆ “BUSYNESS DOESN’T EQUAL BELONGING.”
- ◆ “WHEN I STOPPED RUNNING, I FOUND RHYTHM.”

## STEP 4: CREATE – “THIS IS MY #67” (3MIN)

**YOU’VE WRITTEN YOUR #67 AS YOUR TRUTH — NOW TRY TURNING IT OUTWARD. CHANGE “I” TO “YOU.” BECAUSE WISDOM BECOMES MEANINGFUL WHEN IT MOVES FROM WHAT I LIVED AND LEARNED → TO WHAT OTHERS CAN LIVE AND LEARN.**

### **EXAMPLE:**

**INWARD:** “WHEN I STOPPED TRYING TO PROVE MY WORTH, I HAD MORE TIME TO SIMPLY BE MY WORTH.”

**OUTWARD:** “WHEN YOU STOP TRYING TO PROVE YOUR WORTH, YOU HAVE MORE TIME TO SIMPLY BE YOUR WORTH.”

**TIP:** KEEP BOTH VERSIONS — ONE TO REMIND YOURSELF, ONE TO OFFER THE WORLD.

# A Student in Trouble



## STEP 1: REFLECT

- BULLIED FOR NOT HAVING “NICE” THINGS THAT WERE EXPENSIVE
- ASHAMED AT SHOPPING AT SALVATION ARMY (NIKE INCIDENT)
- OFTEN FELT INFERIOR AND NOT GOOD ENOUGH

## STEP 2: EXTRACT

- DID NOT NEED MATERIAL THINGS TO FEEL GOOD ENOUGH
- OVERALL IT REALLY WASN'T ABOUT THE THINGS AND MORE ABOUT HOW I SAW MYSELF
- WHEN I ACCEPTED MYSELF OTHERS BEGAN TO ACCEPT ME MORE

## STEP 3: SHAPE

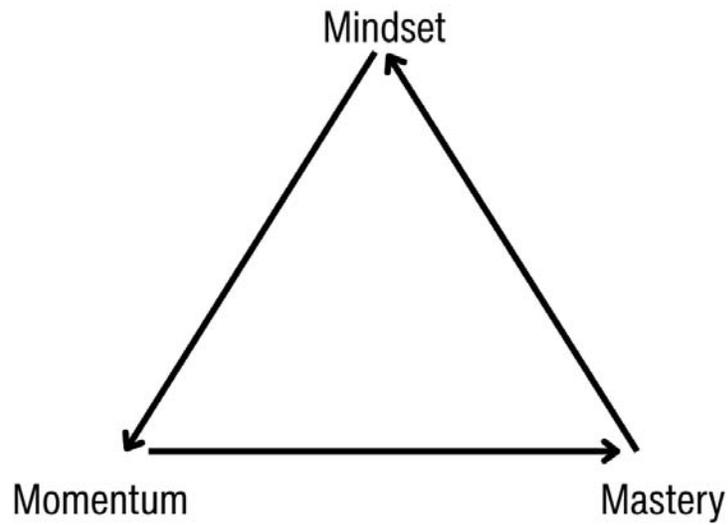
- “WHEN I STOPPED TRYING TO PROVE MY WORTH, I HAD MORE TIME TO SIMPLY BE IT”

## STEP 4: CREATE

- “STOP TRYING TO PROVE YOUR WORTH, START CREATING FROM IT”
- “WHEN YOU STOP TRYING TO PROVE YOUR WORTH, YOU HAVE MORE TIME TO SIMPLY BE YOUR WORTH.”

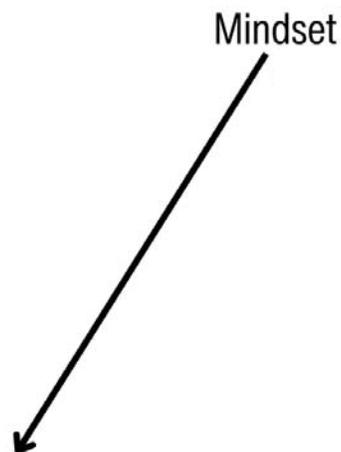


# THE MEANING JOURNEY MODEL



**SHIFT YOUR MINDSET: FROM EXTERNAL TO INTERNAL**

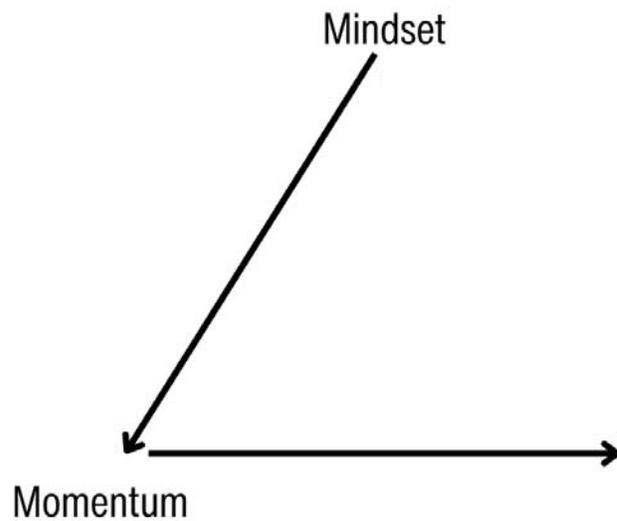
# THE MEANING JOURNEY MODEL





# **BUILD MOMENTUM:** WITH INTENTIONAL SMALL HABITS

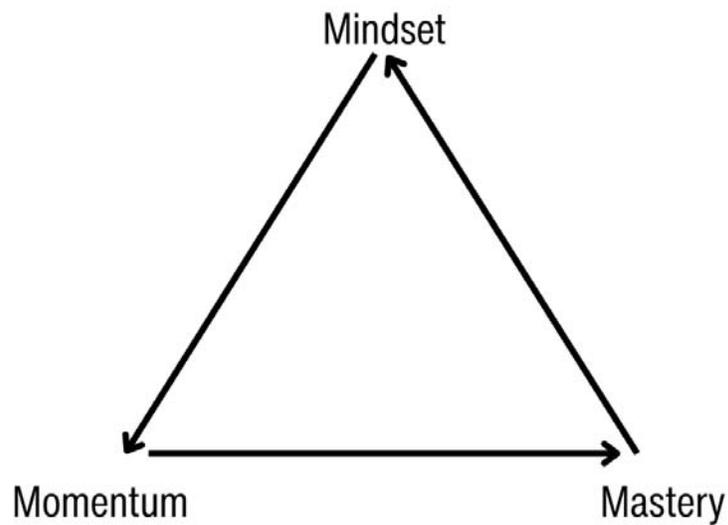
## THE MEANING JOURNEY MODEL





# REFINE WITH MASTERY: THROUGH RESILIENCE IN CHALLENGES

## THE MEANING JOURNEY MODEL



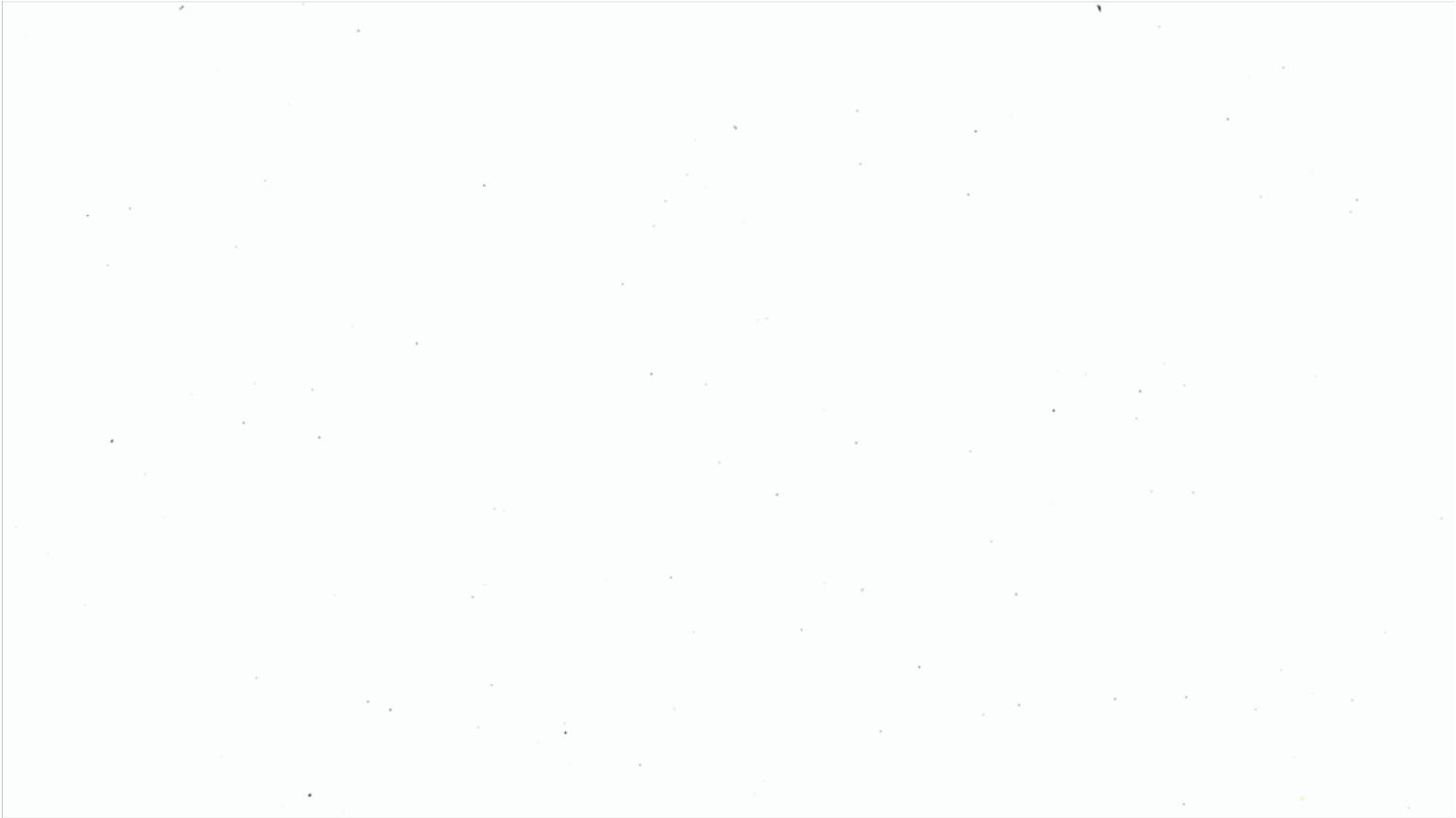


# THE MEANING JOURNEY SHIFTS

Meaning Journey Stage	Stop Chasing...	Start Creating...
<b>Mindset</b>	Applause	Alignment
<b>Momentum</b>	Busyness	Rhythm
<b>Mastery</b>	Comfort	Resilience







**“WHEN YOU SHIFT YOUR MINDSET, YOU UNLOCK NEW WAYS OF SEEING.**

**WHEN YOU BUILD MOMENTUM, YOU TURN INTENTION INTO ACTION.**

**WHEN YOU REFINE WITH MASTERY, YOU SUSTAIN AND EVOLVE MEANING THROUGH RESILIENCE.**

**THAT’S HOW YOU STOP CHASING AND START CREATING.”**

# WHAT IS YOUR 1IS?

- Write **ONE** area in your life where you're chasing.
- Write **ONE** intentional step you can take to begin creating.
- And write the **ONE** obstacle that could get in your way (and how to deal with it).

ON YOUR MARK  
**CREATE**  
GET SET