EDITION 02 · WINTER 2026

THE GUEST EDITION

# THE WINNERS SPOTLIGHT

BUSINESS MAGAZINE



ISSUE 02

SIX GUEST FEATURES

COVER GUEST

## Christine Blosdale

*The Expert Authority Coach™*

**From "Who am I to...?" to "Why not me?"**

ALSO IN THIS EDITION

**Robert DeLaurentis**
*The Zen Pilot on flying through fear*

**Nikki Barua**
*Building your own table*

**Doug Noll**
*Calm anyone in 90 seconds*

**Amy Pechacek**
*Teams that thrive under pressure*

**Justin Allan Montgomery**
*From the ER to eight figures*

STORIES · STRATEGY · LEADERSHIP · FROM THE WINNERS CIRCLE PODCAST

# CONTENTS

*Six guests from The Winners Circle Podcast. Six different roads. One shared idea: winning is built on purpose, not by accident.*


03 Editor's Note
*Jay Adewole on the guest edition*

04 Robert DeLaurentis
*Fear, the checklist and the mission*

07 Christine Blosdale
*Burnout, impostor syndrome and expert authority*

10 Nikki Barua
*Authentic leadership in the age of AI*

13 Doug Noll
*Turning hard conversations into breakthroughs*

16 Amy Pechacek
*Building resilient teams*

19 Justin Allan Montgomery
*From burnout to breakthrough*

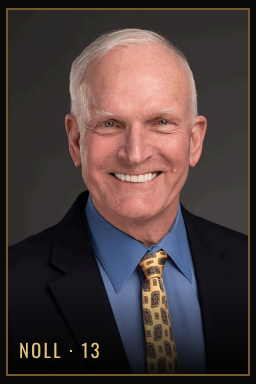
22 Step Into the Circle
*Listen, be a guest, be featured*



DELAURENTIS · 04


BLOSDALE · 07


BARUA · 10


NOLL · 13


PECHACEK · 16


MONTGOMERY · 19

## The theme of this edition

A pilot alone over the North Pole. An immigrant who built her own table. A trial lawyer who left the courtroom to teach peace in prisons. A teacher who now trains executives. A nurse who walked away from the ER. A coach who left corporate America to help experts own their value. Different stories, one lesson: *structure, courage and purpose beat hustle.*

# EDITOR'S NOTE

*Every guest walks in with a story. The best ones walk out with a system you can use.*

Welcome to the second edition of The Winners Spotlight. In our first edition we asked why the next generation of winning businesses is built on systems, not hustle. This time we handed the pages to the people who prove it: the guests of The Winners Circle Podcast.

More than 120 conversations in, I have learned that success rarely looks the way people expect. It looks like a pilot reading his checklist one more time before a polar crossing. It looks like a founder writing down the one process she can hand over today. It looks like a leader who stops arguing and simply names what the other person feels.

The six guests in this edition come from aviation, coaching, technology, law, leadership training and healthcare. Each one faced a moment when the old way stopped working, and each one built something better on the other side.

Read them slowly. Take one lesson from each. Then go and listen to the full conversations. The magazine gives you the highlights; the podcast gives you the whole room.

Keep building. Keep leading. Keep winning.

*Jay Adewole*
*Editor-in-Chief, The Winners Spotlight Magazine*
*Host, The Winners Circle Podcast*



FROM THE EDITOR

*The magazine gives you the highlights. The podcast gives you the whole room.*




# ROBERT DeLAURENTIS

*Aviator, author, real estate investor and founder of the DeLaurentis Foundation — known as the Zen Pilot and the Peace Pilot*

## The fear that nearly ended the mission — and built the pilot.

Fear gets loud at 35,000 feet. Robert DeLaurentis knows. He has flown solo around the planet, crossed both the North and South Poles alone, made emergency landings and survived a fuel spill in Dakar that could have ended everything.

On The Winners Circle, he told Jay that the lesson is not about planes. It is about what it takes to keep going when you are alone, under pressure and forced to make decisions with no room for panic.

His road to success, much like flying, was never a straight line. He started with one San Diego condo in 1990 and grew it into more than 300 rental units over almost three decades. He served 14 years in the U.S. Navy, leaving as a Lieutenant Commander.

Today his flights carry a bigger purpose: his *Citizen of the World* aircraft, his books and films, and airport projects that inspire children who stare up at planes to dream bigger.

### FAST FACTS

| | |
|---|---|
| **Known as** | The Zen Pilot · The Peace Pilot |
| **Flight hours** | 2,400+ |
| **Reach** | 53 countries, all 7 continents |
| **Record** | Solo over the North and South Poles |
| **Honour** | San Diego Air & Space Museum Hall of Fame (2023) |
| **Web** | flyingthrulife.com |

INSIDE THE CONVERSATION

# Five lessons from the cockpit

*What a solo pilot over the North Pole can teach every founder building alone.*

1

## Find the risk before take-off

Robert prepares for major flights by identifying and reducing risk long before he leaves the ground. Business works the same way: the problems you plan for rarely become emergencies.

2

## The checklist is a leadership tool

He calls the checklist one of the most powerful tools in business. A checklist turns good intentions into the same good result, every time, even under pressure.

3

## Write your fear down

Fear should be faced, written down and taken apart one piece at a time. Once a fear is on paper, it becomes a task you can work on.

4

## Make silence an asset

Hours alone over the ice taught him that solitude and inner peace can be strengths, not obstacles. Calm leaders make clearer decisions.

5

## A noble purpose changes everything

His flying now serves aviation, education, philanthropy and peace. When the mission is bigger than the risk, you find the courage to keep going.



THE BIG IDEA

***Prepare better. Think bigger. Move forward with more courage than fear.***

*From the episode*

LISTEN TO THE FULL EPISODE

"The Fear That Nearly Ended the Mission — and Built the Pilot" · 30 September 2026

winnerscirclewithjay.com/podcast

flyingthrulife.com

IN THEIR OWN WORDS

# Q&A with Robert DeLaurentis

*On fear, the fuel spill in Dakar, and why the checklist is a leadership tool.*



## Q1 People call you the Zen Pilot and the Peace Pilot. What do those names mean to you?

Flying is, in my opinion, a very spiritual endeavour. We like to think that aviation is a vehicle for our message of connecting humans. When you get to be face to face with people, like I was on the polar flight, you can see that people are more similar than different. They want peace. They want health. They want security. It doesn't matter the colour of your skin or your religion. We're all human.

## Q2 How did friends and family react when you told them your goal?

A girlfriend at the time said, "I had a dream you're going to die a terrible death alone in the Pacific." A buddy said, "Why don't you wait until you can afford a better plane?" My dad said, "Why don't you just join a country club like all your friends?" What I came to realise is that was all their fears coming up. But they weren't my fears.

## Q3 What happened during the fuel spill in Dakar?

I heard this loud pop and instantly the jet fuel was spraying out of the tank into my eyes, my face, my chest. I fell backwards out of the plane thinking, "Okay, this is it." Somebody brought water, I poured it in my eyes and jumped back into the plane to try and save it. It was at that precise moment that I realised the science I was carrying, the inspiration I could provide, was more important than my life.

> *"If you want to find peace in your world, you have to find it in yourself first."*

## Q4 What does the pre-flight checklist teach us about business?

There's a concept I learned at Arthur Andersen: mitigation of risk. You identify all the risks and then you work to mitigate each one. For the polar flight I prepared for 18 months. I got a yellow pad of paper and wrote down every risk I could anticipate. At the end you're left with some you can't mitigate, and you have to make a really hard decision: do I give up? The answer was no, absolutely not.

## Q5 What would you tell entrepreneurs who are building alone right now?

If you're trying just to achieve wealth, that's not it. There's something called a noble purpose: how you're going to change the world, how you're going to make someone's life better. When you're tuned in to a mission like that, it's much easier to be alone. In fact, it's a welcome time where you can be very, very productive.

## Q6 How do you handle the loneliness of flying solo?

I'm a person who really likes silence. There's a quote that silence is oxygen for the soul. I've had some of my greatest awarenesses in the silence. It's not a time to try and figure stuff out. It's just a time to be open to what the universe has for me.

*Answers are taken from the episode and condensed for length and clarity.*

COVER STORY

# CHRISTINE BLOSDALE

*The Expert Authority Coach™ · Bestselling author · Former executive at AOL, Microsoft and Woman's Day Magazine*

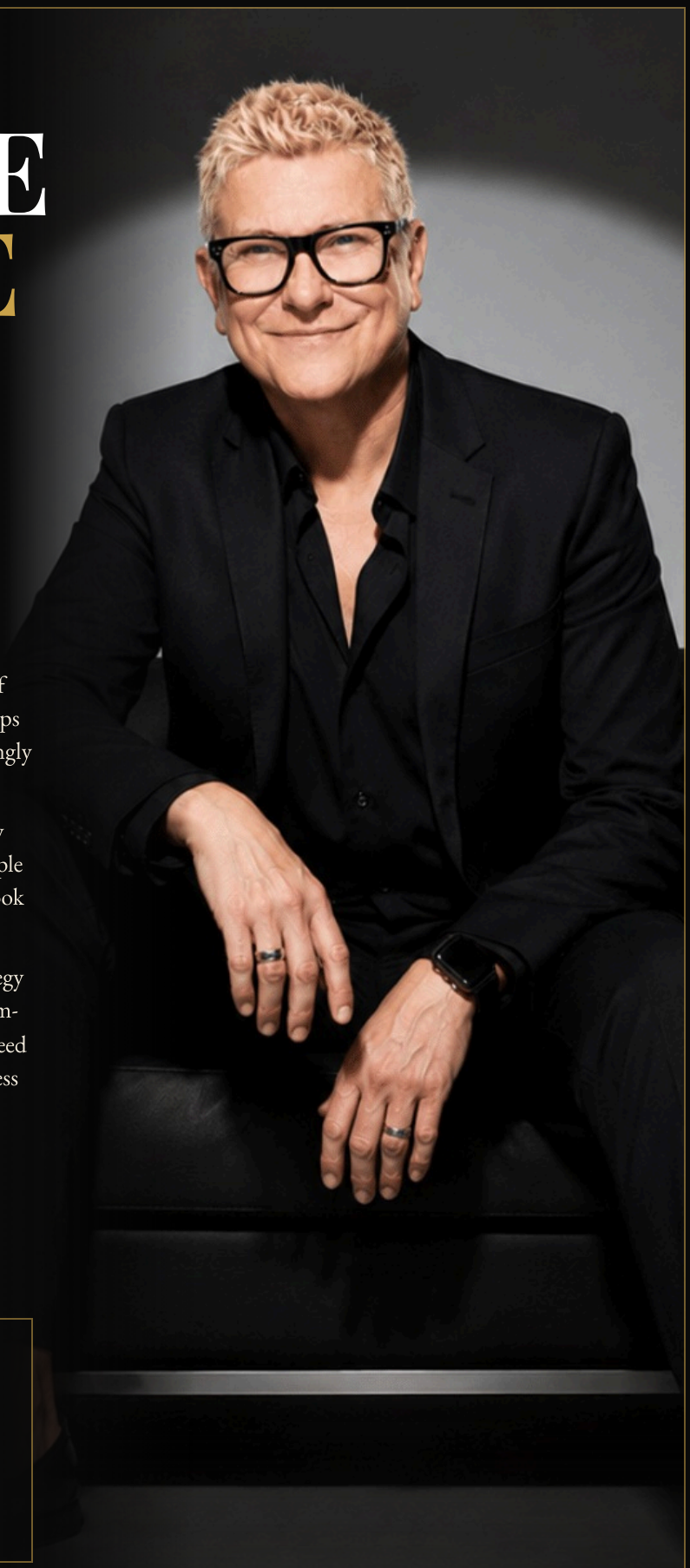
BUSINESS COACHING · AUTHORITY · MINDSET

## Success shouldn't cost you your peace.

Christine Blosdale spent more than 25 years inside some of the biggest names in media and technology. Now she helps entrepreneurs do something many of them find surprisingly hard: believe they are already the expert.

She came to The Winners Circle twice. The first time, she and Jay tackled impostor syndrome, the quiet voice that tells capable people they are frauds waiting to be found out. The second time, they took on its close cousin, burnout.

Her approach mixes corporate know-how with street-smart strategy and a lot of humour. Her message to overwhelmed founders is simple: you do not need to hustle harder to be taken seriously. You need to own your expertise, price it with confidence and build a business that gives you energy instead of draining it.



**FAST FACTS**

| | |
|---|---|
| **Title** | The Expert Authority Coach™ |
| **Experience** | 25+ years; AOL, Microsoft, Woman's Day |
| **Framework** | Rise & Reign |
| **On the podcast** | 2 episodes, July 2025 |
| **Web** | expertauthoritycoaching.com |

INSIDE THE CONVERSATIONS

# From self-doubt to self-made

*Two episodes, one mission: help experts stop second-guessing their worth.*

1

## You are already qualified

Her reframe of "fake it till you make it" starts from a simple truth: most people who feel like frauds already have the skills. The gap is belief, not ability.

2

## Uncertainty costs you clients

When you doubt yourself, buyers feel it. Turning self-doubt into clear, confident messaging is what she calls cash-flowing clarity.

3

## Charge premium prices without apology

Own your expertise and price it for its value. A signature offer built on your knowledge attracts better clients and scales further.

4

## Catch burnout early

Learn the early warning signs before burnout derails the business, and build habits that lift productivity without exhaustion.

5

## Authority beats hustle

Step into your role as the expert. Her Rise & Reign framework is about building a business that energises you, not one that drains you.



THE BIG IDEA

*Pivot from "Who am I to...?" to "Why not me?"*

*From the episode*

LISTEN TO BOTH EPISODES

"How to Turn Imposter Syndrome into Unshakable Confidence" · 2 July 2025 | "Avoiding Burnout as an Overwhelmed Entrepreneur" · 9 July 2025

winnerscirclewithjay.com/podcast
expertauthoritycoaching.com

IN THEIR OWN WORDS

# Q&A with Christine Blosdale



*On impostor syndrome, showing up, and why honesty sells.*

## Q1 Have you ever experienced impostor syndrome yourself?

Oh, yes. I was working at a very popular radio station in Los Angeles, behind the scenes, producing the show. One time I had to step in and host. I said, "I'm not qualified for that. I'm the producer." I had years of interviews for America Online and Microsoft behind me, but those little stories were coming up. Then as soon as that on-air light came on, it was like magic. That's how I started a 20-year radio career.

## Q2 Where does impostor syndrome come from?

Many of those stories are planted when we're very young. Somebody somewhere said you're not good enough, or you're too this or too that. No matter how many degrees we have on the wall, those stories can stay with us. A lot of times it's not based on any truth. It's just based on a story.

## Q3 What do you tell clients who ask, "Who am I to do this?"

I say, "It's not about you." You can hear the brakes screeching. Instead of focusing on how you look or how you'll be judged, think about the people you say you want to serve. When you're able to shift the focus, it's amazing what can happen.

> *"What if someone says no? But what if somebody says yes? They won't say yes unless you show up."*

## Q4 What is the first step for someone who feels stuck?

Show up. By keeping yourself away from people because of that judgment, you're not thinking about the people you're serving — and they're waiting for you. Then get an outsider, a mentor or coach, to find the jewels you can put in your crown. It doesn't make you arrogant. It makes you step into your expert authority.

## Q5 Why do humour and honesty matter in business?

Life is too short to go through your business life in a very serious manner, and people are craving authenticity. I once sent an email blast where the main link didn't work, so I sent another saying, "Oops, I made a mistake." I got a better response than the original email, because people said, "Thank you for saying that."

## Q6 How does a coach help you see your own value?

Solopreneurs live in a silo with blinders on. You might think, "That little thing I did, that's nothing." But from my perspective as an expert authority coach, I look at it and go, "Are you kidding me? This is marketable. This is relatable. We need to let people know about it."

*Answers are taken from the episode and condensed for length and clarity.*

FEATURED GUEST

# NIKKI BARUA

*Serial entrepreneur, keynote speaker, bestselling author of Beyond Barriers and co-founder & CEO of FlipWork*



## "I didn't just get a seat at the table. I built my own table."

Nikki Barua landed in America in June 1997, an immigrant from India with, in her words, a heart full of hope and a suitcase full of dreams. She expected the practical obstacles. The hardest one surprised her: the feeling of always being outside the inner circle.

So she did what many newcomers do. She changed herself to fit a box defined by others — and found that the more she blended in, the less of her there was to see. Her turning point came when she stopped trying to fit in and started being herself, unapologetically.

By 1999 she had three master's degrees and a corporate career teaching very large organisations to move faster. In 2011 she left to build BeyondCurious, which took leading brands from idea to product in weeks. Her book *Beyond Barriers* became an Amazon bestseller in 2018.

On The Winners Circle, Nikki told Jay why authenticity is now a leader's greatest competitive advantage, especially in the age of AI.

### FAST FACTS

| | |
|---|---|
| **Company** | FlipWork (co-founder & CEO) |
| **Experience** | 25 years building companies |
| **Book** | *Beyond Barriers* (Amazon bestseller) |
| **Ventures** | BeyondCurious · Beyond Barriers |
| **Web** | nikkibarua.com |

INSIDE THE CONVERSATION

# The hidden power of authenticity

*In a world obsessed with AI and sameness, being yourself is a strategy.*

1

## Authenticity is your edge

When AI makes competent work cheap, what sets you apart is judgment, perspective and the story only you can tell.

2

## Belonging can cost you depth

The constant pursuit of fitting in often costs leaders their influence. Choosing to be visible as yourself is the most powerful leadership move you can make.

3

## Acculturate, don't assimilate

Nikki separates the two: assimilation erases who you are, while acculturation lets you adapt to a new environment and keep your identity.

4

## Your scars are your story

Differentiation comes from your unique experiences, setbacks and perspective. Don't hide them; build on them.

5

## Build your own table

Instead of waiting for an invitation, create authentic networks and partnerships that amplify your voice and value.



IN HER WORDS

*"The most powerful technology on Earth is still the human being."*

*Nikki Barua, nikkibarua.com*

LISTEN TO THE FULL EPISODE

"The Hidden Power of Authenticity in a World Obsessed with AI and Homogeneity" · 10 June 2026

winnerscirclewithjay.com/podcast

nikkibarua.com

IN THEIR OWN WORDS

# Q&A with Nikki Barua

*On belonging, building your own table, and leading in the age of AI.*



## Q1 What did it feel like arriving in a new country and trying to find your place?

When I arrived in America in 1997, I didn't have any money or connections, just a lot of big dreams. But the biggest struggle was feeling on the outside of every inner circle — being an immigrant, being female, being gay, being short. So I copied the norm. And the more I became like everyone else, the less there was of me to see.

## Q2 When did you realise fitting in was holding you back?

I had a senior leadership role at a big public company, on an H-1B visa, practically half the age of my peers. I was trying to sound like them and adopt their hobbies. I even tried to play golf, and I hate golf. Then someone pointed out that what made me successful was my unique point of view, and the irony just hit me.

## Q3 What does "building your own table" mean beyond the metaphor?

So much of what we hope to achieve, we put in the hands of other people. If this game was never designed for people like me, then playing by these rules is not going to change the equation. You have to redesign the system and rethink the game. That's what building your own table looks like.

> *"Everything that makes me different, which I'd been rejecting, is actually the thing that makes me special."*

## Q4 Why does authenticity make leaders stronger now?

People do business with people they like, trust and respect, and that's not possible if you're not truly authentic. In the age of AI, if everybody has access to the same intelligence, we all look the same. Your stories, your lived experience, your scars — that richness is what an AI can't produce.

## Q5 What mindset shift would you leave our listeners with?

Get into rooms where your future is someone else's present. We stay comfortable in spaces where we already belong. Think about the future you want, find the people for whom that future is already their reality, and as uncomfortable as it may be, put yourself in those spaces.

## Q6 Why do so many high achievers wait for the right time?

Because fear is what holds people back: fear of failure, judgment, rejection. Saying "it's not perfect yet" is just procrastination coming from fear. Most success is the result of compounding. But you cannot compound something that you don't take action on. Dream big and act now.

*Answers are taken from the episode and condensed for length and clarity.*

FEATURED GUEST

# DOUG NOLL

*Mediator, peacemaker, TEDx speaker, co-founder of Prison of Peace and author of De-Escalate*

CONFLICT RESOLUTION · EMPATHY LEADERSHIP

## How to calm an angry person in under two minutes.

For 22 years Doug Noll was a highly successful trial lawyer. The courtroom taught him something most leaders never learn: no matter how strong the argument, logic loses to emotion.

That lesson sent him deep into the science of the emotional brain, where he found a technique called affect labeling — simply naming what another person is feeling. It sounds too simple to work. Brain research says otherwise: naming the emotion calms the brain and the tension starts to melt.

Doug walked away from law to teach the skill in the toughest places on earth. He co-founded Prison of Peace, training inmates in maximum-security prisons, some of whom now teach the method themselves. If it works there, he told Jay, imagine what it can do in your boardroom.



### FAST FACTS

| | |
|---|---|
| **Former career** | Trial attorney, 22 years |
| **Method** | Affect labeling — de-escalate in 90 seconds |
| **Impact** | Prison of Peace co-founder; books in five languages |
| **Latest** | *Empathy Leadership* |
| **Web** | dougnoll.com |

INSIDE THE CONVERSATION

# Name it. Tame it. Transform it.

*Turning difficult conversations into breakthroughs for founders, CEOs and managers.*

1

## Emotion is at the root of every conflict

Ignoring feelings makes conflict worse. Most of us reach for logic or advice, but emotions drive the reaction.

2

## Just say what you see

Saying "you're angry" — calmly, without blame — lowers hostility and opens the door to real problem-solving.

3

## Know your own triggers

Recognise and regulate your own emotional reactions during crucial conversations before you try to calm anyone else.

4

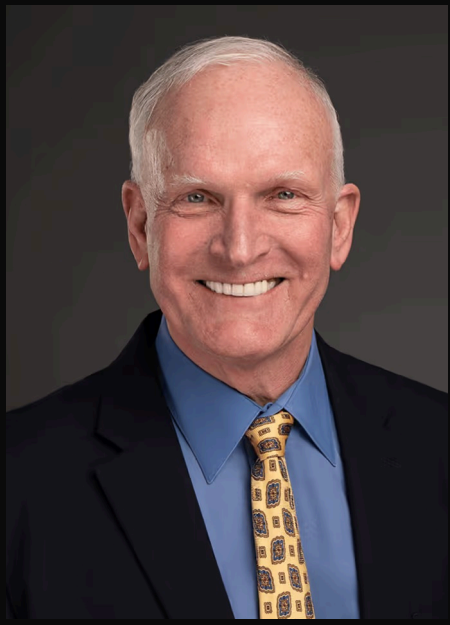
## Have the hard performance talk

Leaders can handle tough feedback conversations with confidence when they address the emotion first and the issue second.

5

## The empathy paradox

Genuine care does not make you soft. It makes you a stronger, more trusted and more authoritative leader.



TRY IT THIS WEEK

***Name one emotion in every tense conversation. Watch what happens.***

*Practice from the episode*

LISTEN TO THE FULL EPISODE

"How Entrepreneurs Can Turn Difficult Conversations Into Breakthroughs" · 5 August 2026

winnerscirclewithjay.com/podcast

dougnoll.com

IN THEIR OWN WORDS

# Q&A with Doug Noll

*On leaving the courtroom, the science of emotion, and calming an angry client.*



## Q1 How does a trial lawyer become a peacemaker?

For 22 years I tried cases. Around my 40th birthday I earned a second-degree black belt, and my teacher had me study tai chi. Its paradoxes are that the softer you are, the stronger you are, and the more vulnerable you are, the more powerful you are. Years later I was cross-examining someone and thought, "What am I doing in here?" I could count only five people I'd really served. I couldn't do it anymore.

## Q2 What did the courtroom teach you about conflict?

That courtrooms are really bad places to reconcile relationships. Our legal system is simply a decision-making system. There's no interest in how the decision will affect the relationship of the parties. I said there has to be a better way to help people resolve conflict.

## Q3 Why is emotion so central to conflict?

Science tells us that every decision we make, every behaviour we engage in, is based on emotion. When you name what someone feels, the parts of the brain tied to negative emotion calm down and the part responsible for emotional self-control switches on. It works on every human brain on the planet.

> *"You cannot logic somebody out of a strong emotion. You cannot reason somebody into calm."*

## Q4 A client is angry about a delay. What should an entrepreneur say first?

Ignore the angry words, and don't give your counter-story. Say: "You're really frustrated and angry. The deadlines were missed. You feel disrespected and unsupported, and you're worried about what this means for you." Once they calm down, ask: "What do we need to do to make this right?"

## Q5 What do you mean by nervous system leadership?

Your job as a leader is not just to delegate tasks and make sure they get done. It's to regulate the nervous systems of yourself and the people around you. If people are dysregulated, their prefrontal cortex shuts down and they can't do anything.

## Q6 What makes a conversation "difficult"?

It's any conversation you have to have that provokes anxiety inside you. You're afraid somebody will explode, or reject you, or quit. And because it provokes anxiety, you go into avoidance mode. We're not trained as children how to have difficult conversations. We're trained to suppress them.

*Answers are taken from the episode and condensed for length and clarity.*

FEATURED GUEST

# AMY PECHACEK

*Founder & CEO, Alpstra Training Solutions · Former educator turned leadership expert*



## High-pressure seasons don't just test your team. They reveal your leadership.

Amy Pechacek started her career in the classroom. As an educator she learned how people really grow — and she came to believe the professional world was missing something: sustainable leadership grows from the inside out.

Drawing on her own journey of resilience, she founded Alpstra Training Solutions in 2019 to be a catalyst for personal transformation and lasting leadership impact.

Today Alpstra works with executives, emerging leaders and teams across industries through leadership training, executive coaching and team development, blending emotional intelligence, self-awareness and practical skills.

On The Winners Circle, Amy gave Jay a real-world playbook for building teams that stay strong, focused and connected under stress.

### FAST FACTS

| | |
|---|---|
| **Company** | Alpstra Training Solutions (founded 2019) |
| **Background** | Former educator |
| **Focus** | Leadership, team trust, emotional intelligence |
| **Programmes** | Everything DiSC · The Five Behaviors |
| **Web** | alpstra.com |

INSIDE THE CONVERSATION

# Building teams that thrive under pressure

*A playbook for CEOs, founders and managers responsible for people and performance.*

1

## Define real resilience

Team resilience is more than surviving a hard season. It is a team that stays focused and connected — and grows through the challenge.

2

## Spot the gaps early

Look for resilience gaps before they turn into breakdowns. The warning signs show up long before people quit or burn out.

3

## Communicate for clarity and trust

Under pressure, clear communication builds the trust and cohesion that hold a team together.

4

## Balance accountability with support

High standards and real care are not opposites. Leaders can hold people accountable and still prevent burnout.

5

## Lead with emotional intelligence

Emotional intelligence improves decisions and team dynamics — and helps you lead through change without losing momentum.



THE BIG IDEA

***Sustainable leadership grows from the inside out.***

*Alpstra's founding belief*

LISTEN TO THE FULL EPISODE

"How to Build Resilient Teams That Thrive Under Pressure" · 21 January 2026

winnerscirclewithjay.com/podcast

alpstra.com

IN THEIR OWN WORDS

# Q&A with Amy Pechacek

*On bad bosses, trust, and why emotional intelligence is not "soft stuff".*



## Q1 What first motivated you to focus on leadership?

I was an eighth-grade maths teacher before corporate America. At a software company, I worked for a leader who was the epitome of what a leader should not do. Then McGraw Hill recruited me, and my new boss was the complete opposite — when he coached you, it felt like a compliment. I got curious: how did I go from a tyrant of a boss to this empowering, life-giving leader in a matter of days?

## Q2 What do new leaders most often get wrong?

Most people aren't born to be good leaders. You might be the top salesperson and get promoted, but leadership takes a completely different skill set. Many new leaders have a doer mindset: they take everything off their team's plates and work themselves to death. We teach effective delegation instead.

## Q3 What is the foundation of a cohesive team?

Trust is the foundation. Vulnerability-based trust means I don't have to stand here and be perfect. I'm a human being with flaws. Being able to admit when I make a mistake, and sharing lessons I only learned through failure — that's the foundation of trust.

> *"Treating everybody the same isn't necessarily fair when you're dealing with individuals."*

## Q4 Why is emotional intelligence so often overlooked?

A lot of executives think they don't need the basics anymore, that this is soft stuff for everybody else. But it's one of the most important things you can do to have a successful team. Not just head knowledge, but heart knowledge.

## Q5 How can a leader build skills they don't naturally have?

Get honest with yourself, take a good hard look in the mirror and decide the type of leader you want to be. Then be a lifelong learner. Human beings are like plants: either growing and blooming or dying. I love the saying "1% better every day."

## Q6 Should leaders treat everyone the same?

In the past people thought you had to treat everybody the same to be fair. But you have to find each person's value drivers and adapt to what works for them. That's not an excuse for bad behaviour. I can still be 100% Amy Pechacek, but adapt to speak to you in a way that you can hear me.

*Answers are taken from the episode and condensed for length and clarity.*

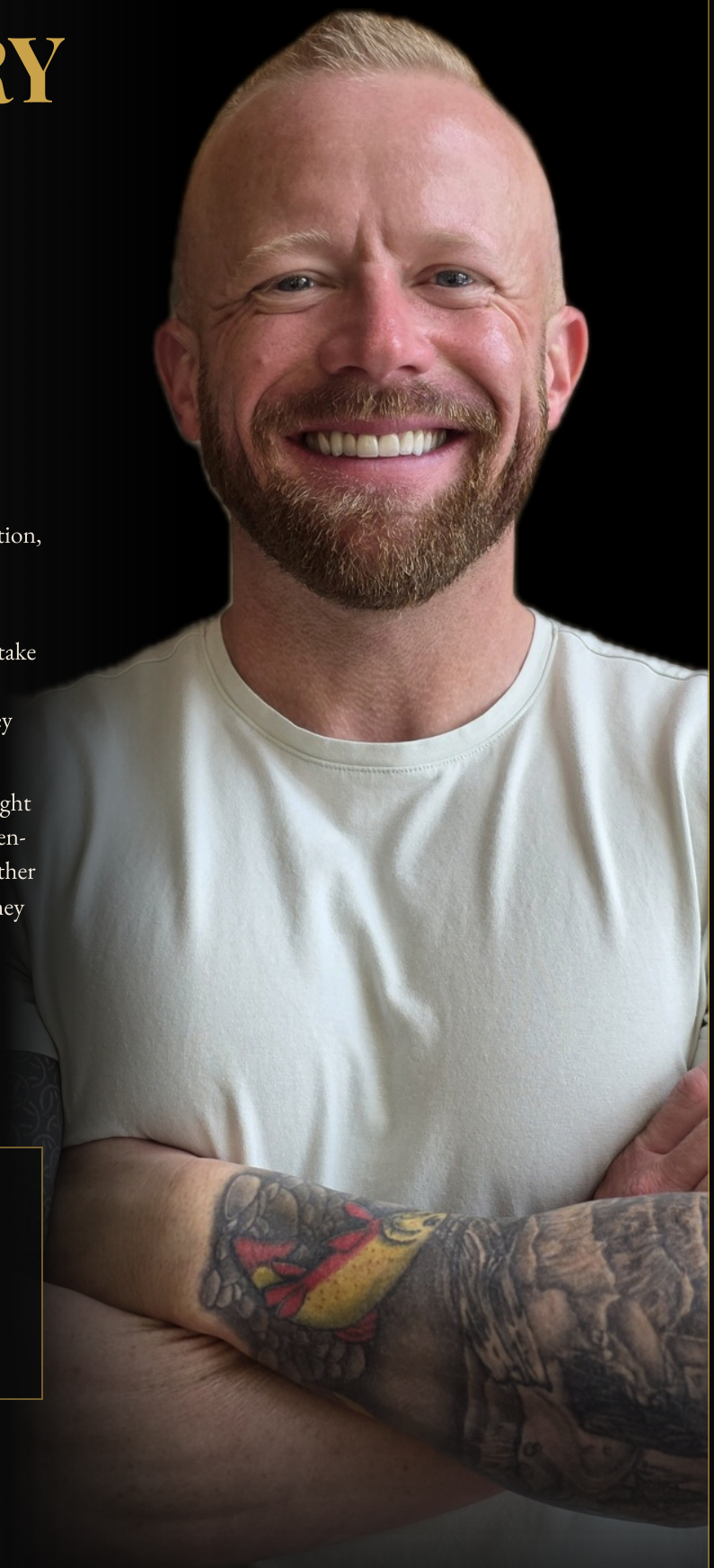
FEATURED GUEST

# JUSTIN ALLAN MONTGOMERY

*Former ER nurse practitioner · Founder of The Elite Nurse Practitioner and ProCourseStart*

HEALTHCARE · EDUCATION · CAREER PIVOTS

## From frontline burnout to an eight-figure education business.



Justin spent years in emergency medicine. He saw the exhaustion, the rigid schedules and the capped earning potential facing healthcare professionals — and he felt it himself.

Instead of staying stuck, he used the one thing burnout couldn't take away: his clinical expertise. He started a blog, The Elite Nurse Practitioner, to share what he knew. People began asking how they could do what he did.

That blog grew into a continuing education business that has taught thousands of nurse practitioners and made him financially independent. Now, through ProCourseStart, he teaches physicians and other providers to turn their own expertise into education businesses they own.

### FAST FACTS

| | |
|---|---|
| **Former role** | Emergency room nurse practitioner |
| **Brands** | The Elite Nurse Practitioner · ProCourseStart |
| **Reach** | 5,000+ students taught |
| **Milestone** | Eight-figure continuing education business |
| **Web** | procoursestart.com |

INSIDE THE CONVERSATION

# Your experience is your greatest asset

*How skills earned in one career can become the foundation of the next.*

1

## Burnout isn't just about workload

It is also about lost freedom, rigid systems and a ceiling on what you can earn. Fixing it means changing the model, not just resting more.

2

## Think like an entrepreneur

Moving from clinician to founder takes a mindset shift: from trading hours for pay to building something that scales.

3

## Package what you already know

Your profession already pays for continuing education. You understand its real problems from the inside — so you can be the one who teaches them.

4

## Diversify without leaving your field

You don't have to abandon your profession to create new income streams and reach more people.

5

## Systems are what scale

The decisions and systems behind the business — not more hours — are what took it to eight figures.



THE BIG IDEA

***Burnout can be the starting point for your breakthrough.***

*From the episode*

LISTEN TO THE FULL EPISODE

"From Burnout to Breakthrough: A Dialogue with Justin Montgomery" · 4 March 2026

winnerscirclewithjay.com/podcast

procoursestart.com

IN THEIR OWN WORDS

# Q&A with Justin Allan Montgomery



*On leaving the ER, the time-for-money trap, and the asset in your head.*

## Q1 What made you decide to leave the ER?

I was about 33, working in an ER in Florida, looking around at the doctors, nurses and practitioners over 45. They just looked miserable. I thought, is this really going to be my life for the next 25 or 30 years? Clocking in, living for the weekend. A light bulb went off: I need to build my own income stream if I want to break free.

## Q2 How did The Elite Nurse Practitioner grow?

I started medical practices, but I was still stuck in the time-for-money trap. So I started an online course business teaching providers to start cash-based practices. In the first year we generated close to a million dollars. Then about three million, then five or six, and it has grown to an eight-figure business.

## Q3 What was your biggest challenge?

Getting over the fear of losing the certainty of a steady paycheck. I was still working full-time when the course business was making a million dollars a year. Looking back, that was ridiculous. There's no certainty in a job. You build more certainty in a business, because you're in control of it.

> *"As an entrepreneur, your business works for you. Self-employed, you work for your business."*

## Q4 What mindset shift do professionals need to make?

Your knowledge is the most powerful asset you have. If you got hit by a car and lost everything in your head, are you still a doctor? A lawyer? No. So if that's your most valuable asset, why aren't you leveraging it — letting it work for you instead of through you?

## Q5 What really causes burnout?

Monotony. The same thing over and over, with no new spark. People think medicine is a new challenge every day. It's not. Owning my businesses and creating new courses brought creativity and new challenges back — that's what helped me overcome it.

## Q6 Why build a course business instead of a practice?

Scaling a medical practice to a million dollars a year takes 60 to 80 hours of work a week, plus staff, overhead and liability. A continuing education course business doesn't. Your product sells 24/7, 365 days a year. You can wake up richer because you sold a couple of courses overnight. I make money on Christmas Day.

*Answers are taken from the episode and condensed for length and clarity.*

THE WINNERS SPOTLIGHT
BUSINESS MAGAZINE

# STEP INTO THE CIRCLE

*Every guest in this magazine started with one conversation. Yours could be next.*

## Listen

Hear every full conversation on Apple Podcasts, Spotify and YouTube.

winnerscirclewithjay.com/podcast

## Be a guest

Founders, executives, authors and experts with a message for entrepreneurs.

winnerscirclewithjay.com/podcast

## Be featured

Nominate a founder or leader who deserves the spotlight in Edition 03.

winnerscirclewithjay.com/winnerspotlightmagazine

**300K+**
PODCAST COMMUNITY

**120+**
CONVERSATIONS

**GLOBAL**
FOUNDER AUDIENCE








BUSINESS · WEALTH · LEGACY