

Who looks outside, dreams; who looks inside, awakes.
Carl Jung

Cardiff D. Hall – MY OPUS

My WHY

My Why is to utilize the gifts God has given me to elevate myself and others to heights of achievement while purposefully showing my daughter, that anything is possible with clarity and desire.

I Have A DREAM = Overarching Vision

Today I'm sitting at my kitchen table eating breakfast with my wife and daughter enjoying a cup of great Mexican coffee in my condo in Playa La Ropa, overlooking the ocean.

I take a deep breath in, and I rewind in my mind how did I get here and am thankful for the push I received from my heavenly father to trust. The verse which powers me is Joshua 1:9 "Be strong and courageous do not be afraid or discouraged, for the Lord Your God will be with you wherever you go."

I am a speaker, author and executive coach to several large consumer good company executives. I have multiple streams of income from speaking, books, online products, training products, one on one executive coaching and real estate investments.

I am highly sought after to deliver key note talks and trainings to sales organizations and enjoy that my wife and daughter accompany me on my trips when possible.

I am the CEO of a non-profit adoption foundation which help families defray the cost of adoption and my family is on the board. We have a successful yearly black tie gala to raise funds for Christian families to adopt children in the US.

My heart and health are in excellent condition and my Dr. continues to ask me if I'm 30 and continue to response, "Yes I AM!" I'm in the best shape of my life thanks to my wife's healthy cooking and my continued workout routine.

I do not have financial worries about my daughter's college or wedding expense, given its funded. My daughter keeps asking me if I will be alive for her wedding and I respond "YES, I will be walking you down the aisle!"

I have a healthy and vibrant relationship with my wife and often people ask us if we are newlyweds and of course I say YES and then tell them the number of years we have been married.

I have a team of amazing individuals who support the business and keep the business running smoothly.

I have a growing and strong connection to my creator God and feel the embrace of his arms on a consistent basis.

I give to my church and will often purchase dinner for families or donate surprisingly to a family and do not expect anything in return.

I am involved in my daughter's life and take the time away from work to attend her activities and be there for her when she calls.

I am a board member for another non-profit organization.

I laugh much, love much and generate the type of energy which is felt in every room which is shared to audiences around the world.

Due to the opportunities in the business my family enjoys connecting and relaxing in the various countries and islands visited.

I help individuals become their dynamic best self and been a witness to see their achievements and helped sales organizations level up, to achieve results many said were not possible.

I have a strong mindset, my belief and energy power me along and take me to new heights.

I take another sip of coffee and look out to view the wonderful blue ocean, breathe in to smell the ocean air and look into the eyes of the two special women who have been there for me.

Someone – My Tribe

- Individuals who desire control and clarity in their life
- Motivated to achieve
- Believe in self development
- Live life fully with no regrets
- Actions takers
- Invest in themselves to elevate their performance in life
- Business owners or Corporate individuals who desire to start a business in their passion.
- Seeking solutions that will help them personally and their business
- Supports each other
- Share with others
- Help each other
- Fire burning within
- Willing to make sacrifices

Something- My Cause

- Fighting against (ANTs) –Automatic Negative Thoughts which can derail and sabotage progress and impede goals and achievement.
- Fighting against the drift of life for individuals, doing enough to get by.

Somewhere – My Space

- Vibrant with possibility
- Open
- Will make you smile
- Inviting with positive energy
- Place you desire to be
- Happy
- Excited
- Empowered
- Motivated
- Inspired
- Energetic
- Succeeding

Melody Line = Purpose

Empowering the journey of life within individuals, to heights of achievement.

Until thought is linked with purpose there is no intelligent accomplishment.

James Allen

Buckets of Productive Action = Unifying Strategies

Strategy One: Health Fortification

Strategy Description: Consistent vibrant exercise to strengthen the heart and muscles; fueling the body with nutritious food to power my body so I can be my best to give to the message.

Strategy Two: Broadcasting Message

Strategy Description: Sharing the message through various mediums: speaking, podcasts, blog, online products, books, coaching and training.

Strategy Three: Creator Alignment

Strategy Description: Deepening my relationship with God through prayer, small groups, bible and church, to strengthen the power and momentum of bringing individuals to heights of achievement.

Strategy Four: Personal Development

Strategy Description: Enhancing and developing myself and skills to transfer and elevate helping others.

Strategy Five: Family Bond

Strategy Description: Connecting and growing the relationships with my wife and daughter to bring closeness and love, which will radiate lives.

Scorecard For Significance

Strategy One: Health Fortification

Strategy Description: Consistent vibrant exercise to strengthen the heart and muscles; fueling the body with nutritious food to power my body so I can be my best to give to the message.

Scorecard

Exercise – Invest in physical workouts to strengthen the heart and muscles.

Fuel – Consume nutritious food to aid the body in performing at its best.

Sustain – Remove certain foods/fluids from my intake for a specific period of time.

Strategy Two: Broadcasting Message

Strategy Description: Sharing the message through various mediums: speaking, podcasts, blog, online products, books, coaching and training.

Scorecard

Writing – Providing actionable strategies and tactics which allow individuals to achieve.

Speaking – Utilizing the stage in various modalities to inspire individuals and groups to live their best self.

Coaching – Invest in select number of individuals to elevate their performance by offering guidance and engagement of exploring deep within oneself to reach their optimum level.

Strategy Three: Creator Alignment

Strategy Description: Deepening my relationship with God through prayer, small groups, bible and church, to strengthen the power and momentum of bringing individuals to heights of achievement.

Scorecard

Group – Engage in men’s group to connect and to receive support in life’s journey.

Serve – Utilize my talents and gifts to serve in the church.

R&R – Read and reflect spiritual content in various forms, which provide self-reflection, power and guidance.

Strategy Four: Personal Development

Strategy Description: Enhancing and developing myself and skills to transfer and elevate helping others.

Scorecard

Read – Invest in material which will soak into the mind to aid and give power.

Attend- Put myself around other high performers and learn from top leaders in their industry which can be applied to the business.

Consume – Digest teachable content in various forms to power the journey and teach others in the form of ILT (Invest, Learn, Teach).

Strategy Five: Family Bond

Strategy Description: Connecting and growing the relationships with my wife and daughter to bring closeness and love, which will radiate lives

Scorecard

1:1 – Allocating time one on one with my wife and daughter to consistently connect.

Getaways – Short bonding times with my wife to fortify the relationship and marriage.

Moments- Creating life inspiring frames together as a family, home and abroad.

My CORE

Worldview – What I Believe

- I believe that Jesus died on the cross and rose from the grave.
- I believe there is one true God
- I believe in prayer
- I believe God loves me and shows grace
- I believe I have a calling in this world to impact others
- I believe in that one can master the journey of life
- I believe that humans were made to achieve and have success
- I believe individuals can overcome obstacles/challenges in life
- I believe individuals should help those in need
- I believe in investment of self, which will provide benefits to the journey of life
- I believe in creating the best family
- I believe in myself to push through barriers to advance Inspiration Insights
- I believe love can exist
- I believe in utilizing a team to achieve
- I believe in getting better everyday

- I believe in focus, discipline and productivity are necessary to achieve goals
- I believe in sacrifices must be made to have achievement and success

Identity – Who Am I

- I am confident
- I am an action taker
- I am an Afro-American male
- I am a follower of Christ
- I am energetic
- I am optimistic
- I am a keynote speaker
- I am a founder of the adoption foundation – Angels of Hope
- I am a coach
- I am an author
- I am a husband and father
- I am productive with the utilizing of time
- I am an advocate for The Ohio State University
- I am a BUCKEYE
- I am successful
- I am impacting lives through my content, books, online products, coaching and speaking

Principles – What I Value

- I value my relationship with God
- I value my wife and daughter
- I value becoming better through self-development
- I value investing in myself to grow personally and my business
- I value receiving coaching and guidance
- I value being a coach
- I value being choiceful in my decisions

- I value being a light for others
- I value long lasting relationships
- I value my fitness and health
- I value the journey

Passion – What I Love

- I love writing content in the morning
- I love being married
- I love having a wonderful daughter
- I love engaging and coaching others and making a difference in their life
- I love the OSUMB (Ohio State University Marching Band) and what it represents = Excellence
- I love working out
- I love investing in myself through personal and skill development
- I love sharing my content inspired by God with others
- I love going out with my wife
- I love doing outside work (gardening, mowing, etc.)
- I love being a part of a church
- I love reading the bible and memorizing scripture
- I love being around high performers
- I love being joyful and positive
- I love charting a new course in entrepreneurship

Purpose – What I Live And Work

- I live to inspire
- I live to motivate
- I live to impact lives so individuals can reach their personal levels of achievement.
- I live to be a guide and positive light in the world
- I live to be a loving and caring husband and father
- I live to make an imprint on individuals around the world

- I live to help families afford adoption of children
- I live to love God with all my heart
- I live to radiate energy and positivity
- I live to grow in self-development
- I live to acquire skills and knowledge
- I love to be the best version of me!

No matter your position, circumstances, or opportunities in life, you always have the freedom of mind to choose how you experience, interpret, and ultimately shape your world.

Brendon Burchard