



# PROFESSIONAL CHRISTIAN COACHING TODAY

Chris McCluskey & Kim Avery

*The podcast dedicated to Raising the Standard of Coaching...  
and Changing the World*

## Episode 055

### Jeff Spadafora on The Joy Model

CHRIS: The Joy Model, a Step By Step Guide to Peace, Purpose, and Balance. This is the new book by my good friend, Jeff Spadafora. He is Director of Global Coaching Services at the Halftime Institute. We have the privilege today of interviewing Jeff as his book makes it into its inaugural launch into the marketplace. Kim, you're an instructor here at Professional Christian Coaching Institute so you've actually trained several of the Halftime Institute coaches that Jeff has sent our way. Tell our listeners a little bit about him and the coaching program that he oversees there at Halftime.

KIM: Yeah, it's really been a thrill to see how seriously Halftime Ministries is taking professional-grade coaching. Many of our listeners, of course, are familiar with billionaire Bob Buford's best-selling book simply called Halftime, which was first published in 1995 and it took a long hard look at that second half of life and it challenged readers to move from that focus on success to a focus on significance. Following the success of that book, Buford launch the Halftime Institute and it has really grown into one of the premier ministries, serving business and professional leaders helping them evaluate their lives and leverage their time and resources for Kingdom purposes.

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Jeff Spadafora joined their team in 2006 as the Director of their then brand new global coaching division and became, thankfully, a devotee of our training here at PCCI, growing his team to more than 30 coaches throughout the United States and in countries like Australia, Singapore, Hong Kong, South Africa, and the United Kingdom. In addition to his private coaching clientele, Jeff recruits, trains, and manages Halftime's coaching efforts around the world from their headquarters in Dallas, Texas.

Now Chris, you'll remember, we did an interview with Jeff here on the podcast last year entitled Coaching at Midlife and so it's a real thrill to have him back now to discuss his brand new book, The Joy Model. Jeff, welcome to the show.

JEFF: Thank you so much, Chris and Kim, for having me.

CHRIS: It's great to have you back here. It's pretty fun too, the culmination of several conversations and a lot of work through the years. Jeff, paint our listeners into some of the background, some of your background, how you came to your own halftime experience and then eventually found yourself here really at the center of this huge coaching movement at the Halftime Institute.

JEFF: I used to be a management consultant way back when and I got to that point in time that we talk about at the Halftime Institute where there's this shift that happens in your heart, that happens in your mind, and it's really the Holy Spirit kind of stirring one up. It happened to me in 2005 and I just knew it was time to move from success to significance. I didn't really know what that meant. Quite frankly, I was just looking for more purpose, meaning, and joy my life.

I was fly fishing up in the mountains of Colorado with a friend of mine explaining this to him and he said, "Dude, you're in halftime," and I said, "Dude, what are you talking about?" He said, "You've never read this book by Bob Buford?" I said, "No, I haven't." He gave me that book when we got out of the river. I read it in two sittings. We were on our way up to a men's retreat and I missed the whole first day because I just couldn't put the book down. Once I finished it, I

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went to call Bob and just say, “Thank you for writing this book. It’s giving me a pathway that I think I want to pursue.” Somebody else answered the phone and he said, “You know, we’re a whole organization. We’re helping people figure this out.”

I enrolled in the Halftime Institute and what was interesting is they were just starting to dabble with coaching as a mechanism for helping people make the transition and so I was one of the first recipients of it. I was completely open to it because that's what I've been doing in my management consulting business. I was an executive and leadership development consultant and using coaching and other adult learning methodologies to help people change. That was back in 2005, early 2006.

CHRIS: Wow. Obviously, I mean we can see the hand of God in retrospect, but He was clearly moving things. You’d almost say, “You kind of smacked me in the face with that one.” It was pretty obvious where you were leading.” Out of that, you did the institute. You did some of your own halftime hard look at self and what is the second half of my life principally to be about, but there was a pretty strong connection between you and Buford and the whole organization. Fill in that piece there.

JEFF: As I went through Halftime’s process, I popped out on the other end after working with my coach and I just realized, “You know what, I think my calling is to help people figure out their calling.” I started to look around for different organizations who were helping people discover life purpose and I just realized the Halftime Institute, in my opinion, they are best in the business. They helped me through the journey. I went back to them. I said, “Is there any way that I can help you, specifically to take your coaching to a new level of expertise?” As I said in 2005, they are just kind of dabbling with it. You two remember what the state of coaching back then. It was unstable. ICF had already gotten some traction but wasn’t really distributed in the mainstream thinking. It was an opportunity for me to come in and to try to take our coaching to the next level.

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CHRIS: That's really when you and I connected. I don't have the exact timeframe in my mind but the phone call or an email about that time, 2005, 2006 something like that?

JEFF: Yeah, it may have been 2007 that you and I first connected. I can't recall how, Chris, but I just had a sense that PCCI was bringing a level of expertise and discipline to the coaching game that I was missing in my practice and that the other Halftime coaches were missing. We just wanted to elevate our game and that's how we got connected.

CHRIS: So you have built out now, as Kim was saying there in your intro, a team of coaches throughout the world, most of them based here in the US but in several other countries as well who have gone through the Halftime material. Halftime now has its own training material and you send your folks to PCCI to finish out ICF aligned coaching. You're big on pushing the ICF alignment and certification and all. Talk a little bit about that piece of what has become your role there as director of coaching services.

JEFF: Yes. Actually, we use the PCCI team and the ICF standards as the foundation. We really believe that that's where it starts and that coaching, specifically good Christian coaching, is actually quite transferrable to any type of issue. We just want to get those solid ICF-based generic coaching skills embedded in the hearts and minds of our coaches and then we layer on top of that Halftime specific coaching. So it's coaching that's specific to our demographic, which is a successful Christian person that's in a midlife transition. We finish off on top of the foundation that you folks bring.

KIM: Yeah and if I could ask a question here, I'd love to have you back up just for a minute if you can and think through when you were going through Halftime and they were dabbling as you said with coaching, and then now that you have been through training and sent so many of your coaches through training, what is different about the way you help people from the way that Halftime used to help people?

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JEFF: That's a really good point. It was really back then, it was more tools and assessment based as opposed to a questioning based self discovery process that helps people arrive at their own conclusions without the coaching stirring or guiding people, even inadvertently sort of imputing the coach's opinion into the discovery process. We did our best back then to not let the coach's agenda get in the way of God's agenda for that individual, but we weren't expert at it. We weren't thinking within an ICF framework of drawing out a person's own discovery.

KIM: Yeah, I hear that those wonderful tools which are so helpful but are primarily outside in kind of tools and skills versus like you said the drawing out that a trained coach can bring to a situation and just for me, the level of ownership that people take of the results, not to mention that they just get different insights and better insights and better results, but then they take ownership and actually act on them. It's neat to see that quantifiable, in a sense, difference that coaching has made in the organization.

JEFF: Yeah, it has been great and I've just seen it in my own coaching. You two coach and sometimes, I drift from the discipline of coaching. When I catch myself thinking, "Oh, I know what this person should do," and I get the discipline to just ask one more question and then I think to myself, "Oh goodness, I'm so glad I asked that question" because I was barking up the wrong tree of what I thought this person should do. I learn these lessons everyday in my coaching.

KIM: I do the same thing. So often towards the end of a session, I like to end with action and insights so the client will set for themselves a homework assignment and action step that they are going to do, but I want them to really cement the insight because we know from brain science, if they don't articulate it and identify it, it's as good as gone within an hour, right? So I'll say, "What's the biggest learning you've had from today? What insight are you walking away with?" something along those lines and I occasionally play this guessing game with myself. Of course I know what they are going to say. It's the brilliant moment

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when their coach did this or said that or some other thing and I'm wrong 75% of the time, I think, with my guessing, which just goes to show that from the outside in, I never will know what's powerful and most important to someone else, not the way they know it for themselves. It continues to humble me and like you said, bring me back to the firm discipline of coaching because that's where the power is.

JEFF: Indeed, indeed.

CHRIS: Jeff, you're all about coaching now and it's such a joy to hear you talk about how solidly integrated into all of the work that Halftime Institute is doing now. This book of yours, *The Joy Model*, is really a direct outgrowth of that work and the insights you've gained through it, right?

JEFF: It is, indeed. What really started Chris is again, people come to the Halftime Institute trying to discern what is God's calling for their second half of life. About six years ago, I started to ask the question, "Why do you want to know your life's calling? Why do you want to know your life purpose?" In other words, if you discovered your life purpose and you got your life in alignment with that assignment and you are living it out, then what would you hope to have? What would you be feeling inside? Only because I had a hunch that the life purpose saying was a means for some other end. I was curious about what's that other end. When I ask that question, the answers that kept popping up were, "Well, if I figured out my life purpose, I'd have more fulfillment, peace, contentment," and then the word I heard most often was joy. Joy is what people are really looking for and they now think that at this stage of the game, what's going to get them there is discovering God's purpose for their life and engaging in it. They are partly correct that doing of their life and living out their calling is going to get them there but there's this other dimension of joy and it's an enhanced search or growth process of growing closer to God, closer identification of who I am because of Jesus Christ and there's a whole dimension of joy that

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was actually sort of in a blind spot for many half-timers that were coming to the institute.

KIM: I really appreciated your book and you're fleshing and making some fine distinctions that really help us look at joy in a new way. Although it's hard because we're in audio medium here not a video medium, I think it would be helpful for our listeners if you just describe that four-quadrant model of joy that you kind of start us off within the book.

JEFF: That's great and you are right, Kim. It is tough to visualize but it's so true because so many people would come to the institute and just say, "I just need to figure out what I'm supposed to do with my life. What am I going to do with my time, with my talent, my treasure?" But really there's this other dimension – it's being – and so if you think about, you have to remember here, I used to be a management consultant so I can hardly explain anything without using a four-window diagram. If you think about one of those classic graphs where you got the vertical axis and the horizontal axis, the vertical axis is doing. What am I going to do with my life? The horizontal axis is being and there's really two key questions on that being axis.

The first one is who is God? What I find many times is that people don't have a solid theology as I had originally assumed. There's some kind of a quirky theology out there where people think "Well, God loves me but He doesn't really like me," or there are some other doctrinal issues that are off a little bit. As A.W. Tozer said, "the most important thing about a person is what comes to mind when they think about God." If your doctrine is off, then much of our lives are off. So really getting clear on who is God is one of the key questions around the being axis and then also who am I? Who has God designed me to be? How is the world sort of hijacking my persona, my identity, values, and priorities? And then there's really kind of a third question I guess that goes in there, Who is God? Who am I? and then who am I because of Christ?

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This being piece is really important but once you get some of that being figured out, now it's time to live out your life, to go make a difference managing your time, talent, treasure in a certain way. If you think about somebody that's not experiencing joy and picture that bottom left hand quadrant, if you can just picture that in your mind. Here's a person. They are not experiencing joy. They are a Christian in this model so they have kind of done the John 3:16 deal. They are going to have it but for some reason, the peace and the joy that they read about in Scripture is alluding them.

So this is the person. I call this person the frustrated believer and they are in this zone but they don't have much energy to go do something different with what God has given them nor do they have much interest in growing in their faith and closer to God. They are stuck in that bottom left hand quadrant frustrated. Well then what happens for many Christians, and many halftimers is they realize, "Oh, I know what I'm going to do. The reason I'm not experiencing joy is because I've been selfish. I need to go do something for God. I need to go do something for the Kingdom." So they dive in and they put all of their energy into do, do, do and now what's happening is they are living out of this performance based theology or guilt driven theology and they are in this upper left hand quadrant where they are working really hard, putting a lot of energy on the doing axis but they are stunted on the spiritual growth axis. When you get stuck there for a long time, I call that person the weary worker. You see this. You see it. I see the women are exhausted and the men are angry, and they are all up in that left hand quadrant and there's no life. There's no Holy Spirit empowering them.

CHRIS: And we want so badly to tell ourselves that the outward doing, the short-term missions trip and the new service that we started at the church, the food pantry, the praise band, or whatever, fill in the blank that we are doing for the Lord and it's all well intentioned and good fruit even coming from it. We want so badly to tell ourselves that that must mean I found it. I'm in the center of where I'm supposed to be and yet when the lights go out and it's still and we're quiet with ourselves and before the Lord, I love your phrase there, the weary worker. We

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are aware, “Wow, there’s still this gnawing kind of an exhausted emptiness inside of me.” That frustrated believer but now I’m a weary and frustrated believer.

JEFF: And then the tendency, Chris, is they will just drop back down into that frustrated believer quadrant on the bottom left. They kind of check out. They just realize, “You know what, I must be missing some spiritual insight or I’m just going to get back to work and I’ll make money and maybe write some checks,” but they kind of fall into sort of a cultural Christian mode. It’s disheartening really and what’s happening is because on that horizontal axis, that being axis, again if you can picture it, so the left of that axis is where people have information about God but as you move out to the right of the axis, that’s where transformation from God starts to happen. That’s where the Holy Spirit literally, it is a spiritual paradigm that gets revealed. All of a sudden, what happens is you start to see that this isn’t just church talk when I realize I’m free. I’m forgiven. I’m holy and blameless.

When that goes from your brain to your heart, that significant shift, that’s where the joy really comes from and so that’s where we’re trying to move people is through coaching to put them on their own personalized spiritual growth plan, to grow along that being axis. We’re applying the coaching methodology both to a spiritual growth but also to how they live out their life in very practical ways on the doing axis.

CHRIS: If there were such a thing as a perfect or balanced way to move through that four-quadrant model, you’re right. We’re trying to help them through the coaching relationship and the explorations of trusting in the Lord, focusing on being and then our doing flowing out of that transformative growth experience, a balance in that. We’re trying to get them into that upper right hand quadrant and you call that the joyful follower. There is one other quadrant that you can easily kind of fall down into from that, but that is where we’re trying to move them, from the lower left portion up to the upper right portion and you do call that the joyful follower. Maybe just touch on that other quadrant down there on the lower right

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hand side where they have done a lot with transformation but there's not much doing happening at all. Where do you land there?

JEFF: Yeah, so that happens. For the first people up in the weary worker area, they have said "Hey, the key to joy is for me to go do something. The other folks that are in the bottom right hand quadrant, they feel like, "Oh, I got to get all spiritual. I'm going to go join more Bible studies. I'm going to do all these other things," and what happens is they end up going into this zone of faith without works. There's all this spiritual activity but there's no fruit. There's no love that compelling them to bring God's resources to their fellowmen and so there's no change in behavior and really, there's no change in heart. It's really just been more of an exercise in Bible study. As my pastor said, "I know those people." He said, "Those people are spiritual junkies and there's no fruit in there." What I call them is heartless hypocrites is folks that get stuck down there. It's not intentional. It's just they get stuck there. They don't know how to transfer any Biblical truth into practical outflow.

KIM: Yeah, and I wonder if it's bad as you're talking if I can see myself in each one of those quadrants at certain points in times in my life and feel again the weariness or the self righteousness of the heartless hypocrite or on it goes. Thankfully, you didn't leave us with just an explanation but you took the second half of the book and you invited the readers to shift and do some kind of deep dive coaching on being. You presented this neat acronym called the MASTER, the MASTERPLAN and it corresponds to the main challenges, I think, that we all face as Christians. Could you unpack that a little bit?

JEFF: Yeah absolutely. So The Joy Model, people can get a sense of, so where am I in this balance between my spirituality and the practicality of my life?" But the question that people really had on their mind is, "How do I move up in the right? Interesting model, Jeff, but help me here." That's where this acrostic M-A-S-T-E-R came from. It stands for Margin, getting margin in your calendar then Abiding, taking your time with the Lord to a whole new creative level. The S

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stands for Self-awareness, growing in who am I – the good, the bad, and the ugly. The T stands for two things really. One is Temple, just my body, our bodies if we're Christians is the house of the Lord, i.e., the Holy Spirit. What are we doing that's in our control to take care of our physical bodies so that we can be effective channels for God's love out in the world?

The other application for the T is Treasure. How am I stewarding my money? The E is Engage. How do I engage in what's happening in this world and applying my talents to make a difference in the world in Christ's name? The R is really around Relationships. Many people get too excited thinking about way out in the world what kind of difference am I going to make in the broader Kingdom and they forget about their friends, family, coworkers, their neighbors. That's what the acrostic stands for.

CHRIS: I love that what you have written as we read it, we find an instant resonance with it. The saying, "Wisdom recognizes wisdom" or "Deep calls to deep." There's something in the life of a Christian as you're reading through materials such as what you have presented here, Jeff, that you instantly recognize, you find yourself kind of nodding with it and going, "Mm-hmm, mm-hmm," and I thought about many things as I was reading through the earlier drafts of the book but one of them is the meditative contemplative prayer that is so often attributed to St. Francis of Assisi. He would spend hours of time just him and the Lord posing that prayer question, "Lord, who are you and who am I?" Just to meditate upon that before the Father. Asking, keep on asking, right, and you will receive. What a great state of being and so your model is really inviting people in each of these various quadrants or areas of their lives to look at those areas with that question in mind, "Lord, who are you and who am I as I look at my being being absorbed in you. You're becoming everything, me becoming nothing, me dying, me surrendering, me allowing you to be true Lord of my life and then the doing, the love, the charity, the powerful things that should flow out of that that become my doing because they have been transformed in that process.

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I love that of the various pieces of your model there, you also again plugged into something that we instantly resonate with, that M of Master, Margin. Kim and I probably six or eight month ago interviewed Dr. Richard Swinson here on the podcast show. Many of our listeners remember that episode. He's the author of the very, very popular book simply called Margin: Restoring Emotional, Physical, Financial and Time Reserves to Overloaded Lives. So you have a start there. I wonder if you can maybe illustrate that particular piece of the model with a story, somebody who comes to mind that you realize they are not going to be able to get very far on this model of growth if we don't get some margin carved out here.

JEFF: Well, it's so true, Chris. When you talk about meditating on those two questions that Francis of Assisi had mentioned, the challenge is, people are so busy, they don't really sink their teeth into that type of activity. I've heard it say that hurry is not of the devil. It is the devil. People are so busy that they cannot carve out the space that's required to think strategically and intentionally about their lives. They are just on this hamster wheel of busyness. I think of one person that I had met who found out that I was working with Bob Buford at the Halftime Institute and they said, "You know what, I've read everything Bob Buford has ever written and I'm still stuck in halftime." I say, "Alright Brian, well, tell me about your life? What's going on?"

I find out that this guy has this really cool insurance business. It's growing like crazy. He's got customers all over the nation, employees all over the nation. It turns out, he doesn't have a COO. He doesn't even have a personal assistant and his business is growing like crazy. Now layer on to this, he also has three teenage kids and he and his wife are running the financial stewardship ministry at their church. I just said, "Brian, you're not really in halftime. What happens is you think about halftime for about 12 seconds a day and you get frustrated with it and then you go get busy again."

I got to give him credit. What had happened was the pain in his life around being disconnected from what he sense God was calling to him to do was so high that he

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finally made some really tough decisions. One, he hired a COO. Two, he got a personal assistant. That cost him some money. Three, he started to take a day a month, a full day a month to just go be with the Lord to read, to journal, to pray and he started to get the breakthroughs. He did the Margin and then he went to the next letter of the MASTER Plan, Abide and he found ways to grow closer to the Lord with that space that he had created in his calendar.

**KIM:** A lot of things are coming up in my mind while you're talking. One is that creating that margin is really such an act of faith right there because we're saying, "I'm going to push aside the things that are feeding me, the fame, the money, the family, whatever it is that I'm getting by being so busy and I'm just going to sit and wait on God. For those of us who have ever done that, that's truly an act of faith but it's hard because I think we get addicted to the adrenaline, into the busyness, into the approval, and so how do you coach people and encourage them to wait because He is not a microwave God. At least in my house, He doesn't always show up on my timetable.

**JEFF:** Yeah, that is a challenge and here's the thing. What I've learned over the years is I can't motivate people to change. It's painful for me and it's painful for them. I'm trusting the Holy Spirit is going to move their hearts and what I find is that when it comes to human behavior changes, a couple of things that need to be in place. Either the status quo need to be really painful or the vision of the future needs to be very compelling. What I find is that for most people, the status quo is, it's okay but not great and the future is fussy and kind of distant.

What happens is people just swirl in between the two and they don't put the hard effort in and make the hard choices to say, "You know what, I need to create space in my calendar." I know for me, when I wanted change in 2005, I finally realized, "Hey, you know what Jeff, if you want your life to change, you have to change something about your life. What is it going to be, buddy?" I just got to that point where I was willing to make the hard decisions and I find that I can't motivate them to do that. The Holy Spirit has to do that, but when somebody

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comes to me or to a Halftime coach, or even just a Christian coach that's ready to change, then I think we can facilitate them and help move them in the direction God wants them to go.

CHRIS: Jeff, I have heard you use kind of a personal mantra that I think is what you are talking about here. If I've got it right, it goes, "No margin, no mission." Is that right?

JEFF: That's it.

CHRIS: No margin, no mission. You're really saying in order to follow this plan that you have this little acrostic for, you have to start there and then having established, having carved out some margin time, that abiding in the presence of the Lord just before Him with the questions being in the silence with Him, "Lord who are you and who am I?" Then you walk through these other pieces of self awareness, that constantly growing awareness of how has God uniquely gifted, called, crafted me? What is this season that I'm in now? What are the things that I bring and what can be steward? What is not only could be steward is supposed to be stewarded? What am I going to be stand accountable for in this season of my life when I'm judged before Him?

As you walk people then through the rest of your model there, looking at the temple and the treasure that they are to steward and being engaged then in very much more clearly discerned areas of calling and service, attending to the critical relationships, give us another example of a person that you have seen coach through that to the point where when they kind of made their transition through Halftime, they very clearly could look at it and say, "Wow, I'm on the other side of this. I have a much clearer sense of who I am, who God is, and what this next season of my life is to be for."

JEFF: Well, you really bring up a really good point here, Chris. You actually alluded to it earlier. It's not this thing where you get yourself all figured out on the being axis. You get yourself perfectly holy and perfectly spiritual, and then you go do

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something. It's not like that. It's a balance of you learn a little bit about yourself, you learn some more about God and you take a risk with your time, your talent, your treasure. You put it into play and you see, "What do I learn?" It's an iterative process. I think about it as pray then act then adjust, then pray then act then adjust, then pray then act then adjust, and you grow into your calling. You grow into it in the praying into understanding how has God designed me and what are the things in my life that make me mad, sad, or glad, but then you act on it. You go dip your toe in the water and say, "What's happening out in the world in this area that I could contribute to in some way, shape, or form?" Then you step back and say, "What did I learn?"

As you go through this process, another way to think about the doing and being axis, it could be the practical, the spiritual. Another way you could think about it would be exploration, that's the doing, and introspection, that's the being. You learn from both areas. You learn when you go out and serve. You learn when you partner with organizations, not just about the world but you learn about yourself just as much as you do in your journaling time and your prayer time and studying out the Word. Some of the practical outcomes of this is that people oftentimes will take a couple of what might look like failures, a couple of swings and misses on different ministries that they might get involved with and they realize, "You know what, that wasn't a really good fit." It was either the wrong issue or it's the right issue but the wrong organization, or it was the right issue, the right organization, but they didn't have a role that was right for me.

What I like to encourage people to do is to say don't think of that as a failure. Think of that as a cycle of learning. What did you learn about yourself? What did you learn about the environments that you thrive in? What can you do to make some adjustments? Ultimately what's happening is people are iterating themselves into this spot where what really fires them up about the world, they are actually using the skills that come very naturally to them to make a difference in that issue. What ultimately happens there is when you're being used by God with the skills that He has given you to make a difference in an area that you

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really care about, what happens is joy is the byproduct of that. Joy is not the focal point. Loving God and loving others is the focal point. Joy bubbles out of that, and that's the piece that people eventually start to learn as they navigate through the joy model.

CHRIS: I love it. I love that when you bring all this into land, you wrap up this entire book and your models, Jeff, with Chapter 11 that you simply called Don't Try This Alone. You really urge your readers, look, this is going to be a process, as you said, an iterative process and it's not really probably wisdom to just try to do it on your own. Contract with a private coach to do this kind of deep work on being as well as on doing, so maybe just kind of underscore that since I know you are such an advocate for coaching.

JEFF: That's the thing, Chris. What I'm trying to do what you and the rest of your team are trying to do is I'm trying to make Christian coaching more mainstream for people so that they know it's available to them. My goal with this book is to raise all the boats in the harbor that have been called to be Christian coaches and the reason why I think it's so important is because of all the stories of the people that come to the Halftime Institute. Most often, when they show up on our doorstep, they tell us, "I've been banging my head against this wall for three, four, seven years and I still can't figure it out." People, it's great to have a small group. It's great to have a mentor, but having a coach is different. It's a different methodology for making change happen in your life. I just know that without coaching, people spin their wheels. I know that with coaching, they get traction, the answers bubble up from them, and they get into where they believe God's calling them to be.

KIM: Jeff, this is great stuff and I am so excited to see a book like this being put out to the church and maybe even specifically targeting those who have experienced great success in some regards in the first half of their life but surely also some heartbreaks and disappointment and clearly sounding the call that the best is yet to be discovered. If we'll do the hard work of getting honest with ourselves and the

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Lord about the true source of joy that really is already ours. Well listeners, I know you want to get a copy of The Joy Model and you can do that through any Christian bookstore and any online retail bookstore. You can also connect with Jeff Spadafora personally with the Halftime Institute through their website at [HalftimeInstitute.org](http://HalftimeInstitute.org).

CHRIS: Well, it has been a joy to have you here and I'm so stoked about this book hitting the marketplace. I'm going to read our listeners here the endorsement that I have provided for it. A simple yet thorough and Biblical process for life change leading to lasting joy, as you said, the byproduct of it there. Follow Jeff's recommendations and you will reap the rewards of greater joy, purpose, peace, and balance. I said, "Enlist the help of a certified life coach and you will 10X those results. Read this book and do what it says." Jeff, thanks so much.

Gang, while you are out on the web checking that out at [HalftimeInstitute.org](http://HalftimeInstitute.org) or ordering the book from Amazon or wherever you buy your books, be sure and visit us on the web at [ProfessionalChristianCoachingToday.com](http://ProfessionalChristianCoachingToday.com). You will find out there a search engine that will allow you to find Christian coaches. In fact, Jeff, you mentioned it in your book there for people who are looking on the web for a Christian coach. You'll find that again at our website, Professional Christian Coaching Today, and by the way listeners, if you are a coach, you can actually list yourself and you should. You need be listing yourself out there so people can find you. The initial listing is absolutely free – you can't beat that! And of course there are upgraded listings to enhance your visibility on the web, but a great resource there. And combined with this book, powerful, powerful life-changing material for people.

Jeff, thanks for joining us here, for so powerfully sharing in the book and for the work you do at Halftime.

Jeff: Well, it's my pleasure. My pleasure to be associated with the great things you are doing at PCCI, so keep up the great work, guys.

## PROFESSIONAL CHRISTIAN COACHING TODAY

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Chris:           Until next time, gang, you know the mantra: Keep raising the standard of coaching and changing the world.

Kim:             God's richest blessings to you.