

Peter Margaritis: Hey, welcome back everybody. You're in for a treat. And I pause there just because just the time that we've been warming up. We haven't stopped laughing. And my guest today, we go back a whole week.

Jeff Koziatek: Long time

Peter Margaritis: Long time I met him a week ago. He was asking some questions about podcasting. And I laughed so hard, and he laughed so hard that I said I gotta get you on my podcast and a week later, he's back and my guest is Jeff Koziatek.

Jeff Koziatek: Thanks, Peter. I appreciate that.

Peter Margaritis: And he's a very funny guy, but he's got a really interesting background. He was one of those Los Angeles, Hollywood entertainers, right?

Jeff Koziatek: What, sure, sure. Yes. Yes. I was for a long, long time.

Peter Margaritis: How many years, were you doing at the end of day before you became a professional speaker?

Jeff Koziatek: Ooo, are they different?

Peter Margaritis: Versus a non-professional speaker.

Jeff Koziatek: Well, I mean, performing versus...professionally performing versus professionally speaking?

Peter Margaritis: No.

Jeff Koziatek: Then I would say they started about the same time.

Peter Margaritis: But I will say there's no difference between the two. The audiences may be different.

Jeff Koziatek: Right.

Peter Margaritis: For a professional speaker, they want some type of message. The Entertainer that audience wants to be entertained and laughed. So, there's a professional audience, they wouldn't be entertained and laugh, but they wouldn't be left with something tangible that they can run with.

Jeff Koziatek: Right, right. Now, I'm in my entertainment stuff. I've also done entertainment with, been hired to deliver a message. You know, whether that's teaching about diabetes or finance or, you know, oral health care or history. So, so, yeah I kind of do both. But I've been doing that for over 20 years.

Peter Margaritis: So. when did you transform from the entertaining world to the professional speaking world?

Jeff Koziatek: Are you just asking the same question, but in a slightly different way?

Peter Margaritis: Yes, I am. Thank you for noticing.

Jeff Koziatek: Well, thanks. I'm a coach. I have to pay attention to these things. And then, oh yeah, yeah. That too. That too. International best selling author as of October 2 is very exciting. Good stuff.

Peter Margaritis: Congratulations.

Jeff Koziatek: Thank you. I started billing myself as a professional speaker in 2014, and 2013-2014 right around there. And that came out of other the history with entertainment. That came out of being a small business owner entrepreneur and a guy with a whole bunch of value issues that I eventually worked out. And I realized through my entertainment career that I wasn't the only one struggling with the value stuff. And I thought, "Well, shoot, if everybody else is dealing with this I can either, A. Do something about it, or B. Just stay in my lane of entertainment and keep everybody laughing." So, I thought, well, let's do something about it and to keep the laughter going. What?! I know right. Yeah.

Peter Margaritis: So, what? What's one... because I do want to take a step back here for a second.

Jeff Koziatek: How deep do you want to go?

Peter Margaritis: We can go as deep as you want, but when we say entertainer. Let's define that a little bit more. So, people, you know, so you know how to juggle.

Jeff Koziatek: So yeah, juggling, stilt walking, fire performing, stage MC, game show host, actor voiceover actor, escape artist. You know stuff.

Peter Margaritis: Stuff!

Jeff Koziatek: Improv. Stuff.

Peter Margaritis: Stuff!

Jeff Koziatek: Stuff.

Peter Margaritis: I did see a video of you when those big exercise balls.

Jeff Koziatek: Yeah.

Peter Margaritis: In the middle of the rain in a straitjacket. Trying to get out of the straitjacket while you're balancing yourself on this ball.

Jeff Koziatek: Well, you know, when you do shows outside, you never know what kind of weather you're gonna get. You just got to be able to roll with that and be flexible. I know, right? You see, layers! I comedy with layers!

Peter Margaritis: With tons of layers. And I thought, who is crazy enough to be in a straitjacket. As you say, usually they hang you upside down puts you in a tank of water.

Jeff Koziatek: No, no, that's not what I say. That's what you said.

Peter Margaritis: That's why I said, what do you say?

Jeff Koziatek: I just say I'll do it on a ball. Next to a wall.

Peter Margaritis: Was there...there was no wall there, my friend. There was just air and people around.

Jeff Koziatek: Not with that show. Yeah. This was back Pre-Covid. People could be close.

Peter Margaritis: Exactly. So, you've got a wide breadth of talents.

Jeff Koziatek: That came from two messages that I got as a kid. The one message was find something you love to do and make that your job. I was really blessed with parents that were very supportive of a performing career, and they said they would back me in that as long as I wanted to do that. And then when I changed my mind, they would back whatever I changed it to. Right, so they were very supportive in that I love art and people so that opened me up to the career in entertainment, in video production, in photography, like all that stuff. I also got an unintended message that said your value comes from what you do. So, if you're not doing anything, we're not paying attention. Which led to some serious consequences because I became a workaholic. I had to say yes to everything. If I said no to something, I was losing value, losing significance, losing worth. So, I worked a lot. I ended up doing 350 shows every year for about 15 years straight. On top of running a video production company, photography company, being married, having kids, and oh yeah, yeah trying to take care of me too.

Jeff Koziatek: And so, you know you pick up as much as you can, right? Because I want you to like me. I want you to think that I'm significant and worth your time. So, we'll pick up the unicycle. We'll learn how to walk on a ball. Sure, we'll learn how to do stilts. We'll learn how to crack whips. Why not? Sword fighting? You betcha.

Jeff Koziatek: You know, it was, it was all designed to make me more valuable and worth people's time. Because I thought that value, that my personal worth existed outside of myself. I thought it was all externally based in what I did or in the circumstances that I overcame or in hiding my mistakes.

Peter Margaritis: So, what took it to the other side? What, what was, what happened to make you realize?

Jeff Koziatek: There's a song about that. 'Take me to the....' Sorry I went away.

Peter Margaritis: What was the epiphany moment that you went, 'This is all wrong. I don't need... I don't need to be doing 350 shows. I don't need to be doing all of this. And giving myself to others, including my family and not giving anything back to me?'

Jeff Koziatek: There were two things that happened. The first thing was after spending four years trying to find focus. Because everybody said, 'Jeff, your businesses are maxed out. You can't grow them any bigger than they are because there's just not enough time in the day. You got to focus.' And I did not know how to do that.

Jeff Koziatek: I could, like I said, I could not say no because if I said no, I was losing value, and I was losing an opportunity to get more work. At the end of four years, I was on a radio interview with a guy in between takes. I was telling about my focus. And he said, I can help you with that in an hour. Which I laughed. I was like, 'No, you can't. Four...Four years, four years...' Right? So, Grosse Pointe Blank thing, but not 10 years. It was four years. And he kept sticking with the hour, and finally he relented and he said, 'Okay, maybe two hours.' Give me two hours, and I got you. I said fine. We sat down and within two hours, he did exactly what he said. I walked away from that with a very clear compass. A understanding who I was as a human being, apart from what I did. Understanding what my values were and understanding what my purpose was. And along with that, this revelation that my personal worth was not tied to something external but was internal. And because I have intrinsic value. it can't be lost, stolen or increased. And when I stand on that, that value is full, all the time. It changes how I see the people around me. It allows me to be present.

Jeff Koziatek: For the moments in my life. It allows me to set down the judgment stick. To stop comparing myself to everybody else. To have, to stop competing. To stop trying to earn more value. To stop having to defend the value I have and allowed me to be more generous. So, that was a massive shift to my foundation. And around the same time, I realized, with the help of my coach, because we all need help.

Peter Margaritis: Right.

Jeff Koziatek: He helped me see, how do I say this? The 350 shows I would do in a year, 200 of those would happen in the summertime. Just in three months.

Jeff Koziatek: And at the end of the three months, I had given everything I had physically, mentally, emotionally, like it was just, it was all out there. There was nothing left. And it put me in this really weird place where I started to think, 'Huh, I've given everything I have, there's nothing left in the tank. Maybe that life insurance policy would be better to take care of my family because I've got nothing left.' And then I started...it changed how I saw myself and I thought, 'Well, I'm a fraud. I'm a fake. It's only a matter of time before other people see that. And so, this might be a better solution.' And that usually happened every Fall. And then in the Spring, I'd be rested again and ready to go. And then I just, I can do this. Sure, I could do 350 shows a year and I get right back into that. And my coach helped me see around my blind spot, drew my attention to that and said, now that you have this information, what do you want to do? I said, 'Well, I'd like to live. I'd like to live, please.' And so we started making some changes there.

Jeff Koziatek: And I gotta say though, even though entertainment for me, it began as a way to earn value. It gave me a free pass to cross a lot of social boundaries. So, I was performing at first birthdays in Hindu temples, and bar mitzvahs, and bat mitzvahs, and casinos, and libraries, and schools, and scouting events, and corporate events, and fairs, and festivals and like I was a lot of different places.

Jeff Koziatek: And it didn't matter where I went, or who I was in front of, everyone had to answer the same two questions I had to answer. What was their worth and where did that come from? And I realized that everybody else is struggling with this too. And so, when I realized personally, when I stand on that foundation of intrinsic value, when I have that compass understanding my identity my values, my purpose and my worth, I know where to step next. I can say no. I can align myself with other people that share my values and share my mission. And then I can move forward. And I thought, 'Man, this has improved my marriage. This is improved my parenting. This has improved my general state of mind and level of peace and joy. You know, I want to share this with other people.' So, I started speaking on how intrinsic value affects our ability to lead others, to communicate, to effectively use grit. You know, all of that stuff, and more. But then I thought, well, you know, if I'm giving people tools through speaking, and that helps them a little bit, maybe I could help them even more. So, I got certified in life and leadership coaching with the Values Conversation from the guy that initially coached me and still coaches me to this day. And I got certified with the John Maxwell Team so that way I could walk alongside people as their Mindset Coach to help equip them with tools that can help them discover their next step and their path forward. So, then they can create their own sustainable change. And then I'm out of a job and they keep going and doing amazing things. That's a long answer.

Peter Margaritis: No, that's a the perfect answer.

Jeff Koziatek: Yes.

Peter Margaritis: That's a perfect but you mentioned something about blind spot. What was that blind spot that you now see that you didn't then?

Jeff Koziatek: Well, I was in the middle of the forest. Right? I was, I was so in it. Searching for value and I had developed this belief system in this way of operating to survive for decades that it took me a while to shift out of that rut and start a new path. And so, while I was in the middle of that, my coach, who does not have the same blind spots that I do, could look into my life and say, 'Hey, Jeff, I'm seeing this. Am I, is that correct or am I missing something? You know, help me out with this.' And so, he was able to pull me back and say, 'You know, you're in the middle of this, but every year at...Yep about this time, we have this conversation. Did you notice that?' I was like No, because I'm too busy running the rat race, chasing down the next lead. And, yeah, so I think that's a huge, huge benefit of having a coach and a mentor that can help all those things out for you.

Peter Margaritis: Yeah, absolutely. As you're describing that so maybe my wife. This has been going on for 10 years. I've kind of not said as much as I used to in the past in the past. Yeah. She a General Manager for Macy's. Grind, grind, grind and she was going through that same thing. And then, retired for a couple years, and became herself again. And then, she's now working for nonprofit, and she come home on a Friday and go, "Ah! It's Friday! The weekend's here!" And I go, 'You're right, it's Friday. Two more work days left in the week.'

Jeff Koziatek: Yes.

Peter Margaritis: I think I got a big forest. I'm not thinking I'm seeing very many trees right now, because I've had that you know that entrepreneur's mindset. Of course, I can do it. Absolutely. I can do it.

Jeff Koziatek: Yeah, yeah I get that. I could stop if I wanted to, I just don't want to.

Peter Margaritis: Yeah.

Jeff Koziatek: Man, I never took vacations. Like, I took a vacation in 1988 and then I took another one in 2004. And then after that, when my wife and I got married, we did one of those timeshare things, but it wasn't like a timeshare was like a point deal. We went out did the vacation, and I thought, you know, this is really important. And I don't know how to do this. You know, if it were up to me, we would not be spending money on vacations. We would be spending money on other things, or we would be saving. Like spending money on vacation makes no sense to me at all. So, we bought into the timeshare specifically to hold myself accountable. So that we would like, hey, we have these points, we need to spend them every year to force us into that vacation to help me change a belief system, and a style of living that would not be conducive or healthy. And it's ended up being really good for us.

Peter Margaritis: I wish we bought our time share under those exact reasons. We've got one for two weeks down on Sanibel Island. We don't want to go anyplace else. That's paradise. every year scheduled we're going. However, my family likes to sleep, like to 10 on vacation. I get up early in the morning. So, what do I do after I work out, I'm working until they wake up.

Peter Margaritis: We go to the beach. I, yeah, I don't really tan very well. I tan, but I like to be out to that long. I come back in. They're out there. I'm working. And I think that last year was the first time I didn't.... I only worked 10% of the time I was on vacation, and I didn't know what I was doing.

Jeff Koziatek: Hmm. It feels weird. Right? Like, like you're almost sick.

Peter Margaritis: Right, right. And one year she took me to Mexico. We went to Mexico, reason being, I can't get cell service there. So, to get me away from the cell phone. You know, it was like, let's get out of the country. And now what?

Jeff Koziatek: What do I do with myself?

Peter Margaritis: I am not one to sit out in the sun for hours. I can sit the bar for hours and hours, but that doesn't do well. Oh, well, yeah, yeah. So it's like this.

Jeff Koziatek: I just have to sit here and be? Show up as myself and not do anything.

Peter Margaritis: Yeah, and that was that still is weird.

Jeff Koziatek: Yeah.

Peter Margaritis: And doing nothing. Oh, and by the way, when the pandemic yet. There's a whole bunch of nothing.

Jeff Koziatek: No, let me out! Yeah. Well, that, that's why I love The NeverEnding Story so much, you know, and I don't know if we talked about this last week or not. But there's a scene in there where the hero, Atreyu, is on this quest and he comes up against a gate called the Mirror Gate. And off in the distance you have the, the wise old sage watching. And with this luck dragon, you'd have to watch the show. The luck dragons, like, 'Oh, he's got this. This is super easy.' And then the old man's like, 'No, no, no, this is, this is the mirror. Again, this is where men are confronted with our true selves and most men run away screaming.' In that like we just can't, we can't handle taking an honest look at ourselves. And I found that to be incredibly true, not only for me, but in other people because it's not easy. And so, it's a whole lot easier to stay busy and get caught up doing all these other things, so we don't have to stop and spend time with ourselves or spend time taking an honest look into our past and why we do what we do, or any of that.

Peter Margaritis: The name of the show or a movie. Was it Mirror Kate?

Jeff Koziatek: The NeverEnding story.

Peter Margaritis: Okay, I was close.

Jeff Koziatek: It's a kids movie. Like Moana. Moana is another amazing film with great truths.

Peter Margaritis: So just so the audience knows and you've opened that door for me right now. He has produced his own movie. Am I using the right vernacular there?

Jeff Koziatek: Yeah, yeah.

Peter Margaritis: And it's called Mask. And it's a trilogy, Mask Trilogy.

Jeff Koziatek: Yes, sir.

Peter Margaritis: So I went and watch these three episodes, probably a whole would you say 12-14 minutes?

Jeff Koziatek Yeah.

Peter Margaritis: And I was fascinated one by there were no lines.

Jeff Koziatek: And I'm a speaker, Peter.

Peter Margaritis: I know and you didn't... Nobody said a word. There are no lines at all in this film, but the body language, and you could make out, you could figure out what the theme of each of those small episodes were. And I was fascinated by one that you produced a movie and actually starred in it. That's fair enough, right, because you had the different looking Mask, the grumpy mask.

Jeff Koziatek: Yeah yeah yeah.

Peter Margaritis: And I just as he said here talking about you know the villains and the heroes and the themes of these movies. Yeah, he's produced that he knows what he's talking about and I just, it just blew me away when I watched that today, when I was doing my research that was...How did you come up with that idea? I mean, you've got a very creative mind. It was a little dark.

Jeff Koziatek: Yeah.

Peter Margaritis: But there was definitely a message there. And having spoken with you last week and laughed until my stomach hurt, I watched this one. Take the mask off. I don't believe it's you behind the mask. I think you got a stunt double.

Jeff Koziatek: Yeah, yeah. Somebody was those, and then they asked me to come in and speak. And they're like, so when you come in here to speak to us. Are you doing The Mask? I said, 'No, no, no, no.' The mask is a resource tool like that's I definitely present comedy when I speak.



Jeff Koziatek: The Mask is not comedy. It's designed to put a visual next to something that's difficult to articulate. When I became a coach, my mentor said, 'You will never underestimate the amount of pain, somebody else's in.' You just won't. And a lot of us do not know how or we we're unable to express what we feel for one reason or another. So, I wanted to be able to show that without words, and to help start conversations for people. For people that are that are locked up and they're feeling trapped and they're just like I'm feeling something, but I don't know what. You know, they can watch the movie with their counselor, their therapist, their coach, or you know people in their lives and say, 'Hey, this is, this is how I feel.' Like in part, so mask is all about what we do with pain. Do we deny it. Do we identify by it and fall in to bondage to that. Say this is who I am, I am, defined by my mistakes. I'm defined by my circumstances.

Jeff Koziatek: Or do we take a different approach and see it for what it is not who we are. You know, acknowledge it and then take the necessary steps afterwards. But then move on. And understand that it's an experience, but it's not. It is not our identity. And so, it's been really cool because we produce the film and we put it up online. It's on the internet for everybody to watch for free. And I got the most amazing response video from Honduras. This guy showed it to a bunch of these kids that they taken into a home called the Mica Project. They watch the film. They spent two weeks, Peter, two weeks, watching the film and talking about it. And he said, 'Don't take my word for it. Listen to the kids.' And then he had all the kids on the video talking about what they learned. It was... I had subtitles so I could understand what they were saying. They put the subtitles on for me, and then they show the art that the kids made in response to the mask film. I was totally blown away by that. It was really, really cool.

Peter Margaritis: But that also kind of leads into what you talk about it all, all this that you do weaves into your message that you deliver.

Jeff Koziatek: Yeah, well, I don't believe you will see value in somebody else beyond what you see in yourself.

Jeff Koziatek: I always talk about a value scale of zero to 10. Ten being full and zero being... oh no. If you're standing at a 10 on your intrinsic value, you're good. You know, you can show up. You can relax. You can be there present for the moments in your life. Present for the people in your life. You can give what you have, whether its financial or material or time or you can open up opportunities and connect other people. And guess what, Peter?

Peter Margaritis: What? What? What?

Jeff Koziatek: You don't lose anything. You were still valuable. This has huge implications on our ability to lead others, to communicate our message, to serve other people. And not only that, but for business leaders that were looking at succession planning and legacy, we can pass on the secret sauce and we're still okay. Holding on to the secret sauce does not give us extra value. Like it's a 10. So, the crazy thing is that that intrinsic value. It never changes. But our perception of it, changes on a moment to moment basis.

Jeff Koziatek: This is why I wrote my book *Blueprint for Value: 52 Habits to Discover and Strengthen Your Personal Worth* with habits that we can do to keep our perception high to match the reality that we are now, have always been, and will always be a 10. When we act like we're a six, we got problems.

Peter Margaritis: So, to act like a six. What does that mean?

Jeff Koziatek: Well, if you feel, whether it's a six or an eight or two, if you think that there's any kind of a deficit, right? If you're not a 10, if you feel like a 9.99999234. Right, if that's what you feel you're going to feel this this gap. And there's going to be a strong desire for you to feel significant, to feel like you matter, to feel like you are worth something. And so, you're going to do whatever you can to make up that gap to feel better about yourself. And that might mean you work harder or that might mean you never stop working, or that might mean you keep other people from experiencing the same success you do. So, you're not turning around and helping other people up the ladder. You're kicking them off. Or it might mean, if you feel like you're an eight, then when I meet you, Peter, if I perceive you to be an eight, then we're good. But if I perceive your worth of being more than me. If I think that you're a nine or if I think that I'm a six. And I think that you're a 7 or a 6.2. I'm going to tear you down. I'm going to bring you down to my level to level the playing field, right? I'm going to attack you. I'm going to keep you from succeeding. I might talk bad about you or I might just distance myself. And you know what, we're not going to spend any time together because you make me feel bad about myself. You, you draw the focus on the gap that I've got. And that's not a good place to be, as a leader as a team player or is in my opinion is human being. I think we're called the more than that.

Peter Margaritis: All right. I thank you for the definition. Thank you for painting that picture. And yes, I agree with you. Why do we spend so much time worrying about the Joneses? Because living up to the Joneses. Go ahead.

Jeff Koziatek: Yeah, well, I think, at least in American culture. That's what we put value on. You know what, what did you do today? Where's the focus? It's on the doing. Oh well, Peter. Hi. What do you do? The focus is on the doing. You know, in baseball, 'Well, that's great. They did that last year, but were they doing this year?' It's all on performance in school. What grade did you get? Did you did you make it to the to the Dean's List? You know, are you in the National Honor Society? Every, everything is performance focused so it makes sense if you grow up in that culture and you're constantly washing your brain with this message that says, you know, your value comes from what you do and what you can contribute. Then it's really easy to cross that line and make that your identity. It's not your identity. It is false. What you do comes from who you are. It doesn't define you. But when you constantly tell yourself over and over and over and over again through marketing and through all this other stuff that this is the focus. That this is where the value comes from. That is a really tough fight and most people, including myself. There are times when we give in and we start believing that.

Peter Margaritis: Yeah, I can see that.

Peter Margaritis: And I can see that I'm better understanding that I'm not worried about what everybody else is saying. Just making sure that I'm happy. That I'm doing the things that I want to do and not worried about everybody around me. Well, more of a general sense.

Jeff Koziatek: Yeah, but it's not even just about being happy. I mean, it's about being at peace. Like so, in 2020 rolled out this new keynote called *Unshakable: The Chaos Pilot*, and it's all about how we handle uncertainty, because there's a whole lot of uncertainty. You might not know what's going on tomorrow, or maybe later today. You know, and, and you've got uncertainty all over the place.

Jeff Koziatek: Will I keep my job? What will happen politically? What's going to happen with a climate? What's going to happen with my relationships? What's going to happen with my bills? No wait, my bills are certain.

Peter Margaritis: Bills keep coming.

Jeff Koziatek: But there's all this uncertainty. So, so what do we do, how do we respond to that? And so, I've been telling people like you can have clarity of action of your next step with three keys: Understanding your compass, Your mindset and Your team. I believe that your compass is divided up into four pieces: Understanding your identity, who you are as a human being. Understanding what you value, personally, professionally, relationally. Understanding what your purpose is, your vision. Why you're here, what you're here to do. And then your Mission, how you're going to do that. And then understanding your Worth. IVP and W those four things together, form your compass. And if you know that, if you sat down with a coach, like myself, or with another coach and you've clearly defined your personal compass. That'll tell you what true north is in any situation, any role that you play.

Jeff Koziatek: There is tremendous peace that comes from that, not just the happiness, but like general calmness. The anxiety goes away. The stress goes away. This is the choice that I need to make in this situation based on this information. Right? So, you add to that your mindset and the mindset allows you the energy to actually take the step in the direction that your compass is pointing. That's the...It's not just the fuel, but that that actually moves you, right? A compass says go this way. Mindset allows you to go that way. And then that third part, the team around you. Those people hold you accountable. Those people support you. Those people encourage you. And like what happened to me in March of 2020, oh so long ago, when 95% of your income disappears overnight, because it's all based on large groups meeting. But your bills stay loyal and don't go away. When that happened to me so fast, my mindset shifted. It went from a growth abundance mindset to one that was very fixed and full of scarcity. And as the mindset shifted, I lost my compass. I forgot who I was. I forgot what I was about. And I got knocked down.

Jeff Koziatek: However, I had a guy on my team a new guy that came on my team that challenge that. He held my image, Peter. And he was like, you didn't lose your job. You're an entrepreneur. Like your income stream just changed. Like what did it change to. And as he challenged my mindset that shifted back, I rediscovered my compass. I'm like, oh, there it is. There it is. I got it. I know where I'm headed. I got intentional about my team. And I have to tell, you know, we are continuing to pay our bills. I don't have the income that I that I'm accustomed to, or that I will have in the future, but the peace that I have now is in the confidence I have about what I'm doing and where I'm headed. Is it a completely different level than it's ever been before.

Peter Margaritis: There's silver linings in everything. And when this thing hit, I went down that path for about a week. And then I got up in the morning and slapped myself, and went, 'Wait a minute Pete. You've studied Improv for how many years? What do you know? Get comfortable with the uncomfortable. Okay, I can do that.' I can't change yesterday. I can't go back to yesterday. No matter how much I really want to, and yes 95% of my revenue dried up. But I all I can do is I can only deal with today.

Jeff Koziatek: Yeah.

Peter Margaritis: And I've caught myself a number of times I early on going, well, if this keeps going to December, like, Whoa, whoa, whoa, whoa, whoa. It's April. What are you worried about December? You have no control over that. Only focus on the things that you have control. And I've not panic at all. I'm actually at peace with this. I've redesigned my whole business. Some of my work came back to me in the fourth quarter. Yeah, I'm not making what I used to make. Like the those loyalty bills they keep showing up.

Jeff Koziatek: God bless them.

Peter Margaritis: God bless your heart.

Jeff Koziatek: Bless you.

Jeff Koziatek: You're so cute. So. So,

Peter Margaritis: Precious. Go ahead.

Jeff Koziatek: That's my precious.

Peter Margaritis: So, as you were talking about this. I'm going in my, I don't know. I don't know where on that spectrum I was, but I do know that I'm more at peace today with what I do.

Jeff Koziatek: Yeah

Peter Margaritis: This is because this thing made me pause. I haven't stopped in 10... I've been doing full time for 10 years. I have not stopped long enough for breath and 10 years. And I was able to take a breath, look around, figure things out, not panic. Keep that improvisers mindset and keep moving forward one day at a time. I just hope I don't fall back into that from what it was before. I don't want to go back to Pre-Covid out of the house, 120-150 days a year. I know it's only half of what you did, but I think I'm older, so I think it probably equals the same amount.

Jeff Koziatek: This could be a whole other, whole other episode. We really break it down. But I think if you...this all comes back to that foundation piece, you know. If you find your value in what you do. And I've talked to a lot of people that are in forced transitions and I've talked to other people that are in transition, because it was just time. But if you find your value in what you used to do, it is difficult to... what's the key word for 2020... Pivot.

Peter Margaritis: Don't.. don't.. don't

Jeff Koziatek: P..i..v..o..t.

Peter Margaritis: Adapt! It's adapt! When you pivot, like a basketball your foot doesn't move, you just turn around is like a tornado. We adapt.

Jeff Koziatek: When you 'adaptivot?'

Peter Margaritis: Go ahead say it. I'll take my headphones off.

Jeff Koziatek: Pitvot!

Peter Margaritis. Okay.

Jeff Koziatek: All right. We're good. Okay, so, so when we adapt and 2020. You know, everybody talks about that making that change. How do you, how do you move forward and say 'yes, and...' Yes, this happened, and now this is where I can go next, or this is what I've got. I don't believe you can do that if you're standing on a foundation of gravel. If you're standing on a foundation made of sand. That says that, you know, it's tied somehow to something external if you're standing on an intrinsic value of 10. If that's the foundation you're standing on, that is that's rock solid. That's firm. That's not going anywhere. If you need to make a turn. If you need a plant and then go this way. You can do that and not lose the momentum when you're standing as a 10. When you when you think your value is tied to what you, what you did or something that you overcome, then you're not you're not turning. You're just going to keep sliding and it's going to get really messy. And it's going to be difficult for you in the in the people around you. So that's why I fundamentally believe if we can help people see themselves as a 10, it will change the way we see other people. It allows us more professional success and more personal freedom, not a, not an either or. But, but it's a yes, and...Like you can have both. And it all comes from that peace.

Peter Margaritis: Absolutely. Because you said that to my two favorite words. Yes, and...

Jeff Koziatek: Thank you.

Peter Margaritis: The basis of Improv. Yes, and...

Jeff Koziatek: And it's true.

Peter Margaritis: So, as you move into 2021. What does the world look like in Jeff ? Jeff's world? What does that look like in 2021?

Jeff Koziatek: I got podcasts coming out. I've got two podcasts that I'll be rolling out in 2021. We're talking about creating some online courses. I look up there as if you in the audience can see what I'm looking at.

Peter Margaritis: Do you have notes up there?

Jeff Koziatek: I do. I do. It's just a bunch of graffiti and there's my tag. And there's yeah. So, yeah, we're going to do some online courses. We'll have a course to go along with The Mask video series. We're going to do another one on reinvention. We're going to publish the second book in the Blueprint Series, and we're going to continue to coach. You know it for me, my professional journey began on stage, trying to get people to pay attention to me and prove my worth to them.

Jeff Koziatek: It's switched to speaking or it was less about me and more about the audience. And then it moved into coaching. Where that's not about me and it's all about you. And for me right now....I'm in my lane. I am a coach who can speak. And now I've taken all my entertainment and I rolled that into a philanthropic give back. What I call it the one for one program. So, when people hire me as a keynoter, or as a coach, they have the opportunity to give to kids in their area through a thread juggling Jeff performance or presentation. And the idea behind that is to model for the next generation. My kids, ages elementary through college. You know, we're going to model lifelong learning and then we're going to show them that they're worth something that people see value in them. That there were the willing to invest in them with this, with this material. So, that's, that's what I'm seeing a bunch of individual one on one coaching, a bunch of corporate coaching, a few keynotes. And then some of the give back and time with my wife and my kids. Probably less time with. Well, yeah, yeah.

Peter Margaritis: I applaud you on the foundation and the give back. I think that's absolutely outstanding and I know you have that on your website. So the website name is?

Jeff Koziatek: [Coreauthenticity.com](http://Coreauthenticity.com)

Peter Margaritis: Go check it out. Go check out the foundation, go check out his videos and watch the trilogy on his website. And you know I just met you seven days ago. I mean, and now you're on my podcast. There's something about.

Jeff Koziatek: What? What?

Peter Margaritis: When you meet somebody and that immediately clicked. There's a reason our paths cross and it wasn't because of Bob. Bob Paconovsky which was.

Jeff Koziatek: Bob Paconovsky, Black Tie Experience. Good guy. Check it out.

Peter Margaritis: He also has a food, healthy food on YouTube, where he's teaching people how to cook. He's still doing that.

Jeff Koziatek: Yeah, you see that? He like lit it all on fire! It was great. No, not, not like the kitchen. The thing that he was cooking. That's what. Yeah yeah yeah like a flambe.

Peter Margaritis: Bob Paconovsky...Black Tie Experience

Jeff Koziatek: We'll have to ask Bob. Bob? What's a flambe? I don't know!

Peter Margaritis: It's a flaming cake.

Jeff Koziatek: I make toast. That's what I do.

Peter Margaritis: A friend of mine who is in the restaurant business been years ago, my parents were said this Canton, Ohio. So this lady would come in and wanted breakfast and she wanted to toast rare. I think it would have a title of my book I like my toast rare.

Jeff Koziatek: It's great. I like that title. My toast rare, please. Yes.

Peter Margaritis: I just watched and look at you like, what??

Jeff Koziatek: So how rare like? Like mushy rare or just dry like, like what is rare toast?

Peter Margaritis: Bread.

Jeff Koziatek: Yeah, but like Bread. Is it on leavened bread? It's it...

Peter Margaritis: Gluten free bread is it what, what?

Jeff Koziatek: Yeah. These are serious questions. I think we need to put I think we need to pursue this with the same vigor that you put into Almond milk.

Peter Margaritis: As you said, the calluses those guys must have.

Jeff Koziatek: Oh my gosh. Have you seen their fingertip?. Holy cow. What the what?

Peter Margaritis: Yeah, I mean, but somebody to do it. I guess that gets the same thing when you have cashew milk and hazelnut milk and

Jeff Koziatek: Hazelnut Cream Pie. Yeah, and soy milk. But that's it's probably less, less rough on the fingers.

Peter Margaritis: Yeah, it's kind of gooey.

Jeff Koziatek: Yeah, kind of like, I don't know how you separate that out.

Peter Margaritis: I think it's just like that, because it's not that. I mean, it's not that I didn't have elasticity.

Jeff Koziatek: No, just

Peter Margaritis: Yes.

Jeff Koziatek: I love the sound effect this great, you could probably sub in a sound effect there, but I don't think you should you should just go with it.

Peter Margaritis: I think so. Well, you're the voiceover guy.

Jeff Koziatek: Yeah.

Peter Margaritis: How did we digress? The interview was going so well. So good. And then we would wait, we gotta go down this path.

Jeff Koziatek: It's food. It's food. It's 2020. Cortisol is coursing through my veins and I'm just taking it all in. And I'm not letting it go.

Peter Margaritis: So, I have to ask you said wife, two kids. How old are your kids?

Jeff Koziatek: Eleven and nine.

Peter Margaritis: Did they have your sense of humor?

Jeff Koziatek: Yes, they better if they want to survive.

Peter Margaritis: Now, how long you been married?



Jeff Koziatek: 15 years, man.

Peter Margaritis: Does your wife still laugh at your jokes and your humor?

Jeff Koziatek: Depends on the day. I get a lot of eye rolls, and I interpret the eye roll as I love you so much. That was just such a great joke.

Peter Margaritis: So basically, what's going on in your house is you have a power play three on one against your wife when it comes to humor, right, because I know you like hockey.

Jeff Koziatek: Yeah. Hockey. Is that what you said?

Peter Margaritis: Hockey.

Jeff Koziatek? Oh, my gosh. So, okay. My, my wife huge Blues hockey fan. Go Blues, like we're talking from the Czech days with the McInnes and everybody, right? And so, we used to watch a bunch of hockey. I'm big baseball fan. Go Cardinals. And then we have kids and you can edit that out later. So then, we have kids and we don't watch as much TV, and we like watch really any TV. But then when the Blues made it in the Stanley Cup Finals last year, we finally found a way we made it work. We're watching TV and my kids see my wife standing up yelling at the screen and going crazy. And they're just like "Who? Is Mom Okay?" I'm like, "Sons, that's your Mom. That's my wife. That's the woman I fell in love with it." They had no idea what to do with it. It was a great.

Peter Margaritis: Wait till you have, they grow up and have kids, and you're watching a Blues game and the grandkids gonna... Awww, goes grandma again. Getting crazy over the Blues game.

Jeff Koziatek: There she goes.

Peter Margaritis: My mother's like that we think of UK sports, Kentucky sports. But she likes to scream at the TV and tell everybody what they're doing wrong. And sometimes, she drops a little four letter F bomb. Those other bombs, four letter bombs out. It's entertaining! But my son all Kentucky basketball was on last night. I hope grandma's not gonna be here. That's what you have to look forward to.

Jeff Koziatek: I appreciate that passion. I do, I do, I do. You know, growing up my identity was in being a Cardinals fan. I could not handle Cubs fans.

Peter Margaritis: Oh well.

Jeff Koziatek: But, no man. Here's, here's the thing, like Like I identified as a Cardinals fan, so if you talk bad about the Cardinals, you were talking bad about oh yeah about me.

Peter Margaritis: Yeah.

Jeff Koziatek: My worth I had tied to something external, and I didn't realize it. And so, as I've shifted my value back to where it's supposed to be. Internal like I can totally cheer on the Cubs. I can cheer on the Cardinals, I can appreciate a good game. I can share on my home team. You can say bad stuff about the Cardinals and I'm OK. Now we're talking baseball. But you could extend this to politics. You could extend this to, you know, companies to states were getting way off the rails. I'm going to stop.

Peter Margaritis: I do have to say I'm a Reds fan. Grew up a Reds fan true and true. Like, I have a baseball signed...

Jeff Koziatek: Pete Rose?

Peter Margaritis: All of them. The whole Reds team back in the Big Red Machine days. I think it's like '72.

Jeff Koziatek: People were alive back then?

Peter Margaritis: Barely. Barely.

Jeff Koziatek: Great!

Peter Margaritis: I was 12 back then. I didn't have any gray hair on my head back then.

Jeff Koziatek: I had hair on my back then, back then.

Jeff Koziatek: So, it's probably 10 years ago, I was driving to do a show for scouts. It was a February night. It was cold. It was snowing a lot. There were all these warnings that said stay home. Don't go out on the street, unless you had to, I thought the scouts would cancel the show I called them up and they said, nope, we're still on. Now they were in Illinois. So maybe the weather was nicer there, but in St. Louis. It was really bad. So, I get in my car because my value was tied to what I did, and I wasn't going to cancel the show. They needed to cancel the show. But since they didn't cancel the show, my value said you don't cancel. Right, so I drove and I'm the only car on the highway. It was really bad. My car did a few 360s on the highway on the way there. I get there. I do the show and they hand me my check, and I gave them a reduced rate months earlier. And I thought, well, maybe, maybe they'll throw in an extra tip because I risked my life to come out here so they could have 40 minutes of entertainment. And they didn't. And they said, Okay. Everybody's going home. See you later. And then I had to drive back through that crazy snowstorm to get back to my family. And when I got home, I was sitting in the driveway. And I just thought to myself, I risked everything today for a check that was fairly small in comparison to my value to my family. And I did it because I was looking for external worth and significance.

Jeff Koziatek: When we do that, it drives us to do some really crazy stuff. we step back and I'm looking at this. I'm like, "What? No! You say no!" Like it's okay, it's okay to say no. Yes you booked it. Yes they're still on. But, you know, what risk are we willing to take in the pursuit of external worth. For me, the answer was a whole lot, and I found that to be very common for other people. It was nuts. I will not do that again.

Peter Margaritis: I think we've all done that at some point, as you're telling me that story. I'm trying to reflect back and I know I've done something similar. I just not recalling it. Maybe I suppressed it for some reason. But I remember going, 'What am I, what am I doing?'

Jeff Koziatek: Yeah.

Peter Margaritis: It's like that sports league. What are we doing, what are you doing this. I mean, you could die tonight.

Jeff Koziatek: He's running the other way. The goal is on the other side of the field.

Peter Margaritis: Right. It's like, oh my god, you're right. We know, it's also like, Okay, I've got a contract, I'm supposed to be there. They're not canceling I need to do this. But in fact, it should be. I'm in St. Louis. The roads are impassable. I just, I'm sorry. Can't make it. I'll send you back the deposit.

Jeff Koziatek: Yeah. Right. Right. I had this this message running around rolling around in the back of my head. That said, your, your worth. Is your word, your word is your worth. I said I would be there. I've got to go.

Peter Margaritis: Right, right.

Jeff Koziatek: And that's just not true. And on top of that, I am a recovering perfectionist. And so to not go to, you know, meant a lot. Like, my identity was seriously wrapped up and performance.

Peter Margaritis: Wow.

Jeff Koziatek: Not anymore. Now I've got freedom personally and professionally.

Peter Margaritis: Nice. I appreciate your time. I, I love the story. I love. I mean, it's made me think about where do I tie myself into. Where's that intrinsic value? Where's was mine? And you've actually made me reflect a bit on that and I'll continue to reflect after we're done, because I think that's a very strong message that you have for any audience.

Jeff Koziatek: Thank you. Well, it's, it's, I should add to that that it is not a one and done thing. It's really important that we understand that. It is not a box that can be checked. This is why the end of my book finishes with habit 52 #wash your brain.

Jeff Koziatek: Because you've got to remind yourself every day where your value comes from, because it will shift really easy. When I'm when I'm coaching my clients, after we just help them discover and identify their compass, then we talk about the things we call it the insanity cycle that they ramp up on to the keeps them from living there, and from following that path instead of following this other path. Not so that we can eliminate the insanity cycle, but we can get really really quick at recognizing when we're on it so we can get off of it faster. So, as we step out as all of you listening, you know, move forward. Right now, we're talking about how everybody's a 10. You know, you're gonna... you might stay in that for maybe a week or a couple days, or maybe five minutes. I don't know. But then your mindset might shift a little bit. You might start thinking I, you know what, I'm only just a six or my value is tied to this or this or this. And then you might realize that you're doing that, and there can be a temptation to beat yourself up or feel guilty for dropping the image for a second. And I just want to encourage you to stop and #wash your brain. Offer yourself some compassion and understanding and recognize that it's a it's an ongoing thing that requires maintenance. Zig Ziegler used to say you wash your hands once. Do you need to wash them again. Peter, the answer is Yes.

Peter Margaritis: Yes.

Jeff Koziatek: Why, because your hands got...dirty,

Peter Margaritis: Dirty.

Jeff Koziatek: Same thing with your teeth you brush your teeth once. Do you need to brush them again please say yes please say yes.

Peter Margaritis: Yes.

Jeff Koziatek: Thank you. Why, because your teeth got dirty. Right? So, same thing with our brains. We, you know, we clean them up now, with, with this, we clean them up with other positive messages. And then we walk out there. We get messages like you're not good enough. unless you still have hair. You're good enough, unless you're a Reds fan. You're not good enough, unless you've got this much money in the bank so and so, whatever. Right. Right. Now, it's important to #washourbrains remind ourselves that we're at 10 no matter what.

Peter Margaritis: Absolutely. And my friend, can I call your friend? I know seven days kind of young in this relationship because call you, friend?

Jeff Koziatek: You can call me friend

Peter Margaritis: Okay, thank you. I appreciate your time. I appreciate your message.

Jeff Koziatek: You an call me Al.

Peter Margaritis: But you don't have to call me Larry.

Peter Margaritis: So I can't wait to the day that our path's actually cross in person. I think that would be an absolute scream. You and I, sitting and having an adult beverage and just having this squirrel random topic jumping around conversation and people going, 'Hey, somebody with the nets! They're over here! Come and get them!'

Jeff Koziatek: That guy already has his own straitjacket. We just need one more.

Peter Margaritis: Absolutely.

Jeff Koziatek: That would be amazing.

Peter Margaritis: That that will be amazing. And we should have somebody recorded but I thank you again and I can't wait to our paths cross

Jeff Koziatek: Thanks so much for your time. Peter