



Jeremiah White III

**PERSONAL VALUES, VISION,
AND PLAYBOOK**
HANDBOOK

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INTRODUCTION

This pamphlet outlines my core personal values, vision, and strategic playbook. It is designed to offer readers a concise overview of how I live, lead, and build businesses.

PERSONAL VALUES

1. **Home Team**

Family and close relationships are at the core of my life. I prioritize the well-being of those closest to me, ensuring they feel supported, loved, and valued. The bonds we share form the foundation of my strength and inspire me to create and protect an environment where growth, trust, laughter, and love thrive.

2. **Health**

I am committed to maintaining optimal health through activities like coaching soccer, gardening, walking by the river, DIY projects, reading, meditating, and fasting. Each of these practices contributes to mental clarity, emotional stability, and physical vitality.

3. **Bravery, and Love**

I believe in taking bold and loving actions, even when they may not be popular. Bravery allows me to face challenges head-on, while love ensures my actions are rooted in service. These traits help me stay true to my sense of integrity and lead with positivity, especially in moments of adversity.

4. **Persistence**

I am deeply committed to continuous improvement and never giving up. I use visualization, imagination, and manifestation as tools to architect my environment and work toward my goals. Persistence drives me to overcome challenges and achieve success. The process of building, refining, and learning strengthens my resolve and reminds me that success is as much about the journey as it is the destination.

5. **Responsibility, Respect, and Integrity**

I take full ownership of my actions and approach every interaction with respect and an unwavering commitment to my core principles. Integrity is the foundation of my character and decision-making. I believe responsibility extends beyond myself to include my family, my community, and the legacy I hope to leave. Respecting others' journeys and perspectives allows for deeper connections and mutual growth.

6. **Mentorship**

Throughout life, people, events, and ideas have acted as bridges, enabling me to grow and succeed. I am naturally introverted, but I work hard to expand so that I can be of service to the next generation. It is my duty to create similar bridges for future generations, just as my mentors did for me. I see mentorship as both a responsibility and a privilege, an opportunity to guide others toward discovering their potential and achieving their dreams. I aim to inspire and empower, helping others unlock their inner greatness and navigate their paths with confidence and purpose.

GUIDING PRINCIPLES

1. **Purpose Beyond Self**

My life is anchored in the belief that true success is not measured by personal gain but by how I contribute to something greater than myself. Every action I take must create a ripple effect, benefiting society or the world at large. Ego has no place in this journey; my purpose is rooted in service, impact, and legacy.

2. **Completion and Focused Energy**

Success is a result of relentless focus and seeing things through to the end. I fixate my energy on completion, refusing to stop until the job is done. Each goal achieved is a testament to disciplined effort, and each mark of completion is a foundation for future growth.

3. **Destroying Inner Weakness**

To become the most formidable version of myself, I must continually confront and destroy the weaknesses within. The war within requires discipline, introspection, and the courage to cut out what no longer serves me. In moments of emotional turmoil, I strip away distractions and prepare for what will stir. This internal conflict makes me stronger, sharper, creating harmony in the external world.

4. **Embodying Strength and Versatility**

Strength, discipline, and high energy define my approach to life. Like a fighter or athlete, I combine intensity and focus with playfulness and creativity. My serious side drives me to achieve, while my lightheartedness draws others in, inspiring connection and admiration. Even talents I may have set aside can be rekindled and mastered, leading to recognition and excellence.

5. **The Principle of Inner Creation**

The outer world is a mirror of my inner state. Consciousness is the only reality, and what I establish in my mind becomes the foundation for what manifests around me. I plant seeds of possibility that must eventually come to fruition. Imagination, paired with belief, is not separate from life, it is life itself.

GUIDING PRINCIPLES CONT...

6. Harnessing the Power of Assumption

One moment of intense belief and visualization can reshape the trajectory of my life. What I assume with conviction must yield to that assumption. By treating the imagined as real, I activate the operant power within me. This practice, applied with discipline, is more impactful than years of unaligned effort.

7. Test, Learn, and Apply

Life is a laboratory, and every day is an opportunity to apply and prove. Complete faith and conviction in this process are essential. Testing my productive capabilities refines my understanding and strengthens my ability to manifest success.

8. Play the Game to Win

Life operates within rules, and understanding them is critical. Once I know the rules, I approach every challenge with strategy and intention, playing the game not just to participate but to win. Success is achieved not by chance but by deliberate and calculated action.

9. Persistence Through Discipline

Continuous improvement and persistence drive every effort I make. Challenges and setbacks are inevitable, but they are no match for resilience and determination.

10. Alignment with Universal Principles

The universe operates on timeless laws of creation, vibration, and alignment. By syncing my thoughts, emotions, and actions with these principles, I ensure that my efforts align with the natural flow of success.

MY GAME BOARD

These 6 pillars represent my personal ambitions. They guide me in setting goals and measuring success.

1. Meaning

Being a great father is perhaps the most important thing to me. Fulfilling my potential and maximizing the gifts that I was blessed with and have cultivated is a priority. My gifts and productivity should be a blessing to others. My oldest son, at age 17 has signed a 5 year professional contract with a top European club, my goal is to support him in maximizing his journey. I have three more children, and my commitment to them is the same. Their success is my greatest reward.

2. Health Maximization

My physical, mental, and emotional health is my greatest asset. As a former professional athlete, an element of my health plan is to challenge myself periodically, I have run a marathon, a 10k and a half marathon. Investing in my well-being, with the proper amount of mental and physical resistance will produce a vibrant, high-performance life. When I am in Colorado or California, I make time to hike. My goal is to begin to take on 12-24 hour hikes.

3. Maximize Adventure

Having visited over 50 countries lived in seven. I have retired from three careers before age 42. I have held alligators, 4-wheeled in the Arabian desert, jumped off of a 60 cliff and much more. I want more adventure. My plans are to visit an active volcano, take my mother to see the pyramids in Egypt and to take a food tour in Tokyo Japan.

4. \$100 Million+ Net Worth

Maintaining a net worth over \$100 million allows me the freedom to ideate, test, and experiment with minimal conflict, while creating opportunities for myself and others. I want to push to a 500+ million dollar net worth. I will accomplish this through a combination of venture investing in media, streaming, team ownership and mental strength services. I will also find spaces within those investments to launch or partner with companies that can capture and deliver additional value.

5. Fun Memories

I prioritize creating and cherishing joyful moments. Life is short, and I aim to savor every step of the journey.

6. Charitable Work

My plan is to create free (for the families) summer and winter soccer camps. I will also build a global soccer club that costs 1 USD per month per participant.

LEADERSHIP PLATFORM

My leadership foundation is built on a knack for connecting seemingly unrelated fields and uncovering innovative solutions. I approach challenges with an inherently entrepreneurial mindset, viewing entrepreneurship as a form of economic masonry: laying solid foundations for growth and creating adaptable structures in a constantly changing world. This empowers us to take ownership of our contributions and architect environments that support both family and society.

BUSINESS PLAYBOOK

Every successful venture needs a clear playbook. Here are my core principles for building and running effective businesses.

1. **Insurgent Strategy**

- Define the win
- Do the doable
- Move the movable
- Build strength from the inside out
- Recognize that everything matters
- Play offense—act boldly and set the tone

2. **Speed is Everything**

- Ideas mean little without swift, efficient action.
- Immediate execution can turn plans into tangible success stories.

3. **Ecosystem Approach**

- Businesses must offer value beyond the direct customer.
- Think holistically about each venture's place in a larger ecosystem.

TACTICAL MODELS

The following models support my business playbook and leadership style, offering frameworks for execution and growth.

1.Strategic Assets

- Identify industry bottlenecks
- Acquire resources that convert competitors' challenges into advantages

2.Whitemail

- Become so valuable that others offer exclusive investments, concede in negotiations, or seek partnerships

3.Royalties

- Take minority investment positions
- Accept royalties from gross revenue instead of equity-based profit sharing

4.Niche Domination

- Lock up IP, real estate, research, or infrastructure
- Position yourself exceptionally as the industry matures

5.Chess Board Mindset

- Recognize that different businesses serve different roles
- Some build net worth
- Some provide income
- Some yield byproducts
- Arrange each venture like a chess piece, striving for overall success

CONTACT



484.849.1008



jeremiah@whitesportventures.com



www.jeremiahwhite.info