

The Jason Cavness Experience

Unforgettable Advice
from Real Founders,
Creators and Leaders

The
Jason Cavness
EXPERIENCE
Podcast



About Jason Cavness



Jason is an INJF tattooed Retired U.S. Army Officer and CEO/Founder of CavnessHR. Which provides provides HR to companies with 49 or fewer people

He hosts The Jason Cavness Experience, a top 2.5% and top 81 tech global podcast with 300+ conversations.

His motto: “Be Great Every Day.”

Start Here: Unforgettable Advice from Real Founders, Creators and Leaders

The best advice isn't always planned. Sometimes it's one line in a late-night conversation or a truth learned the hard way and shared without ego.

On The Jason Cavness Experience, I've asked over 300 guests to share what they've learned by doing.

This eBook is a curated set of those moments. Unfiltered insights from real founders, creators and leaders who are building.

You won't find fluff here. Just sharp takeaways, honest wisdom and reflections to help you move forward with purpose.

MINDSET & PERSONAL GROWTH

Ahmad Corner: “Stay curious, right? Don't be afraid to ask questions. Don't be afraid to approach a person and ask anything. Stay curious.”

Question: What question have you been holding back from asking?

Arkady Kulik: “Be the best version of yourself.”

Question: What version of yourself are you becoming right now?

Emily Cheng: “Investing in yourself is never a waste of time or resources. It's the best investment you can make in life.”

Question: What's one thing you've been meaning to do for your own growth?

Tigest Beyene: “Always bet on yourself. Enjoy life’s moments. Always laugh.”

Question: What would it look like if you trusted yourself a little more this week?

Zac Crush: “Take on the projects where you’re not sure you can succeed. That’s where the magic happens.”

Question: What challenge have you been avoiding because it feels too big?

Zion Zhang: “High agency means taking action, learning, and repeating the cycle. Even when you're unsure.”

Question: What’s one small action you can take today, even if you don’t feel ready?

Professor Agnis Stibe: “Befriend all aspects of yourself, including doubt and procrastination. That’s how you master your existence.”

Question: What part of yourself have you been resisting instead of accepting?

Andrie (Yanjun) Lin: “Stay in peace of mind and focus on the present. You can't change the past. You made the best decision you could with the knowledge you had.”

Question: What would happen if you gave yourself grace for the past?

CJ/Clarence Dancer: “Be true to self. Always, always be true to self.”

Question: Where in your life are you out of alignment with your values?

Tami Ritoch: “Be true to yourself. Shed all the crap you think you're supposed to do and dig into what you really want.”

Question: What are you doing out of obligation and what would you do if you let it go?

Claude Rety: “Your health is the most important, then a caring circle and business will be fine.”

Question: Have you been putting your well-being last? What needs to shift?

Crystal Clarity: “Seek opportunities to be fully present with yourself and with people.”

Question: Where do you feel distracted and where can you be more present?

Alec Maslov: “Find out your true essence... be conscious of the mental health challenges and find your own way to deal with it to stay sane and live your best life.”

Question: What's one way you take care of your mind that truly works for you?

Entrepreneurship & Startup Life

Barry Gipson: “Demonstration beats conversation.”
“Share your journey every day, even the messy parts.”
“Build a simple landing page. Get emails or pre-sales.”
“You can get paid being a content creator.”

Question: What part of your journey are you holding back from sharing?

Amy Balliett: “True founders are the last to get paid and the first to take the hit. They know every job in the company and put in 80-hour weeks to make it work.”

Question: Are you leading like a founder or waiting to be one?

Mark Anthony Marquez: “Think hard. There are easier things in life than building a company.. It takes a toll on you and your support system.”

Question: What support systems do you need to sustain this journey?

Rafael Masters: “Make what the user needs, not what you wish they needed.”

Question: Are you solving a real problem or chasing your own idea?

Sarah Bell: “Talk to customers about their biggest problems before building anything. Validate the problem first, not your solution.”

Question: Have you talked to enough people to know this is worth building?

M.H. Lines: “Nothing happens until someone sells. That’s the whole point of a company.”

Question: Are you building a business or a product waiting for permission?

Ken Duong; “Take the risk of doing something in Vietnam. It’s fun, affordable and even if you fail, you can try again.”

Question: Where are you hesitating because you fear failure more than missing opportunity?

Steve Banks: “Don’t be so fixated on the product. People invest in people.”

Question: Are you selling a solution or hiding behind the tech?

Stephen Buchanan: “Know what you’re getting into. There’s the red pill and the blue pill. Take the right one.”

Question: Are you ready for the truth about what this will really take?

Joshua Penner: “If you have an idea, run with it.”

Question: What idea are you still sitting on and why?

Natasha Petrovich: “A fulfilling career aligns with your inner calling. Plant the seed of passion and it will grow.”

Question: Does your current work reflect your real values and interests?

RISK, FEAR & TAKING ACTION

Daniel Shaw: “Don't ever let anybody tell you you can't do something. The journey, the destination is unknown. The journey is fucking dope.”

Question: What's one move you've been holding back on because someone said you couldn't?

Jeffrey Lee Cheatham II: “We have one life to live. You got to make life happen. Just go for it. Just do it.”

Question: What's one thing you've always wanted to do and why haven't you done it yet?

David Robicheaux: “There is no such thing as a bad idea. No such thing as a bad question. The only bad question is the unasked question. Take a chance on yourself and your idea.”

Question: What would happen if you stopped waiting for permission?

Neetal Parekh: “Take the first step. That’s where the learning starts, about your idea and about yourself.”

Question: What’s one step you can take today to test your idea or your courage?

Sean Robinson: “We are gonna get to the good side of this future. Please keep working toward that.”

Question: Are you acting like the future depends on your effort? Because it might?

Dr. Conrad Webster: “Take your dream and put it into action. Don’t get distracted by the white noise.”

Question: Are you spending more time dreaming or building?

LEADERSHIP & TEAM BUILDING

Andrew Biddle: “Hire a team you can trust and then trust them so you can go do other stuff.”

Question: Are you actually trusting your team, or just delegating tasks?

Joshua Brumley: “If you don’t understand what your staff is doing. You need to know it as well as they do or hire someone who does.”

Question: Do you really know how your business runs at the ground level?

John Conafay: “Keep your friends close and be good to your partner. Don’t let those things fall by the wayside. This journey can consume everything.”

Question: What relationships are you neglecting while chasing success?

Julius Carter: “Treat each other better. Just be kind to people. Have respect for one another.”

Question: Are you building a culture of respect or just managing outcomes?

David Boyd: “Be kind to one another. Help somebody when nobody's looking. Just do it because it's a good thing to do.”

Question: Where can you lead more with kindness than control?

COMMUNICATION & STORYTELLING

Barry Gipson: “Demonstration beats conversation.”

Question: Are you sharing the real story or just the polished version?

Van Nguyen: “Find a good reason to start your business. When the money doesn’t come, that reason will keep you going.”

Question: Can you explain your ‘why’ clearly to yourself and to others?

Mariah Smith: “Focus on putting good into the world. A lot of happiness comes from making a difference.”

Question: Is your work aligned with the impact you want to make?

MENTAL HEALTH & WELLNESS

Dr. Linda Berberich: “Don’t be scared of technology. Fear is a signal. Your emotions telling you to pay attention and learn.”

Question: What emotions are you ignoring that might be trying to teach you something?

Rosa Crumpton: “If you’re a Veteran and haven’t signed up for benefits, do it. If you don’t have a primary care provider, find one.”

Question: Are you putting off care that your future self will thank you for?

Marsha Mavunkel: “Immigration is a waiting game. The best advice I can give is talk to your congressperson or an ombudsman.”

Question: What systems or institutions are you navigating and who can help?

Glenn Akramoff: “Toxic workplaces are killing our world. If you’re in one, get help to improve it. You don’t always have to leave.”

Question: How is your environment affecting your mental health?

Claude Rety: “Your health is the most important, then a caring circle and business will be fine.”

Question: What’s one habit or boundary you can put in place to protect your health?

SOCIAL IMPACT, INCLUSION & PURPOSE

Mark Monroe: “I have dedicated my entire career and life to leaving the world better than how it discovered me.”

Question: What legacy are you building and who is it for?

Cathy Bisailon: “Seek out opportunities to serve. Don’t wait until you retire or have more time. You grow through the process.”

Question: Where could you make a difference right now, even in a small way?

Kate Julia: “Believe the child that tells you they’re being abused. Believe them, listen and be there for them.”

Question: Are you creating space for others to feel safe, heard and protected?

Dr. Youcef Abdelli: “Support the next generation of engineers. Help them find their path.”

Question: Who are you mentoring and how are you showing up for them?

CLOSING THOUGHTS

You've just read through powerful advice from real people who've risked, built, failed, reinvented and kept going.

Some of these guests lead companies. Some create movements. Others simply speak truth in a noisy world.

But they all remind us:

Progress comes from action. Growth comes from reflection and leadership starts with showing up.

So here's your challenge:

Pick one quote that hit hard. Write it down. Take action on it this week. You don't need to implement everything. Just one bold step forward, that's enough.

Be Great Every Day!

Jason

Connect with Jason



Join CavnessHR Builders Club



The Cavness Builders Club is built for early-stage founders and small business owners who are tired of outdated HR and ready to do things differently.

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Or visit: <https://www.buildcavnesshr.com/>

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