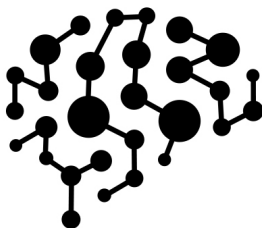


ONE GOLDEN NUGGET



**HOW TO
SURVIVE
AND
THRIVE
VOLUME III**

**JOE FOSTER, FOUNDER OF REEBOK,
RETURNS WITH POWERFUL NEW STORIES OF
RESILIENCE AND INNOVATION, CHANGING THE
WORLD ONE PAGE AT A TIME.**

Joe Foster



KYLE HARTFIELD

Founder and CEO of Inland Empire TMS

Entrepreneurship can be innate or learned. For me, growing up in a family business meant it was in my blood. For Kyle, who had lost his way, it became his path to redemption. Though our journeys differed, we both turned setbacks into opportunities, using adversity as a stepping stone to lasting success.

Kyle's parents divorced when he was just six months old, leaving him and his older brother, Aaron, to be raised by their single mother in California. Despite this, he never felt deprived. Now in his forties, he deeply appreciates the guidance his mother has provided throughout his life. She worked tirelessly but always made time to show them love. Though they weren't wealthy, they never went without.

When his mother married Leroy Balkcom, eight-year-old Kyle gained a significant father figure. He vividly remembers his stepfather lacing up his work boots for the night shift just as he and Aaron were getting ready for bed. Though the brothers were close, they were also rowdy, their constant wrestling and bickering turning bedtime into a nightly struggle for their mother. Kyle recalls, "My stepfather would always say, 'Go to bed' on his way out the door, and that was his way of saying, 'I love you.'"

When the family moved into their first home, Kyle quickly realised he was different from everyone else. "I am half Black, and when we moved to a middle-class, white neighbourhood, my mental struggles began," he explains. He recalls how his mother was called into school nearly every day because he kept getting into trouble in class.



Kyle's mother was determined to give her sons the best possible future, moving them to a safer neighbourhood, away from the dangers of violence and drugs. Their education and well-being were her top priorities. Kyle recalls, "She was as involved as she could be in school, always making sure we played a sport, stayed out of trouble, and kept our grades up."

When Kyle was nine, his family moved to Horsethief Canyon, a quiet neighbourhood in Corona. It was there, on the school playground, that he met Joe Crilly — the boy who would become his lifelong best friend. Kyle vividly recalls their first encounter: "A couple of kids called me the 'n' word, and before I could even react, Joe tackled them both to the ground. The teachers rushed in to break up the fight, and when it was over, Joe stood up, dusted himself off, and shook my hand. We've been best friends ever since."

Life in Corona was good for the family. Kyle's mother had risen to an upper management role, his stepfather instilled in the boys "the value of putting in a hard day's work," and they had the freedom to simply "be kids." Kyle embraced the quiet of the sleepy town, recalling, "With the nearest grocery store thirteen miles away, the woods became our playground. We'd leave the house at sunrise and wouldn't return until just before dark."

For Kyle, it was an idyllic time, except when he was in school. He found it hard to sit still, his voice always seemed louder than everyone else's, and he was constantly noticed for the wrong reasons, racking up detention after detention. It wasn't until later that he was diagnosed with ADHD, and he was finally able to make sense of the struggles he faced in the classroom.



**"If you chase money,
you'll never be truly happy."**



Kyle's mother took him to therapy to help him work through the anger and resentment he felt toward his biological father. Though his father, who served in the military, tried to stay in touch every other weekend, the distance grew when he was stationed in Hawaii. As a child, Kyle couldn't understand the complexities of military life or his father's PTSD. Instead, he wrestled with the painful feeling that he wasn't truly loved by his dad.

Kyle was initially prescribed medication for his ADHD, but over time, he was also given antidepressants, a decision he now views as the start of a cycle of dependency and declining mental health. He believes the combination of medications intensified his anxiety, prompting doctors to prescribe yet another drug — this time, an anti-anxiety medication to help him sleep. Looking back, he sees it as a downward spiral, where each new prescription created more problems than it solved.



At the time, all Kyle knew was that he felt his best when he was active. "I just wanted to ride my bike, play football, do all the typical boy things," he recalls. But the medication drained that drive, leaving him sluggish and unmotivated. While his behaviour at school seemed to improve, it came at a cost. "I wasn't happy. I was numb," he admits. That was until he discovered marijuana. For the first time in a long while, he felt something other than emptiness. "It actually made me feel good," he says. This marked the beginning of a new chapter; one that would bring its own complications.

By the time Kyle reached sixth grade, he was relying on a mix of prescription and illicit drugs to get through the day. By eighth grade, he was adding beer to the mix. The substances helped him numb the isolation of never quite fitting in. But things only got more challenging when he moved to a larger school in ninth grade. “There were more teachers, more personalities to navigate, and more boxes I was expected to fit into,” he explains. Desperate for an escape from the constant pressure to belong, Kyle started smoking weed at school.

As Kyle grew older, he sought solace in “women, weed, and booze.” His rebellious streak led to frequent school suspensions, heated clashes with teachers, and an increasing disregard for authority. By fifteen, his experimentation had escalated. No longer just weed and alcohol, he began dabbling in acid and mushrooms, chasing an escape that always remained just out of reach.

Things changed abruptly for Kyle when he returned home one day to find his mother in the house. She was usually at work, so he knew something must have been wrong. She told him that his grandmother, a woman he loved dearly, was in the hospital. The two jumped in the car and headed to the hospital.

As soon as the doors clicked shut behind him, Kyle knew he’d been tricked. It wasn’t a hospital; it was a rehab centre. He had no choice but to stay. He completed a twenty-day program before reluctantly agreeing to continue with outpatient treatment. Although he did his best to stay sober, he says, “Relapse was inevitable at that time, and it was a constant battle.”

By the time Kyle turned eighteen, his mother felt there was nothing more she could do. Though she had always been there to pick him up and dust him off, he could sense the fight had left her. “She was always there,” he says, “but I could tell she just didn’t have that fight in her anymore.”



**“What you aren’t changing,
you’re choosing.”**

It was around this time that Kyle discovered cocaine, a drug that, to his surprise, brought a sense of clarity. “It made me focus,” he admits. “It took away my insecurities. I didn’t feel anxious or depressed anymore.”

With his mother stepping back, Kyle took matters into his own hands. Instead of attending school, he studied independently, took the necessary tests, and graduated early. But rather than heading to university, he took a job in a warehouse. Before long, as he puts it, he had become “a full-blown, functioning cocaine addict, pothead, and alcoholic.”

To Kyle, his substance use wasn’t reckless, it was a form of self-medication. “I was using those substances to balance my brain,” he explains. “I knew when I could use them and when I couldn’t.” He didn’t see sobriety as an option, so instead, he convinced himself that if he managed his usage strategically, he could still be successful and function as a productive member of society.

Kyle landed a job with a mortgage broker, embracing a lifestyle of excess. But in 2006, everything shifted when his daughter was born. Reflecting on that moment, he says, “In many ways, she saved my life because she forced me to slow down.”

In 2008, amid the financial crash, Kyle saw an opportunity and launched his own debt settlement and consumer credit counselling firm. Business flourished, enabling him



to provide for his family and build a life with his wife, Jennifer. However, in 2012, new regulations changed how his company could collect fees. Almost overnight, his business crumbled, leaving him broke and uncertain about his next move.

A lifeline came from an unexpected source — the call centre located just above his office. The company specialised in connecting people with rehab programmes, and they offered Kyle a job answering calls and guiding individuals towards treatment. The pay was good, but more importantly, he found a sense of purpose. For the first time, he was helping others in a way that truly mattered.

After a year with the company and becoming one of their top salespeople, Kyle started hearing troubling complaints about the effectiveness of the programmes they promoted. The more he investigated, the clearer it became that the business wasn't the ethical enterprise he had believed it to be.

When he realised the full extent of the deception, he walked away without hesitation. Determined to do things differently, he co-founded his own company — one built on integrity, ethics, and a genuine commitment to helping people.





**“Do kind and meaningful things
for those who cannot repay you.”**



Kyle's company quickly gained traction, securing contracts with fifty rehab centres across the US. But for him, it wasn't just about numbers, it was about trust. He made it a priority to personally visit each facility, meeting with owners, therapists, counsellors, and even the chefs. He explains "We wanted to understand every aspect of the centres... Who was running them, the quality of care, even the food being served, so we could be certain our clients were in safe, capable hands."

Their diligence paid off. The start-up flourished, growing into a \$3 million company — they even built their own rehab centre. But then, without warning, everything collapsed. One morning, Kyle walked into the office to find it all gone; the company's assets had vanished overnight, drained by his own partners. There was nothing left in the bank. Just three days before the birth of his second child, he was back to square one, completely broke.

Nevertheless, he knew he couldn't give up on the rehab industry. So, with his mother's never-ending support, he found a more trustworthy partner, and they went on to start a new drug and alcohol rehabilitation business that treated thousands of patients.

In 2020, Kyle met Dr. Kevin Murphy, who was advocating for Transcranial Magnetic Stimulation (TMS) as a treatment for anxiety, depression, and PTSD. He explained how TMS works by delivering magnetic pulses to specific areas of the brain associated with mood regulation. Given his own struggles with mental health and his firsthand experience watching clients repeatedly return to rehab, unable to function outside a controlled environment, Kyle was immediately intrigued by the potential of this non-invasive therapy.

Kyle went on to establish IEMTS, leveraging his knowledge of TMS to help others. Over the past four years, he's guided hundreds of individuals through this innovative treatment, offering them a path to recovery and improved mental well-being.

Kyle describes his transformation as a shift from “a lifetime of wearing masks, and just fighting to get through the day” to finally thriving and building a life where he can provide for his family while genuinely helping others. Today, he considers himself “the most blessed man alive.”

His journey is proof that no matter how dire a situation may seem, transformation is possible. While his company remains a driving force in his life, his true passion lies in expanding awareness of the powerful benefits of TMS. He openly calls “big pharma” his biggest competitor, believing that TMS disrupts the industry by reducing dependence on medication — cutting into the massive profits that keep the cycle of prescription drugs going.

According to Kyle, TMS isn't just about treatment; it's about revolutionising human potential. “People need TMS,” he says. “The world would be a better place if brains were tuned. People would be kinder, more patient, and more caring.” He sees it not only as a breakthrough in mental health but as a tool for overall well-being, capable of unlocking levels of clarity, balance, and emotional resilience that traditional medicine cannot. For Kyle, TMS is more than recovery; it's transformation, and he's determined to bring its benefits to as many people as possible.



**“Surround yourself with friends
and family who genuinely care
about your well-being.”**



HOW TO
SURVIVE
AND
THRIVE







DO YOU HAVE A STORY TO SHARE?
BECOME A CO-AUTHOR
WWW.ONEGOLDENNUGGET.COM