

*Note: C12 is about community and we want to introduce you to the larger community of C12 members throughout North Texas. Look for a series of introductions that you can use to get to know others that share the bonds of C12. – Tom Hawes, Joe Galindo, Mike Gullatt, Dick Kendrick*



### **Meet Robert Neely**

Robert and his wife Adair live in Dallas. They have been married for seven years and have 14-month-old twins, Brewer and Grace. Robert is a Dallas native and his family lives in east Dallas near White Rock Lake. Robert launched InspireMore in 2014. Its mission is to “brighten the world and spread hope.” InspireMore is a community of passionate people connecting daily to ignite hope and inspiration in themselves and others. [www.inspiremore.com](http://www.inspiremore.com)



### **Tell us a little about yourself and your family.**

I attended high school at St. Mark’s and graduated from Vanderbilt, which is also where I met my wife. We were on a 20-person study-abroad trip together in Madrid. She put me in the friend zone for the first two and a half months and then I finally convinced her to date me. My wife, Adair, is the part-time director of programs at Brother Bill’s Helping Hand in west Dallas, a non-profit offering a grocery store, medical clinic, Bible studies, job training, and other support services for the community.

### **How do you like to spend your spare time? What do you do for fun?**

My wife and I both love working out, being active, and playing sports. We love tennis, basketball, frisbee, going on runs, workout classes- you name it. We spend a lot of time hanging out with the babies and doing activities with our church, Watermark. When we get a chance, we like to travel. We went to Colorado in the summer, hiked and played golf, and we just got back from there skiing with our families.

### **How did InspireMore come to be?**

I attended the Kanakuc Institute, which is basically the essentials of seminary training condensed into a year. From there I got a master’s degree in leadership and ethics,

studying about what drives/motivates people to do what they do. Those studies were the genesis for InspireMore, driving me to help motivate, change and inspire people through media and through the incredible stories that God makes happen on a daily basis, whether it's something cute or something that is very humbling or heroic. The idea came to me in July of 2013 and we successfully launched in March of 2014. We've been through many seasons of prospering and many seasons of pivoting, but overall, it's been an awesome journey and it's been all God. To date we have reached about 500 million people and we are hoping that number continues to increase.



### **How does Inspire More work?**

The people that consume our content are definitely our customers and then we have companies that advertise with us. We get lots of page views, email subscribers, and social media followers. People consume our content for free and then we sell advertisements. We have 6.2 million social fans who share our content socially which introduces people to our brand. Our best product, I think, is our daily email newsletter with around 500,000 subscribers. [www.inspiremore.com/morning-smile/](http://www.inspiremore.com/morning-smile/)

### **How and why did you come to C12**

Don Janacek, another C12 member, told me about C12 for a while and encouraged me to go and visit. I just loved it. The group I visited was a godsend and a perfect 'tee up' from the Lord. When Joe Galindo asked if I wanted to join, I said "yes."

### **What do you value most about C12 and your group?**

It is really nice to get away and reset as a leader and to have your perspective refreshed. I really enjoy the curriculum and my group is amazing. Hearing different ideas, different perspectives, hearing about people's very different business models, or how they are integrating redemption into their business is very valuable. Just getting to meet with them and talk about things offers a different kind of encouragement and a much-needed reminder that none of this is ours, it is all Jesus'.

### **What value do you bring to your group, either from a business or personal perspective?**

First, from a business standpoint, our core values get people's attention. Brands, especially from a national standpoint, always need exposure and marketing. We can offer

that to relevant companies and brands. Second, our content is very inspiring, and it gives a lot of hope and perspective. If other C12 members are ever needing a boost in their day, they can check out our email or our site, <https://www.inspiremore.com>. We get feedback often that our content helps people battle depression and anxiety, reduces stress, and gives them hope. To see a little quick content that can give you a little peace or hope is very important even as a business leader.

For me personally, I have a burden for truth and what is right and purposeful and testing that against the word. Not just opinions, but what does scripture say about this or that.

Our goal at InspireMore is to inspire humanity to live for more. Through secular content our hope is that we can reflect the goodness of God out there and hopefully that will give people hope and perspective and soften hearts, then God can do whatever he wants with that. Internally we want to be a blessing to our team.