

— TRANSFORMING BUSINESS CHALLENGES INTO TRIUMPHS —

OBSTACLES TO OPPORTUNITY

A BOOK BY PAT ALACQUA



FEATURING JOHN BUSING

Former NFL Athlete. Co-Founder of MOVE+breathe.
Performance Coach.

*“True strength lies in the harmony of mind and body.
Embracing both unlocks our full potential.”*

AS FEATURED IN CHAPTER 10:

Tackling Teamwork with Fitness Innovator, John Busing

CHAPTER 10: TACKLING TEAMWORK WITH FITNESS INNOVATOR, JOHN BUSING

John Busing's journey from the NFL to entrepreneurship isn't just a career shift. It's a redefinition of strength.

*"In the face of a challenge, indecision is what holds me back.
But even a wrong move beats standing still."*

After three seasons with the Cincinnati Bengals and stints with the Texans and Giants, John knew the field wasn't the finish line. He shifted into a decade of elite athletic training in Atlanta. And eventually launched MOVE+breathe with his wife, Lauren.

The brand blends John's strength-focused approach with Lauren's breath work and mindfulness expertise. Together, they've built a holistic performance platform rooted in grace and grit.

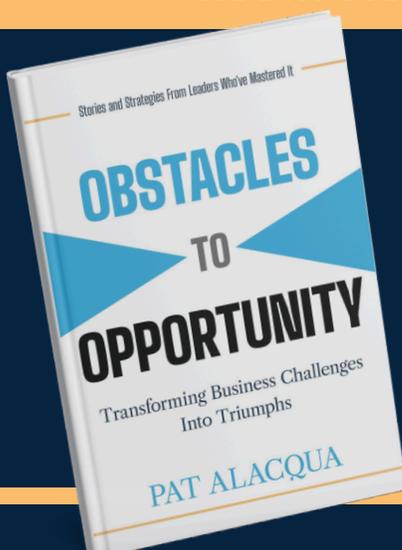
*"You've got to get a little uncomfortable in order to grow.
That's where forward movement begins."*

**BEING STUCK ISN'T A SIGN OF WEAKNESS.
It's a call to action. Growth begins the moment we move.**

ABOUT JOHN BUSING

John Busing is a former NFL player turned performance coach and entrepreneur. He co-founded MOVE+breathe to help others build physical strength, mental clarity, and emotional resilience. With a background in elite training and a passion for leadership through wellness, John continues to coach, teach, and lead through movement.

**READ JOHN'S FULL CHAPTER—AND EXPLORE THE VOICES OF OTHER
TRANSFORMATIONAL LEADERS AT [PATALACQUA.COM/BOOK](https://patalacqua.com/book).**



ABOUT THE BOOK

Obstacles to Opportunity is a collection of powerful, real-world stories from leaders across industries. Each navigating a significant business challenge and discovering the opportunity within it.

You'll find practical strategies, mindset shifts, and behind-the-scenes insights from executives, entrepreneurs, and operators who turned challenges into clarity, momentum, and growth.