

FEATURED EXPERIENCE

The Misogi Lab.

*Test your edge. Discover your patterns.
Design your Misogi for 2027.*

A premium half-day experience with Justin King: physical challenge, personal reflection and practical life design in one guided morning. Participants test an edge, watch how they respond to difficulty, and leave with a meaningful Misogi designed for 2027.

THE FORMAT

4.5 hours · 15 to 30 participants
Lower Table Mountain or forest route
Indoor partner venue as weather contingency

TICKETED

One guided journey. Five stages.

1

The threshold

A welcome, safety briefing and introduction to Misogi, Smart Toughness and personal intention.

2

The physical experience

A guided mountain or forest movement experience with moments of effort, silence, uncertainty, support and choice.

3

The debrief

Facilitated reflection on internal dialogue, behaviour under pressure and the patterns that appeared.

4

The 2027 Misogi Map

A practical process to define a personally meaningful challenge and the capability it could build.

5

Commitment and close

A specific first action, connection with the group and pathways for continued preparation.



Justin King
Mind Matters in Motion

Cape Town executive coach, keynote speaker and podcaster. Justin builds Smart Toughness through voluntary physical challenge, turning his own marathon and misogi work into evidence his clients can lean on when things get hard.

Unslave Your Mind™

What participants leave with:



Misogi, made practical

A working understanding of Misogi and Smart Toughness.



Evidence, not theory

New proof of their own capability and behaviour under pressure.



A pattern surfaced

Insight that carries into work, leadership, relationships and wellbeing.



A draft 2027 Misogi

A personally meaningful challenge, tested against clear criteria.



One action in seven days

A specific first move, committed to before the group.



A participant workbook

Their reflections and Misogi Map, captured to take home.

Participants arrive at the Summit having already met the central question in their own bodies: how do I respond when life asks more of me?