

## BUSINESS

- I. **Stay curious and observe honestly.** Honest, written observation is a powerful intervention. Clarity will emerge.
- II. **Hold the line on your work.** Know what's yours and what isn't – then defend it.
- III. **Ask the one question.** What can you do such that everything else becomes easier or unnecessary?
- IV. **Prune your decisions.** Eliminate. Automate. Delegate. Keep. In that order.
- V. **Build the system, not a collection of habits.** You fall to the level of your systems, not your goals.
- VI. **Sharpen the problem first.** A vague impediment produces vague solutions. Specificity is the work.
- VII. **Attention is your scarcest resource.** Decide what doesn't deserve to reach you in the first place.
- VIII. **Install one system at a time.** Let it hold. Then layer the next.
- IX. **Track progress visibly.** Be intentional about seeing evidence of your own progress, week after week.
- X. **Efficiency serves a larger purpose.** Free up hours for family, friends, relationships, and your spiritual life.

## PERSONAL

- I. **The business leader is the asset.** If you break, everything downstream breaks.
- II. **Energy is the multiplier.** Hours without energy produce worse output – not more.
- III. **Own the morning.** Light. Protein. Movement. Before your first call.
- IV. **Sleep is non-negotiable.** Seven hours is the minimum standard for a body running a business.
- V. **Eat to perform.** Protein-anchored meals, timed right. Food is fuel before it's comfort.
- VI. **Disconnect deliberately.** Screens too close to sleep, email before sunlight – these erode the same resource you're trying to protect.
- VII. **Move every day.** Ten thousand steps. Two workouts per week. No negotiation.
- VIII. **Progress is the protocol.** The biggest predictor of lasting change is evidence of your own forward motion.
- IX. **Become the identity.** Behavior follows identity without negotiation. Answer the question: who am I?
- X. **Protect what you've built.** Recalibrate regularly. The habits and energy that hold you together need maintenance too.