

DAY 3

SCALABLE STRUCTURE

+

DELEGATION



FOUNDERS FREEDOM
MASTER CLASS WORKBOOK

*The Five Drivers + The Architecture Of
Freedom*



Name: _____

Business Name: _____

Date: _____

How To Use This Workbook

Day 3 is the architecture day. We move from inner alignment to the structural drivers that turn that alignment into a working business. You will get clarity on which of your five drivers is weakest, which of your five constraints is amplifying it, and what installing the fix actually looks like.

MEMORABLE TRUTH

"You have done two days of honest internal work. Today we put the architecture around it. Posture without structure stays personal. Posture with structure scales."

WHAT YOU WILL WALK AWAY WITH TODAY

- A diagnostic score across all five business drivers
- Language for the constraint that is amplifying each weak driver
- Clarity on the Integrated Growth Method as a personal operating system
- A weekly rhythm and decision-rights structure that removes you as the bottleneck
- The Kingdom Economy frame for the next season of stewardship

Your Answer Key is at the back of this workbook. If you miss any fill-in-the-blank during the live session, every answer is there in slide order.



THE REAL REASON FOUNDERS BURN OUT (Slides 143-148)

MEMORABLE TRUTH

"Because you are scaling _____, not _____."

_____. Order. God builds in sequence, not speed. Light, then separation, then environment, then life, then multiplication. You do not scale chaos. You scale what has order.

MEMORABLE TRUTH

"Reactive _____ is a nervous system issue that _____ as a business _____."

THE REACTIVITY CHAIN

MEMORABLE TRUTH

"When you don't _____: You _____. When you react: You _____ decisions. When you distort decisions: You disrupt _____. When you disrupt drivers: You scale _____."

MEMORABLE TRUTH

"Reactive leadership builds _____. Integrated leadership builds _____."

Mark where you are catching yourself in this chain. Then name what gets disrupted because of it.

- 1. Don't Regulate → React
- 2. React → Distort Decisions
- 3. Distort Decisions → Disrupt Drivers
- 4. Disrupt Drivers → Scale Dysfunction

MY REACTIVITY CHAIN — WHERE I CATCH MYSELF + WHAT GETS DISRUPTED

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Slide 149. These are the four moves an integrated leader uses to drop cognitive load and rebuild capacity. You do not need a new strategy. You need to apply these four levers to what already exists.

1. _____
2. _____
3. _____
4. _____

APPLY THE LEVERS

Pick one workflow currently taking too much of your time. Run it through each lever.

WORKFLOW CURRENTLY HEAVY

LEVER I WILL APPLY FIRST



WHY YOUR TEAM MIRRORS YOUR INTERNAL STATE (Slides 150-153)

MEMORABLE TRUTH

"Your organization meets the _____ of its leader."

MEMORABLE TRUTH

"_____ creates rhythm. Rhythm creates _____."

LEADERSHIP IS DISCIPLESHIP

MEMORABLE TRUTH

"_____ is _____ because:"

- 1 People mirror _____.
- 2 People adopt _____.
- 3 People internalize _____.
- 4 People model decision _____.

MEMORABLE TRUTH

_____ Leaders, lead _____-Slow and _____-Fast.

Slow at the level of detail. Fast at the level of vision. That is the rhythm.

Your team is not just listening to your words. They are reading your nervous system, your pacing, your tone, your posture. Whatever you broadcast consistently becomes the operating frequency of your company.

Write what you have been broadcasting in the last 30 days. Be honest. Then write what you want to be broadcasting going forward.

WHAT FREQUENCY AM I CURRENTLY BROADCASTING?

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MOMENTUM THROUGH STEWARDSHIP (Slide 159)

Before we walk into the five drivers, we anchor the question that governs which seat you sit in for each one.

MEMORABLE TRUTH

"This is mine to carry. This is mine to delegate. This is mine to release."

Every driver has a piece that is yours to carry and a piece that is not. Today we map that with clarity.

MEMORABLE TRUTH

"Every unstoppable business runs on five drivers. If one driver is weak, the business feels _____ . If multiple are weak, the leader feels _____ ."

The Five Drivers

1. Ideation • 2. Acquisition • 3. Fulfillment • 4. Finance • 5. Raving Fan Retention

Slides 161-165. Defines WHO you serve, WHAT you solve, and WHY it matters. Builds the offer architecture and brand promise. Output: Clear message and validated offer.

Hebrew Root

_____ (Vision) and _____ (Create from nothing).

IDEATION ISSUES

- You struggle to clearly explain what you do and who you serve
- You change direction frequently or second-guess decisions
- Your business feels unclear or scattered
- Team members give different answers about what the company does

MEMORABLE TRUTH

"Integrated leaders don't guess at _____. They _____ it."

| LEADERSHIP / BUSINESS | TEAM / OPERATIONS | PERSONAL / INNER LIFE |
|--|---|--|
| <ul style="list-style-type: none"> • You struggle to clearly explain what you do and who you serve • You change direction frequently or second-guess decisions • Your business feels unclear or scattered | <ul style="list-style-type: none"> • Team members give different answers about what the company does • You rely on random or unpredictable ways of priorities • Priorities shift without clear cause | <ul style="list-style-type: none"> • You feel mentally scattered or unsure • You compare your direction to others • You overthink instead of deciding |

| LEADERSHIP / BUSINESS | TEAM / OPERATIONS | PERSONAL / INNER LIFE | TOTAL (OUT OF 30) |
|--------------------------|--------------------------|--------------------------|----------------------|
| <input type="text"/> /10 | <input type="text"/> /10 | <input type="text"/> /10 | <input type="text"/> |

IDEATION REFLECTION



Slides 166-170. Getting customers. Converts clarity into cash through aligned conversation. Driven by modalities, messaging, and metrics. Output: Predictable revenue and trust-based relationships.

Hebrew Root

_____ (to attract, to draw). God does not chase. He draws.

ACQUISITION ISSUES

- New customers are inconsistent
- You rely on random or unpredictable ways of getting business
- You feel pressure to figure it out constantly
- You hesitate to put yourself or your offer out there

MEMORABLE TRUTH

"Revenue rises when _____ replaces _____."

| LEADERSHIP / BUSINESS | TEAM / OPERATIONS | PERSONAL / INNER LIFE |
|---|---|--|
| <ul style="list-style-type: none"> • New customers are inconsistent • You feel pressure to figure it out constantly • You hesitate to put yourself or your offer out there | <ul style="list-style-type: none"> • No clear process for bringing in new business • Leads or opportunities are not tracked consistently • Team doesn't know how to support growth efforts | <ul style="list-style-type: none"> • You over-explain to convince • You feel pressure to figure it out constantly • You perform instead of deciding |

| LEADERSHIP / BUSINESS | TEAM / OPERATIONS | PERSONAL / INNER LIFE | TOTAL (OUT OF 30) |
|--------------------------|--------------------------|--------------------------|----------------------|
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ACQUISITION REFLECTION



Slides 171-175. Delivers on the promise sold. Systemizes onboarding, delivery, and experience. Output: Consistent results and referrals.

Hebrew Root

_____ (to serve, to cultivate). Adam was assigned to tend the garden.

FULFILLMENT ISSUES

- You are still the bottleneck in delivery
- Results depend heavily on you stepping in
- You fix problems instead of preventing them
- Fire drills replace clear processes
- You feel overwhelmed or pulled in too many directions

MEMORABLE TRUTH

"Fulfillment stabilizes when _____ and _____ coexist."

| LEADERSHIP / BUSINESS | TEAM / OPERATIONS | PERSONAL / INNER LIFE |
|--|--|--|
| <ul style="list-style-type: none"> • You are still the bottleneck in delivery • You fix problems instead of preventing them • Fire drills replace clear processes | <ul style="list-style-type: none"> • Team confusion around roles or responsibilities • Inconsistent customer or client experience • Don't trust things will run without you | <ul style="list-style-type: none"> • You hesitate to put yourself or your offer out there • You struggle to step away or rest • You take stress home with you |

| LEADERSHIP / BUSINESS | TEAM / OPERATIONS | PERSONAL / INNER LIFE | TOTAL (OUT OF 30) |
|--------------------------|--------------------------|--------------------------|----------------------|
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FULFILLMENT REFLECTION



Slides 176, 198-202. Resource Growth and Stability. Allocates resources wisely. Tracks cash flow, profitability, and reinvestment. Output: Scalable stability and sustainability.

Hebrew Root

_____ (blessing through alignment) and Shamar (to steward, to protect).

FINANCE ISSUES

- You don't have clear visibility into profit or cash flow
- Pricing decisions feel reactive or uncertain
- Revenue may be strong, but the margin is unclear
- Money creates stress or pressure
- You tie your worth to financial performance

MEMORABLE TRUTH

"Cash is a reflection of _____, _____, and _____."

| LEADERSHIP / BUSINESS | TEAM / OPERATIONS | PERSONAL / INNER LIFE |
|--|--|---|
| <ul style="list-style-type: none"> • You don't have clear visibility into profit or cash flow • Pricing decisions feel reactive or uncertain • Revenue may be strong, but the margin is unclear | <ul style="list-style-type: none"> • Financial systems or reporting are inconsistent • Expenses grow without clear control • No clear financial targets or accountability | <ul style="list-style-type: none"> • Money creates stress or pressure • You avoid looking at the numbers regularly • You tie your worth to financial performance |

| LEADERSHIP / BUSINESS | TEAM / OPERATIONS | PERSONAL / INNER LIFE | TOTAL (OUT OF 30) |
|--------------------------|--------------------------|--------------------------|----------------------|
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FINANCE REFLECTION



Slides 203-207. Turns clients into evangelists. Captures testimonials, referrals, and repeat buyers.

Hebrew Root

_____ (to remember) and Ahav (to love deeply). God does not just bless. He remembers the covenant. He restores repeatedly.

RAVING FAN ISSUES

- Customers don't consistently return
- You're more focused on getting new business than on keeping it
- Referrals happen randomly, not intentionally
- You move on too quickly after a sale

MEMORABLE TRUTH

"_____ is trust _____."

| LEADERSHIP / BUSINESS | TEAM / OPERATIONS | PERSONAL / INNER LIFE |
|---|--|--|
| <ul style="list-style-type: none"> • Customers and clients don't consistently return • You're focused on getting new business than keeping it • You're unsure why people stay or leave | <ul style="list-style-type: none"> • No structured follow-up or relationship process • Customer experience varies depending on who delivers it • Referrals happen randomly, not intentionally | <ul style="list-style-type: none"> • You move on too quickly to the next milestone • You don't consistently nurture relationships • You feel disconnected from long-term impact |

| LEADERSHIP / BUSINESS | TEAM / OPERATIONS | PERSONAL / INNER LIFE | TOTAL (OUT OF 30) |
|--------------------------|--------------------------|--------------------------|----------------------|
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RETENTION REFLECTION



Slide 214. Every weak driver has a constraint amplifying it. Quick mapping below.

| WEAK DRIVER | AMPLIFYING CONSTRAINT(S) |
|------------------|---------------------------|
| Ideation Weak | Insecurity / Arrogance |
| Acquisition Weak | Fear / Insecurity |
| Fulfillment Weak | Impatience / Ignorance |
| Finance Weak | Ignorance / Fear |
| Retention Weak | Arrogance / Inconsistency |

MEMORABLE TRUTH

"Constraints create _____ in your drivers. Integration creates _____."

MAP YOUR WEAKEST DRIVER TO ITS CONSTRAINT

From your scores above, identify your lowest-scoring driver and the constraint amplifying it. This is your highest-leverage move for the next 90 days.

MY WEAKEST DRIVER

AMPLIFYING CONSTRAINT



GROW FRAMEWORK. DRIVER METHOD. DESIRED OUTCOME. (Slide 216)

Gain Perspective. Remove Roadblocks. Organize the Plan. Work the Plan. Define, Diagnose, Design, Drive.

| GROW FRAMEWORK | DRIVER METHOD | DESIRED OUTCOME |
|--------------------------|----------------------|-----------------------------|
| Gain Perspective | Define | Get Clarity |
| Remove Roadblocks | Diagnose | Denominator |
| Organize The Plan | Design | Build Structure |
| Work The Plan | Drive | Execute Consistently |

WHERE AM I IN THE GROW CYCLE RIGHT NOW?

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SHAPING ROLES, RESPONSIBILITIES, MEASUREMENTS, AND DELEGATION (Slides 217-234)

Lion. Lamb. Make It Kind. Make It Clear. Momentum Through Leadership And Teams.

WHAT IS ORGANIZATIONAL RHYTHM? (Slides 219-220)

MEMORABLE TRUTH

"Rhythm: Repeated Decisions Made At The Right Time Without Emotional Friction."

THE ROLE OWNERSHIP (Slide 221)

Make it Kind. Make it Clear.

RULES OF ENGAGEMENT (Slide 222)

Remove yourself as the bottleneck without micromanaging and without lowering your standards.

SET THE CORE STANDARD (Slide 223)

MEMORABLE TRUTH

"We don't manage tasks. We own outcomes. If you are responsible for something, you are responsible for thinking through it, executing it, and bringing solutions, not just problems."

FILTER OWNERSHIP (Slide 224)

Anytime someone brings you a question, issue, or decision, they must come with this filled out:

- 1 What is the situation in one sentence?
- 2 What did I already try or consider?
- 3 What am I recommending?
- 4 What do I need from you?

TEAM RISK AWARENESS (Slide 225)

Mentorship is Discipleship. What happens if we get this wrong?

| RISK CATEGORY | WHAT HAPPENS IF WE GET THIS WRONG |
|-----------------------|--|
| Reputational Risk | Trust erosion. Brand damage. Long recovery. |
| Financial Risk | Margin loss. Cash flow disruption. Loss of resources. |
| Legal Risk | Liability exposure. Compliance failures. Contractual breaches. |
| Client Retention Risk | Loss of loyal customers. Referrals dry up. Lifetime value drops. |

REMOVE OVERWHELM: DAILY RESTORATION OF CLARITY (Slide 226)

Three questions every morning:

- 1 What matters most today?
- 2 What moves the business forward?
- 3 What do I not touch?

THIS WEEK'S DAILY CLARITY PRACTICE

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REMOVE CONFUSION: WEEKLY RHYTHM CADENCE (Slide 227)

Three rhythms every week:

- Review KPIs (drivers)
- Team alignment
- Problem solving, not reacting

Slide 228.

MEMORABLE TRUTH

"Most teams stay stuck because they don't know: 'Am I allowed to decide and own this?' So they default to asking you."

INSTALL 3 LEVELS OF DECISION-MAKING (Slide 229)

| LEVEL 1: FULL OWNERSHIP | LEVEL 2: RECOMMENDATION REQUIRED | LEVEL 3: STRATEGIC (FOUNDER/CEO) |
|---|---|---|
| No approval needed | Major impact | Vision shifts |
| Within role, within budget, within KPI lane | Cross-functional impact | Major capital allocation |
| They decide and execute | Brand-sensitive | Partnerships / Positioning |
| KPI / Drivers measure | Moderate financial impact | Major positioning / Hiring decisions |
| Ownership | Team lead measures, KPI drivers | Company data and financials drive |

RULES OF ENGAGEMENT FOR LEVELS (Slide 230)

- If it's Level 1, the leader should never hear about it.
- If it's Level 2, bring me a recommendation.
- If it's Level 3, bring me context, not chaos, for mentored decision.

Slide 231. *Mentorship is Discipleship. Let's keep it on track.*

| WINS | METRICS | BLOCKS | NEXT MOVES |
|--------------------------------------|----------------------------------|---------------------------------|--|
| <i>What moved forward this week?</i> | <i>Where do your KPIs stand?</i> | <i>What's slowing you down?</i> | <i>What are your top 3 priorities?</i> |

AN INTEGRATED LEADER'S ROLE WITH HIGH-PERFORMING TEAMS (Slides 232-233)

- Challenge thinking
- Approve direction (only where needed)
- Reinforce and empower ownership

THE "NO RESCUE" RULE (Slide 234)

High Capacity Leaders, You Do Not:

- Jump in to fix
- Over-clarify
- Fill in the gaps they should fill

Respond With:

"Walk me through your thinking."

"What do you recommend?"

Slides 235-238.

MEMORABLE TRUTH

"Clarity _____, Complexity increases Chaos and Confusion."

MEMORABLE TRUTH

"_____, not workload, is what exhausts you; clarity is the release."

MEMORABLE TRUTH

"_____ isn't from doing too much, it's from carrying what was never yours."

MEMORABLE TRUTH

"You don't need more effort; you need _____. Alignment eliminates overwhelm."

01 OF 04: KNOWLEDGE NEEDED (CAPACITY / DISCERNMENT) (Slide 239)

- **Time: Reduce Distraction. Add Filters.**
- **What's my lane?**
- **What's my money identity?**
- **What am I avoiding knowing?**
- **What's mine to carry? (Human Capital) What's mine to release?**

Financial Literacy Includes:

- **P&L, Balance Sheet, Cash Flow, Net Income, EBITDA**
- **Emotional Integration: Fear and Scarcity / Trust vs Stewardship**
- **Inflation, Deflation**
- **Abdication of Throne: Knowledge and Accountability Responsibility**
- *Wealth is not evil. It is biblical multiplication. Release the need to always borrow.*

02 OF 04: RESOURCE GAINED (PROVISION) (Slide 240)

- | | |
|---|---|
| <ul style="list-style-type: none"> • Defined Value Creation • Removal of Non-Profit Dependency • Aligned Affiliate Marketing • Lower Customer Acquisition Cost • Relationship Economy | <ul style="list-style-type: none"> • Extended Terms / Reduced Burn Rate • Obtain Capital • Maximize Expense Controls • Increase of Revenue • Temporary Release of Comfort |
|---|---|

03 OF 04: STEWARDSHIP (USE AND GROWTH) (Slide 241)

Deployment of Capital. Managing Capital. Aligned Multiplication of Outflow (Giving). Ongoing Financial Development. Earn. Compound. Diversify.

Golden Ratio Allocation Framework:

| % | CATEGORY |
|---------------|--------------------------|
| 10% | Giving |
| 15% | Tax Reserve |
| 20% | Owner Wealth Development |
| 30% | Operating Funds |
| 15% | Growth Investment |
| 10% | Retained Earnings |
| = 100% | TOTAL STEWARDSHIP |

04 OF 04: OVERFLOW (Slide 242)

Multiplication / Diversification / Faith Based Integration

- Overflow • Multiplication • Diversification • Liquidity for Investment
- Faith Based Integrated • Lending • Payment Processing

Slides 243-244.

Three days ago you had language for the weight you were carrying. Two days ago you had a name for the constraint quietly running your decisions. One day ago you saw what alignment actually feels like in real life. Today you have the architecture to install it.

MEMORABLE TRUTH

"You don't need more effort. You need less fragmentation. Alignment eliminates overwhelm."

YOUR ONE SENTENCE

Write the one sentence that captures what shifted for you across the three days. The one you would say to another founder still carrying what you used to carry.

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WHAT'S NEXT

If today opened a door, the path forward continues with deeper work alongside other aligned founders who are walking the same road. Reach out to the team for the next step that fits where you are.

DAY 3 ANSWER KEY

Page 1 of 3

If you missed any of the fill-in-the-blank words during the live session, every answer is below in the order they appeared. The answers shown in green and underlined are the words Stephen revealed on the slides.

SLIDE 144

"Because you are scaling STRESS , not STRUCTURE ."

SLIDE 145

SEDER . Order. God builds in sequence, not speed. Light, then separation, then environment, then life, then multiplication. You do not scale chaos. You scale what has order.

SLIDE 146

"Reactive LEADERSHIP is a nervous system issue that MANIFESTS as a business PROBLEM ."

SLIDE 147

"When you don't REGULATE : You REACT . When you react: You DISTORT decisions. When you distort decisions: You disrupt DRIVERS . When you disrupt drivers: You scale DYSFUNCTION ."

SLIDE 148

"Reactive leadership builds URGENCY . Integrated leadership builds DURABILITY ."

SLIDE 149

1. AUTOMATION

SLIDE 149

2. DELEGATION

SLIDE 149

3. ELIMINATION

SLIDE 149

4. CONSOLIDATION

SLIDE 150

"Your organization meets the FREQUENCY of its leader."

SLIDE 151

" COHERENCE creates rhythm. Rhythm creates CAPACITY ."

SLIDE 152

" LEADERSHIP is DISCIPLESHIP because:"

DAY 3 ANSWER KEY — CONTINUED

Page 2 of 3

SLIDE 152

1. People mirror **POSTURE** .

SLIDE 152

2. People adopt **TONE** .

SLIDE 152

3. People internalize **ENERGY** .

SLIDE 152

4. People model decision **PACING** .

SLIDE 153

INTEGRATED Leaders, lead **MICRO** -Slow and **MACRO** -Fast.

SLIDE 158

"Every unstoppable business runs on five drivers. If one driver is weak, the business feels **FRICITION** . If multiple are weak, the leader feels **PRESSURE** ."

SLIDE 161

CHAZON (VISION) and **BARA** (CREATE FROM NOTHING).

SLIDE 164

"Integrated leaders don't guess at **VISION** . They **REFINE** it."

SLIDE 166

LAQACH (to attract, to draw). God does not chase. He draws.

SLIDE 169

"Revenue rises when **CONVICTION** replaces **PROVING** ."

SLIDE 171

AVAD (to serve, to cultivate). Adam was assigned to tend the garden.

SLIDE 174

"Fulfillment stabilizes when **AUTHORITY** and **EMPATHY** coexist."

DAY 3 ANSWER KEY — CONTINUED

Page 3 of 3

SLIDE 176

BARAK (blessing through alignment) and Shamar (to steward, to protect).

SLIDE 202

"Cash is a reflection of **CLARITY** , **LEADERSHIP** , and **STEWARDSHIP** ."

SLIDE 203

ZAKAR (to remember) and Ahav (to love deeply). God does not just bless. He remembers the covenant. He restores repeatedly.

SLIDE 207

" **RETENTION** is trust **OPERATIONALIZED** ."

SLIDE 215

"Constraints create **DRAG** in your drivers. Integration creates **ACCELERATION** ."

SLIDE 235

"Clarity **COMPOUNDS** . Complexity increases Chaos and Confusion."

SLIDE 236

INTERNAL FRICTION , not workload, is what exhausts you; clarity is the release.

SLIDE 237

BURNOUT isn't from doing too much, it's from carrying what was never yours.

SLIDE 238

You don't need more effort; you need **LESS FRAGMENTATION** . Alignment eliminates overwhelm.

NOTES & REFLECTIONS

THE ARCHITECTURE IS YOURS NOW. USE IT.

A large rectangular area with a thin black border, containing a large blank space at the top and several horizontal lines below, intended for notes and reflections.

PART L

END OF
DAY 3

BUILD **ON**

**THE ARCHITECTURE
IS YOURS NOW**

*One Part Lion. One Part Lamb.
Carry it forward.*