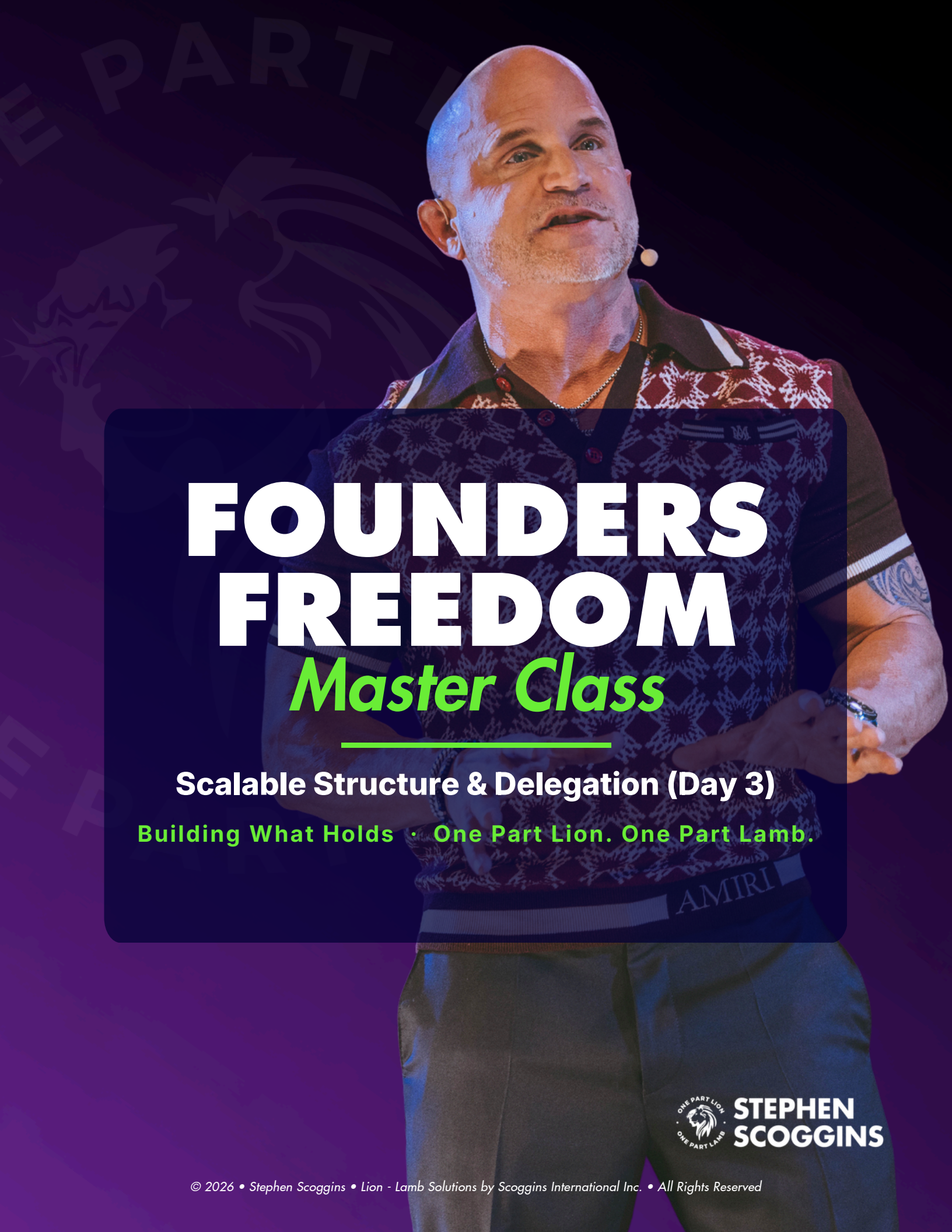


A full-page background image of Stephen Scoggins, a bald man with a grey beard, wearing a patterned polo shirt and dark trousers. He is speaking into a microphone. A large, faint watermark of a lion's head is visible in the background.

FOUNDERS FREEDOM

Master Class

Scalable Structure & Delegation (Day 3)

Building What Holds • One Part Lion. One Part Lamb.



**STEPHEN
SCOGGINS**

BEFORE YOU BEGIN

How to Use This Workbook

Day 1 named the weight. Day 2 steadied the leader. Day 3 is the build. Now that you're aligned, we install the structure that lets the business run without running you.

1

Score your drivers

Run the 5-Driver diagnostic. Find the weak driver quietly costing you the most, then work it first.

2

Grow through it

When you get stuck, run GROW: gain perspective, remove roadblocks, organize the plan, work the plan.

3

Delegate by level

Give real ownership using the 3 levels of decision-making. Own outcomes, not tasks.

4

Build the rhythm

Install daily and weekly rhythm so clarity gets restored on repeat, not rescued in a panic.

You've seen it. Now you install it.

PART ONE

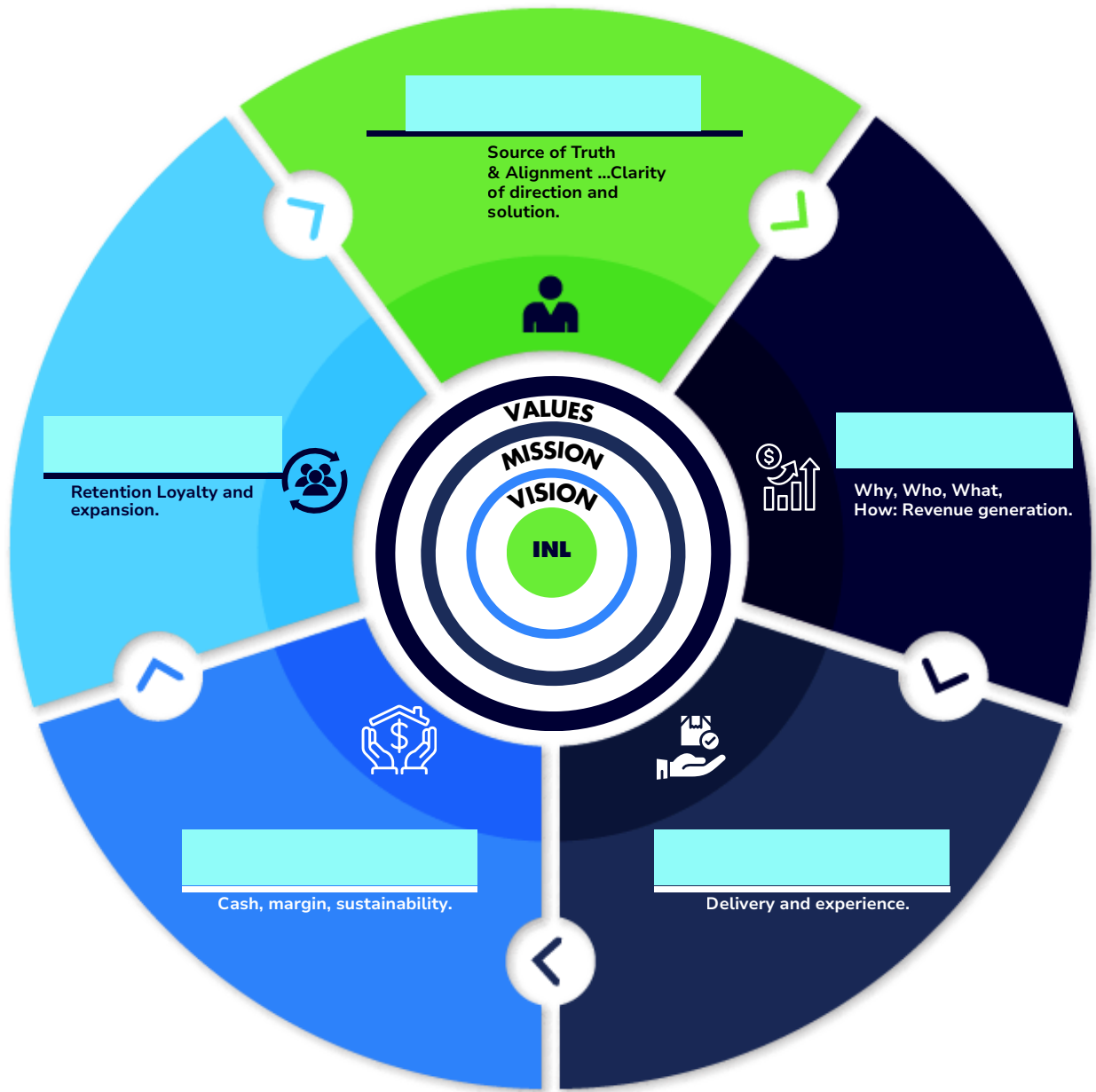
The Five Drivers

*Every unstoppable business runs on five. Integration
turns them into an engine.*



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SCOGGINS**

Five Drivers, One Engine



5 DRIVER OPERATIONAL ENGINE

Day 3 • Scalable Structure & Delegation

Five Drivers, One Engine

INTEGRATED REVENUE ENGINE BREAKDOWN



ARCHITECTURAL DESIGN

- Clear Vision
- Executable Mission
- Embodied Mission
- Clear Roles, Responsibilities, and Metrics
- Infrastructure Mapping
- Communication Cadence
- Defines WHO you serve, WHAT you solve, and WHY it matters
- Builds the offer architecture and brand promise
- Output → Clear message & validated offer
- More....



ACTIVATION ENGINE

- Converts clarity into cash through aligned conversation
- Driven by modalities, messaging, and metrics
- Output → Predictable revenue and trust-based relationships



DELIVERY ENGINE

- Delivers on the promise sold
- Systemizes onboarding, delivery, and experience
- Output → Consistent results and referrals



STEWARDSHIP ENGINE

- Allocates resources wisely
- Tracks cash flow, profitability, and reinvestment
- Output → Scalable stability and sustainability



MULTIPLICATION ENGINE

- Turns clients into evangelists
- Captures testimonials, referrals, and repeat buyers
- Output → Organic growth and brand momentum



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5 DRIVER OPERATIONAL ENGINE

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SCOGGINS

Five Drivers, One Engine

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

1

Clarity - Architecture

Vision · to create from nothing

2

Client - Architecture

*To attract, to draw · God does not chase,
He draws*

3

Delivery - Architecture

Avad · to serve, to cultivate

4

Financial - Architecture

To bless and to steward · to protect

5

Loyalty & Referrals - Architecture

*Zachar & Ahav · to remember and to love
deeply*

You can't scale dysfunction. If the foundation cracks, the whole build comes with it.

DRIVER 1 IDEATION clarity

BIBLICAL ANCHOR

Vision · *to create from nothing*

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

Check every statement that's true right now.

Leadership / Business	Team / Operations	Personal / Inner Life
☐ You struggle to explain what you do and who you serve	☐ Team members give different answers about what you do	☐ You feel mentally scattered or unsure
☐ You change direction or second-guess decisions	☐ Priorities shift without a clear reason	☐ You compare your direction to others
☐ The business feels unclear or scattered	☐ Effort is high but not aligned	☐ You overthink decisions
TOTAL	TOTAL	TOTAL

The lower the score, the healthier the driver. High scores show you where to build first.

DRIVER SCORE

___ / 9

Day 3 · Scalable Structure & Delegation



ACQUISITION *Getting Customers*

BIBLICAL ANCHOR

To attract, to draw • God does not chase, He draws

Revenue rises when _____ replaces _____.

Check every statement that's true right now.

Leadership / Business	Team / Operations	Personal / Inner Life
☐ New customers are inconsistent	☐ No repeatable sales process	☐ You feel pressure to figure it out constantly
☐ You rely on random or unpredictable ways of getting business	☐ Lead follow-up is inconsistent	☐ You hesitate to put your offer out there
☐ You're unsure why people choose you, or don't	☐ Message and marketing feel scattered	☐ Selling feels like proving
TOTAL	TOTAL	TOTAL

The lower the score, the healthier the driver. High scores show you where to build first.

DRIVER SCORE

___ / 9





FULFILLMENT Excellence

Delivery

BIBLICAL ANCHOR

Avad · to serve, to cultivate

Fulfillment stabilizes when _____ and _____ coexist.

Check every statement that's true right now.

Leadership / Business	Team / Operations	Personal / Inner Life
☐ You are still the bottleneck in delivery	☐ Team confusion around roles or responsibilities	☐ You feel overwhelmed or pulled in every direction
☐ Results depend heavily on you stepping in	☐ Fire drills replace clear processes	☐ You struggle to unplug
☐ You fix problems instead of preventing them	☐ Quality is inconsistent without you	☐ Delivery drains more than it fuels
TOTAL	TOTAL	TOTAL

The lower the score, the healthier the driver. High scores show you where to build first.

DRIVER SCORE

___ / 9



DRIVER 4

FINANCE *Resource Growth & Stability*

BIBLICAL ANCHOR

To bless and to steward • to protect

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

Check every statement that's true right now.

Leadership / Business	Team / Operations	Personal / Inner Life
☐ No clear visibility into profit or cash flow	☐ No consistent financial rhythm or reporting	☐ Money creates stress or pressure
☐ Pricing decisions feel reactive or uncertain	☐ Spending decisions lack a framework	☐ You tie your worth to the numbers
☐ Revenue may be strong, but the margin is unclear	☐ Cash surprises are common	☐ You avoid looking closely at the finances
TOTAL	TOTAL	TOTAL

The lower the score, the healthier the driver. High scores show you where to build first.

DRIVER SCORE

___ / 9



DRIVER 5

RAVING FAN RETENTION

Loyalty & Referrals

BIBLICAL ANCHOR

Zachar & Ahav · to remember and to love deeply

Retention turns clients into _____.

Check every statement that's true right now.

Leadership / Business	Team / Operations	Personal / Inner Life
☐ Customers don't consistently return	☐ No structured follow-up or client-care rhythm	☐ You move on too quickly after a sale
☐ You focus more on getting business than keeping it	☐ Testimonials and referrals aren't captured	☐ You underestimate the relationship economy
☐ Referrals happen randomly, not intentionally	☐ Handoffs after the sale are weak	☐ You forget the people who got you here
TOTAL	TOTAL	TOTAL

The lower the score, the healthier the driver. High scores show you where to build first.

DRIVER SCORE

___ / 9



Driver & Constraint Map

Each weak driver usually traces back to a constraint from Day 1. Fix the drag, and the driver accelerates.

Ideation

→ _____ / _____

Acquisition

→ _____ / _____

Fulfillment

→ _____ / _____

Finance

→ _____ / _____

Retention

→ _____ / _____

Constraints create _____ in your drivers. Integration creates _____.

My weakest driver right now, and the constraint underneath it:

PART TWO

The Integrated Growth Method

When you get stuck, you don't push harder. You GROW.



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YOUR RESET WHEN YOU GET STUCK

The GROW Method

Anytime chaos rises, write GROW on paper and work it top to bottom. Perspective before action, order before speed.

G

Gain Perspective

Get clarity. Define what's really happening before you move.

R

Remove Roadblocks

Diagnose the friction. Name what's actually in the way.

O

Organize the Plan

Design the sequence. Order beats speed every time.

W

Work the Plan

Drive it. Execute with rhythm, not reaction.

The stuck point I'm running through GROW this week:



PART THREE

Roles, Rhythm & Delegation

Make it kind. Make it clear. Then get out of the way.



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Build the Rhythm

Rhythm is repeated decisions made at the right time, without _____.

Remove yourself as the bottleneck without _____, and without lowering your _____.

Teams stay stuck because they don't know three things:

What to do • **When to do it** • **To what standard**

Clear those three and you remove 80% of the noise, and 80% of the questions that default back to you.

Own Outcomes, Not Tasks

We don't manage tasks. We own outcomes. If it's yours, you think it through, execute it, and bring solutions, not just problems.

The 4-Part Ownership Filter

Before anyone brings you a question, issue, or decision, they bring these four:

1

Outcome

What result are you actually after?

2

Options

What paths did you consider?

3

Recommendation

What do you recommend, and why?

4

Risk

What could go wrong, and how do we cover it?



GIVE REAL OWNERSHIP, SAFELY

3 Levels of Decision-Making

Sort every recurring decision into a level so your team knows exactly how much authority they hold.

LEVEL 1

Full Ownership

Within role. They decide, they execute, you measure the result. You should not hear about it.

LEVEL 2

Recommendation

Cross-functional. Bring me a recommendation, not just the problem.

LEVEL 3

Strategic

Founder / board level. Bring me context, not chaos, for a mentored decision.

If it's Level 1, you shouldn't hear about it. If it's Level 3, they bring context, not chaos.





RESTORE CLARITY ON REPEAT

Daily & Weekly Rhythm

DAILY RESTORATION

What matters most today?

What moves the business forward?

What do I not touch?

WEEKLY OWNERSHIP

WINS What moved forward this week?

METRICS Where do your KPIs stand?

BLOCKS What's slowing you down?

NEXT MOVES Your top priorities?

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MENTORSHIP IS DISCIPLESHIP

The Mentor Shift

A _____ leads high-performing teams: challenge thinking, approve direction only where needed, and reinforce ownership.

STOP DOING

- Jumping in to fix
- Over-clarifying your thinking
- Filling in the gaps they should fill

START ASKING

- "Walk me through your thinking."
- "What do you recommend?"
- "What would you do if it were yours?"

Clarity _____. Complexity increases chaos and confusion.

THE REAL SOURCE OF THE WEIGHT

What Actually Exhausts You

_____, not workload, is what exhausts you. Clarity is the release.

Burnout isn't from doing too much. It's from carrying what was never _____.

You don't need more effort. You need less _____.

Alignment eliminates overwhelm. Peace and profit were never meant to compete.

The one thing I'm finally setting down because it was never mine to carry:

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PART FOUR

The Kingdom Economy

Stewardship at scale. Provision, multiplication, and overflow by design.



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The Kingdom Economy

The financial capstone. Four domains that move you from earning to stewarding to overflow.

01 KNOWLEDGE

Capacity & Discernment

What's my lane? What's my money identity?
What am I avoiding knowing? What's mine to carry?

02 PROVISION

Resource & Value Creation

Defined value creation. What gets measured and how. Trust vs stewardship. The relationship economy.

03 STEWARDSHIP

Deployment of Capital

Use and deployment. Managing capital.
Aligned giving. Earn, compound, diversify.
Tax and reserves.

04 OVERFLOW

Multiplication & Faith

Liquidity. Diversification. Faith-based lending and investment. Integrated payment processing.

Where is my money identity holding the business back, and what's mine to steward next?

Now You Install It

You've seen where the pressure comes from and what's actually broken. Seeing it and installing it are two different things. This is where you build.

The one driver I'm rebuilding first, and why:

The first decision I'm moving to Level 1 ownership this week:

The daily and weekly rhythm I'm committing to:

What becoming an integrated leader will cost me, and what it will free:



SPACE TO PROCESS

Notes

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RECAPTURE THE BLANKS

Word Bank

Every blank you filled in today, gathered by section. Use it to check your capture, or to go back and complete anything you missed.

THE FIVE DRIVERS

FRICTION

PRESSURE

VISION

REFINE

CONVICTION

PROVING

AUTHORITY

EMPATHY

CLARITY

LEADERSHIP

STEWARDSHIP

EVANGELISTS

DRAG

ACCELERATION

ROLES, RHYTHM & DELEGATION

EMOTIONAL FRICTION

MICROMANAGING

STANDARDS

MENTOR

COMPOUNDS

WHAT ACTUALLY EXHAUSTS YOU

MISALIGNMENT

YOURS

FRAGMENTATION

GROW · Gain Perspective. Remove Roadblocks. Organize the Plan. Work the Plan.

