THREE EYES OF THE BUSINESS OWNER

WHAT THIS IS

Between Session 1 and Session 2 you are going to map every activity you are currently responsible for to one of three roles. Then you are going to look at how your time splits across those roles and ask an honest question: is the person spending time this way capable of building the business the six words describe? Bring your completed answers to Session 2. This is the foundation for everything we work through in that session.

Owner Eye	Role & Description	Hrly. Pay	% Of Your Time
TACTICIAN: Delivery, production, the hands-on thing the business was actually built to do.			
MANAGER: Scheduling, coordinating, reviewing, and fixing.			
ENTREPRENEUR Strategy, vision, new revenue, new systems, the work that changes what the business is			

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capable of.			

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The Role You Were Meant To Lead

Look back at your 6 word statement. And then look at your time split between the Tactician, Manager and Entrepreneur roles.

Your 6 word statement _____

Current Tactician % _____ Manager % _____ Entrepreneur % _____

Can the person spending time the way it's showing up build the business those 6 words described?

☐ Yes	☐ No	☐ Not Sure

When you have your answer, circle the role you are committing to lead from.

This doesn't mean it's the role you're spending the most time in. It's the role you're going to leverage to make the biggest impact towards your 6 word statement.

TACTICIAN **MANAGER** **ENTREPRENEUR**

What Is Your Role Actually Worth

What do you want your annual salary to be?	Divide by 2,000. That is your hourly rate	Your hourly rate
$	2,000	$

Bring the role you circled and your hourly rate to Session 2.

You are going to need it.