

# Founder Reality Review

Pairs with: Founder resilience is an operating capability

Bring private founder pressures into a calm monthly review.

|                       |                                 |             |
|-----------------------|---------------------------------|-------------|
| <b>Founder / team</b> | <b>Account / market / topic</b> | <b>Date</b> |
|-----------------------|---------------------------------|-------------|

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## When to use it

Use monthly, or when you feel reactive, isolated, or unsure which decision to face next.

## What this worksheet covers

|                                   |                        |
|-----------------------------------|------------------------|
| Founder red flag list             | Decision being avoided |
| Pressure points                   | Trusted advisers       |
| One commitment for the next month |                        |

## Questions to answer before you start

Which pressures are affecting judgement?

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What decision are you avoiding?

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Which red flags are visible?

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Who should help you think clearly?

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What one commitment protects the company and you?

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## Founder red flag review

| Red flag                     | Present?       | Evidence       | Action         |
|------------------------------|----------------|----------------|----------------|
| Sleep or energy drop         | _____<br>_____ | _____<br>_____ | _____<br>_____ |
| Avoiding hard conversations  | _____<br>_____ | _____<br>_____ | _____<br>_____ |
| Cash anxiety                 | _____<br>_____ | _____<br>_____ | _____<br>_____ |
| Communication drift          | _____<br>_____ | _____<br>_____ | _____<br>_____ |
| Reactive decisions           | _____<br>_____ | _____<br>_____ | _____<br>_____ |
| Shame or isolation           | _____<br>_____ | _____<br>_____ | _____<br>_____ |
| Overworking without progress | _____<br>_____ | _____<br>_____ | _____<br>_____ |
| Loss of sales confidence     | _____<br>_____ | _____<br>_____ | _____<br>_____ |

## Monthly reality review

| Question                              | Answer         |
|---------------------------------------|----------------|
| The decision I am avoiding            | _____<br>_____ |
| The pressure affecting my judgement   | _____<br>_____ |
| The person I need to speak to         | _____<br>_____ |
| The commercial reality I need to face | _____<br>_____ |
| One commitment for next month         | _____<br>_____ |

## Risks, gaps, and evidence needed

| Risk or gap | Why it matters | Evidence or action needed | Owner/date  |
|-------------|----------------|---------------------------|-------------|
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## Decision card

### What this now tells me

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### Decision

Choose one.

- Continue
- Adapt
- Pause
- Exit

### Next action

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### Owner

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### Date to review

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