

BUSINESS COCKPIT — DECISION & ACTION

SELL. DELIVER. COLLECT. CLARIFY. ADVANCE.

CURRENT STATE

- | | |
|---|--|
| ☐ Calm | ☐ Irritated |
| ☐ Scattered | ☐ Shiny new idea |
| ☐ Tired | ☐ Want to change everything |
| ☐ Financial pressure | ☐ Rushed decision |
| ☐ Avoiding prospecting | |

Rule: If under pressure, tired, or irritated, no decisions without the grid.

MISSION OF THE DAY

- | | |
|--|----------------------------------|
| ☐ Sell | ☐ Deliver |
| ☐ Collect | ☐ Clarify |
| ☐ Improve a business asset | |
| ☐ Recover to operate better | |

Question: Does what I'm doing right now serve this mission?

What business truth might I be avoiding?

Am I solving the right problem, or am I avoiding selling, delivering, collecting, or deciding?

BUSINESS ACTION OR ELEGANT ESCAPE?

- | | |
|--|---|
| ☐ Lead generated | ☐ Client delivery |
| ☐ Follow-up sent | ☐ Reusable asset |
| ☐ Quote sent | ☐ Clarified decision |
| ☐ Invoice sent | ☐ Task finished |
| ☐ Payment secured | |

Rule: If nothing is checked, I might be staying busy instead of advancing.

NEXT VISIBLE BUSINESS ACTION

What is the single next physical action?

- | | |
|--------------------|--------------------|
| - write the email | - publish the page |
| - follow up client | - park the idea |
| - close a task | - close the tab |

Rule: One business action. Not ten. Only one.

CLIENT / PROJECT GRID

MONEY

- Improves cash flow?
- Price respects my level?
- Clear deposit/payment?

POTENTIAL

- Creates useful reference?
- Generates opportunities?
- Can become recurring?
- Strengthens positioning?

FRAMEWORK

- Scope is precise?
- Deadline is realistic?
- Clear responsibilities?
- Scope creep risk limited?

ENERGY

- Energy to do it well?
- Acceptable mental cost?
- Desire for this work?
- Sustainable in 3 months?

QUICK READ

Money + Frame + Energy + Potential =	GO	Money + Vague Frame =	Clarify before GO
Money + Low Energy =	Limited GO / Renegotiate	Good client + poor price fit =	Reframe
Great Project + No Money =	Strict Time Limit	No Money + Vague + Low Energy =	STOP
New Idea + Daily Mission undone =		Parking Lot	

I do not sacrifice my energy for vague, poorly framed, or underpaid projects.

I CHOOSE THE ACTION THAT MOVES THE BUSINESS FORWARD.

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BUSINESS JOURNAL — DEBRIEF

OBSERVE. DECIDE. CORRECT. REPEAT.

Date / Time:	☐ Client	☐ Quote	☐ Prospecting	☐ Delivery
Type: ☐ Payment	☐ New Idea	☐ Dispersion	☐ Strategy	
Situation: (What happened?)				
The story I told myself: (What justification was I fabricating?)				
What the facts show:				
What I may have been avoiding:				
☐ Prospecting	☐ Following up	☐ Delivering	☐ Collecting	
☐ Saying no	☐ Clarifying	☐ Setting a fair price	☐ Resting	
Decision made:				
☐ GO	☐ Limited GO	☐ Clarify	☐ Renegotiate	
☐ Postpone	☐ Park	☐ STOP		
Next visible business action:				
Lesson for next time:				

Date / Time:	☐ Client	☐ Quote	☐ Prospecting	☐ Delivery
Type: ☐ Payment	☐ New Idea	☐ Dispersion	☐ Strategy	
Situation:				
The story I told myself:				
What the facts show:				
What I may have been avoiding:				
☐ Prospecting	☐ Following up	☐ Delivering	☐ Collecting	
☐ Saying no	☐ Clarifying	☐ Setting a fair price	☐ Resting	
Decision made:				
☐ GO	☐ Limited GO	☐ Clarify	☐ Renegotiate	
☐ Postpone	☐ Park	☐ STOP		
Next visible business action:				
Lesson for next time:				

BUSINESS PATTERNS TO WATCH

- I lower my prices when:**
- I avoid prospecting when:**
- I jump on new ideas when:**
- What gets me back on track:**

SELL, MEASURE, CORRECT, REPEAT.

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