WORKSHEET

THE FOUNDER PHILOSOPHY

by Kalika

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BEFORE YOU START

This isn't a quick worksheet. It took Pete several days. It took me a few weekends.

But you only have to do it once. Then you have it for the rest of your career.

Block the time. Bring a real notebook. Skip the coffee shop if it's loud. Tea helps.

Part 1: The Inventory

WRITE THESE OUT. DON'T BULLET POINT THEM.

1. What kind of company am I actually trying to build? Not the one I describe in my pitch. The real one.

2. When I'm at my best as a founder, what am I doing?

3. When I'm at my worst, what am I doing?

4. What do I refuse to do, even when the money is on the table?

5. What do I always say yes to, even when I'm tired?

Part 2: Finding Your Word

6. Read what you wrote. What words show up more than once?

7. If you had to pick one of them to describe how you want to run your business, which one?

8. Why that one? What does it mean to you, specifically?

9. What's a decision you made in the last three months that this word would have made easier?

Part 3: The Rules

10. Because I believe in _____, I will always _____.

11. Because I believe in _____, I will never _____.

12. Because I believe in _____, my team can count on me to _____.

13. Because I believe in _____, my clients will feel _____.

Part 4: The Test

14. What's a hard decision sitting on your desk right now?

15. What does your philosophy say you should do?

16. Read it out loud. How does it feel?

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CLOSING THOUGHTS

Put it where you can see it. Read it again in a month and change what doesn't sound true anymore.

A philosophy isn't a tattoo. It's more like a garden.

Own it. Work it. Bring it.