

# Built for **HARD**

## Built for Hard™

### The Pressure-to-Progress Playbook

*A guide to turning burnout into purposeful strain*

#### The Shift: Why Burnout Happens

Random, unstructured stress drains energy because it feels endless and pointless. Purposeful strain—work that is chosen, time-boxed, and mission-linked—charges the battery instead of depleting it.

#### The Hard Spectrum

Random Stress	→	Purposeful Strain
Unclear goals		Clear, meaningful objective
Reactive fire-fighting		Planned "hard reps"
Drains morale		Builds earned confidence

#### Mindset Check-In

1. *Lizard* – survival mode, defensive.
2. *Monkey* – scattered, busy-work.
3. *Builder* – deliberate, mission-focused.

*Aim to start each work session in **Builder** mode.*



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## The 5-Step "Hard Rep" Method

### 1. Name Your Mode

Identify Lizard, Monkey, or Builder before you act.

### 2. Link to Mission

Write one sentence on *why* this task matters to the bigger goal.

### 3. Structure the Rep

- Time-block (25–50 min)
- Define "done" (measurable outcome)

### 4. Build Support & Recovery

- Small reward at the finish line
- Micro-rest: walk, water, breath reset

### 5. Score the Gain

Track: reps completed, energy level, progress toward goal. Share on team board to make effort visible.

## Quick-Start Checklist

- Hold a 10-min stand-up to agree today's hard reps.
- For each rep, note the mission link and done-definition.
- Schedule a 5-min victory huddle at day's end.
- Review energy trends weekly; adjust rep length or recovery as needed.



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## 14-Day Experiment

Run the Hard Rep Method for two weeks and track:

- Team energy (1-5 scale)
- Work completed vs. planned
- Sick days or unplanned absences

*Share highlights with us—we love good data.*

## Want deeper guidance?

Our keynotes, workshops, and coaching expand this playbook into a full operating system for high-performance cultures built for hard.

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Explore Keynotes, Workshops, and Executive Coaching:

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