

Built for HARD

Built for Hard™ — Momentum Guide

Turn Pressure into Traction in 48 Hours

When cash gaps widen or projects stall at 80 per cent, leaders often grind harder or freeze. Top performers do neither—they convert stress into disciplined momentum.

These three research-backed moves turned a seven-figure cash shortfall into a fully funded bridge round in ten days. Use them as a 48-hour playbook whenever the stakes spike.

1. Reframe Stress → Mobilization

Why it matters

Stanford research (Jamieson, 2013) shows that **labelling** stress as energizing—rather than threatening—relaxes blood vessels and boosts working-memory performance.

Built for Hard™ drill

1. **Name the surge:** before a high-pressure call, say aloud, *“This surge is fuel.”*
2. **Box-breath reset:** inhale 4 sec, hold 4 sec, exhale 4 sec. Signals your nervous system you’re in control.
3. **Builder cue:** ask, *“What can I build in the next 20 minutes?”*—pure focus, zero doom-scroll.

2. Map Two Playable Paths

Why it matters

Decision overload kills speed. NYU Stern (2021) found founders who compared **exactly two** funding paths closed rounds **18 days faster** than peers juggling four or more options.



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Built for Hard™ drill

- Sketch Route A vs. Route B on one sheet—speed vs. control, cost vs. ownership.
- Rate each path 1–5 on **Speed, Control, Runway Extension**.
- Pick and commit within 30 minutes; ignore all other noise for 60 days.

Example: Route A—anchor VC (quick money, less control) vs. Route B—convertible bridge (slower, founder control). The tougher B-route preserved equity and restored agency—worth the extra weeks.

3. Launch a 48-Hour Action Sprint

Why it matters

Chaos loves a vacuum; momentum loves a clock. MIT Sloan (2022) reported teams using 48-hour pressure sprints cut cycle time by **22 per cent** on critical tasks.

Built for Hard™ drill

- **12 high-leverage outreaches**—investors, clients, strategic partners—no “catch-up coffees”.
- **Two-page decision document**—problem, ask, payoff, timeline. Clarity beats polish.
- **Binary deadlines**—every recipient replies “Yes” or “No” by sprint end—no maybes.



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Execution rhythm

- Day 1 AM – send the twelve asks
- Day 1 PM – follow up on the top three
- Day 2 AM – second nudge; unblock laggards
- Day 2 PM – debrief, lock wins, schedule the next sprint

Key Momentum Metrics

- Cash-in-bank vs. burn (daily)
- Stakeholder touch count (daily)
- Decision cycle time (weekly)

Track them on a visible board—what gets scored gets finished.

Ready to run this 48-hour playbook with your team—or have us lead it at your next off-site?

Contact us:

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