BREATH AWAKENS · FROM THOUGHT TO FORM

The Participant Workbook.

Week Zero through Week Four, and the ninety days beyond. Your idea, taken through one whole breath.

Name

Cohort dates

HOW TO USE THIS WORKBOOK

Before You Begin.

Four habits that make the pages below do their work.

- ◇ **Work in order.** Idea Formation before the plan, the plan before the offering, the offering before the prototype. The sequence is the work.
- ◇ **Write from I, in present tense.** Not "the business will", but what you see, what you believe, what you will do. Specific over impressive.
- ◇ **Breathe first.** Complete the Breath Anchor before each sitting, and let a yawn complete if it comes. Open and close with the breath.
- ◇ **Be specific.** A vague answer becomes a vague plan. Precision here becomes clarity later.

The Breath Anchor and the Four Pillars

One hand on the heart, one on the belly. In for four, hold for four, out for four, hold for four. The four movements are the whole journey:

Identify, the Inhale I see this. I name this.	**Accept, the Pause** I allow this to be true.
Embrace, the Descent I bring this into my field.	**Let Go, the Exhale** I no longer hold this as mine.

REFERENCE

The Ten Agreements.

They hold for the whole journey, in every session and every pod.

1. **Speak from I.** Every contribution in first person. Not "we all" or "people tend to", but what you see, feel, want, and can offer.
2. **One voice at a time.** One person speaks; the rest hold the space. The silence between contributions is part of the work.
3. **Sensation before story.** Name what is actually present, the feeling or the fact, before the narrative that explains it.
4. **Witness without fixing.** When another speaks, witness them. Do not advise, solve, or reassure unless asked.
5. **Listen before you help.** Let the other fully say what is theirs to say. Ask, be quiet, then ask once more.
6. **No assumptions.** Do not presume what another needs, means, or feels before they have named it.
7. **Name directly, without judgment.** When something needs saying, say it plainly and from I, not by hint or pressure.
8. **No triangulation.** Take what is yours to the person it concerns. Do not route it through a third.
9. **Stay when it gets difficult.** When the work becomes uncomfortable, remain present, with one another and with yourself.
10. **Hold what is shared.** What is spoken here stays here. Confidentiality is what makes honesty possible.

REFERENCE · THE TED COMPANION

Eight Talks. One Arc.

Watch them in this order, each one before its week. Full notes are in your TED Companion.

	When	Talk	What it prepares
	Before you begin	**Carol Dweck**, The Power of Believing That You Can Improve (TEDxNorrköping, about 10 min)	The ground: ability grows, and "not yet" turns a failure into a stage of learning.
	Before Week One	**Simon Sinek**, How Great Leaders Inspire Action (TEDxPuget Sound, 18 min)	Name why the venture exists before you plan a single thing.
	Before Week One	**Robin Dunbar**, Can the Internet Buy You More Friends? (TEDxObserver, about 15 min)	Relationship has a real, finite scale: your Board of five and your Dunbar 150.
	Before Week One	**Robert Waldinger**, What Makes a Good Life? (TEDxBeaconStreet, about 13 min)	Good relationships make a good life: the ground of the Goal Sharing Exercise.
	Before Week Two	**Ernesto Sirolli**, Want to Help Someone? Shut Up and Listen! (TEDxEQChCh, 17 min)	Serve the person in front of you; listen before you build.
	Before Week Three	**Angela Duckworth**, Grit: The Power of Passion and Perseverance (TED Talks Education, 6 min)	The prototype is carried through by grit, not by excitement.
	Before Week Four	**Amy Cuddy**, Your Body Language May Shape Who You Are (TEDGlobal 2012, 21 min)	Settle the body; you communicate more truly from a settled place.
	Before Week Four	**Chris Voss**, Never Split the Difference (TEDxUniversityofNevada, 12 min)	Label the reality plainly before you propose anything about it.

Watch Cuddy before Voss: settle the body before the strategy. Every link is on the last page of the TED Companion and on the Links page at the end of this workbook.

WEEK ZERO · THE GROUND

Settle and Seed: Idea Formation.

The pause before the breath. Examine the seed and test whether it is ready to be built.

WATCH FIRST

Carol Dweck, The Power of Believing That You Can Improve. Hold every setback in the weeks ahead as a stage, not a verdict.

Breathe. Three rounds of the Breath Anchor. Then work the stages in order, from I. This mirrors your Intake and Readiness; bring your answers forward and deepen them here.

The Not Yet Sentence

One thing I believe I cannot do in this venture, written as a sentence, with the word "yet" added to the end.

Keep this sentence. You will read it again at the close of Week Four.

Stage One, the Impulse

What keeps returning to you?

How long has it been present, and what has stopped it from being named clearly?

Stage Two, the Observation

The specific problem or gap you have noticed in the world.

Who actually has this problem, and why do existing solutions fall short?

Stage Three, the Form

I am creating a _____ that helps _____ to _____.

What you can deliver today, and what this idea is NOT.

The working title.

Stage Four, the Readiness Test

Question	Yes	Not yet
1. Can I state the problem in one specific sentence?		
2. Can I name three real people who have it now?		
3. Is there a minimum version I can deliver within thirty days?		

Question	Yes	Not yet
4. Am I willing to be wrong?		

A "not yet" is not a no. It is the next thing to work on.

> **CARRY THIS FORWARD**
>
> *Your one-sentence idea and your three real people are the seed of everything ahead. Keep them where you can see them.*

The WHY and the Goal Sharing Baseline.

Name why it exists, who holds it with you, and the life you are building toward.

WATCH FIRST

Simon Sinek, Robin Dunbar and Robert Waldinger, before this week. Why, sphere, and a good life, before anything is planned. Waldinger's study is the ground the Goal Sharing Exercise grew from.

Breathe. Three rounds of the Breath Anchor before each sitting this week.

Exercise 1 · Excavate the WHY

Before you watch Sinek: one sentence about why your venture exists.

After you watch Sinek: the same sentence again. Is the second more specific and more honest than the first?

Your WHY, in one sentence: this exists because _____.

Your origin story: the moment or road that led you here.

What problem you actually solve, in the world's terms, not yours.

Your unfair advantage: the credential, experience, or lived truth only you bring.

Your mission statement, in one line.

Exercise 2 · Your Board of Five

Five roles that hold your idea. Name a real person for each. This is Dunbar's innermost layer: the few who know you well enough to tell you the truth.

The role	What they do for the idea	Your person
The Mirror	Reflects you back to yourself, honestly.	
The Challenger	Tests the idea and tells you the hard truth.	
The Anchor	Steadies you when the work gets hard.	
The Believer	Genuinely believes in you and lifts you.	
The Builder	Helps turn the plan into action.	

Exercise 3 · Your Dunbar 150

Map your sphere in four rings. You do not fill every name now; you begin, and return to it. Your first clients will most likely come from people you already know.

Ring	Who belongs here	A few names
Inner circle, about 5	Your Board, named above	
Close sphere, about 15	Champions and early adopters	
Active sphere, about 50	Your working network	

Ring	Who belongs here	A few names
Full field, about 150	Everyone who might matter to this	

Exercise 4 · The Goal Sharing Baseline

Written now and filed unshared, to be met again in Week Four. Three categories, from I, present tense, achievable in a year. Waldinger's question first: if this venture succeeds exactly as planned, who will be in my life in ten years? Write your goals so that they include those people.

Venture goal: what does this business produce in its first year?

Operational goal: the single foundation that must be in place for it to function.

Contribution goal: what it gives to the field beyond what it charges for.

THIS WEEK'S ASSIGNMENT

Complete Section One of your plan (the WHY and who you are), name your Board of five, begin your Dunbar map, and write your Goal Sharing baseline. Watch Ernesto Sirolli before Week Two, twice if you can.

Your Offering and Who You Serve.

One clear offering, for one real person, at an honest price.

WATCH FIRST

Ernesto Sirolli, Want to Help Someone? Shut Up and Listen! Watch it twice if you can. The offering cannot be designed without it.

Breathe. Three rounds of the Breath Anchor before each sitting.

Before You Begin: Sirolli's Question

Name the last time you sat with someone who has the problem your venture addresses and listened without offering a solution. If you cannot name one, that conversation is the first thing to do this week.

Exercise 1 · Why This Offering Exists

The problem you witnessed that this offering answers, described in the participant's words, not yours.

Your WHY for this specific offering, and what changes when it works.

Exercise 2 · Who This Is For

Your primary participant, written as one real person: who they are, what they have tried, what they long for.

Who is NOT a good fit. Naming this protects the offering.

Exercise 3 · What It Is

The offering, in one clear sentence. Refine until a stranger would understand it. Plain over clever.

What is included, and what is deliberately left out.

Exercise 4 · Position and Price

Your price, and the honest rationale for it. Say it aloud once, plainly, without softening it.

The nearest alternatives your participant already considers, and why yours is different.

Exercise 5 · Your First Ten

Name ten real people who have this problem right now and could be your first clients. Most will come from your Dunbar map.

#	Name	How you know them, and the problem they have
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

THIS WEEK'S ASSIGNMENT

Finish the offering worksheet, confirm your first ten named people, and imagine the smallest possible prototype you could put in front of one of them. Watch Angela Duckworth before Week Three.

Prototype: Design and Deliver.

This is the week the idea meets the world.

WATCH FIRST

Angela Duckworth, Grit: The Power of Passion and Perseverance. Note what you feel when she describes returning after failure. That feeling is the data. Carry Dweck's "not yet" with you: grit carries the work, and a growth mindset lets you learn from what the prototype shows you.

Breathe. Three rounds of the Breath Anchor before each sitting.

WHAT A PROTOTYPE IS

The minimum version that lets you learn what thinking alone cannot teach. In four weeks, delivered can mean one real conversation, one paid micro-offer, or one delivered session with one to three real people. It does not need to be finished. The uncomfortable, unfinished delivery is exactly the point.

Exercise 1 · Design the Minimum Prototype

The smallest real test of your offering you can deliver this week.

What you want to learn from it. One or two honest questions, not a sales goal.

Exercise 2 · Plan the Delivery

The person	How you will reach them	The day it happens

The person	How you will reach them	The day it happens

The pull to skip real delivery and just "basically know" how it would go. Name it, so you can move past it.

Exercise 3 · Capture the Evidence

After delivery, before Week Four. Write what actually happened, not what you hoped. Ask calibrated questions: "What was most confusing?" "What would have made this more useful?" They give specific, usable answers.

Three honest things the delivery taught me.

One thing I am changing because of it.

Duckworth's question: the last time I returned to something after it failed, what I attempted, and what I did next.

THIS WEEK'S ASSIGNMENT

Deliver your prototype to one to three real people and capture three learnings above. Watch Amy Cuddy, then Chris Voss, before Week Four.

WEEK FOUR · LET GO, THE EXHALE

Communication, the 90-Day Plan and Begin Again.

Release the form into motion, and complete the breath.

WATCH FIRST

Amy Cuddy, then Chris Voss, before this week. Settle the body before the strategy, then label the reality before you propose.

Breathe. Three rounds of the Breath Anchor. You release the form into motion.

Exercise 1 · Coherent Communication

Internal: how you will speak about this work to yourself and your Board when it gets hard.

External: what you say (the core message), where you say it (your one primary platform), and how (your voice).

Voss's opening line for your offering: "It sounds like you have tried _____, and _____." Name their situation before you describe yours.

Exercise 2 · Your Weekly Communication Calendar

Small enough that you will actually keep it. Before each conversation or piece of content: two minutes, stand, open the body, one round of the Breath Anchor.

Day	The one communication action	Where
Monday		
Wednesday		
Friday		
Weekly	One outreach to your sphere	

Exercise 3 · The 90-Day Action Plan

The next breath. Three months, mapped to the first three pillars.

Month One, Identify: the foundation you put in place (legal, banking, the first real version).

Month Two, Accept: how you meet the market (first paying participants, feedback, refine).

Month Three, Embrace: how you reach further (rhythm of outreach, the next offering, steady delivery).

Exercise 4 · The Goal Sharing, Again

Complete it a second time. Then read it beside your Week One baseline. Notice what four weeks changed.

Venture goal, now.

Operational goal, now.

Contribution goal, now.

What changed between the baseline and now.

Read your Not Yet sentence from Week Zero. What has changed?

THIS WEEK'S ASSIGNMENT

Begin your 90-day plan this week, starting with the first action of Month One. Return for the optional Review Circle if one is scheduled.

THE FINISH LINE

Your Completion Map.

By the close of Week Four, you hold these. Check each. This is what one whole breath produced.

- ☐ An examined, tested idea
- ☐ A drafted business plan, built on the idea
- ☐ A named offering and your first ten people
- ☐ A prototype delivered to real people, and the evidence
- ☐ A weekly communication rhythm
- ☐ A 90-day action plan, begun
- ☐ Two Goal Sharings, baseline and now, and your Not Yet sentence read again

You came with a thought. You leave with a form, tested and in motion, and the next ninety days already breathing. Begin again.

WHERE TO WATCH

The Links.

All eight are free to watch. Click any link, or type the address into your browser.

#	Talk	Address
1	Carol Dweck, The Power of Believing That You Can Improve	www.ted.com/talks/carol_dweck_the_power_of_believing_that_you_can_improve
2	Simon Sinek, How Great Leaders Inspire Action	www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action
3	Robin Dunbar, Can the Internet Buy You More Friends?	www.youtube.com/watch?v=07IpED729k8
4	Robert Waldinger, What Makes a Good Life?	www.ted.com/talks/robert_waldinger_what_makes_a_good_life_lessons_from_the_longest_study_on_happiness
5	Ernesto Sirolli, Want to Help Someone? Shut Up and Listen!	www.ted.com/talks/ernesto_sirolli_want_to_help_someone_shut_up_and_listen
6	Angela Duckworth, Grit: The Power of Passion and Perseverance	www.ted.com/talks/angela_lee_duckworth_grit_the_power_of_passion_and_perseverance
7	Amy Cuddy, Your Body Language May Shape Who You Are	www.ted.com/talks/amy_cuddy_your_body_language_may_shape_who_you_are
8	Chris Voss, Never Split the Difference	www.ted.com/talks/chris_voss_never_split_the_difference