SESSION ONE · IDENTIFY, THE INHALE

The WHY & the Goal Sharing Baseline.

Today we open the space, connect with one another, and draw the whole idea in.

Where We Are.

Week 0	Week 1	Week 2	Week 3	Week 4
Settle	◆ **Identify**	Accept	Embrace	Let Go

Week One. We draw the idea in and name what it truly is: your WHY, your people, your first goals.

One Breath, Four Movements.

The whole journey is one long breath. Each week is one of its movements. We open and close every session with it, so the body learns the rhythm the venture is being built in.

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.

And then, the exhale becomes the next inhale. The plan you finish in Week Four begins again as the 90-day plan.

The Ten Agreements.

Ten simple agreements hold the space so honesty is safe. The first one carries the rest: everything is spoken from I.

- Speak from I. · One voice at a time. · Sensation before story.
- Witness without fixing. · Listen before you help. · No assumptions.
- Name directly, without judgment. · No triangulation.
- Stay when it gets difficult. · Hold what is shared.

THE OPENING REFLECTION

Attached to Nothing, Connected to Everything.

We begin by setting the posture the whole journey is built in.

The Posture We Build From.

Before we build anything, we set the way we will hold the idea, the outcome, and one another.

- **Attached to nothing.** We hold the idea, the outcome, and the self lightly. What we grip we cannot shape; what we can release, we can build true.
- **Connected to everything.** And still we are joined to the people, the field, and the moment. Non-attachment is not withdrawal; it is open hands.
- **This is the breath.** To let go and stay connected is the exhale and the inhale, the very rhythm the venture is built in.

Sit With the Line.

- **Breathe first.** A few slow breaths, one hand on the heart and one on the belly, to settle the field.
- **Receive the line.** Be attached to nothing, but connected to everything. Let it land without solving it.
- **Write what comes.** Five minutes, from I. Where do I grip? Where am I truly connected? Do not edit.
- **Silence is welcome.** Let the line work on you longer than feels efficient.

One Line, Spoken and Received.

This is where the cohort softens into one field.

- **Share one line.** Each person offers a single sentence or word that rose. The circle simply receives it, no fixing.
- **We are already connected.** In hearing one another, we live the second half of the line, and the room becomes one field.
- **Carry it into the WHY.** Hold your idea the same way: attached to nothing, connected to everything.

Your Business Plan, in Eight Sections.

- **It follows the breath.** Identify, Accept, Embrace, Let Go, and begin again. Eight sections, one arc.
- **Built across the weeks.** You do not write it all tonight. Tonight you begin with Identify: your WHY.
- **It rests on your idea.** The plan is built on the idea you made clear, never ahead of it.

Excavate Your WHY.

Everything in the plan grows from a clear, honest WHY.

- **Your WHY is the taproot.** People do not buy what you do; they respond to why you do it. Name it first.
- **This exists because ___.** In one sentence. Then your origin story, and the problem you truly solve.
- **Your unfair advantage.** The credential, experience, or lived truth that only you bring.

The People Who Hold the Idea.

No one brings an idea to form alone. Name a real person for each role.

- ◇ **The Mirror.** Reflects you honestly back to yourself.
- ◇ **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.

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Your Sphere: the Dunbar 150.

A person can hold about 150 real relationships, arranged in rings. Yours is an asset your idea needs.

Ring	Size	Who belongs here
Inner circle	5	Your Board: Mirror, Challenger, Anchor, Believer, Builder.
Close sphere	15	Champions and early believers.
Active sphere	50	Your working network.
Full field	150	Everyone who might matter to this idea.

The Goal Sharing Exercise.

From I, present tense, achievable in a year. Written now, met again in Week Four.

- ◇ **Venture goal.** What does this business produce in its first year?
- ◇ **Operational goal.** The single foundation that must be in place to function.
- ◇ **Contribution goal.** What it gives to the field beyond what it charges.

WHERE IT COMES FROM
Robert Waldinger's Harvard study, the longest study on happiness, found a good life is built on good relationships and contribution. This exercise turns that into goals.

Between Now and Session Two.

- ◇ **Complete Section One of your plan.** Your WHY, your credentials, your mission.
- ◇ **Name your Board of five, and begin your Dunbar map.** In *Your Sphere of Influence*.

- ◇ **Write your Goal Sharing baseline.** Three goals, filed for Week Four.
- ◇ **Watch Ernesto Sirolli.** Shut Up and Listen, before Session Two.

CLOSING

You Have Named the Why.

Everything else is built on it. Carry it into the week.