



# IF NOTHING CHANGES, NOTHING CHANGES.

## COMPANION WORKBOOK

A practical companion to the eBook *If Nothing Changes, Nothing Changes*. Print these worksheets and use them as you work through the book, turning what you learn into meaningful action.

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# PUT WHAT YOU LEARN INTO ACTION

Reading about change is one thing. Making it happen is another.

This companion workbook brings together the practical exercises from *If Nothing Changes, Nothing Changes*, giving you space to reflect on where you are, identify what needs to change and decide what you're going to do about it.

Each exercise is labelled with its corresponding chapter in the eBook, so you can work through them as you read or listen.

## HOW TO USE THIS WORKBOOK

Print the worksheets, take your time and be honest with your answers.

You don't need to complete everything at once. The important thing is to use what you learn to make better decisions and take meaningful action.

Because if nothing changes, nothing changes.

## 01 THE BUSINESS YOU BUILT TO CREATE CHOICE

### EXERCISE: THE 12 MONTH PROJECTION

If nothing changes: Describe your business and life twelve months from now if your current patterns continue.

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If the right things change: Describe what could be different if you identified and acted on the priorities that matter most.

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Do not make the second description perfect or unrealistic. Make it meaningful.

## 02 THE FIRST PROBLEM IS RARELY THE REAL PROBLEM

### **EXERCISE: PROBLEM OR SYMPTOM?**

Think about the three biggest problems currently demanding your attention.

For each one, resist the urge to jump straight to the solution. Instead, work through these questions:

- What is happening? Describe the problem as clearly and factually as you can.
- How are we currently responding? What do you or your team usually do when this problem appears?
- Why might it keep happening? Look beyond the most recent incident. What pattern can you see?
- What could be the deeper cause? Consider the systems, expectations, accountability, financials, priorities, leadership or decisions sitting underneath it.
- What evidence supports that? What do you actually know and what are you assuming?
- What role might I be playing in the pattern? Is there something you are doing, avoiding, accepting or allowing that may be contributing to it?
- What difficult decision or conversation may be required? Often, the solution we keep avoiding is the one we already know needs our attention.

## NOTES

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## EXERCISE: THE MIRROR

- One recurring business problem I may be contributing to is...
- A standard I say matters but do not consistently hold is...
- A conversation I have been avoiding is...
- A strategic priority I keep postponing is...
- One behaviour that helped me in the past but may now be limiting the business is...
- The person I need to become next is someone who...

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## 05 SUCCESS IS PERSONAL

## EXERCISE: YOUR DEFINITION OF SUCCESS

Forget for a moment what success is supposed to look like. Complete these statements, honestly:

- A successful life for me means...
- I want my business to provide...
- I do not want success to cost me...
- In five years, I want more...
- In five years, I want less...
- The people closest to me would know I was successful because...

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## 06 THE BUSINESS IS THE VEHICLE

## EXERCISE: DESIGN THE VEHICLE

For each personal goal, answer:

- What does my business need to provide?
- What needs to change or improve in the business?
- What do I need to change as the owner?
- What is the first practical step?

The aim is simple: connect the life you want with the business you are building.

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## 07 THE ARC LIFE ALIGNMENT ASSESSMENT

### EXERCISE: ARC LIFE ALIGNMENT ASSESSMENT

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#### 1. FINANCIAL SECURITY

Does your business provide the income, security and future options you need?      \_\_\_ / 10

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#### 2. TIME

Do you have enough control over your time to live the life you want?      \_\_\_ / 10

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#### 3. RELATIONSHIPS

Is your business supporting, rather than damaging, your most important relationships?      \_\_\_ / 10

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#### 4. WELLBEING

Is your current level of stress sustainable?  
Are you looking after yourself physically and mentally?      \_\_\_ / 10

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#### 5. PURPOSE

Does what you are building feel meaningful and worthwhile?      \_\_\_ / 10

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#### 6. HAPPINESS

How much do you genuinely enjoy your work and life?      \_\_\_ / 10

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#### 7. CONTENTMENT

Can you appreciate what you have while still working towards what matters?      \_\_\_ / 10

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#### 8. FLEXIBILITY AND CHOICE

Do you have real choice over how, when and where you work and live?      \_\_\_ / 10

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#### READ WHAT THE SCORES ARE TELLING YOU.

The total score matters less than the pattern. You might be financially secure but have no control over your time. You might have flexibility but feel financially stressed. From the outside, everything may look successful while something important is missing.

## 08 THE BUSINESS OWNER REALITY CHECK

### EXERCISE: BUSINESS OWNER REALITY CHECK

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#### 1. PROFIT & CASH FLOW

Do you understand your numbers, generate appropriate profit and maintain control over cash flow? \_ \_ \_ / 10

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#### 2. TIME AND OWNER DEPENDENCY

Can the business operate effectively without your constant attention and approval? \_ \_ \_ / 10

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#### 3. DIRECTION AND PRIORITIES

Are your personal goals, business outcomes and key priorities clear? \_ \_ \_ / 10

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#### 4. STRATEGIC EXECUTION

Do you consistently turn annual priorities into quarterly, monthly and weekly action? \_ \_ \_ / 10

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#### 5. SYSTEMS AND STRUCTURE

Are roles, workflows, standards and processes clear enough to produce consistent results? \_ \_ \_ / 10

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#### 6. TEAM AND ACCOUNTABILITY

Do you have the right people, clear outcomes, honest feedback and consistent accountability? \_ \_ \_ / 10

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#### 7. REPORTING AND CONTROL

Can you see what is happening through timely financial and operational information? \_ \_ \_ / 10

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#### 8. LEADERSHIP AND MINDSET

Are you developing the thinking, habits and leadership required for the next stage? \_ \_ \_ / 10

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#### 9. EFFORT VS REWARD

Is the time, money and choice you receive from the business worth the effort, responsibility and risk you put into it? \_ \_ \_ / 10

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## EXERCISE: IDENTIFY YOUR ZONE

- Which zone best represents your current business reality?
- Which zone best represents your personal reality?
- What evidence supports your answer?
- What is the most important goal for your current zone?
- What would moving forward genuinely look like?
- What might keep you where you are?

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# 10 THE 10 FUNDAMENTALS

## EXERCISE: SCORE THE 10 FUNDAMENTALS

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### 1. PERSONAL AND PROFESSIONAL GOALS

Get clear on what you want from life, and what you do not. Your goals provide context for the business. Without them, growth can become directionless and sacrifice can continue without a meaningful purpose.

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### 2. BUSINESS PLAN

Translate longer-term goals into a small number of clear annual outcomes and priorities. A plan should clarify what must be achieved, not create an enormous list of good ideas.

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### 3. FINANCIALS AND BUDGETS

Understand how the business makes money, where it loses money and what financial result is required. Revenue is not profit. Cash in the bank is not always available cash. Decisions improve when financial reality becomes visible.

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### 4. EXECUTION FRAMEWORK

Break annual priorities into quarterly, monthly and weekly action, and protect time in the calendar to complete them. A plan without consistent execution is only an intention.

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### 5. SALES AND LEAD GENERATION

Create a reliable flow of the right opportunities and convert them at the right price. More leads are not always the answer. The business must understand who it helps, the value it creates and the work it should pursue.

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### 6. SYSTEMS AND PROCESSES

Make important work clear, repeatable and continuously improvable. Systems should help good people produce consistent results. They should not become paperwork or systems that nobody uses.

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### 7. SERVICE FULFILMENT

Deliver what was sold safely, efficiently, profitably and at the promised standard. Growth without fulfillment discipline creates customer problems, team pressure and margin loss.

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## **8. PEOPLE AND TEAM MANAGEMENT**

Put the right people in clear roles with measurable outcomes, support and accountability. A good person in an unclear role can still produce a poor result.

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## **9. REPORTING AND ACCOUNTABILITY**

Use timely information and consistent review to understand performance, make decisions and improve. What is not visible is difficult to manage. What is reviewed consistently becomes harder to ignore.

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## **10. ELEVATING YOUR MINDSET**

Develop the self-awareness, ownership, resilience and leadership required to act on what you know. The same tool produces different results depending on the person applying it.

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Score each fundamental from 1–10.

Then:

- Circle the two creating the greatest risk or opportunity.
- Write one piece of evidence supporting each score.
- Decide which one needs your attention first.

## 11 CLARITY IS NOT ENOUGH

## EXERCISE: YOUR FIRST PROTECTED HOUR

Choose the one strategic action that matters most in the next seven days.

Write down:

- The action
- The day and time you will do it
- What is most likely to interrupt you
- How you will protect the time

Then put it in your calendar.

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## 12 LEADERSHIP, STANDARDS & THE TEAM

## EXERCISE: THE STANDARD YOU ARE TOLERATING

Think of one behaviour or result you are currently tolerating.

- What needs to change?
- Have I clearly communicated the standard?
- What support does this person need?
- What happens if it doesn't improve?
- When will I have the conversation?

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## 13 REAL CHANGE IN REAL BUSINESSES

## EXERCISE: WHAT EVIDENCE DO YOU NEED?

Imagine it is twelve months from now and meaningful progress has occurred.

- What has changed in the numbers?
- What has changed in your calendar?
- What has changed in the team?
- What has changed at home?
- What can the business now do without you?
- What can you now do that was not possible before?

Be specific. These are the results that will tell you whether things have genuinely changed.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface. There is no handwriting or other markings on the paper.

## 14 THE ARC CLARITY & ACTION PLAN

### EXERCISE: ARC CLARITY AND ACTION PLAN

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#### 1. MY CURRENT REALITY

My current business zone is:

- Danger Zone
- Comfort Zone
- Pursuing Full Potential
- Between zones

The evidence supporting this is:

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#### 2. MY DEFINITION OF SUCCESS

The business and life I genuinely want are:

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#### 3. WHAT I WANT THE BUSINESS TO PROVIDE

More profit means:

More time means:

More control means:

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#### 4. MY CURRENT CONSTRAINT

The most important and time-sensitive constraint is:

I believe this is the constraint, not only a symptom, because:

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## 5. THE COST OF DOING NOTHING

If nothing changes during the next twelve months:

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## 6. MY PRIORITY

The one priority I must address first is:

The measurable outcome is:

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## 7. MY FIRST ACTION

The first practical action is:

The person responsible is:

It will be completed by:

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## 8. MY PROTECTED HOUR

Day:

Start time:

Finish time:

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## 9. THE SUPPORT I REQUIRE

To follow through consistently, I need:

- Practical training
  - Proven tools and templates
  - A clear implementation path
  - Community and accountability
  - Facilitated planning
  - Direct coaching
  - Leadership-team support
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## 10. MY COMMITMENT

I will protect one focused hour each week to build the business and life I want.

SIGNED:

DATED:

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