080 The Three Honest Answers

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/080-the-three-honest-answers-2/

The Demand

Before the week is out, give yourself an honest answer among the three real options: hold and deepen what you have, actively grow, or plan your exit. Most operators drift without ever choosing. Pick one on purpose.

The Work

Name where your operation currently stands — systems tested, team turned over at least once, financials with a rhythm:
Choose one, honestly, by the end of this week:
☐ Hold and deepen — stay at one location, build it into the best version of itself
☐ Actively grow — expand deliberately
☐ Plan your exit — begin preparing to sell or transition
Which have you actually been doing by default, without choosing it on purpose?
The decision you are making on purpose now, and the first action that proves it: