

The Inner CEO

Kickstart Kit



A 3-step reset for overwhelmed entrepreneurs who are ready to lead.



No jargon. No fake hustle. Just you, stepping into more.

Kickstart Kit

This isn't just a download

If your to-do list has a to-do list and you can't remember the last time you finished a cup of tea while it was still warm, then welcome home.

This kit isn't about doing more.

It's about doing less; better.

With clarity, structure and a little back bone.



Step 1

Rethink what you call productive

Being busy isn't the same as being productive.

Activity doesn't equal impact. Breathe. Decide. Do less.

We've been taught that if you're not flat out, you're falling behind. But constant motion isn't the same as real progress; often it's just noise. Productivity isn't about how much you can cram into a day. It's about **doing what matters and letting go of what doesn't.**

Reflection Prompt: Where in your life are you confusing effort with effectiveness?

Survival Brain vs Inner CEO

Let's make this practical. Below is a side-by-side comparison of what survival-mode productivity looks like and how your Inner CEO would lead instead.

Use it to spot where your energy is going.

Survival Brain



Multitasking constantly,
finishing nothing

Reacting to everything
as urgent

Saying yes to avoid
missing out

Feeling guilty for
resting

Doing everything
yourself

Inner CEO



Choosing one priority +
protecting it

Planning proactively +
calmly

Saying no to protect
what matters

Resting as part of your
strategy

Delegating, batching
and trusting systems

Identity Ladder



Step 2

What actually matters?

"The key is not to prioritise what's on your schedule, but to schedule your priorities."

Stephen R. Covey

Most people don't lack motivation; they lack clarity.

And without clarity, everything feels urgent. Everything feels important.

So you say yes to too much, no to too little and wonder why your brain's fried by Tuesday.

This step is about giving your inner CEO a seat at the table.

Not your guilt. Not your people-pleasing. Not your panic.

Just clarity. Confidence. And choice.

Let's reset your priorities, not by doing more, but by finally getting honest about what matters.



Reset Your Priorities (rule of 3)

My 3 focus areas this month:

- 1.
- 2.
- 3.

I'm saying yes to:

- 1.
- 2.
- 3.

I'm saying no to:

- 1.
- 2.
- 3.

One project I will *actually finish* in the next 30 days:

If my Inner CEO was running my week, I would:

Step 3

Your Inner CEO is **you**, but braver!

"Until you make the unconscious conscious, it will direct your life and you will call it fate."

Carl Jung

This is where things get real.

All the strategy in the world won't stick if the voice in your head is still doubting, dodging, and second-guessing.

This is your moment to **reclaim your role**. Not as a firefighter or a people-pleaser or a perfectionist.

But as the *leader of your own life*.

These prompts are designed to:

- Make you stop hiding in "busy"
- Bring clarity to what you actually want
- Build your Inner CEO voice; the one that makes brave, grounded decisions

It's just 5 minutes. But it might change the way you lead for the next 5 months.

You've started something powerful. Don't ghost it. Stay with it.
The next 3 minutes could lead to your next 3 months.

What would change if I
stopped operating from
panic and started leading
with purpose?

If I trusted myself more
deeply this month, I
would...?

I know I feel like I'm behind.
But what I actually need
is...?

My Inner CEO wants me to
remember...?

I'm not here to coast.
I'm here to...?

In the next 7 days,
I commit to...?

You've planned. You've focused. Now lead.

Keep moving

Your Inner CEO's next move

Look, you can absolutely ghost this kit, pretend you never downloaded it, and carry on juggling 37 things while calling it “progress.”






Or...

You can join **Elevate Unfiltered** and give your Inner CEO an actual shot at building something real.

360 Pathway

ELEVATE

UNFILTERED

 Private Community	 Weekly Q&A Sessions
 Bespoke User-Led Training	 Focus Groups
 Templates, Guides & Competitions	 Practical Tools
 Unmatched Support	 Accountability

Start with the
Blue Package.

Small step. Massive shift.

Yes!
I want weekly support.
Click here

