THE FOUNDER BUNDLE · BONUS 2

The Trifecta Map

Every business is built by an identity. Yours was built by a woman who worked out, long before the business existed, what made her valuable. She is the reason you have a business at all. **She is also the reason it still runs through you.** The trifecta is the three identities that most often keep the work on a founder's desk. Many women recognise all three.

1 Name the identity that built your business

Tick the one that sounds most like you. If two are close, tick both and circle the louder one.

The corporate high-achiever ☐

THE OVERACHIEVER

"If it has my name on it, it has to be excellent."

BUILT IT BY	Credentials, output and exceeding every brief
SAFE WHEN	She is the most capable
COSTING YOU	The longest hours in the business, and work delivered well beyond what was paid for

The do-it-all perfectionist ☐

THE DOER

"It's quicker if I just do it."

BUILT IT BY	Doing every role herself, to a standard nobody else has seen written down
SAFE WHEN	She is the one who gets it right
COSTING YOU	Nothing leaves without your review, so everything waits for you

The fixer ☐

THE GIVER

"Leave it with me."

BUILT IT BY	Saying yes, absorbing the problems and saving the day
SAFE WHEN	She is needed
COSTING YOU	Your team brings you problems instead of solutions, and the crises cluster around you

The identity that built my business is _____

2 The map: what she still runs

For each part, write who really runs it today. Not who is meant to. Who the decision, the fix or the final check actually comes back to.

PART OF THE BUSINESS	WHO REALLY RUNS IT NOW	WHAT IT COSTS ME EACH WEEK HOURS · MONEY · ENERGY	WHO HAS TO RUN IT NEXT A PERSON OR A SYSTEM
Delivery the work clients pay for			
Decisions what waits for your yes			
Team hiring, training, feedback			
Money pricing, proposals, invoicing			
Clients sales calls, renewals, complaints			
Visibility content, speaking, being seen			
Your week how your time gets planned			

In every row where you wrote *me*, write the identity's name beside it. That's where she is still in charge.

3 The identity that runs it next

Not a better version of the old one. The owner of the business, not its best operator.

IF SHE WAS THE CORPORATE HIGH-ACHIEVER

The owner who leads through others

Her value is the direction she sets, not the output she produces.

First move: approve one deliverable at ninety percent.

IF SHE WAS THE DO-IT-ALL PERFECTIONIST

The owner who writes the standard

Her standard lives on a page, so the work can live in other hands.

First move: write the standard for one more task this week.

IF SHE WAS THE FIXER

The owner who builds capability

Her team solves it, and she asks the question that helps them.

First move: reply "What do you recommend?" before you offer a fix.

The owner I'm becoming is _____

One sentence she'd say that I wouldn't say yet _____

4 Your next handover

Circle the row on your map that costs you the most each week. That's your next handover, after the task you gave away tonight. Write it at the top of your Handover Tracker.

My next handover _____

It goes to _____ *By* _____

You didn't build this business by accident. And you won't hand it over by accident either. One row at a time.