

Your Personal Franchise Plan (GM)

Because the season you want is built long before it's played.

Most people try to coach the week without managing the team.

1. Who Are We Building?

Look honestly at how your life is currently operating—not your intentions, but your actual patterns. Then define the kind of person you are trying to become in this season.

GM Note: Behavior without identity doesn't stick. Teams run systems, not random plays.

2. Team Philosophy

Every season requires a different approach. Decide whether this is a time to protect, rebuild, grow, or maintain. Align your expectations with your current life season.

GM Note: Burnout often comes from playing the wrong kind of season.

3. Roster Reality

Assess your real constraints—time, energy, responsibilities, and stress load. Build your plan based on your actual life, not an ideal version of it.

GM Note: Bad plans aren't wrong—they're unrealistic.

4. Draft Priorities (1–3)

Identify the few areas that would make the biggest difference if improved. Limit yourself to 1–3 priorities to create focus and momentum.

GM Note: If everything matters, nothing moves.

5. Long Game Vision

Clarify what you are building that won't pay off immediately. Think in terms of months and years, not days and weeks.

GM Note: The draft is never about this season.

If you don't pick your crops, weeds will.

Your Weekly Game Plan (Head Coach)

Run the plays that match the team you're building.

If you don't choose a direction, your week will choose one for you.

1. Locker Room Check

Before planning your week, reconnect with your larger direction. Decide who you need to be and what matters most right now.

2. This Week's Plays

Translate your priorities into specific, concrete actions. These are the key plays that move your plan forward this week.

Coach Note: Plans fail without translation into action.

3. Schedule It

Decide when and where your actions will happen. If it's not scheduled, it usually doesn't happen.

4. Anticipate Pressure

Think ahead about what could interfere with your plan. Prepare a simple adjustment so you're not relying on willpower in the moment.

Coach Note: Pressure reveals weak systems.

5. Post-Game Review

At the end of the week, review what worked and what didn't. Use this information to adjust—not to judge.

"The GM builds the future. The Head Coach lives the week."