



B A S E

The Founder's Clarity Kit

Reclaim your time. Reduce mental clutter. Lead with focus.

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Welcome

You weren't meant to do it all.

If your days are a blur of Slack pings, calendar collisions, and to-do lists that never end, this is for you. The Founder's Clarity Kit is a five-day reset for your brain, your time, and your business.

Each day takes 20–30 minutes. No new tools. No fluff. Just calm, clarity, and next steps.

Let's begin.

Day 1: What Only You Can Do

Objective: Define your highest-value roles and where your energy's leaking.

Tool: Clarity Map

1. List everything you did yesterday.

2. Label each item that you listed above:
 - CEO-level (*vision, key relationships, decisions only you can make*)
 - Essential but delegatable
 - Noise (*distractions, reactivity*)

Reflection:

3. Highlight the top 3 things only you can do.
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4. **Reflection:** What would change if you did only those things 80% of the time?

Day 2: The 90-Minute Calendar Reset

Objective: Create space for focus. Reclaim your time.

Tool: Founder's Weekly Template

1. Color-code your week: Deep Work, Meetings, Admin, Recovery

Reflection:

2. Identify 3 non-negotiable Focus Blocks (90 mins each)

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3. Remove or reschedule at least 2 low-impact meetings

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4. Add a 30-min Friday planning block

Scheduled Time:

✓ **Tip:** Treat your Focus Blocks like investor meetings. They don't move.

Day 3: Inbox Reset, Founder's Edition

Objective: Stop reacting. Start triaging.

Tool: Inbox Triage Grid

1. Sort your last 50 emails:
 - Do Now (urgent, important)
 - Defer (needs thought, respond later)
 - Delegate (someone else can reply)
 - Delete (no action needed)

Reflection:

2. Set up 3 filters in your inbox: VIP, Admin, Noise
Notes:

3. Draft a 1-line auto-responder:

Day 4: Decision Fatigue Audit

Objective: Identify and reduce daily micro-decisions.

Tool: Fatigue Tracker

2. List every decision you made today—big or small.

3. Circle the ones you made on autopilot but felt drained by.

Reflections:

4. Choose 2 to systematize (e.g., meals, meeting types, tool choices)

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5. Create a "Default Decision" list to reduce daily friction.

Day 5: Clarity Rituals for the Chaos Season

Objective: Establish small, steady rhythms that anchor your week.

Tool: Ritual Cards

1. **Monday Preview (10 mins):** Review your goals and pick your 3 wins for the week.

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2. **Daily Bookends (5 mins):** Start with intention and end with 1-line summary.

Morning Intention:

Evening Summary:

3. **Friday Reset (15 mins):** What worked? What's next? What needs to wait?

✓ **Tip:** Print and keep these cards visible. Rituals compound.

You now have the map.

The clarity you want isn't in doing more. It's in doing less—with purpose.

When you're ready for support, we're here.

But for now? Just breathe. You're leading.

Created by Base: Strategic support for those who weren't meant to do it all.