SHIFT · PHASE 5

Transform As Tool

"Transforming is not becoming someone new. It's daring to be more of who you already are."

When to use this toolkit

When you notice your business is asking something different of you than before. When the leader you were is no longer the leader your business needs. This toolkit helps you audit your identity, check what you're embodying, set your new standard, and find where you are in the cycle.

Session instructions

Print this PDF. Grab pen and paper. Door closed. Phone off. At least one hour. No distractions. No external input. Just you and the truth.

Worksheet 1: The Identity Audit

Who were you, who are you now, and who do you need to become.

1. Who was I at the beginning of this cycle?

Colin's example: In 2017 I was the founder who did everything himself. My strength was energy. My weakness was listening.

2. Who am I now?

Colin's example: In 2026 I'm the entrepreneur who steered the company through three crises. My strength is strategic thinking. My weakness is impatience.

3. Who does my business need me to become?

Colin's example: Someone who grows talent instead of distributing tasks.

4. What is the gap?

Colin's example: I delegate the task but not the ownership. That needs to change.

LIE DETECTION **Which version of yourself are you maintaining because the new version forces you to let something go?**

Worksheet 2: The Embodiment Check

Whatever insight you have, it doesn't count until you embody it.

5. Which insight do I have but am not yet embodying?

6. What do I already know, but am not yet living?

7. Which behavior still costs me conscious effort while it should be second nature?

Worksheet 3: The Standard Shift

Transformation starts with saying no to what you no longer accept from yourself.

8. What did I used to tolerate?

9. What do I no longer tolerate?

10. My new standard as a leader is:

Worksheet 4: The Spiral Check

Identify where you are in the SHIFT cycle and what's needed to move forward.

11. Which SHIFT phase am I in now?

■ Signal ■ Handle ■ Intuition ■ Feedback ■ Transform

12. What needs to happen to move to the next phase?

13. Which choice shows tomorrow that this standard is real?

LIE DETECTION **Which version of yourself are you maintaining because the new version forces you to let something go?**