

THE RECKONING WORKBOOK

Everything you need for the next 21 days lives in here. The Mirror, your audit, your weekly intention, and a menu of small things to choose from each week.

WHY IT RUNS IN THIS ORDER

There's a reason these three run in this order, and it isn't alphabetical (although that would have been convenient).

Week one takes things OFF, because nothing goes on top of empty. Week two is where you start doing the thing you already tell everybody else to do, because we work out what we believe by watching ourselves, never the other way around. Week three is where you say it out loud, because two weeks of actually doing it is what finally makes you believe it.

Every option in here is written the same way, as a trigger and an action. When this happens, I will do that. There's a very good reason for that, and I explain it on the Week One page.

I've put the research behind each week on that week's page, and every study is listed at the back. You assess people for a living, so you get to see the workings 🧐

HOW THIS WORKS

Every week there are three small daily actions. One mental, one emotional, one physical. That combination is deliberate, because most of us reach for the same column over and over and call it a routine.

It's all laid out for you in here. Take your three off that week's menu and get going. And if something you've been meaning to start is already sitting on your back burner, put that in instead 💖

You'll meet The Mirror four times. Day 0, Day 7, Day 14 and Day 21, scoring yourself one to ten on the same eight domains you already assess in everybody else.

Print it, fill it in on screen, or both. Whatever means you'll actually look at it.

WHERE YOU'RE STARTING

Score yourself one to ten on each, where one means there’s nothing here right now and ten means this one is thriving. No deliberating, and no scoring what you think it should be.

DOMAIN	1 TO 10
Physical Energy, sleep, and how much your body has to give	
Emotional Mood, patience, and how well you're handling stress	
Social The relationships that fill you back up	
Joy Hobbies, play, anything you do purely because you like it	
Financial Money, and how settled you feel about it	
Occupational The work itself, and whether it gives anything back	
Intellectual Learning and curiosity that belongs to you	
Spiritual Meaning, purpose, feeling connected to something	
TOTAL	

THE ONE THAT SURPRISED YOU

BEFORE WEEK ONE

WHERE THE WEEK **ACTUALLY** WENT

Every place you said "I don't have time" this week, or thought it (thinking it counts). The gym. The email you've been meaning to send since June. The thing you told somebody you'd do on Saturday. Write ALL of it down, and don't edit yourself while you write.

NOW WRITE WHAT YOU DID INSTEAD

The hours went somewhere. Notes at 9pm. The third rescheduling email. Answering messages after hours. The session that ran 20 minutes over, again.

WHY WE START HERE

Everybody in this study got the same math problems and the same 15 minutes to prepare. Half of them were told it was a test of how smart they were, and those ones burned the whole 15 minutes on anything else they could find in the room. Tell the other half those identical problems were just a game, and they sat down and did them.

Same problems. Same 15 minutes. The thing that moved was whether it could come back with a verdict on them 🤔

Now go and look at your own two lists. The intake forms always get done, don't they. It's the thing that would actually get you SEEN that mysteriously runs out of time.

BEFORE WEEK ONE

NOW SORT IT

Put every item from BOTH lists into one of these two. One or the other, no third column.

A • DRAINING ME

It takes from you and hands you nothing back.

B • WOULD CHANGE THINGS

Doing it would change your practice (or life).

Column A is what week one clears. Column B gets parked, and we come back to it on the 15th.

NOW RUN COLUMN A THROUGH THIS

Two questions about anything on column A. Do you like doing it, and are you any good at it.

GOOD AT IT

NOT GOOD AT IT

LIKE IT

Your zone of genius

Guard these.

Leave it for now

Week three decides.

DON'T LIKE IT

Goes second

You'll defend this one.

Goes first

Start here this week.

Find the one item you're worst at and like least, and take that off this week.
Your clients stay exactly where they are.

CAPACITY

This week we're clearing things out. Out of your body, out of your thinking and out of your calendar. Nothing gets added while there's nothing in the tank.

You scored The Mirror at Day 0. This is the week we start moving it.

White space counts. For some of you, all three of yours this week are five minutes in the day with nothing in it. No podcast, no folding the laundry while you do it, nothing useful attached to it at all. That counts as your mental, your emotional and your physical.

WHY THIS WORKS

Two things are running this week.

The first one is your phone. Research out of Harvard found that a single hour gets interrupted around 21 times and shatters into five minute pieces, and every interruption also reminds you of something else you should be doing. So you finish the hour feeling MORE behind than when you started (fun). That's what the first few options are aimed at.

The second is how you write your three, below. One review pooled 94 studies and over 8,000 people, and a plan written as a trigger and an action was far more likely to actually happen than the same plan written as a lovely intention. So you make the decision once, right now, instead of at 6pm when there's nothing left in you to make it with.

MENTAL

- ☐ When a post leaves me feeling behind, I will mute that account. Five a day.
- ☐ When I wake up, I will leave my phone in another room for the first hour.
- ☐ When I get up, I will eat the same breakfast I had yesterday, so that's one less decision before 8am.

OR YOUR OWN

EMOTIONAL

- ☐ When the last client leaves, I will close the laptop and stop answering messages.
- ☐ When somebody asks for something I'd normally just absorb, I will say no. Once a day.
- ☐ When I get in before my first client, I will take ten minutes alone doing nothing useful.

OR YOUR OWN

PHYSICAL

- ☐ When it gets to lunch, I will eat away from my desk and not rush back.
- ☐ When I've been awake an hour, I will already be outside.
- ☐ When the 4pm slump lands, I will skip the thing I already know is costing me.

OR YOUR OWN

YOUR THREE, AND CLEARING OUT

MY THREE FOR THIS WEEK

Write each one as a trigger and an action, so the decision is already made when the moment arrives.

MENTAL	WHEN		I WILL	
EMOTIONAL	WHEN		I WILL	
PHYSICAL	WHEN		I WILL	

Take three from the menu on the page before, or write your own in the same shape. When this happens, I will do that.

MY INTENTION FOR THE WEEK

TUE 1	WED 2	THU 3	FRI 4	SAT 5	SUN 6	MON 7
M ☐	M ☐	M ☐	M ☐	M ☐	M ☐	M ☐
E ☐	E ☐	E ☐	E ☐	E ☐	E ☐	E ☐
P ☐	P ☐	P ☐	P ☐	P ☐	P ☐	P ☐

Three boxes a day, in the order you listed them. A missed day is a missed day, and the habit research found that missing one didn't set anybody back at all. So pick it back up tomorrow and carry on. When Monday the 7th is done, turn the page and score The Mirror again.

ONE WEEK IN

Same eight, same scale. One means there’s nothing here, ten means it’s thriving. The descriptions are on your Day 0 page if you want them. Don’t look back at your scores until you’ve finished.

DOMAIN	1 TO 10
Physical	
Emotional	
Social	
Joy	
Financial	
Occupational	
Intellectual	
Spiritual	
TOTAL	

WHAT MOVED, AND WHAT DIDN'T

CONGRUENCE

This week your actions start matching what you already tell everybody else to do. This is the week other people notice, and whatever comes up while you do it is part of the process.

Your Day 7 Mirror is the number we're starting from this week.

WHY THIS WORKS

We work out what we believe by watching what we do, never the other way around. Which is exactly why this week sits second instead of first, and why no amount of mindset work was ever going to get you there on its own.

There's also research on our exact profession, and it's a little uncomfortable. Physicians who exercise are measurably more likely to bring exercise up with the person in front of them. And when somebody asked the ones who don't, 61% said the reason was they didn't have time.

Same sentence. Different letters after the name 😊

And when your behavior and your belief come apart, there are only two ways out. You start doing the thing, or you turn the belief down, bit by bit, until it matches what you're actually doing. Most of us picked the second one years ago and never noticed, and that turned-down belief is what people hear when your pitch goes soft.

MENTAL

- ☐ When I recommend my most-used protocol this week, I will already be running it myself, exactly as written.
- ☐ When I sit down at my desk, I will answer one question from my own intake form about myself.
- ☐ When I catch myself softening something I know is true, I will write down what I actually meant.

OR YOUR OWN

EMOTIONAL

- ☐ When a session reaches the end of its time, I will end it.
- ☐ When I'm about to just handle something at home, I will ask for help with it instead.
- ☐ When a client goes quiet on something hard, I will let it sit rather than rushing in.

OR YOUR OWN

PHYSICAL

- ☐ When I tell somebody to do the daily thing, I will have already done mine that day.
- ☐ When I set out somebody else's plan, I will take my own supplements before I leave the room.
- ☐ When it gets to the hour I'd tell a client to move, I will move then, rather than whenever's left.

OR YOUR OWN

YOUR THREE, AND WALKING IT

MY THREE FOR THIS WEEK

Write each one as a trigger and an action, so the decision is already made when the moment arrives.

MENTAL

WHEN

I WILL

EMOTIONAL

WHEN

I WILL

PHYSICAL

WHEN

I WILL

Take three from the menu on the page before, or write your own in the same shape. When this happens, I will do that.

MY INTENTION FOR THE WEEK

TUE 8

M☐

E☐

P☐

WED 9

M☐

E☐

P☐

THU 10

M☐

E☐

P☐

FRI 11

M☐

E☐

P☐

SAT 12

M☐

E☐

P☐

SUN 13

M☐

E☐

P☐

MON 14

M☐

E☐

P☐

If a day gets away from you, scale the action down rather than dropping it. Learning that is half of what these three weeks are for (and the research backs you up, the gains pick straight back up as soon as you do). When Monday the 14th is done, turn the page and score The Mirror again.

TWO WEEKS IN

Same eight, same scale. Score it before you look back at Day 0 or Day 7.

DOMAIN	1 TO 10
Physical	
Emotional	
Social	
Joy	
Financial	
Occupational	
Intellectual	
Spiritual	
TOTAL	

WHAT CAME UP THIS WEEK

CONVICTION

This week it goes outward. You've spent two weeks proving something to yourself, and this is where you say it out loud, let people see it, and put a number on what you actually deliver.

Your Day 14 Mirror is the number we're starting from. And go back to column B on your audit sheet, because that list (the one we parked on day one) is what this week is for.

WHY THIS WORKS

Somebody ranked where self-belief actually comes from, and having DONE the thing came first. Ahead of watching somebody else do it. Ahead of being told you can. Ahead of how you happen to feel about it on the day.

Being talked into believing in yourself comes third out of four, my friend. Third. And it's the one this entire industry sells you.

You've just spent two weeks doing the thing, which is the one sitting at the top of that list. So this week we start saying so out loud.

And six studies found that confident people get treated as more competent whether or not they've earned it, because nobody watching can tell the difference without your receipts in front of them. Which is why staying silent reads as nobody being home.

MENTAL

- ☐ When I open my laptop, I will give the first twenty minutes to the work that gets me seen.
- ☐ When I go out for my walk, I will record a voice note while I'm out there.
- ☐ When an idea turns up, I will put it straight into one running note instead of carrying it around.

OR YOUR OWN

EMOTIONAL

- ☐ When I'm getting ready in the morning, I will say my rate out loud until it stops sounding like an apology.
- ☐ When somebody compliments my work, I will say thank you and then stop talking.
- ☐ When somebody asks what I do, I will describe it without shrinking it.

OR YOUR OWN

PHYSICAL

- ☐ When I've finished with my last client, I will publish one thing with my actual opinion in it.
- ☐ When I say my price on a call, I will stop talking.
- ☐ When I get sixty seconds to myself, I will record sixty seconds of me talking.

OR YOUR OWN

YOUR THREE, AND SAYING IT

MY THREE FOR THIS WEEK

Write each one as a trigger and an action, so the decision is already made when the moment arrives.

MENTAL	WHEN		I WILL	
EMOTIONAL	WHEN		I WILL	
PHYSICAL	WHEN		I WILL	

Take three from the menu on the page before, or write your own in the same shape. When this happens, I will do that.

MY INTENTION FOR THE WEEK

TUE 15 M ☐ E ☐ P ☐	WED 16 M ☐ E ☐ P ☐	THU 17 M ☐ E ☐ P ☐	FRI 18 M ☐ E ☐ P ☐	SAT 19 M ☐ E ☐ P ☐	SUN 20 M ☐ E ☐ P ☐	MON 21 M ☐ E ☐ P ☐
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Last week of boxes, my friend. When Monday the 21st is done, score The Mirror one final time on the next page.

WHAT YOU ACTUALLY DELIVER

These three belong together, and they ARE week three. What somebody actually walks away with, what that's worth to the person getting it, and what you charge for it. Each one falls out of the one before it.

Writing them down is the assignment. What you do with them afterward is entirely yours (you know how I feel about making it your own).

WHAT SOMEBODY ACTUALLY WALKS AWAY WITH AFTER WORKING WITH ME

WHAT THAT'S WORTH TO THE PERSON WHO GETS IT

WHAT I'M CHARGING FOR IT

If that third line and the first two don't sit right together, my friend, that gap is the whole week's work. Bring it to the call on the 15th.

WHERE YOU LANDED

Last one. Score your Day 21 column first, then go back and copy your Day 0 scores in beside them.

DOMAIN	DAY 0	DAY 21
Physical		
Emotional		
Social		
Joy		
Financial		
Occupational		
Intellectual		
Spiritual		
TOTAL		

WHAT YOU'RE TAKING WITH YOU

Three a week for three weeks, so nine things tried. Some of them you'll never do again, and that's information too. Pick the three that are coming with you.

Read your Day 0 Mirror against your Day 21 Mirror before you fill this in. That comparison is a record of what you actually DID, and it's the only kind of evidence that ever shifts what a person believes they're capable of ♥

THE THREE I'M KEEPING

MENTAL

EMOTIONAL

PHYSICAL

THE ONE I WAS MOST SURPRISED BY

THE THING I SAID OUT LOUD THAT I'D BEEN SOFTENING

WHAT I DELIVER, WHAT IT'S WORTH, AND WHAT I'M CHARGING

WHAT COMES NEXT

THE WELLTH COLLECTIVE

You've just spent three weeks finding out what a room like this is actually worth. The Collective is where that carries on.

Over 100 practitioners in there, a hot seat coaching call every month where you can bring your own situation, expert trainings, and the tool suite. \$1 for your first 30 days, then \$47 a month.

Come and join us →

THE RESEARCH

Everything referenced in this workbook, in case you want to go and read it yourself (some of you absolutely will, and I love that about us). A few of these are the studies sitting underneath advice you already give.

WEEK ONE · CAPACITY

Procrastination and the priority of short-term mood regulation. Sirois & Pychyl. Social and Personality Psychology Compass, 2013. Putting things off is mood management rather than poor time management.

Procrastination as self-regulation failure of performance. Ferrari. European Journal of Personality, 2001. The delay only appears when the task is framed as a test of ability.

Implementation intentions and goal achievement, a meta-analysis of effects and processes. Gollwitzer & Sheeran. Advances in Experimental Social Psychology, 2006. 94 studies, over 8,000 participants. This is the trigger-and-action format your three are written in.

Time Smart, and the time confetti research. Whillans. Harvard Business School. Where the 21 interruptions and the fragmented hour come from.

How are habits formed? Lally, van Jaarsveld, Potts & Wardle. European Journal of Social Psychology, 2010. The 66-day median, and the finding that one missed day costs you nothing.

WEEK TWO · CONGRUENCE

Self-perception theory. Bem. Advances in Experimental Social Psychology. People infer what they believe from what they watch themselves do.

A Theory of Cognitive Dissonance. Festinger. Stanford University Press, 1957. The two exits available when belief and behavior come apart.

Personal exercise habits and counseling practices of primary care physicians, a national survey. 2000. Where the 61% comes from.

Physician disclosure of healthy personal behaviors improves credibility and ability to motivate. Archives of Family Medicine.

WEEK THREE · CONVICTION

Self-efficacy, the theory at the heart of human agency. Bandura. American Psychological Association. The four sources, ranked, with having done it yourself at the top.

Acute stressors and cortisol responses, a theoretical integration and synthesis of laboratory research. Dickerson & Kemeny. Psychological Bulletin, 2004. 208 studies. Being judged, with no control over the outcome, produces the largest response and the longest recovery.

A status-enhancement account of overconfidence. Anderson, Brion, Moore & Kennedy. Journal of Personality and Social Psychology, 2012. Six studies on why nobody watching can tell earned confidence from the other kind.