

## **CAPTAIN'S CHECKLIST: Have You Crossed Your Point of No Return?**

A gut-check for founders, owners, and builders who need to stop circling and start landing.

▼ FUEL
☐ You've burned real capital—money, time, or reputation—to move forward.  No more dabbling. No more side bets. You're not "trying," you're <i>invested</i> .
☐ There's no financial or emotional way to fully "go back" to what you were doing before. Even if it made money, it no longer fits your skin.
<b>⊘</b> NAVIGATION
☐ You've stopped asking if this will work and started asking how to make it work.  Doubt is background noise now. You're making forward-only decisions.
☐ You've had to adjust course—more than once—and kept flying.  No whining, just wind correction.
SYSTEMS
☐ You're no longer the only person flying the plane. You've handed off at least one critical system (ops, sales, finance). You're building autopilot, not a solo stunt show.
☐ You've built at least one system that works without your daily input.  It may be small, but it runs without you.





☐ You've survived a storm and came out smarter, not just bruised.

Client loss. Team drama. Cash crisis. You kept the plane in the air.

☐ You've had to lead when it wasn't convenient, comfortable, or fair.

You didn't wait for clarity. You *created* it.

## **COMMS**

☐ You have a "tower" – a mentor, advisor, or trusted peer you check in with.

Not just friends. Someone who can call out your blind spots without kissing your ass.

☐ You've told people you're not turning back. Publicly or privately, you've declared it. There's power in the announcement. No more secret side hustler vibes.

## **LANDING**

☐ You have a version of success that's clear, not just "more."

You know what the destination looks like. You're not just flying to stay busy.

☐ You've already decided: if this crashes, you'll rebuild, not retreat.

This isn't a hobby. This is who you are now.

## **TALLY TIME**

- 10–12 checks? You're already past the PNR—now it's about landing with precision.
- 6–9 checks? You're close. Cut the exits. Burn the backup plan.
- <6 checks? You're still on the runway. That's not bad. But don't mistake movement for flight.





**You don't build conviction before the PNR.** You build it *after*.