

# Course: Solopreneur to CEO: The Playbook for Sustainable 7-Figure Scaling

## Lesson 12: Your New Job: How to Be the Visionary

### 1. Core Concept & Learning Objective

**Core Concept (149 words):** This is your "graduation." You have built the "Mindset" (L1), the "Team" (L4), the "Systems" (L6), and the "Scorecard" (L11). Your "empire" can *now* run without you. So... what is *your* job? This final lesson defines your *new* (and *only*) job: "Be the Visionary." You are no longer the "Chief *Doer*"; you are the "Chief *Architect*." Your 40-hour "work week" is now a 10-hour "strategic" week. This lesson is your "exit plan" from the "day-to-day" so you can *start* doing the "\$5,000/hr" work (L1) *full-time*.

**Learning Objective:** By the end of this lesson, you will be able to **analyze** the 4 "Quadrants" of CEO work (e.g., "Visionary," "Architect"), **define** your *new* "10-hour/week" "Visionary" job description, and **create** a personal "exit plan" to successfully remove yourself from 80% of the "day-to-day" operations within 6 months.

### 2. Interactive Content Activities

#### Activity 1: Case Study: "The 'Founder's Trap' (The 80/20 Flip)"

- **Type:** Case Study Analysis
- **Time:** 15 minutes
- **Instructions:**
  1. Read the two scenarios:
  2. 'Founder A' (The 'Doer' / 'Founder's Trap'): Spends 80% of her time "doing" (e.g., "admin, client work, posting") and 20% of her time "thinking" (e.g., "strategy, new ideas"). She is "trapped" *in* the business.

3. **'Founder B' (The 'CEO' / 'The 80/20 Flip'):** Spends 80% of her time "thinking" (e.g., "reviewing her 'CEO Scorecard' (L11)," "planning her '3-Year Vision' (L9)," "coaching her 'Team' (L4)") and 20% of her time "doing" (e.g., *only* her "Genius Zone" (L2) tasks).
  4. In the text box, answer: "What is the 'Founder's Trap'? What is the '80/20 Flip'?"
- **Expected Outcome:** An "a-ha" moment that "scaling" is *not* "working 80 hours." "Scaling" is "flipping" your "80/20" from "doing" to "thinking."

### Activity 2: Strategic Exercise: "My New 10-Hour 'CEO' Work Week"

- **Type:** Strategic Exercise
- **Time:** 20 minutes
- **Instructions:**
  1. Your *new* job (as "Visionary") is only 10 hours/week.
  2. Open the "CEO Week" template.
  3. Your task: "Block" these 10 hours. *This is your new job.*
  4. *Example 'CEO' Week:*
    - **1 Hour (Mon):** "Team 'Battle Rhythm' (L6) (Set the 'Priorities')."
    - **3 Hours (Tues):** "The 'Genius Zone' (L2) (e.g., 'Record 1 Podcast')."
    - **3 Hours (Weds):** "The 'Visionary' Work (L9) (e.g., 'Research new 'Partnerships')."
    - **2 Hours (Thurs):** "The 'Architect' Work (e.g., 'Optimize *one* 'Funnel' (C5, L12))."
    - **1 Hour (Fri):** "The 'CEO Review' (C6, L12) (Review the 'Scorecard' (L11))."
- **Expected Outcome:** A *tangible* "new schedule" that *proves* your "new job" (L1) is "strategic," not "reactive."

### Activity 3: Strategic Exercise: "The '6-Month Exit' Plan"

- **Type:** Strategic Exercise
- **Time:** 15 minutes
- **Instructions:**

1. How do you "get" to your "10-Hour Week"? You "exit" 1 'Doer' 'Bucket' at a time.
2. Open the "Exit Plan" template.
3. *Your Task:* Plan your 6-month "delegation" (L2) "exit."
4. *Example 'Exit' Plan:*
  - **Month 1-2 (The 'Admin' Exit):** "Hire/Train 'VA' (L4) on 'Bookkeeping' (C6, L6) and 'Email'."
  - **Month 3-4 (The 'Marketing' Exit):** "Hire/Train 'VA' (L4) on 'Social Media Scheduling' (C4, L9)."
  - **Month 5-6 (The 'Client' Exit):** "Hire/Train 'Contractor' (L4) on 'Client 'Project' Work'."
- **Expected Outcome:** A *realistic, phased* "delegation" plan (L2) for *removing* yourself from the "day-to-day" operations.

#### Activity 4: "My 'New' Job Title is..." (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion
- **Time:** 10 minutes
- **Instructions:**
  1. Go to the community discussion board.
  2. **Post:** "I've 'fired' myself as 'Chief Doer'. My *new* 'CEO' job title (from L1) is 'Chief [Your Title]'."
  3. **Examples:** "Chief 'Visionary' Officer." "Chief 'Architect'." "Chief 'Strategy' Officer."
  4. Reply to one other student's "new title" and "congratulate" them on the "promotion."
- **Expected Outcome:** A final "identity" shift, "graduating" from "Solopreneur" to "CEO."

### 3. Assignment & Project Milestone

**Assignment:** My "Solopreneur-to-CEO" Exit Plan (Component 12 of Final Project)

- **Estimated Time:** 60 minutes
- **Deliverable:** A 1-page PDF or Notion doc of your "CEO Action Plan."
- **Description:** This is the *final* component of your 7-figure "Playbook." It is your *personal* "action plan" for *making* this "CEO" (L1) "mindset shift" a "reality."
- **Step-by-Step Instructions:**
  1. Open the "CEO Exit Plan" template (provided).
  2. **Section 1: "My 'New' 10-Hour/Week 'CEO' Job Description."**
    - (Paste in your "10-Hour 'CEO' Week" schedule from Activity 2.)
  3. **Section 2: "My 6-Month 'Doer' Exit Plan."**
    - (Paste in your "Phased 'Exit' Plan" from Activity 3.)
    - (e.g., "Month 1-2: Delegate 'Admin'. Month 3-4: Delegate 'Marketing'..." )
  4. **Section 3: "My 6-Month 'Visionary' Plan."**
    - (What will you do with your "new" 30 hours/week?)
    - (e.g., "I will use my 'new' time to 'Live Launch' my 'Premium Offer' (C5, L2) and 'Secure 3 'Partnerships' (C7, L9).")
  5. Save this 1-page document. This is Component 12, the *final* component.
- **Connection to Final Project:** This is the "Conclusion" and "Personal Action Plan" for the *entire* "SoloSuccess" academy. You have "built" the "Mindset" (L1), "Team" (L4), "Systems" (L6), and "Scorecard" (L11). This "Exit Plan" is your *promise* to use them.
- **Evaluation Criteria:**
  - **Excellent:** All 3 sections are complete. The "10-Hour Week" is "strategic." The "Exit Plan" is "phased" and "realistic" (L2). The "Visionary Plan" is "high-value" (L1).
  - **Proficient:** All 3 sections are complete, but the "Exit Plan" is "unrealistic" (e.g., "Delegate 100% in 1 week"), or the "Visionary Plan" is "vague."
  - **Needs Improvement:** One or more sections are missing.

#### 4. End-of-Lesson Assessment

**(Multiple Choice 1)** What is the "Founder's Trap" (from the case study)?

- A. Spending "80%" of your time "thinking" (CEO) and "20%" of your time "doing" (Doer).
- B. Spending "80%" of your time "doing" (Doer) and "20%" of your time "thinking" (CEO). You are "trapped" *in* the business.
- C. "Hiring" a "team" (L4).
- D. "Building" a "dashboard" (L11). (Answer: B)

**(Multiple Choice 2)** Your "New Job" as "Visionary" (your "10-Hour Week") is focused *only* on:

- A. "High-value" 'strategic' "thinking" (e.g., "Strategy (L9)," "Genius Zone (L2)," "Reviewing Data (L11)").
- B. "Low-value" 'doer' "tasks" (e.g., "Admin," "Email," "Social Media Posting").
- C. "Managing" your "team's" 'tasks' (L6).
- D. "Building" your "funnels" (C5). (Answer: A)

**(Multiple Choice 3)** The "6-Month Exit Plan" (Activity 3) is a "phased" plan for:

- A. "Firing" your "team" (L4).
- B. "Selling" your "business."
- C. "Realistically 'delegating'" (L2) your "Doer" 'buckets' (Admin, Marketing, etc.) *one-by-one*.
- D. "Building" your "CEO Scorecard" (L11). (Answer: C)

**(Multiple Choice 4)** Your "CEO Exit Plan" (your assignment) is your:

- A. "Personal action plan" for *making* the "CEO" (L1) "mindset shift" a "reality."
- B. "Team 'Operating System'" (L6).
- C. "KPI Brief" (C6, L2).
- D. "CEO Scorecard" (L11). (Answer: A)

**(Short Answer 1)** What is *one* "block" from your *new* "10-Hour 'CEO' Work Week" (from Activity 2)?

- (Example Answer: "A 1-hour 'CEO Review' (C6, L12) every Friday.")

**(Short Answer 2)** What is the *first* "Doer 'Bucket'" you will "delegate" (exit) in your "6-Month Exit Plan" (from Activity 3)?

- *(Example Answer: "Month 1-2: 'Admin & Bookkeeping' (C6, L6).")*

**(Scenario-Based 1)** It's 3 months after "graduating." You "catch" yourself "designing a graphic in Canva" (a '\$5/hr' 'Doer' task). What "document" from *this* course have you "violated," and what *should* you be "doing" instead?

- *(Answer: I violated my "'CEO' Mindset Manifesto" (L1) and my "'CEO' Exit Plan" (L12). Instead of 'doing' this '\$5/hr' 'Doer' task, I should be 1. "Creating an 'SOP'*