

The "Fire Yourself" Checklist

"The first thing I do is go back in, and muck everything up for 2 years." - Richard Branson, 2019 Courageous Conversations



In 2019, I was lucky enough to spend a week with **Richard Branson** on Necker Island. One of the questions I asked him was "How do you handle the transition once you build a company and it's time to fire yourself?" His reply made me literally laugh out loud. "Adam, the first thing I do is go back in, and muck everything up for 2 years."

It's no easy feat to **Fire Yourself AND Increase your Revenues in under 2 years**. The good news is that we all go through this phase and there is a system to follow. I built my system and checklist based on my own experiences and the conversations I've had with those who have done it before me. **Use this checklist as a self-assessment to help you check in with yourself and build a high-level plan.**



Upgrade Your Personal Mindset:

"You have to be brutally honest with yourself and understand your strengths and weaknesses."

- Jessica Alba CEO of The Honest Company

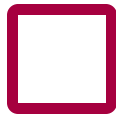
- **Start with yourself. Mentally and emotionally prepare for growth.**



Define a Clear Vision of the Future:

"If your dreams don't scare you they are too small." Richard Branson

- **Create a vision of the future that brings you joy and success.**



Audit Your Systems and Process Against your Vision:

"Don't think what's the cheapest way to do it or what's the fastest way to do it, think 'what's the most amazing way to do it.'" Richard Branson

- **Change how your business runs to produce your vision.**



Align Your Org Chart for the Future:

"As we look ahead into the next century, leaders will be those who empower others." - Bill Gates

- **New Systems and Processes might require different people. Free yourself from your old org chart**



Create a Communication Plan:

"Growth and comfort do not coexist." — Ginni Rometty, CEO of IBM

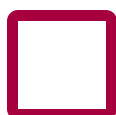
- **You do not grow a company alone. This will be uncomfortable for everyone. Clear and regular communication is the answer.**



Upgrade Your Financial Awareness:

"Money is a terrible master but an excellent servant." — P.T. Barnum

- **Understand your money as to not kill the company through growth.**



Build your Support Networks:

"They say it's lonely at the top. It must be even lonelier at the tippy top."- Demetri Martin Comedian

- **Ownership can be isolating. Join a community that has empathy and authority to support you on your transformation.**

Reading these steps often lead to more **questions**.

[Click Here to Book](#) a time to explore more because you deserve to Fire Yourself.