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OOMPH!

CEO Mindset Power Sheet

OOMPH!



Own Your Canvas.
Create Strategically.
Lead with OOMPH!

Lead Like a CEO—Even If You’re a Team of One

You don’t need a big team to think like a leader—you need the courage to act like one.

Whether you’re a solopreneur, real estate professional, or service provider, how you present yourself *in your business* is directly tied to how your business presents itself *to you*.

This worksheet is designed to help you shift out of reactive task mode and into powerful CEO thinking.

Use it weekly to step out of the weeds, reclaim your time, and align your actions with your highest priorities.

This is your blueprint to stop spinning... and start scaling.

Let’s lead with purpose. Let’s move with intention. Let’s grow with OOMPH.

Forward with OOMPH!

IDENTIFY THE GAP: DOER VS. DECIDER

There's a difference between a DOER and a DECIDER.

A doer is in the weeds: putting out fires, responding to emails, delivering services.

A decider looks at data, asks the right questions, and sets direction.

To scale, you need to spend more time as the decider.

And that starts with one habit: The CEO Day.

THE STRATEGY: THE "CEO DAY FORMULA"

Every week, I teach my clients to block just 90 minutes for what I call CEO Time.

Here's what it looks like:

✓ *Review your numbers. Where is your time going? Your leads? Your cash?*

✓ *Reflect on strategy. What's working? What's draining you? What needs to change?*

✓ *Reset your priorities. Pick your top 3 focuses for the next 7 days.*

NO client work. NO task chasing. Just you. Your business. Your power.

The result? Direction. Clarity. Confidence.

REFLECTION MOMENT: BECOMING THE LEADER YOUR BUSINESS NEEDS

Close your eyes for a moment if you're willing.

Picture a version of you that feels grounded, decisive, and clear.

The kind of business owner who:

- *Sets boundaries*
- *Chooses clients intentionally*
- *Operates with purpose*

Now ask yourself:

- *What does that version of me do differently each week?*
- *What do they say no to?*
- *What do they protect in their calendar?*

Open your eyes.

That version of you isn't a fantasy. It's a decision.

SHIFT THE MINDSET: FROM EMPLOYEE THINKING TO CEO THINKING

Stop waiting for permission. Stop thinking small.

Every big business you admire started with one person thinking like a leader.

This isn't about scale for scale's sake. It's about powerful alignment.

You can keep operating like a glorified freelancer... or you can build a business that serves you.

THE INVITE: YOUR FIRST CEO DAY STARTS NOW

If you want support setting up your CEO Day, I invite you to book a complimentary call with me.

We'll map it out together—based on your goals, your schedule, and your current stage of business.

LINK'S IN THE CHAT: 📞 <https://calendly.com/debrapearlman/focused-30-minute-coach-call>

Summary & Next Steps

This worksheet is your invitation to stop reacting and start leading.

Even if you're a team of one, you have the power to shape your business with clarity, strategy, and intention.

Take this moment. Step into your CEO energy. And lead with OOMPH.

Own your canvas. Create strategically. Lead with OOMPH.

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