



WAYFINDER
— ADVISORY —

HELPING COMPANIES FIND THEIR TRUE NORTH



THE STRESS-LESS PLAYBOOK FOR FOUNDERS

A QUICK GUIDE TO STAYING SANE WHILE BUILDING
SOMETHING MEANINGFUL

1. THE 2-MINUTE RESET

Stress will sneak up on you. One minute you are firing off emails and the next your chest feels tight and you are wondering why you signed up for this founder thing in the first place.

TRY THIS SIMPLE RESET:

- Step outside. Feel the air on your face.
- Breathe in through your nose for 4 seconds. Hold for 4. Out for 6. Repeat three times.
- Say out loud: This is a moment. It will pass.

2. MOVE YOUR BODY, MOVE YOUR MIND

Brains love oxygen. Sitting at your desk for ten hours without moving is a guaranteed way to feel stuck.

- Take a 20-minute walk without your phone.
- Stretch. Roll your shoulders. Touch your toes. Laugh at how unflexible you are.
- Try a wild swim or cold shower if you are brave enough.

3. THE FOUNDER'S FRIEND CHECK

Isolation is one of the biggest stress multipliers. You do not need to do this alone.

- Have three people you can text when things feel heavy.
- Book a monthly check-in with a mentor or peer.
- Share the messy bits, not just the wins.



4. PROTECT YOUR SLEEP LIKE A SECRET WEAPON

Stress feels ten times worse when you are exhausted. Your business will not crumble if you switch off for eight hours.

- No screens for an hour before bed.
- Write down your “to do” list so your brain stops spinning.
- Keep the room cool and dark.

5. THE FIVE MINUTE JOURNAL TRICK

Stress grows in the shadows. Shine a little light. Every morning, jot down:

1. Three things you are grateful for.
2. What would make today great.
3. One affirmation: I can handle today.

6. KNOW WHEN TO STEP BACK

If you find yourself snapping at loved ones or feeling permanently wired, that is your system asking for help. Do not ignore it.

- Take a day off. The world will not end.
- Speak to your GP or a professional if stress feels constant.
- Remember, resilience is not doing it all alone.

FINAL WORD

Being a founder will always come with highs and lows. Stress is part of the journey but it does not need to own you. Keep this playbook close, use it when things feel heavy, and remember: your wellbeing is the most important part of your business.



**WHEN EVERYTHING SEEMS TO BE GOING
AGAINST YOU, REMEMBER THAT THE
AIRPLANE TAKES OFF AGAINST THE
WIND, NOT WITH IT.**

HENRY FORD

