



Content Sheet

Architecting Your Time, Pt. 1

Name

Date

Section 1: Case Study

Scenario:

Tessa Landry, CEO of Ledger & Ladle Hospitality Group (corporate events + catering), expanded services this year and the fall marketing campaign crushed it—November/December are packed (many events already contracted). The team is capable but stretched. At home, Tessa’s young family has school programs, travel, and extended-family plans through New Year’s. She’s thankful but beyond overwhelmed: “Everything feels important, and there’s not enough time.” Q4 revenue is critical and on top of that, many of these new clients could convert into recurring customers so delivering an exceptional experience by not dropping any balls is a must.

Your task:

Work at your table to come up with three moves that you would advise her to make this month to keep the business on track while also protecting what matters at home. Write them in priority order and keep them actionable (who / what / by when):

1:

2:

3:

Section 2: Chris Carneal on “Architecting Your Time”

Chris Carneal founded Booster in 2002 and has led it to become a national leader in school fundraising, helping schools generate \$900M+ to date. Based in metro Atlanta, he also founded Virtue Village, a purpose-driven workspace community. He hosts Virtue Voices, a leadership breakfast at Virtue Village in Peachtree Corners held on select weekday mornings (breakfast 7:30 a.m., program 8:30 a.m.)—Atlanta-area leaders are welcome and we highly recommend attending (RSVP required). Chris is a husband and father of four, passionate about building companies that strengthen families, schools, and communities.

Section 3: Discussion Questions

Take 5-7 minutes to answer each question in writing. Discuss what you learned and best practices; sharpen each other.

1. Big Rocks First: The journey to architecting intentional time begins with defining our priorities—our “Big Rocks.” Big Rocks = your non-negotiable, high-importance priorities for this season, scheduled first. Write your 3 Big Rocks by name:

Rock #1:

Rock #2:

Rock #3:

2. Morning as a “Keystone Habit”: Chris said, “I don’t know anybody that I want to be like... that doesn’t wake up disproportionately early.” For the next 30 days, what will you change about your morning to be intentional with time? Write the 3 most important things you need to accomplish before you step into the office (i.e.: Sales, People, Strategy).

3. 12-18 Months: Think Ahead: “To be intentional with our time, we have to be forward looking...proactive vs. reactive.” Looking 12-18 months ahead, what major events/deadlines do you already know are coming, and what is one step this month you’ll take to start planning for them?

30 Day Grow Goal:

Section 4: Iron Forums Toolkit

Grow Guide: **30 Day Morning Builder** – Build an intentional early-morning routine

Books: **What the Most Successful People Do Before Breakfast**- Laura Vanderkam

The Power of Habit - Charles Duhigg

Atomic Habits - James Clear

Need an Advisor? Reach out to the **Iron Forums Advisor Corp** or your Facilitator

Traction Tip Article: **Structure is Strategy** by Brent Stromwall (EOS Implementor)

