



REACTION TO INTENTIONAL ACTION

A Quick Guide for Founders,
Owners, and Independents

eBook Edition

JOSEPH M PRICE

Founder, CEO of Intentional Achievements



From Reaction to Intentional Action:

From Reaction to Intentional Action:

**A Quick Guide for Founders,
Owners, and Independents**

eBook Edition

JOSEPH M PRICE

Founder, CEO of Intentional Achievements

Table of Contents

How to use this guide	3
Start here: one question.....	3
The issue beneath the issue	3
Tool 1: The Conditions / Capacity / Cost Triangle ...	4
The rule of the triangle	6
Quick diagnostic: where is the business being paid for?	6
Tool 2: The Four Hats of Ownership.....	7
Why this matters.....	8
The Hat Clarity Exercise (10 minutes)	9
What to look for	9
The question that changes everything.....	10
Bringing the two tools together	10
The 7-day “From Reaction to Intentional Action” Challenge	11
Weekly check-in (5 minutes)	13
One last reminder	13
Next step (optional)	13



How to use this guide

This is designed to be fast and practical. Read it once for perspective, then run the exercises. The goal is simple: identify **one shift** that reduces pressure and increases results this week.

Start here: one question

If everything stayed exactly the same for the next 90 days... would the current way things are being handled lead to progress, or just more survival?

That question matters because most people don't burn out from lack of effort. They burn out from carrying a system that should be carrying them.

Reaction looks like movement, but it often creates motion without direction.

Intentional action creates progress with stability.

The issue beneath the issue

When life or business feels heavy, the default response is often:

- Work longer
- Push harder
- Move faster
- Solve the next fire

That works for a while, but it trains the business (and your nervous system) to depend on urgency.

This guide gives you two tools to break that cycle:

1. **The Conditions / Capacity / Cost Triangle**
(Behavior Architecture)
2. **The Four Hats of Ownership** (Entrepreneur, Leader, Manager, Specialist)

Use them together and you'll see what's actually happening, plus what to change.

Tool 1: The Conditions / Capacity / Cost Triangle

Performance is never free. Every result is “paid for” by one (or more) of these three:

Conditions

The environment that supports behavior:

- Clarity (what matters, what success looks like)
- Systems (how things get done)
- Communication rhythms (how decisions and updates flow)
- Roles and decision rights (who owns what)
- Tools, checklists, process, structure



Conditions are the architecture of behavior. When conditions improve, performance becomes easier, more consistent, and more scalable.

Capacity

The energy and effort people use to compensate:

- Longer hours
- Pushing through confusion
- Heroics
- Being “the glue”
- Constant context switching
- Fixing preventable problems

Capacity is real, but limited.

Cost

The price that accumulates when capacity becomes the default:

- Burnout and resentment
- Missed deadlines
- Rework and mistakes
- Churn (employees or customers)
- Inconsistent quality
- Breakdowns in communication

- A business that “works” but feels expensive to run

The rule of the triangle

When **conditions** are weak, people compensate with **capacity**, and **cost** rises.

When **conditions** are strong, the system carries the load, capacity is protected, and cost goes down.

The real question

It’s not “Can this keep working?”

It’s “What is it costing to keep working?”

Quick diagnostic: where is the business being paid for?

Answer quickly and honestly. Use 0–10.

Conditions (0–10)

- Is it clear what matters most right now? _____
- Is it clear what “done” looks like for key work?

- Are roles and ownership obvious? _____
- Do decisions have a clear path? _____
- Is there a repeatable way of doing the work?

Capacity (0–10)

- Are longer hours becoming normal? _____



From Reaction to Intentional Action:

- Is the same problem being solved repeatedly?

- Is there constant context switching? -----
- Do things depend on one or two people “saving the day”? -----

Cost (0–10)

- Is energy dropping? -----
- Is stress spilling into relationships or health?

- Is quality slipping? -----
- Is communication tense or fragile? -----
- Are the team or clients frustrated more often?

Interpretation:

- High capacity + rising cost isn't a character problem
- It's a conditions problem

Now let's look at the other major driver.

Tool 2: The Four Hats of Ownership

Most founders, owners, and independents wear four hats. They're not titles—they're mindsets. And

whichever mindset you're in will determine your actions, your decisions, and the skills you rely on.

Entrepreneur

Vision, opportunity, innovation, strategy, growth.

Leader

People, culture, alignment, setting clear agreements and commitments, communication..

Manager

Systems, execution, planning, accountability, operations.

Specialist

Doing the work: delivering, creating, selling, servicing.

Why this matters

A lot of strain comes from switching hats all day without realizing it. That creates:

- Confusion (what should be done next?)
- Overwhelm (everything is important)
- Inconsistent execution (some weeks are great, then everything collapses)
- Bottlenecks (it all depends on one person)



When the hat you're wearing is clear, decisions get simpler.

When the hat you're wearing is unclear, everything feels urgent.

The Hat Clarity Exercise (10 minutes)

Think about the last 7 days. Write the top 10 activities or problems that took time and energy.

Now label each one with a hat: **E / L / M / S**

Examples:

- Fixing a client issue = Specialist
- Hiring conversation = Leader
- Planning next quarter = Entrepreneur
- Creating a repeatable onboarding checklist = Manager

What to look for

1. **Specialist overload**

If Specialist dominates, the business depends on doing, not designing. That can work early, but it becomes a ceiling.

2. **Manager neglect**

If Manager is missing, conditions stay weak, so capacity has to compensate.

3. Leader neglect

If Leader is missing, expectations stay assumed instead of becoming agreements and commitments, so communication breaks down even if systems exist.

4. Entrepreneur without structure

If Entrepreneur dominates without Manager/Leader support, there's vision without execution stability.

The question that changes everything

Which hat are you wearing most... and which hat do you need to wear next?

That insight is often the first step out of reaction.

Bringing the two tools together

Watch this pattern:

Unclear hats → weak conditions → increased capacity
→ rising cost

In real life that looks like:

- Wearing Specialist all day
- Managing by urgency
- Patching problems
- Staying busy without advancing
- Slowly losing energy



From Reaction to Intentional Action:

- Wondering why growth feels harder than it should

The solution is almost never “try harder.”

The solution is usually: strengthen conditions and choose the right hat on purpose.

The 7-day “From Reaction to Intentional Action” Challenge

Pick one option and implement it this week.

Option A: The Conditions Shift (reduce hidden cost fast)

Choose one condition to strengthen:

- Create a simple definition of done for your top priority
- Clarify who owns what (even if it’s you + contractors)
- Build one checklist for work that keeps repeating
- Set a weekly 30-minute planning block (non-negotiable)
- Create a decision rule (what requires a meeting vs. not)

Goal: remove one recurring friction point.

Option B: The Hat Shift (reduce overwhelm fast)

Choose one hat to lead with this week:

- **Entrepreneur:** 60 minutes to define the next 90 days
- **Leader:** one expectations conversation that turns assumptions into agreements and ends with a clear commitment
- **Manager:** systemize one thing that keeps breaking
- **Specialist:** block focused time for delivery without interruption

Goal: be intentional about which role drives the week.

Option C: The Capacity Shift (stop the hero cycle)

Choose one boundary to protect capacity:

- Stop responding to non-urgent messages instantly
- Remove one meeting that doesn't create outcomes
- Set an end time for work two days this week
- Delegate one repeatable task
- Say no to one misaligned commitment



Goal: stop paying for performance with health and energy.

Weekly check-in (5 minutes)

At the end of the week, answer:

1. What improved because conditions improved?
2. Where did capacity have to compensate?
3. What cost showed up (stress, rework, frustration, missed priorities)?
4. What is the next condition to strengthen?

That's the rhythm of moving from reaction to intentional action.

One last reminder

Being intentional isn't about perfection. It's about designing instead of drifting.

The goal isn't to work harder.

The goal is to make the work less expensive to produce.

Next step (optional)

If you want help applying this to your exact situation, scan the QR code and book a short “Conditions + Hats” diagnostic conversation. You'll walk away with one clear change you can implement immediately to reduce friction and increase results.

