LoftyBiz "I could never…" Worksheet

Pick your biggest goal, write what it will cost, mark each cost could or never, check whose game you are playing, then write the trade in one sentence you can read when it is tested.

Companion download for LoftyBiz 122 — Choose Your Trade-Offs on Purpose. Systex is our own product; you can find Systex at loftybiz.net, or click the link in the description.

1. Your biggest goal for the next year

Write one goal, in one sentence. Thandiwe's example (not a promise): open a second clinic across town. Gareth's later scoreboard was his own: design work, Saturdays off, and enough take-home to pay the mortgage early — not a thirty-percent growth target that came from somewhere else.

My goal	
Date I wrote this	

2. The "I could never…" list

Write at the top: "To get this, I would have to…". List five costs that make your stomach tighten. Mark each line could or never. A never usually changes the timing or the route, not the goal. Write this on paper, not only in your head.

#	To get this, I would have to…	Could or never	Notes
Example	Miss some of my daughter's school events in the first year	never	Thandiwe kept the goal and changed the timeline from 2 years to 3, and protected two afternoons a week.
Example	Hire a clinic manager and let her make decisions I would make differently	could	She hired the manager a full year before any lease, so the trade she feared most got tested early.
1			
2			
3			
4			
5			

The shaded rows are examples from the video, not promises. Leave them in place or replace them with your own costs.

3. Whose game is this?

Ask where the goal came from. Peers and family can be right. The test is whether you would still choose that goal if nobody else ever saw the result.

Where did this goal come from?	Write the honest answer
Me, sitting down and asking what I want	
A trade group, peers or a dinner where numbers were compared	
Family expectations	
Social media	
Somewhere else (write it)	

4. Your own scoreboard

Write three lines that are yours. Revenue can stay on the page as a means, not the score.

Line	What is on your scoreboard (not someone else's)	Mine? Y/N
Example	Design at least two gardens a month myself	Y
Example	Saturdays off from April to October	Y
Example	Take home enough to pay the mortgage early	Y

Example	Grow revenue by thirty percent (this was a trade-group number, not Gareth's)	N — he kept revenue as a means, not the score
1		
2		
3		

The shaded rows are examples from the video, not promises.

5. The one-sentence trade

Finish with one sentence that starts "I'm choosing…", and put it somewhere you will see it. Gareth's example (not a promise): "I'm choosing slower growth, in exchange for design work and Saturdays." When a large offer arrives, read the sentence before you answer.

I'm choosing…	
I will keep this sentence here	
I put this page in Systex on (date)	

Example figures. General education, not financial, legal or tax advice. Results vary. These are examples, not promises.