



blueprint//
BOLD

// THE WORKBOOK

Values Blueprint

A grounding exercise for founders who want their values and their business goals pulling in the same direction.

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Values are the quiet infrastructure.

I've spent twenty years inside companies where the values statement on the wall and the actual behavior in the building were two different things. Sometimes wildly different.

It's not that founders are insincere. It's that nobody ever showed them how to translate "we care about people" into "how we hire, fire, and choose between two good options."

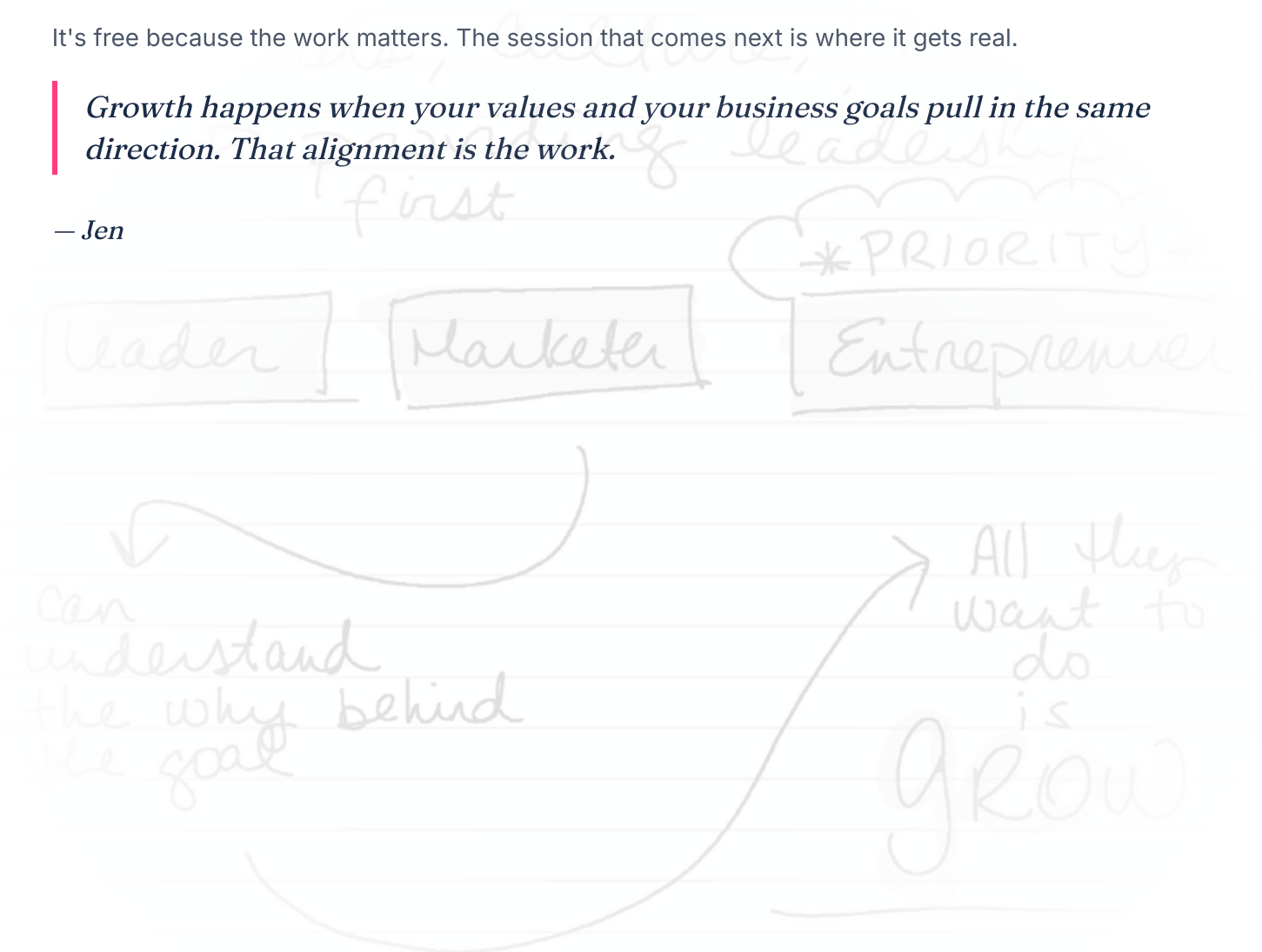
That gap is what this workbook is built to close.

The Values Blueprint is the grounding exercise I run at the start of every engagement, before any blueprint is drawn. Four prompts. One founder lens. A clearer line between who you are, why you're here, and what you're building.

It's free because the work matters. The session that comes next is where it gets real.

Growth happens when your values and your business goals pull in the same direction. That alignment is the work.

— Jen



HOW THIS WORKS

Four steps.

This is the read-through copy. You'll get your own working version once we have a session on the calendar.

1

30 MINUTES // SOLO

Sit with the four prompts.

Block the time. Put away your phone. Read the prompts and start answering them as the founder. Write the way you'd talk — honest beats articulate.

2

2 MINUTES // BOOK IT

Grab a spot on my calendar.

Head to blueprint2bold.com and book your Values Blueprint session. That's the trigger for everything that follows.

3

BEFORE WE MEET

I'll send your own working copy.

Once you're booked, I'll share a private, editable version of this workbook. Fill it in before our session — and if you can, take 15 minutes with your team and ask how *they'd* answer these on your behalf.

4

THE SESSION

We dig in together.

We go through what surfaced, I ask the questions you didn't think to ask yourself, and we find the patterns underneath your answers.

BEFORE YOU BEGIN

There are no wrong answers.

This is not an audit. The only failure mode is performing — writing what sounds good instead of what's true.

Write fast. Edit later.

Get the first thought down, even half-formed. The patterns in your raw answers tell us more than your polished ones do.

Your team's version will differ from yours.

That's the point. The gap isn't a failure — it's a map. It tells us exactly where the work is.

// Values Blueprint

Four prompts, one founder lens. Here's the whole map before you start — then a page for each.

01

Founder's Fire

What transformation in your own life fuels this work?

02

Customer Compass

Who are you building this for, really — and what are they chasing?

03

Why Now

What's at risk if you wait? What opens up when you act?

04

Impact Horizon

When this is successful, what changes — and who feels it?

One pass, then one more.

Answer as the founder first. Then bring the same four prompts to your team and capture their version beside yours. The comparison is the Gap Map on page 10 — and it's usually the most useful page in the book.

Before any blueprint is drawn, we get clear on what we're actually building — and why.

Go deeper than “I saw a market gap.”

The most useful answers here are personal. What does YOUR success make possible — for you, your family, the version of yourself you've been trying to become? Don't be afraid to write something that surprises you.

The most useful answers here are personal. What does YOUR success make possible — for you, your family, the version of yourself you've been trying to become? Don't be afraid to write something that surprises you.

Customer Compass.

*Who are you building this for, really? What pain are they living with?
What dream are they chasing?*

Picture one person, not a segment.

Generic personas don't move teams. A real face, with a real name, with a real Tuesday-afternoon problem — that moves teams. Who is YOUR person?

YOUR ANSWER

YOUR TEAM'S ANSWER // WHAT WOULD THEY SAY?

Most founders default to the optimistic half. The risk side is where the real fuel lives. What gets lost — for you, your customers, your team — if you stay where you are another year? Don't pull the punch.

YOUR ANSWER

YOUR TEAM'S ANSWER // WHAT WOULD THEY SAY?

Impact might land with your customers. It might land with your team, your family, your partners, or your wider community. You don't have to cover all of them — follow the ripples and be honest about which ones matter most to you.

YOUR ANSWER

YOUR TEAM'S ANSWER // WHAT WOULD THEY SAY?

Impact Horizon: when.

Success arrives in stages. Picture what's different in the day-to-day at each point along the way.

WITHIN 90 DAYS

What's different in your daily life — and your team's — by the end of this quarter? Keep it small enough to actually happen.

WITHIN 12 MONTHS

A year from now, what's changed in how the business runs day to day? What used to run on hustle and now runs on a system?

WITHIN 3 TO 5 YEARS

Go bigger than you usually let yourself. When this works — really works — what's true about this business, this team, the people you serve, and you?

The gap between how you see yourself and how your team sees you isn't a failure. It's a map. It tells you exactly where the work is.

WHAT HAPPENS NEXT

You've done the hard part.

Here's what this turns into — and what you'll walk away with.

01 Book your session

Grab a spot at blueprint2bold.com. Once you're booked, I'll share your own working copy of this workbook to complete before we meet.

02 We meet

We go through what surfaced together — the answers, the gaps, and the questions underneath them.

03 Your Founder Intent Memo

I turn your four prompts into a one-page memo: your why, your customer's why, why now, and what's at stake. Hand it to a new hire, an investor, or a board member and they'll understand what you're building in five minutes.

04 Then we build from it

With your intent on paper, the next pieces come into focus — a Draft Mission Statement (one version your customers see, one your team lives by) and an Impact Map that puts your 90-day, 12-month, and 3-to-5-year goals in a single view.

READY WHEN YOU ARE

Book your Values Blueprint session.

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Your values aren't a poster. They're operating instructions. Let's make them work.