THE BREAKTHROUGH EXECUTION PROGRAM

Execute your Breakthrough Goal.

Faster. Smarter.

For successful entrepreneurs who remain ambitious.

Get a greater return on your existing wisdom, knowledge, experience and connections.

01	02	03
Define	Execute	Review

YOUR BIGGER FUTURE

Your bigger future starts here

You've already achieved success. And you remain ambitious.

You've accumulated valuable wisdom, knowledge, experience and connections.

But are you getting the maximum return on everything you have already built?

What if you could execute a bigger, bolder Breakthrough Goal - faster and smarter?

That's the purpose of the Breakthrough Execution Program.

You bring the ambition, experience and resources. The program provides the execution system.

Your goal. Your decisions. Your execution.

The plan is simple. The execution must be courageous.

YOUR HANDBOOK

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YOUR PRE-MISSION BRIEFING

Your pre-mission briefing

Your bigger future. Your execution.

You bring the ambition, wisdom, knowledge, experience and connections.

The Breakthrough Execution Program provides the system to put them to work.

Three missions. One objective.

MISSION 1 - DEFINE YOUR BREAKTHROUGH GOAL

Know what you're going after and what matters most.

MISSION 2 - EXECUTE YOUR DAILY ROCK

Set your intention each morning. Execute. Measure yourself each evening.

MISSION 3 - REVIEW YOUR EXECUTION

Every 45 days, interrogate your hyper-personalised data. Identify the patterns. Decide your next move.

You own the goal. You own the decisions. You own the execution.

The plan is simple. The execution must be courageous.

HOW YOUR PROGRAM WORKS

One bigger future. Three missions.

01 / UPFRONT

Define your Breakthrough Goal

Set your bigger future and choose your own time horizon. Your goal remains visible in Daily ROCK, with the countdown running. Adjust it whenever you decide.

02 / EVERY DAY

Execute your Daily ROCK

Morning: set today's R.O.C.K. During the day: execute with courage. Evening: measure your execution and capture the truth.

03 / EVERY 45 DAYS

Review your execution

Interrogate your hyper-personalised data. Identify what slows you down, what accelerates you, and decide your next move.

One day at a time. Faster and smarter.

MISSION 1

Your Breakthrough Goal

Your bigger future begins with a decision.

Define the goal that would make you genuinely happy. Choose your own time horizon. Include the what, why and numbers.

IDENTIFY YOUR TOP TWO R.O.C.K. PRIORITIES

R **Risks to eliminate**
Your two most consequential risks.

O **Opportunities to capture**
Your two highest-value opportunities.

C **Capabilities to maximise**
Two capabilities you can use immediately.

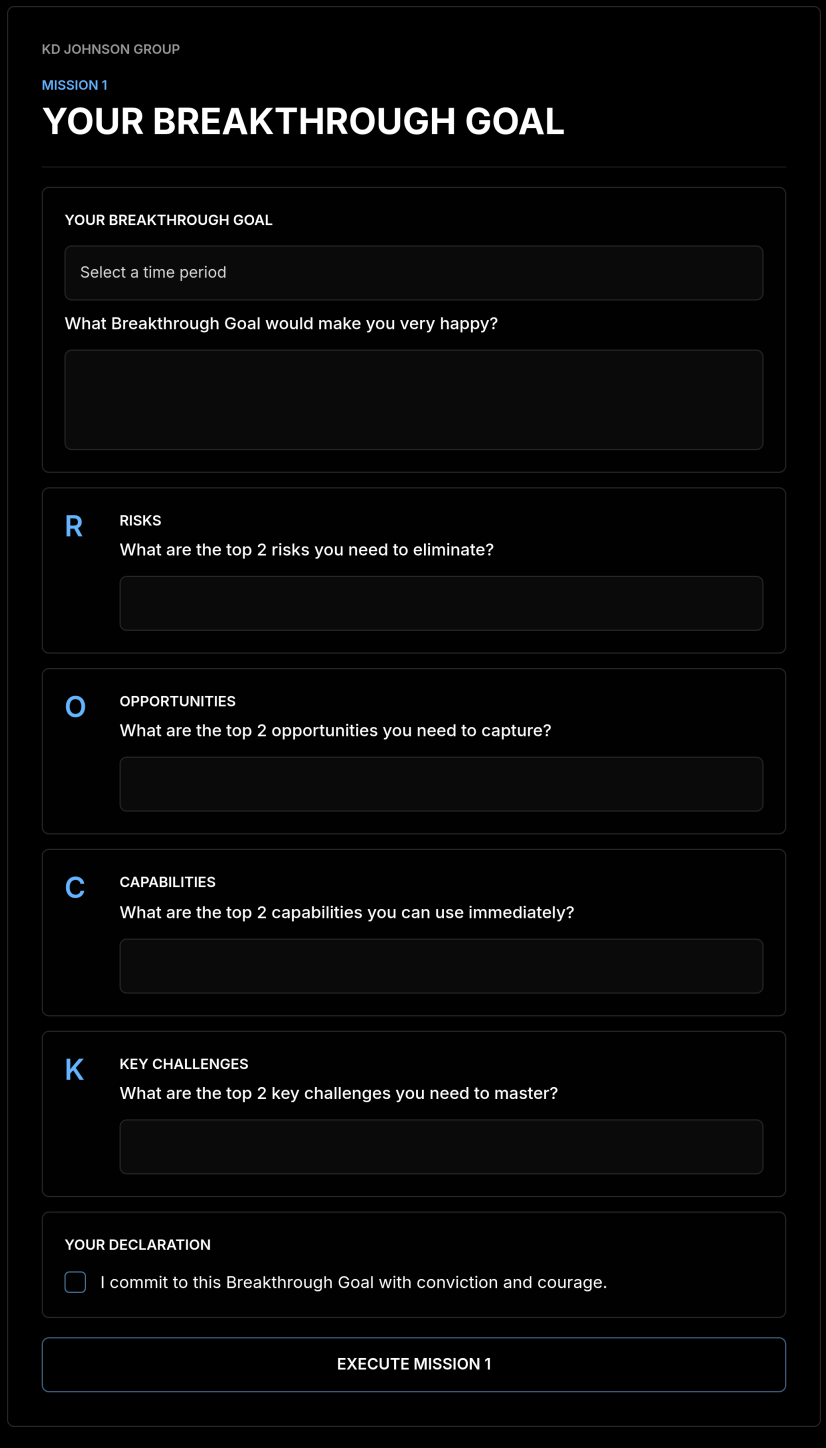
K **Key challenges to master**
The two challenges demanding the most courage.

YOUR DECLARATION

Commit to executing your Breakthrough Goal with conviction and courage, even when it requires uncertainty and discomfort.

Your destination is defined. Now execution begins.

MISSION 1 / INTERFACE



Execute Mission 1 →

MISSION 2 / MORNING

Morning Daily ROCK

One day. Four decisions. One declaration.

Your Breakthrough Goal and countdown remain visible. Now identify what matters TODAY.

R **Risk**
What ONE high-consequence Risk will you eliminate today?

O **Opportunity**
What ONE high-value Opportunity will you capture today?

C **Capability**
What ONE Capability will help eliminate the Risk and capture the Opportunity today?

K **Key challenge**
What ONE Key Challenge will you confront today?

ONE QUESTION THROUGHOUT

WHO can help you?

YOUR DECLARATION

Commit with conviction to execute today's ROCK, even through uncertainty and discomfort. Lock it in. Your confirmation email records your commitment.

No overthinking. Execute.

MISSION 2 / INTERFACE

KD JOHNSON GROUP

MISSION 2

MORNING DAILY ROCK

One day. Four decisions. One declaration.

YOUR BREAKTHROUGH GOAL

Build the business I choose to lead

Time period: 10 years

Countdown running — Edit Breakthrough Goal

R RISK

What ONE high-consequence Risk will you eliminate today?

WHO can help me?

O OPPORTUNITY

What ONE high-value Opportunity will you capture today?

WHO can help me?

C CAPABILITY

What ONE Capability will help eliminate the Risk and capture the Opportunity today?

WHO can help me?

K KEY CHALLENGE

What ONE Key Challenge will you confront today?

WHO can help me?

☐ I commit with conviction to execute today's ROCK, even where it requires discomfort and uncertainty.

LOCK IN TODAY'S ROCK

MISSION 2 / EVENING

Evening Daily ROCK Debrief

You executed - or you did not. Now measure it.

Return to the four commitments you made this morning. Answer YES or NO for each.

R **Risk**
Did you eliminate the Risk?

O **Opportunity**
Did you capture the Opportunity?

C **Capability**
Did you apply or strengthen the Capability?

K **Key challenge**
Did you confront the Key Challenge?

TWO CRITICAL EXECUTION SIGNALS

(Commitment with Conviction) + (Courage with Character)

(Capability with Clarity) + (Confidence with Calmness)

Each YES or NO opens a different question that requires a written answer.

Your written answers confront your own standards. Their accumulation reveals recurring patterns in the 45-day review.

Every evening: Pearson's Law. Every 45 days: Pearson's Law amplified.

MISSION 2 / INTERFACE

KD JOHNSON GROUP

MISSION 2

EVENING DAILY ROCK DEBRIEF

Measure today's ROCK. Capture the truth. Find the pattern.

R RISK

Did you eliminate this Risk? YES NO

O OPPORTUNITY

Did you capture this Opportunity? YES NO

C CAPABILITY

Did you apply or strengthen this Capability? YES NO

K KEY CHALLENGE

Did you confront this Key Challenge? YES NO

COMMITMENT WITH CONVICTION + COURAGE WITH CHARACTER

Did you confront discomfort, uncertainty or fear today? YES NO

What discomfort, uncertainty or fear did you confront?

CAPABILITY WITH CLARITY + CONFIDENCE WITH CALMNESS

Did you develop new Capability and Confidence today? YES NO

What new Capability and Confidence did you develop?

YES or NO determines which written question appears.

COMPLETE DEBRIEF

MISSION 3

Your Breakthrough Review

Your data. Your patterns. Your decisions.

Your first review examines 45 days. Every 45 days thereafter, review the most recent 90 days of execution.

YOUR HYPER-PERSONALISED DATA

- Breakthrough Goal KPI - target versus actual.
- Daily ROCK - risks, opportunities, capabilities and challenges.
- Commitment with Conviction + Courage with Character.
- Capability with Clarity + Confidence with Calmness.
- Accumulated YES and NO written-answer pattern signals.

THREE QUESTIONS. YOUR ANSWERS.

1. What is slowing your Breakthrough Goal most?
2. What is accelerating your Breakthrough Goal most?
3. What will you do next?

YOU OWN THE REVIEW

You receive your report, interrogate your data, arrange the review and share your findings. Your reviewer provides clarification. You make the decisions.

The review reveals the patterns. Your execution creates the breakthrough.

MISSION 3 / EXAMPLE REPORT

KD JOHNSON GROUP

MISSION 3

YOUR BREAKTHROUGH REVIEW

EXAMPLE REPORT • FIRST 45 DAYS

BREAKTHROUGH GOAL KPI

TARGET	ACTUAL
£500K	£420K
SAMPLE	SAMPLE

DAILY ROCK EXECUTION

36 / 45 DAYS — **80%**

R	RISKS ELIMINATED	34 / 45	76%
O	OPPORTUNITIES CAPTURED	35 / 45	78%
C	CAPABILITIES MAXIMISED	33 / 45	73%
K	KEY CHALLENGES MASTERED	32 / 45	71%

COMMITMENT WITH CONVICTION + COURAGE WITH CHARACTER

31 / 45 • 69% YES RESPONSES

YES THEMES:	NO THEMES:
Acted before feeling ready; Stayed with the plan	Avoided difficult outreach; Drifted into easier tasks

CAPABILITY WITH CLARITY + CONFIDENCE WITH CALMNESS

30 / 45 • 67% YES RESPONSES

YES THEMES:	NO THEMES:
Stronger follow-up; Clearer execution focus	No real stretch; Learning not captured

YOUR THREE REVIEW QUESTIONS

1. What is slowing your Breakthrough Goal most?
2. What is accelerating your Breakthrough Goal most?
3. What will you do next?

YOUR EXECUTION CONTINUES

Your execution continues

The review ends. Your execution continues.

You defined your Breakthrough Goal.

You established your daily execution discipline.

You measured yourself and accumulated hyper-personalised data.

You identified the patterns.

Now you decide what happens next.

Your Breakthrough Goal remains yours to pursue, refine or change.

Tomorrow morning, return to your Daily ROCK.

Commit. Execute. Measure. Repeat.

Your accumulated wisdom, knowledge, experience and connections are already valuable. The program gives you the system to put more of them to work.

The plan is simple. The execution must be courageous.

YOUR BIGGER FUTURE CONTINUES

YOUR NEXT MOVE

Your bigger future starts here

Dear Friend,

You've already achieved success. And you remain ambitious.

You've accumulated valuable wisdom, knowledge, experience and connections.

But are you getting the maximum return on everything you have already built?

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That's the purpose of the Breakthrough Execution Program.

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Now it's your move.

Execute your Breakthrough Goal →

Regards,

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