

THE PLAYBOOK MEMBERSHIP

BUSINESS | MODULE TWELVE

Decision Making as a Business Owner

THE ENERGY × MONEY FORMULA

MAKING DECISIONS WITHOUT EMOTION

KNOWING WHEN & WHO TO HIRE

KNOWING WHEN TO LET SOMEONE GO

THE ENERGY × MONEY FORMULA

I learnt this from @laurahiggins

THE ENERGY x MONEY FORMULA

I LOVE this as the main framework because they can use it for literally everything: clients, services, offers, tasks, marketing, team members, even opportunities.

	💰 Makes Money	🚫 Doesn't Make Money
⚡ Gives Energy	PRIORITISE	PROTECT
📄 Takes Energy	DELEGATE	DELETE



Gives energy + makes money

The work you're good at.

The offers you enjoy selling.

The clients you love working with.

The things that actually move the business forward.



Gives energy + doesn't make money

Not everything has to make you money.

Your morning walk.

Pilates.

Seeing friends.

Creative time.

Learning something new.

Taking an actual lunch break instead of eating over your laptop.

These things might not generate revenue, but they help you generate revenue.



DELEGATE

Makes money + takes energy

This is where a lot of founders get stuck.

Admin.

Bookkeeping.

Scheduling.

Client management.

Editing.

Fulfilment.

Repetitive delivery tasks.

If it needs doing but doesn't need doing by you, eventually it should leave your plate.

Important: taking energy doesn't automatically mean "get rid of it." If it contributes to the business, ask whether someone else could own it.



Takes energy + doesn't make money

The easiest category.

Pointless meetings.

Services you've outgrown.

Clients who cost more emotionally than they're worth financially.

Tasks you're doing because you've always done them.

Subscriptions you don't use.

Processes nobody needs.

THE 24-HOUR RULE

Not every decision needs an immediate answer.

Got a crappy email?

If you're emotional, delay the decision. Unless something genuinely requires an immediate response, give yourself 24 hours.

Then ask:

1. What actually happened?
Facts only, no story attached.

2. What am I feeling?
Annoyed? Embarrassed? Defensive?
Panicked?

3. What outcome do I want?
This changes everything.

4. What would the CEO version of me
do?
Then respond.

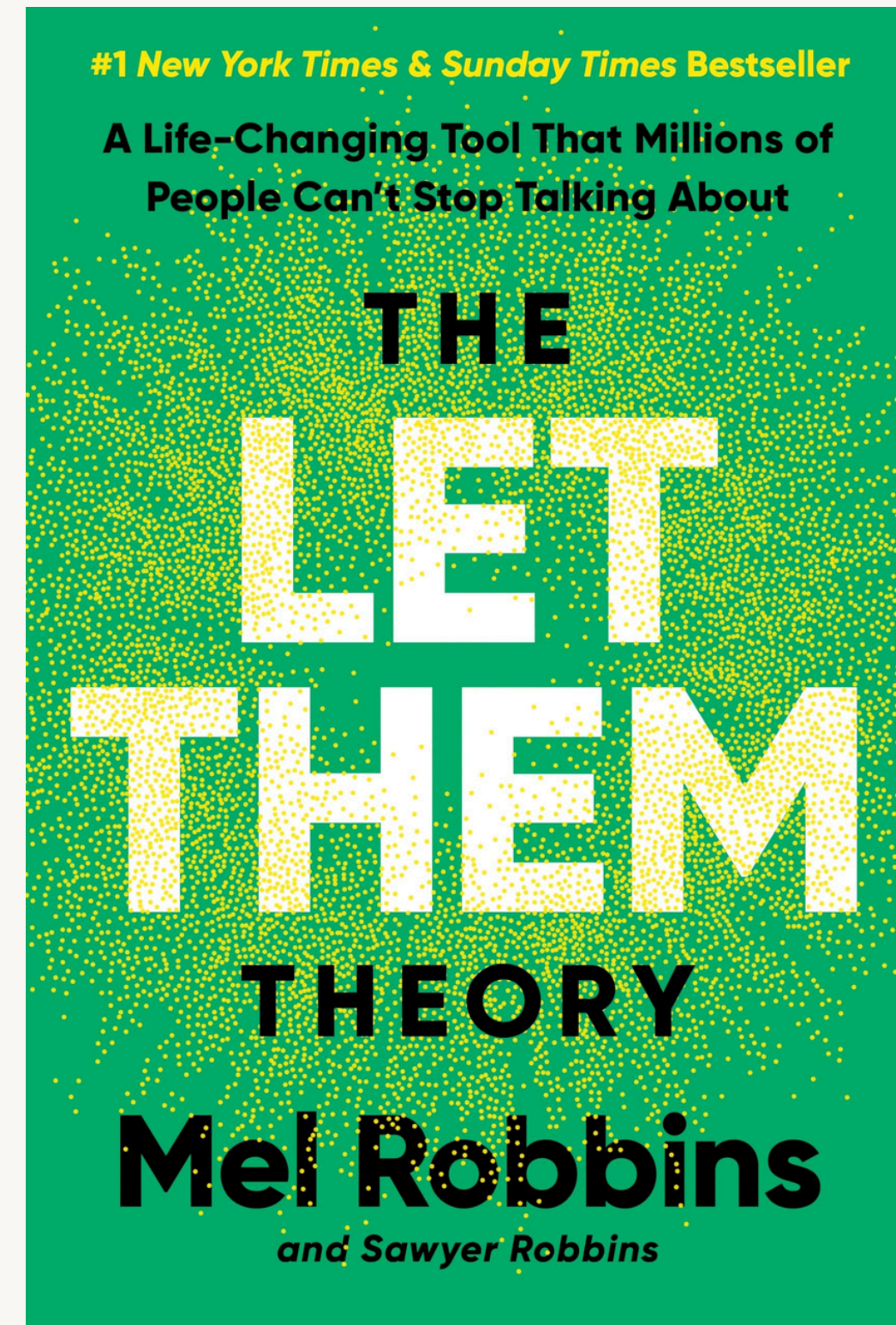
**You don't have to attend every
argument you're invited to.**

*We can't control other
people's actions, only
our own.*



Book recommendation

LET THEM



Emotion → Pause → Facts → Outcome → Decision

As business owners we ALWAYS have to think ahead, into the future. The actions you make today, set up your future.

THE HIRING FORMULA

One of the most important decisions

When are you actually ready to hire?

Not when you're busy.

You hire when...

REPETITION + REVENUE + ROLE = HIRE

REPETITION

There is enough recurring work to give someone.

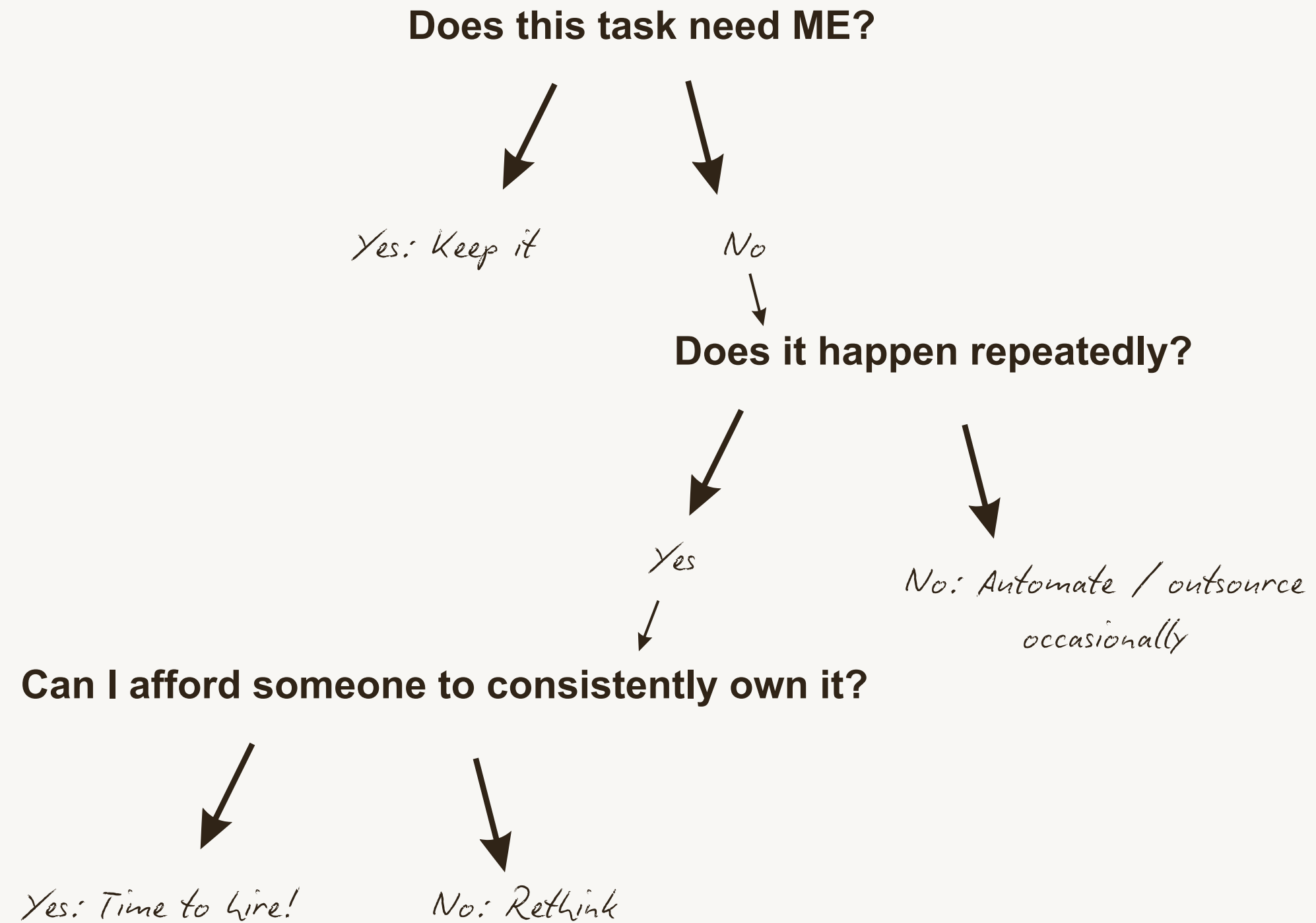
REVENUE

The business can comfortably afford them, not just this month.

ROLE

You can clearly explain what they're responsible for.

Quick Hiring test:



THE THREE C'S!

Who should you hire?

CAPABILITY

Can they actually do the job?

CHARACTER

Are they reliable, proactive, honest and easy to work with?

CHEMISTRY

Do your communication styles and expectations work together?

*Skill gets someone through the door.
Character determines whether you want them to stay.
You can teach skills.
It's much harder to teach someone to care.*

KNOWING WHEN TO FIRE

Don't fire on emotion. Don't retain on hope.

CLARITY → CHANCE → CHANGE

1. CLARITY

Have I actually made my expectations clear?

Do they know:
What their role is?
What good performance looks like?
What deadlines they're responsible for?
Where they're falling short?

If not, communicate first.

2. CHANCE

Have they been given a reasonable opportunity and support to fix it?

One mistake isn't usually a firing offence.

A repeated pattern is different.

Give clear feedback:
Here's the problem.
Here's what needs to change.
Here's when I need to see improvement.

Document it where appropriate.

3. CHANGE

Did anything actually change?
YES → Continue + monitor.
NO → Make the decision.

Don't keep moving the deadline because having the conversation feels uncomfortable.

Don't confuse avoiding an uncomfortable decision with being a kind boss. Keeping someone in the wrong role isn't particularly kind to either of you.

YOUR PLAYBOOK PRACTICE

Action Task

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to practice:

Take your current to-do list or write down 10 tasks you regularly do in your business.
Now run each one through the Energy × Money Formula:

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- Once you've sorted them, choose ONE action to take this week:
- Something you'll prioritise more
 - Something you'll protect time for
 - Something you'll start delegating
 - Something you'll stop doing altogether



TURN THE PAIGE

and follow The PlayBook

NEXT UP: THE LEGAL FOUNDATIONS