Why You're so Exhausted

Are you an owner...
Are you a worker...
Are you a mix of both?

You're Done Everything Right. Why Are You Still Exhausted?

Are you a Wonderful Wanderer, Fearful Fighter, Hopeful Helper, or Tenacious Thinker?

Wonderful Wanderer Overview

Wonderful Wanderer Core Fear

Wonderful Wanderer Core Hope

Wonderful Wanderer Core Tenacity

Wonderful Wanderer Core Weakness

Fearful Fighter Overview

Fearful Fighter Core Fear

Fearful Fighter Core Hope

Fearful Fighter Core Tenacity

Fearful Fighter Core Weakness

Hopeful Helper Overview

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Hopeful Helper Core Hope

Hopeful Helper Core Tenacity

Hopeful Helper Core Weakness

Tenacious Thinker Overview

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Tenacious Thinker Core Hope

Tenacious Thinker Core Tenacity

Tenacious Thinker Core Weakness

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Your Wounds Are a Deeper Problem

Your Wonderful Has a Speed Problem

Your Fearful Has a Control Problem

Your Hopeful Has a Validation Problem

Your Tenacious Has a Competence Problem

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Fearful Fighter Deep Dive

Hopeful Helper Deep Dive

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Fearful Fighter Communication Styles

Hopeful Helper Communication Styles

Tenacious Thinker Communication Styles

Kelly Roach

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Are you an owner...

Are you a worker...

Are you a mix of both?

You're Done Everything Right. Why Are You Still Exhausted?

You've built the business. You've done the work. You've read the books, hired the coaches, and put in more effort than anyone around you can see. And somehow you're still exhausted, still overwhelmed, still waiting for the breakthrough that keeps not arriving.

The problem isn't your effort. It's that you've been trying to solve a human problem with a system that was never designed for humans.

Coffee-shaped meeting by the door? It is.

Are you a Wonderful Wanderer, Fearful Fighter, Hopeful Helper, or Tenacious Thinker?

You're a living/being/doing human. Here's a crucial difference — because it's the difference between a business that runs you and one you actually own.

Wonderful Wanderer Overview

Wonderful Wanderers are driven by the fear of missing out on something wonderful. They're energized by variety, connection, and the next big adventure. They struggle with boredom, routine, and anything that feels like it will limit their options. Their core fear is missing out, and their core hope is finding their people and their purpose.

Wonderful Wanderer Core Fear

Wonderful Wanderers are driven by the fear of missing out on something wonderful. They're energized by variety, connection, and the next big adventure. They struggle with boredom, routine, and anything that feels like it will limit their options. Their core fear is missing out, and their core hope is finding their people and their purpose.

Wonderful Wanderer Core Hope

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Fearful Fighter Overview

Fearful Fighters are driven by the fear of being caught off guard or taken advantage of. They're energized by preparation, vigilance, and protecting what matters. They struggle with trust, vulnerability, and letting anyone get too close. Their core fear is betrayal, and their core hope is safety and security.

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Hopeful Helper Overview

Hopeful Helpers are driven by the fear of not being needed or valued. They're energized by connection, service, and making others feel seen. They struggle with boundaries, self-care, and asking for anything for themselves. Their core fear is rejection, and their core hope is being loved and appreciated.

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Tenacious Thinker Overview

Tenacious Thinkers are driven by the fear of failure or incompetence. They're energized by mastery, achievement, and solving hard problems. They struggle with perfectionism, delegation, and emotional vulnerability. Their core fear is failure, and their core hope is competence and respect.

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