

THE MIRROR

A mirror does not judge what it reflects. It simply shows you what is there. This worksheet works the same way — not to evaluate where you fall short, but to show you clearly where you stand, what you carry, and what you are capable of.

The clearer you see yourself, the more intentionally you can move.

Name: _____

Business/Idea: _____

Date: _____

How to Use This Worksheet

This is a space for truth — yours, on your terms.

The Founder's Mirror is a guided self-assessment designed to help you get honest about where you are, what you want, and what might be standing between you and the next version of your business and yourself.

Find a quiet space. Set aside 30–45 minutes. Write without editing yourself. The value of this exercise lives entirely in your willingness to be truthful on the page.

This worksheet moves through five areas:

- 01 Who I Am as a Founder** — *Your identity, values, and what drives you.*
- 02 Where I Am Right Now** — *An honest look at where your business or idea actually stands.*
- 03 What's Holding Me Back** — *The fears, obstacles, and patterns that keep showing up.*
- 04 What I Know to Be True** — *Your strengths, wins, and evidence of your own capability.*
- 05 What I'm Ready For** — *The declaration you make when you stop waiting and start moving.*

When you finish, read it back to yourself. Notice what surprised you. That is where the work begins.

01 WHO I AM AS A FOUNDER

Before the business plan, before the brand, before the revenue goals, there is you. This section is about getting clear on what you stand for and the purpose that drives your vision.

What do I believe about myself as a leader and entrepreneur that I don't always say out loud?

What values are non-negotiable in how I lead and run my business?

What kind of impact do I want my business to have — on my life, my clients, and my community?

02 WHERE I AM RIGHT NOW

Honesty here is everything. You cannot map a path forward without knowing where you're actually starting from. This section is about clarity.

In one paragraph, describe where my business or idea is right now — not where I want it to be, but where it actually is.

What is working? What am I doing well that I should protect and strengthen?

What is not working — or not working yet? Where are the real gaps?

If nothing changes over the next 12 months, how would I feel?

03 WHAT'S HOLDING ME BACK

This is the hardest section and the most important one. The obstacles that keep showing up are rarely random. Name them here. You cannot move around what you refuse to see.

What fear shows up most often when I think about growing this business or taking the next step?

What story am I telling myself that may not be true — but that I keep believing anyway?

What have I been waiting for before I allow myself to fully commit? What would it take to stop waiting?

04 WHAT I KNOW TO BE TRUE

This section is your evidence file. When doubt shows up — and it will — return to what is true. Capture your strengths, your wins, and the proof of what you're capable of.

What skills, experiences, or qualities do I bring to this work that are genuinely rare or valuable?

What is a win — big or small — that reminded me I can do this? What did it teach me about myself?

Who believes in my vision, and what do they see in me that I sometimes forget to see in myself?

05 WHAT I'M READY FOR

This is your declaration. Not a to-do list. Not a plan. It is a statement of intention from the version of you that has chosen honesty over avoidance and clarity over confusion. Write it from that place.

I am done waiting for _____.

I am ready to _____.

Starting now, I commit to _____.

The person I am becoming already knows _____.

One word that captures what I am taking from this reflection: