



META MOMENTUM™

WORKBOOK

By Sheros Thomas

*Generate visible traction,
organized execution,
and sustainable momentum.*

REDUCE MOMENTUM DECAY™ • CREATE COORDINATED MOVEMENT



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*Generate visible traction, organized execution,
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REDUCE MOMENTUM DECAY™ · CREATE COORDINATED MOVEMENT

A WORK BY

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PRODUCED BY

Epiphany Place Consulting

Jackson, Mississippi

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Version 2.0

THIS WORKBOOK BELONGS TO

Your Momentum Record

Write your name here. Date the day you begin. Return to this page when the next chapter of your business begins. The act of claiming this work is the first act of momentum.

NAME

BUSINESS / VENTURE

DATE STARTED

PRIMARY OBJECTIVE THIS QUARTER

“

Momentum is coordinated, measurable movement toward a deliberately defined objective.

— SHEROS THOMAS

ORIENTATION

How to Use This Workbook

This workbook is a companion to the Meta Momentum™ Workbook. It is not a passive reading document. It is a working tool — designed to be written in, challenged, and returned to repeatedly as your business evolves.

EACH MODULE CONTAINS

- ◆ **A framing script** — *the core idea explained clearly*
- ◆ **Guided reflection questions** — *to activate your thinking*
- ◆ **An A.I.M. Checkpoint™** — *to re-align, integrate, and move*
- ◆ **A working artifact** — *a worksheet, audit, planner, or tracker*
- ◆ **A module commitment** — *your commitment to the next move*
- ◆ **An affirmation** — *to anchor the work and orient your mindset*
- ◆ **A Momentum Code** — *the operating truth at the heart of the module*

“ The goal is not to complete the workbook. The goal is to generate momentum. Let the exercises interrupt your assumptions and reveal what is actually true about your business right now.

A NOTE ON TEAM LANGUAGE

Meta Momentum™ is built for the operator who moves — whether you are a solo founder, a two-person shop, or building your first team. Where you see ‘Who Owns / Activates,’ name the person responsible for the next visible move — including yourself.

BEFORE YOU BEGIN

Three Honest Questions

Take five minutes. Answer these three questions honestly — before you turn another page.

1

What does 'stuck' feel like for you right now?

2

What would 'momentum' look like for you in 90 days?

3

What have you been avoiding that you already know needs to happen?

AFFIRMATION

Every Meta Momentum™ exercise activates clarity, coordination, and measurable movement in my business.

THE OPERATING CADENCE

The Rhythm Beneath the Work

Meta Momentum™ operates on a 28-day cadence. Not because of metaphor — but because of math. Four weeks of seven days. One full cycle of coordinated movement. This is how aligned humans have organized work, planted, harvested, and gathered for as long as there has been work to do.

We plan in business horizons. We operate in lunar cadence. The 28-day cycle is the natural unit of execution that aligns you with your team, your collaborators, and yourself.

THE FOUR PHASES OF A COORDINATED CYCLE

	WEEK 1 • NEW MOON INITIATE	<i>Begin. Set intention. Launch the visible move. New ventures, new commitments, and first actions take root here.</i>
	WEEK 2 • FIRST QUARTER BUILD	<i>Construct. Make decisions. The first signal becomes substance. Compound what is working.</i>
	WEEK 3 • FULL MOON REVEAL	<i>Show the work. Make it visible — to others and to yourself. Visibility creates accountability and reveals what is true.</i>
	WEEK 4 • LAST QUARTER INTEGRATE	<i>Refine. Capture what worked. Release what did not. Prepare the next cycle by closing this one cleanly.</i>

A NOTE ON THE COMPANION

This workbook teaches the framework. The 28-day cadence is the natural rhythm of practice. The forthcoming Moon Cycle Companion expands this rhythm into a daily operating practice that aligns you with your team, your collaborators, and yourself.

THE FRAMEWORK

The M.O.M.E.N.T.U.M.™ Framework

An eight-module operational framework built around a single operating truth: coordinated, measurable movement toward a deliberately defined objective.

Alignment without movement becomes stagnation. Movement without intention becomes noise. This framework gives you both.

EIGHT MODULES · ONE OPERATING TRUTH

- M** **Make a Plan**
Define the intended outcome, measurable target, and direction worth pursuing.
- O** **The Observatory**
Capture the signal. Survey possibilities. Chart a direction worth pursuing.
- M** **Mobilize Resources**
Put everything on the table. Identify what you are truly working with.
- E** **Evaluate Readiness**
Determine whether current conditions support meaningful movement.
- N** **Navigate the Next Move**
Take measurable action that advances the mapped objective.
- T** **Track the Movement**
Measure progress across time to maintain continuity and accountability.
- U** **Unify the Ecosystem**
Coordinate people, systems, communication, and support structures.
- M** **Mastery**
Coordinated movement practiced consistently enough to become capability.

Not all alignment creates movement. Not all movement creates momentum.

— SHEROS THOMAS



MAKE A PLAN

OUTCOME · DIRECTION

Define the intended outcome, measurable target, and direction worth pursuing.

MODULE ONE

MAKE A PLAN

OUTCOME • DIRECTION**THE CORE IDEA**

Before movement begins, identify what you are building, why it matters, what success looks like, and how progress will be measured. A plan is not a prediction. It is a commitment to a defined direction with measurable checkpoints along the way.

Momentum without a mapped objective is simply motion. The goal of this module is to define your destination with enough clarity that every subsequent action can be evaluated against it. If you cannot describe what success looks like in measurable terms, you are not ready to move — you are ready to wander.

GUIDED REFLECTION**1**

What are you building, and why does it matter beyond the transaction?

2

What does success look like in 30 days? In 90 days? In 12 months?

3

What is the single most important milestone you need to hit first?

ARTIFACT 1.0

A.I.M. CHECKPOINT

Before every artifact in this module, run yourself through the A.I.M. Checkpoint. Three honest questions, asked in order. Align. Integrate. Move.

A.I.M. CHECKPOINT™

A ALIGN

What is true right now? What resources, people, or realities must be acknowledged honestly?

A

I INTEGRATE

What do I already have? What is missing? Do I have enough to complete the next meaningful step?

I

M MOVE

What measurable action advances the mapped objective right now?

M

ARTIFACT 1.1

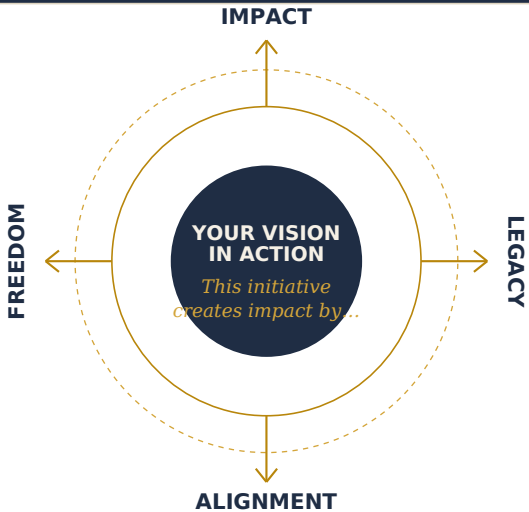
Objective Mapping Worksheet

Define your priority initiative with precision. Every subsequent module will reference this map.

“

Clarity is the currency of momentum. When your objective is clear, every decision becomes easier.

— SHEROS THOMAS

DEFINE YOUR PRIORITY INITIATIVE		WHY THIS MATTERS	
1	The priority initiative I am pursuing is:	 Close your eyes for a moment. In 12 months, what is different because this objective is real?	
2	The measurable outcome at 30 days is:		
3	The measurable outcome at 90 days is:		
4	The measurable outcome at 12 months is:		
5	The person or audience this serves is:		
6	Why this matters beyond the transaction:		

A.I.M. CHECKPOINT™		
A ALIGN What is true right now? What resources, people, or realities must be acknowledged honestly? A	I INTEGRATE What do I already have? What is missing? Do I have enough to complete the next meaningful step? I	M MOVE What measurable action advances the mapped objective right now? M

ARTIFACT 1.2

12-Week Milestone Structure

Map your 12-week plan with specific milestones. Movement only counts as momentum when it advances the mapped objective.

“

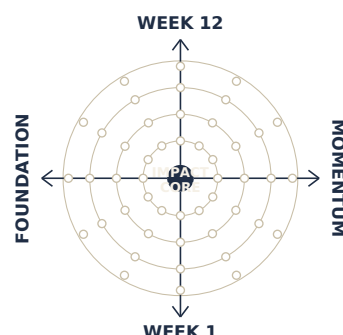
A year of intentional movement is worth more than a decade of undirected activity.

— SHEROS THOMAS

WEEK	KEY MILESTONE / ACTION	OWNER / ACTIVATOR	DUE BY
○ Wk 01			
◐ Wk 02			
● Wk 03			
◐ Wk 04			
○ Wk 05			
◐ Wk 06			
● Wk 07			
◐ Wk 08			
○ Wk 09			
◐ Wk 10			
● Wk 11			
◐ Wk 12			

MOMENTUM TRAJECTORY MAP™

Plot your 12-week arc. Each milestone is a step toward coordinated impact.



HOW TO USE THIS MAP

- 1 Plot your milestones in order starting at WEEK 1.
- 2 The closer to the center, the greater the impact.
- 3 The farther out, the earlier the foundation.
- 4 Connect your milestones to visualize your arc.

LEGEND (USE YOUR OWN SYMBOLS)

○ PLANNED ● IN PROGRESS ◐ COMPLETED ○ AT RISK

WEEKLY MOMENTUM CHECK

Rate your expected momentum level each week. 1 = Low 5 = High

W1 W2 W3 W4 W5 W6 W7 W8 W9 W10 W11 W12
1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5 1 2 3 4 5

MILESTONE COMMITMENT

MY COMMITMENT:

I commit to showing up, taking aligned action, and completing the next right milestone.

SIGNATURE

DATE / /

MILESTONE QUALITY GUIDE • A great milestone is:

- ✓ Specific and measurable
- ✓ Aligned with your objective
- ✓ Within your control
- ✓ Time-bound
- ✓ A real step forward

SPECIFIC

What exactly will be accomplished?

MEASURABLE

How will you know it's done?

OWNABLE

Who owns / activates this milestone?

RELEVANT

How does this advance your objective?

TIME-BOUND

What is the target date?

ARTIFACT 1.3

Success Criteria Scorecard™

Define what success looks like — and how you will recognize it when it arrives.

“

Success unnamed is success unowned. Name it now, while you can still shape it.

— SHEROS THOMAS

SUCCESS CRITERIA	HOW I WILL MEASURE IT	TARGET DATE

“

Success unnamed is success unowned. Name eight things now — while you can still shape them. Six months from now, you will thank yourself for the clarity.

— SHEROS THOMAS

MODULE ONE • CLOSING

Anchor Your Movement

Three pieces close every module: a commitment you can act on this week, an affirmation that re-orientes your mindset, and a Momentum Code — the operating truth at the heart of the work. Read them. Mean them. Carry them into the next module.

MODULE COMMITMENT

The priority initiative I am committing to is:

The first milestone I need to hit is:

I will hit that milestone by:

AFFIRMATION

*My plans provide clarity for myself
and my collaborators to make
measurable progress.*

MOMENTUM CODE 1

**“ A plan is not a prediction. It
is a commitment to a
direction with measurable
checkpoints.**

— SHEROS THOMAS



THE OBSERVATORY

OUTCOME · CLARITY

*Capture the signal. Survey possibilities. Identify meaningful signals.
Chart a direction worth pursuing.*

MODULE TWO

THE OBSERVATORY

OUTCOME · CLARITY**THE CORE IDEA**

Before movement begins, you must observe, orient, and chart a direction worth pursuing. The Observatory is the phase where you survey possibilities, identify meaningful signals, distinguish signal from noise, and map a measurable direction before resources are committed.

Most entrepreneurs are not lacking opportunities. They are drowning in them. The problem is not that nothing is worth doing — it is that they cannot tell which signal is strongest, which direction deserves coordinated movement, and which ideas are ambition disguised as strategy. Not every bright idea is a destination. Not every signal deserves pursuit.

GUIDED REFLECTION

1 What is the opportunity that keeps returning to you even when you try to move on from it?

2 What is the real resistance — the honest reason you have not moved on it yet?

3 If you could focus only one resource — time, money, or energy — on one thing for the next 28 days, what would it be?

ARTIFACT 2.1

Momentum Signal Audit™

Rate each potential opportunity 1-5 across five dimensions.
 The highest total score reveals your strongest signal.

“

The signal worth pursuing is the one your data, your gut, and your stakeholders all agree on.

— SHEROS THOMAS

DIMENSION (RATE 1-5)	OPP A	OPP B	OPP C	OPP D	OPP E
Emotional Resonance					
Stakeholder Alignment					
Operational Feasibility					
Strategic Leverage					
Revenue Potential					
TOTAL SCORE					

SCORING LEGEND

1 = Weak signal 2 = Faint signal 3 = Moderate signal 4 = Strong signal 5 = Loud, clear signal

MY STRONGEST SIGNAL IS:

ARTIFACT 2.2

Signal Strength Scorecard™

Before committing resources, run your chosen opportunity through this final go/no-go check.

“

If you cannot say yes to most of these, you are not yet ready to commit. Resources follow conviction.

— **SHEROS THOMAS**

GO / NO-GO CHECK

SIGNAL STRENGTH QUESTION	Y / N	NOTES
Can I describe this opportunity in one clear sentence?	☐ Y ☐ N	
Do I have at least one person who will actively help me pursue this?	☐ Y ☐ N	
Can I create visible proof of this within 28 days?	☐ Y ☐ N	
Have I tested any version of this — even informally?	☐ Y ☐ N	
Does this align with where I want the business to be in 3 years?	☐ Y ☐ N	
Am I willing to prioritize this above other active projects?	☐ Y ☐ N	
Have I identified what success looks like in 90 days?	☐ Y ☐ N	

SCORING: 5-7 = STRONG SIGNAL · 3-4 = CONDITIONAL · 0-2 = NOT YET

TOTAL YES: ___ / 7

ARTIFACT 2.3

Stakeholder Alignment Map™

Identify the people who will affect or be affected by this initiative.

“

Momentum is shared by design or stalled by surprise. Map the room before you fill it.

— SHEROS THOMAS

PERSON / ROLE	CURRENT STANCE	WHAT I NEED FROM THEM	MY ACTION

STANCE LEGEND ● CHAMPION ● SUPPORTIVE ● NEUTRAL ● SKEPTICAL ● BLOCKER



MODULE TWO • CLOSING

Anchor Your Movement

Three pieces close every module: a commitment you can act on this week, an affirmation that re-orientes your mindset, and a Momentum Code — the operating truth at the heart of the work. Read them. Mean them. Carry them into the next module.

MODULE COMMITMENT

The signal I am committing to pursue is:

The first visible move I will make is:

I will make this move by (date):

AFFIRMATION

I clearly recognize the signals worth pursuing.

MOMENTUM CODE 2

“ Clarity is not the absence of uncertainty. It is the presence of a signal strong enough to act on despite it.

— SHEROS THOMAS



MOBILIZE RESOURCES

OUTCOME · ALIGNMENT

Put everything on the table. Identify what you are truly working with.

MODULE THREE

MOBILIZE RESOURCES

OUTCOME • ALIGNMENT**THE CORE IDEA**

You cannot move intentionally without understanding your actual conditions. This module is about radical honesty — a full inventory of the people, skills, energy, time, finances, collaborators, systems, and environmental realities available to you right now. Not what you wish you had. What you actually have.

The most common form of misalignment is not disagreement — it is assumption. Founders assume they have the capacity, the support, and the conditions they need, and then wonder why movement stalls. Alignment means putting everything on the table — accepting what is true, identifying available resources, and ensuring the people, timing, energy, and vision are working toward the same defined direction.

GUIDED REFLECTION

- 1** What resources do you actually have right now — people, time, money, systems, relationships?

- 2** Where is the misalignment between what you need and what is currently available?

- 3** Who needs to be more involved — and who has been consuming resources without contributing to the work?

ARTIFACT 3.1

Resource Inventory

Conduct an honest inventory of what you are working with. Every cell should reflect your actual state — not your aspirational state.

“

Honest accounting is the beginning of strategy. Wishful accounting is the beginning of failure.

— SHEROS THOMAS

RESOURCE TYPE	WHAT I HAVE	WHAT I NEED	GAP STATUS
People Key team members, collaborators, contractors, advisors			☐ Closed ☐ Gap ☐ Critical
Time Hours per week available for this initiative			☐ Closed ☐ Gap ☐ Critical
Money Budget committed / available for this initiative			☐ Closed ☐ Gap ☐ Critical
Systems Tools, platforms, or infrastructure already in place			☐ Closed ☐ Gap ☐ Critical
Relationships Key relationships that could accelerate this initiative			☐ Closed ☐ Gap ☐ Critical
Energy Current capacity level (High / Medium / Low)			☐ Closed ☐ Gap ☐ Critical

GAP STATUS LEGEND
 **CLOSED**

Resource is in place

 **GAP EXISTS**

Resource is partially in place

 **CRITICAL**

Movement cannot proceed without this

ARTIFACT 3.2

Collaborator Map™

Identify the Activation Associates — collaborators, partners, contractors, and support roles — who are or should be active in this initiative.

“

Activation Associates own action plans, accountability rhythms, and measurable movement — not administrative observation.

— SHEROS THOMAS

NAME / ROLE	CURRENT INVOLVEMENT	WHAT THEY OWN	WHAT I NEED FROM THEM

“ Where you see ‘Who Owns / Activates,’ name the person responsible for the next visible move — including yourself.

ARTIFACT 3.3

Alignment Audit

Assess alignment across the four critical dimensions before committing to movement.

“

The most expensive thing in business is moving fast in the wrong direction with the wrong people.

— **SHEROS THOMAS**

DIMENSION	CURRENT STATE	ALIGNED?	NEXT ACTION
Vision Alignment <i>Is the intended outcome clearly defined and shared with key stakeholders?</i>		☐ Yes ☐ No ☐ Partial	
Resource Alignment <i>Are the necessary resources committed and available?</i>		☐ Yes ☐ No ☐ Partial	
People Alignment <i>Are the right people engaged and moving toward the same defined direction?</i>		☐ Yes ☐ No ☐ Partial	
Timing Alignment <i>Are current conditions right for movement, or is something blocking activation?</i>		☐ Yes ☐ No ☐ Partial	

MODULE THREE • CLOSING

Anchor Your Movement

Three pieces close every module: a commitment you can act on this week, an affirmation that re-oriens your mindset, and a Momentum Code — the operating truth at the heart of the work. Read them. Mean them. Carry them into the next module.

MODULE COMMITMENT

The resource gap I will close this week is:

The person I am activating as a collaborator is:

If something critical is missing — I will return to this module before moving forward.

AFFIRMATION

I recognize and organize the resources available to me.

MOMENTUM CODE 3

“ You cannot align what you have not honestly inventoried.

— SHEROS THOMAS



EVALUATE READINESS

OUTCOME · INTELLIGENCE

Determine whether current conditions support meaningful movement.

MODULE FOUR

EVALUATE READINESS

OUTCOME • INTELLIGENCE**THE CORE IDEA**

This module is the pause that prevents the most expensive mistake in momentum-building: moving efficiently in the wrong direction. Before activating a sprint, evaluate whether you have the conditions to complete the next meaningful step — or whether something critical is still missing.

Most people think the problem is execution. It usually is not. The problem is that they moved without watching — and now they are executing the wrong things with increasing efficiency. Every time you create movement, the world responds. The question is whether you are paying attention to what it tells you.

GUIDED REFLECTION

- 1** What do you already have in place that is working? What is the evidence it is working?

- 2** What is the gap between where you are and where you need to be to execute the next phase?

- 3** Is this a Strategic Compression™ pause — intentional, with a clear end point — or Momentum Decay™?

ARTIFACT 4.1

Compression vs. Decay Audit™

“

The difference is not how it feels. It is what the evidence shows.

— SHEROS THOMAS

Answer honestly based on observable facts — not how you hope things are. Strategic Compression™ is intentional incubation. Momentum Decay™ is energy dispersing without a recovery plan.

CATEGORY	DIAGNOSTIC QUESTION	◆ COMPRESSION	▼ DECAY
TIME	I can name a specific date or trigger when this pause ends.	☐	☐
	This pause has been active for less than 28 days.	☐	☐
	I chose this pause deliberately — not chosen for me by overwhelm.	☐	☐
ENERGY	When I think about this project, my energy is stable or building.	☐	☐
	I have done something — anything — related to this in the last 14 days.	☐	☐
	The thought of re-engaging feels like relief, not dread.	☐	☐
CLARITY	I can describe the next action I will take in one specific sentence.	☐	☐
	My vision for this is clearer now than when I paused.	☐	☐
	I could explain this pause to a stakeholder without it sounding like an excuse.	☐	☐
ACCOUNTABILITY	Key stakeholders know about this pause and have not withdrawn support.	☐	☐
	Someone outside my own head knows I am in this pause and expects me to re-engage.	☐	☐
	If the people counting on this business saw my last 28 days, they would call this strategic.	☐	☐

SCORING

9-12 COMPRESSION checks = STRATEGIC COMPRESSION™ (continue with intention)
 5-8 = CONDITIONAL (set a deadline today) · 0-4 = MOMENTUM DECAY™ (activate now)

ARTIFACT 4.2

Readiness Assessment

Before committing to a sprint, determine whether your minimum viable conditions are met.

“

Moving without watching produces increasingly efficient execution of the wrong things.

— SHEROS THOMAS

MINIMUM VIABLE READINESS CHECKLIST

- ☐ The intended outcome is clearly defined and measurable.
- ☐ I have at least one Activation Associate committed to this initiative.
- ☐ Minimum viable resources are in place to take the next step.
- ☐ The primary friction points have been identified and have a proposed resolution.
- ☐ I can describe the next action in one specific sentence.
- ☐ I am willing to move forward with what I currently have, not what I wish I had.

If you checked 4 or fewer — return to Mobilize Resources before proceeding.

ARTIFACT 4.3

Friction Tracker™

Identify the recurring obstacles that keep appearing across projects and time periods.

FRICTION POINT	CATEGORY	PROPOSED RESOLUTION	OWNER

MODULE FOUR • CLOSING

Anchor Your Movement

Three pieces close every module: a commitment you can act on this week, an affirmation that re-oriens your mindset, and a Momentum Code — the operating truth at the heart of the work. Read them. Mean them. Carry them into the next module.

MODULE COMMITMENT

My honest verdict — I am currently in:

If I am in Decay — the one move I will make in the next 72 hours is:

If I am in Compression — my re-engagement date is:

AFFIRMATION

I honestly assess what is needed for impactful movement.

MOMENTUM CODE 4

“ Strategic Compression™ is intentional. Momentum Decay™ is not. The difference is a date.

— SHEROS THOMAS



NAVIGATE THE NEXT MOVE

OUTCOME · ACTIVATION

Take measurable action that advances the mapped objective.



MODULE FIVE

NAVIGATE THE NEXT MOVE

OUTCOME • ACTIVATION**THE CORE IDEA**

Planning is a form of delay disguised as preparation. Most entrepreneurs who are stuck are not stuck because they lack a plan. They are stuck because they have not created visible proof that the idea can move. This module is about choosing the smallest credible version of your vision and executing it. Not perfectly. Not completely. Just visibly.

Movement becomes momentum when milestones are completed, friction is reduced, and measurable progress occurs. If the movement does not affect the action plan or measurable target, it may simply be distraction disguised as productivity. The goal of this step is not to succeed — it is to find out what is actually true. Imperfect movement beats perfect stillness.

“ If the movement does not affect the mapped objective, you may be dancing with distraction instead of creating momentum.

GUIDED REFLECTION

1 What would a minimum viable proof of vision look like — something real, visible, and achievable in 28 days?

2 What has been stopping you from launching something visible? Be specific.

3 What is the single next action that would most advance your priority initiative?

ARTIFACT 5.1

28-Day Activation Sprint™

Four weeks. Four phases. One coordinated movement. Define your activation sprint below — be specific. Vague goals create vague movement.

“

Imperfect movement beats perfect stillness. The goal is to find out what is actually true.

— SHEROS THOMAS

My activation move is:	
My launch date (within 28 days) is:	
The single metric that will tell me it worked is:	

WEEK	PHASE	KEY ACTION / MILESTONE	OWNER / ACTIVATOR	DONE BY
Week 1	○ NEW MOON Initiate			
Week 2	◐ FIRST QUARTER Build			
Week 3	● FULL MOON Reveal			
Week 4	◑ LAST QUARTER Integrate			

THE FOUR-PHASE CADENCE
○ Initiate

Launch. Begin the visible move.

◐ Build

Construct. Compound the first signal into substance.

● Reveal

Show. Make the work visible — to others and to yourself.

◑ Integrate

Refine. Capture what worked. Prepare the next cycle.

“

Choose the smallest credible version of your vision and execute it. Not perfectly. Not completely. Just visibly.

ARTIFACT 5.2

Proof-of-Vision Planner™

Describe what this activation will look like when it is complete.

“

Visible proof beats invisible certainty. Make it real before you make it perfect.

— SHEROS THOMAS

1	What the audience / customer / partner will see:	
2	What I will say about it publicly:	
3	What a 'win' looks like (be specific):	
4	What a 'learning' looks like (still valuable):	

“ *If the movement does not affect the mapped objective, you may be dancing with distraction instead of creating momentum.*

ARTIFACT 5.3

Momentum Calendar™

Map your activation sprint across 28 days — one full coordinated cycle. Assign specific actions to specific days. Note your phase at each week.

“

Time is the only resource you cannot manufacture. Spend it like the asset that it is.

— **SHEROS THOMAS**

PHASE	MON	TUE	WED	THU	FRI	SAT	SUN	WK
○ WK 1 NEW								
◐ WK 2 FIRST QTR								
● WK 3 FULL								
◑ WK 4 LAST QTR								

MODULE FIVE • CLOSING

Anchor Your Movement

Three pieces close every module: a commitment you can act on this week, an affirmation that re-orientes your mindset, and a Momentum Code — the operating truth at the heart of the work. Read them. Mean them. Carry them into the next module.

MODULE COMMITMENT

My activation move is:

My launch date (within 28 days) is:

The single metric that will tell me it worked is:

AFFIRMATION

*I take coordinated actions that
create measurable progress toward
my objective.*

MOMENTUM CODE 5

***“ If the system only works
when you are energized, you
do not have a system yet.
You have a mood.***

— SHEROS THOMAS



TRACK THE MOVEMENT

OUTCOME · CONTINUITY

Measure progress across time to maintain continuity and accountability.

MODULE SIX

TRACK THE MOVEMENT

OUTCOME • CONTINUITY**THE CORE IDEA**

Momentum is not a single event. It is a sustained pattern of measurable movement across time. This module builds the tracking infrastructure that keeps momentum alive — deadlines, cadence, checkpoints, meeting rhythms, and visible progress indicators that hold both the work and the people accountable.

What gets tracked gets clarified. What gets clarified gets completed. The absence of tracking is not freedom — it is drift. Most momentum collapses not in dramatic failure but in the quiet erosion of accountability: missed check-ins, undefined deadlines, and progress that exists only in the memory of the person doing the work.

“Momentum requires continuity across people, priorities, and time.”

GUIDED REFLECTION

- 1** Where does accountability currently live in your operation — and is it strong enough to sustain momentum under pressure?

- 2** What would you need to track to know — without asking anyone — whether the business is moving?

- 3** Who is currently responsible for ensuring progress continues when you are unavailable?

ARTIFACT 6.1

Milestone Tracking Dashboard

Track progress against your mapped milestones across the 12-week structure.

“

What gets tracked gets clarified. What gets clarified gets completed.

— SHEROS THOMAS

MILESTONE	TARGET DATE	OWNER	STATUS	NOTES

STATUS LEGEND

○

 PLANNED

●

 IN PROGRESS

●

 COMPLETED

●

 AT RISK

●

 BLOCKED

ARTIFACT 6.2

Momentum Rhythm Dashboard™

Define your operating rhythms. Consistent rhythms reduce decision fatigue and create predictable progress.

“

The absence of tracking is not freedom. It is drift.

— SHEROS THOMAS

RHYTHM	FREQUENCY	WHAT IT COVERS	WHO OWNS / ACTIVATES
Daily Check-In			
Weekly Review			
Monthly Strategic Review			
Quarterly Planning			
Annual Vision Reset			

ARTIFACT 6.3

Accountability Structure

Assign accountability across the initiative. Activation Associates own action plans — not notes about them.

“

Accountability is not surveillance. It is the architecture that protects momentum.

— SHEROS THOMAS

RESPONSIBILITY	CURRENT OWNER	ACTIVATION ASSOCIATE	CHECK-IN CADENCE	NEXT CHECK-IN DATE

MODULE SIX • CLOSING

Anchor Your Movement

Three pieces close every module: a commitment you can act on this week, an affirmation that re-orientes your mindset, and a Momentum Code — the operating truth at the heart of the work. Read them. Mean them. Carry them into the next module.

MODULE COMMITMENT

The tracking rhythm I will establish this week is:

The person accountable for progress visibility is:

My next accountability check-in date is:

AFFIRMATION

My consistent actions strengthen momentum in my business and life.

MOMENTUM CODE 6

“ What gets tracked gets clarified. What gets clarified gets completed.

— SHEROS THOMAS



UNIFY THE ECOSYSTEM

OUTCOME · STRUCTURE

Coordinate people, systems, communication, and support structures around the defined direction.



MODULE SEVEN

UNIFY THE ECOSYSTEM

OUTCOME • STRUCTURE**THE CORE IDEA**

Momentum without structure is chaos with good marketing. Eventually the energy dissipates because there is nothing to contain it. Traction that cannot be repeated is not traction — it is luck. This module builds the operational infrastructure around what is already working.

Momentum strengthens when movement is shared, scheduled, and supported. The goal is not to create bureaucracy. The goal is to create repeatability — so that your momentum compounds instead of requiring you to restart it from zero each cycle. Good systems multiply effort. Poor systems absorb it. And you cannot be every staffing role.

“ You cannot be every staffing role.

GUIDED REFLECTION

- 1** What is currently working in your business that relies entirely on you personally to execute?

- 2** Where do things break down when you are unavailable, overwhelmed, or distracted?

- 3** What would need to be documented or handed off for the business to operate without your constant involvement?

ARTIFACT 7.1

SOP Capture Framework

Document each repeatable process with enough detail that it could be executed without asking you. Start with the processes that break most often.

“

*Good systems multiply effort.
Poor systems absorb it.*

— SHEROS THOMAS

PROCESS NAME	CURRENT OWNER	STEPS (SUMMARIZE)	WHO COULD ACTIVATE THIS

ARTIFACT 7.2

Resource & Role Planner

Map your current tasks to the right owner. Be honest about what only you can do versus what you are holding out of habit.

“

You cannot be every staffing role. Delegation is an act of strategic trust.

— SHEROS THOMAS

TASK / RESPONSIBILITY	CURRENT OWNER	SHOULD BE OWNED BY	BY WHEN

ARTIFACT 7.3

Priority Stack Ranking Tool™

“

Traction that cannot be repeated is not traction. It is luck.

— SHEROS THOMAS

List your current active projects. Rank them by strategic impact — not urgency.

RANK	PROJECT / INITIATIVE	STRATEGIC IMPACT (1-10)	ACTIVE RESOURCES COMMITTED
1			
2			
3			
4			
5			
6			
7			

MODULE SEVEN • CLOSING

Anchor Your Movement

Three pieces close every module: a commitment you can act on this week, an affirmation that re-orientes your mindset, and a Momentum Code — the operating truth at the heart of the work. Read them. Mean them. Carry them into the next module.

MODULE COMMITMENT

The one system I will build or formalize in the next 14 days is:

The one thing I am delegating immediately is:

The Activation Associate I am activating this week is:

AFFIRMATION

*The right people and systems
support my intentional movement.*

MOMENTUM CODE 7

**“ Delegation is not a
management technique. It is
an act of strategic trust — in
other people and in your
own highest use.**

— SHEROS THOMAS



MASTERY

OUTCOME • LEGACY

Coordinated movement practiced consistently enough to become capability.

MODULE EIGHT

MASTERY

OUTCOME • LEGACY**THE CORE IDEA**

Mastery is not perfection. It is sustained, intentional movement refined across time. This is where systems stabilize, confidence deepens, and movement becomes embodied capability — the capacity to generate momentum deliberately, not accidentally. And it is where you begin converting that capability into something that outlasts your direct involvement.

Momentum is not a legacy. It is fuel. The question is what you are building with it. Most entrepreneurs stay in execution mode indefinitely — always generating, rarely converting. Legacy is what happens when you take the momentum you have built and translate it into something that outlasts your direct involvement: recurring revenue, intellectual property, community, real estate, a brand with intrinsic value, or a system that others can operate.

GUIDED REFLECTION

- 1** If you stepped away from your business for 90 days, what would continue generating value? What would immediately stop?

- 2** What knowledge, relationships, or intellectual property do you possess that has not been formalized or monetized?

- 3** Who is this business ultimately for — beyond yourself?

ARTIFACT 8.1

Legacy Asset Map™

Identify and categorize the assets you are currently building.

“

Momentum is not a legacy. It is fuel. The question is what you are building with it.

— SHEROS THOMAS

✓	LEGACY ASSET TYPE	CURRENT STATUS	NEXT DEVELOPMENT STEP
☐	Recurring Revenue (subscriptions, retainers, licensing)		
☐	Intellectual Property (methods, frameworks, courses, brand language)		
☐	Brand / Audience (community, following, reputation)		
☐	Real Estate or Physical Assets		
☐	Licensing or Franchise Potential		
☐	Equity / Investment Readiness		
☐	Team / Organizational Infrastructure		
☐	Succession Plan or Exit Path		

ARTIFACT 8.2

Recurring Revenue Blueprint

Design one recurring revenue path that does not require your direct presence to deliver.

“

Legacy is what happens when momentum is translated into something that outlasts your direct involvement.

— **SHEROS THOMAS**

1 The product, service, or system is:	
2 The recurring format will be (monthly / quarterly / annual / subscription):	
3 The customer or member it serves is:	
4 The value they receive on a recurring basis is:	
5 Price point and projected monthly revenue at 10 / 50 / 100 customers:	
6 What needs to be built to make this operational without daily involvement:	

ARTIFACT 8.3

100-Year Transfer Framework™

Think beyond the transaction. What is the enduring impact of this business?

“

The question is not what you are building. It is what will remain when you are no longer the one building it.

— SHEROS THOMAS

1

If this business operated at its full potential for 100 years, what would it have contributed to the world?

2

What values, systems, or knowledge must be preserved and transferred for that to happen?

3

What is the one decision I need to make in the next 90 days that moves toward that vision?

MODULE EIGHT • CLOSING

Anchor Your Movement

Three pieces close every module: a commitment you can act on this week, an affirmation that re-oriens your mindset, and a Momentum Code — the operating truth at the heart of the work. Read them. Mean them. Carry them into the next module.

MODULE COMMITMENT

The legacy asset I will begin formalizing this quarter is:

The first step toward that is:

I will complete that step by:

AFFIRMATION

*Repeated intentional movement has
made me more capable,
coordinated, and confident.*

MOMENTUM CODE 8

***“ The question is not what you
are building. It is what will
remain when you are no
longer the one building it.***

— SHEROS THOMAS

YOUR META MOMENTUM™ ACTION PLAN

You have completed the Meta Momentum™ Workbook. You now have a working intelligence document — a live map of your current state, your strongest opportunities, and your next moves.

Do not file this workbook. Return to it. The real value is in the revisiting.

ACTION PLAN

Your Top Commitments

Translate the work you have done across the eight modules into three named commitments. Write them down. Sign them. Return to them.

MY TOP 3 COMMITMENTS FROM THIS WORKBOOK**1**

2

3

MY 28-DAY MOMENTUM TARGET

In 28 days — one full cycle — I will have created visible proof of:

MY 84-DAY MOMENTUM TARGET · THREE CYCLES

In 84 days — three full cycles — the following will be measurably different about my business:

A NOTE

From Sheros

Momentum is not about becoming someone else.

It is about learning how to coordinate your energy, attention, resources, and decisions with greater intentionality over time.

***We, the aligned,
thrive in meta motion.***

Thank you for allowing this framework into your process.

— **SHEROS THOMAS**

WHAT HAPPENS NEXT

Continue the Momentum™

The work continues beyond this workbook. Choose the path that fits where you are in your momentum cycle.

FOR INDIVIDUAL MOMENTUM

- ◆ **Recorded Workbook**
Self-paced video instruction in the Meta Momentum™ framework.
- ◆ **Digital Workbook Tools**
Working artifacts designed to be returned to repeatedly.
- ◆ **Moon Cycle Companion**
A 28-day operating practice that aligns your work with natural rhythm and team coordination. Companion to this workbook.
- ◆ **Free Momentum Resources**
Core Idea and Affirmation downloads.

FOR TEAMS & ORGANIZATIONS

- ◆ **Team Talks**
Keynote-format sessions for groups and leadership teams.
- ◆ **Half-Day Workshops**
Hands-on application of the framework with your team.
- ◆ **Strategic Work Sessions**
Available for select engagements.

LEARN MORE

SherosSpeaks.com



META MOMENTUM™

WORKBOOK

*Momentum is not about constant motion.
It is about coordinated movement.*

Strategic movement creates data. Structured momentum creates leverage. Transferable systems create legacy.



THE 28-DAY CADENCE BENEATH THIS FRAMEWORK
is expanded in the forthcoming Moon Cycle Companion.

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Meta Momentum™ **Workbook** · Version 2.0

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