Designing a Business Model or Career Path Around How Your Brain Works.

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Part 3 / Listener notes

“My business needs to keep its commitments without requiring me to feel the same every day.”

A design principle for changing capacity

Self-acceptance and developing skills can work together

01 Your working conditions

Understand your working conditions

Strengths	What do you do well? Where is your contribution useful?
Drains	Which demands take disproportionate effort?
Conditions	What helps you think, focus, and work?
Capacity	What changes across higher- and lower-capacity days?
Real needs	What income and responsibilities must the work support?

Include preparation and recovery, alongside the visible work

02 The specific demand mismatch

Understand your working conditions

“Four live video meetings in one day leave me unable to finish the research.”

What creates the difficulty?

The camera?
Meeting volume?
Transitions?
Preparation?

A specific demand gives you something concrete to examine

03 Your options for change

Understand your working conditions

Modify

Practice a useful skill or habit,
such as preparing a clear agenda

Accommodate

Adjust the conditions, such as
using voice where it serves the work

Delegate

Assign a task when resources
and quality checks make it feasible

Remove

Drop a demand that has
no useful purpose

Some demands are essential. Test the adjustment and keep commitments

04 The business model

Design the business around the work

An imagined research-briefing offer

Who needs it?	A small organization comparing options
What result?	A useful research briefing for a decision
How delivered?	A written briefing and scheduled voice conversation
How paid?	A fee for an agreed scope and deadline

Test demand, price, costs, and realistic income. Delivery formats are vehicles

Two capacity-based operating modes

Higher capacity

Record material ahead
Have selected conversations
Prepare future delivery

Lower capacity

Use quiet research time
Draw on prepared materials
Reduce optional public activity

The commitment plan

Realistic lead times, workload limits, buffers, and coverage or timely communication when even the quieter work is not possible

The career version

Apply the design to your career and test it

The title alone does not tell you how the working day operates

Required results	What does the employer need you to deliver?
Essential demands	What must the role involve?
Flexibility	Could meeting patterns or update formats change?
Real constraints	What must work for your pay, team, and responsibilities?

An agreed adjustment can be a useful first experiment

05 A small, real test

Apply the design to your career and test it

One clearly scoped paid briefing

Or an agreed change to a working pattern

What to observe

01 Demand

02 Quality

03 Time

04 Cost

05 Recovery

Compare the result with your expectations. Adjust one part and test again

Continue with ARIA by NACIA

Continue this exercise with ARIA by NACIA. Copy the prompt from the show notes and work through it one question at a time.

SHORT COPY-AND-PASTE PROMPT

Help me explore a business model or career path around how I actually function. Ask one focused question at a time and wait for my answer. Help me map my working conditions, identify one demand mismatch, choose an adjustment, design the work, and plan a small test. Include income needs, responsibilities, higher- and lower-capacity modes, and how I'll keep commitments. Track demand, quality, time, cost, and recovery. Treat this as practical reflection. Don't diagnose me or promise results. Begin by asking whether I'm exploring a business, career change, or my current role.