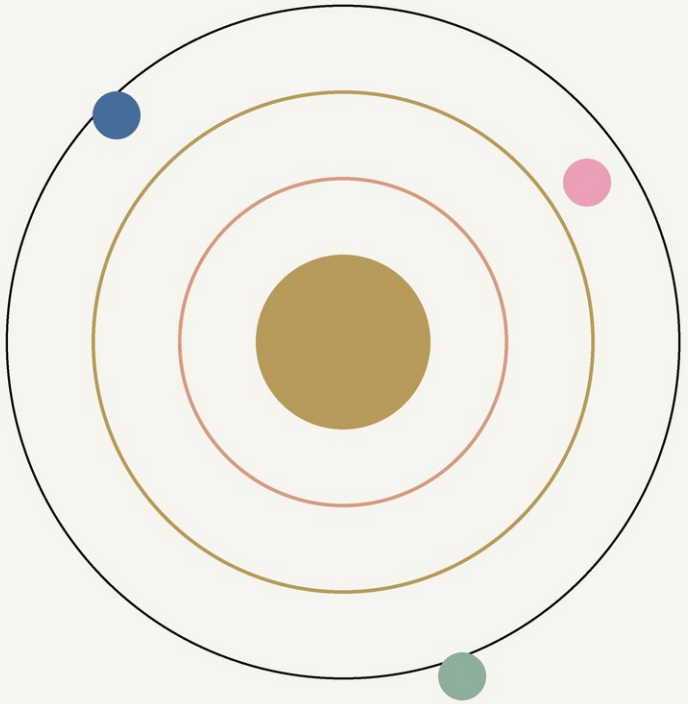
EPISODE 01

Build a Business Model Based on Who You Are



Mind Redesign — The Dr. Blass Podcast

Where psychology, neuroscience, faith, and self-modification meet.

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THE CENTRAL IDEA

Stop forcing yourself into a business model that requires you to become someone else in order to sustain it.

Today's question: how do you build a business model based on who you actually are?

WHERE WE START

Not That Version of You — This One

NOT BASED ON

- Who you think you should be
- How somebody told you a founder is supposed to operate
- What worked for somebody else

BASED ON

- Who you are and how you think
- How you work — what drains you, what energizes you
- What allows you to perform at your highest level

Write Your Strengths — Then Pin Them

01

Acknowledge the strengths

Write them down. You already know you're talented.

02

Pin them

Set them aside for now. We'll come back to those.

03

Look at the challenges

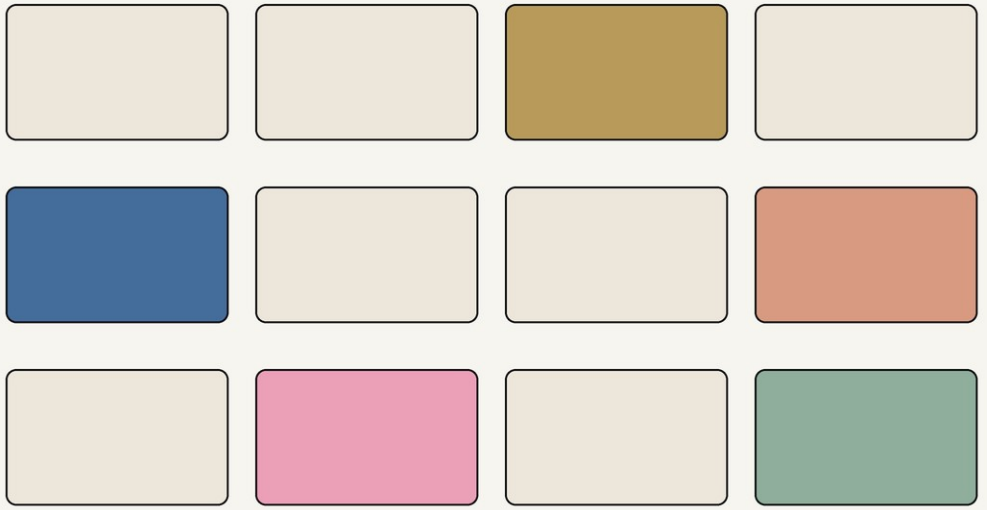
Your limitations. The things you've spent years trying to correct.

Sometimes the very thing you're trying to change is telling you how your life and business need to be designed.

A PERSONAL EXAMPLE

Twelve Browsers Open

- I can have twelve browsers open. Eight of them might have something to do with research.
- I'm working through multiple layers of something at the same time.
- It let me see all sides of the coin — a piece here, research there, something somebody said six months ago.
- Eventually those pieces start connecting.



What I previously thought was a limitation was also giving me leverage.

THE QUESTIONS I USED TO ASK MYSELF

Why can't I just focus on one thing?
Why do I have all of these tabs open?
Why am I jumping between pieces of information?

THE SHIFT

Change the Question, Not Yourself

THE OLD QUESTION

How do I force myself
to stop doing this?

THE NEW QUESTION

How do I create a way of working
where this actually works for me?

Working with who you are and how you are is important. Stop feeling bad because you're not able to be a certain way — maybe the goal isn't always to change something about you.

THE PRINCIPLE

Limitation Becomes Leverage

Limitation

The thing you keep trying to correct

Information

Studied instead of judged

Leverage

The advantage hiding inside it

Design

A model built around it

Maybe you need to stop trying to change something about yourself that you should actually be celebrating and leveraging. With this style of being, you may have an advantage — you just haven't built around it yet.

Write Down How You Actually Are

Write down how you actually are in business. Not your ideal version — the real version.

- Maybe you get bored and want to switch gears by 10 a.m.
- Maybe you can work intensely for three hours and then need to completely walk away.
- Maybe you hate having meetings first thing in the morning.
- Maybe you enjoy having meetings with yourself in the morning before meetings with anyone else.
- Maybe you don't want to be the face of everything.
- Maybe you love creating but hate managing.
- Maybe you love strategy but hate repetitive execution.
- Maybe you are excellent one-on-one but exhausted by large groups.
- Maybe you need silence to think.
- Maybe you need multiple projects happening because variety keeps your brain engaged.
- Maybe your greatest ideas come while you're walking, driving, showering, or researching something completely unrelated.

Write it down — because we're collecting data.

Study It Before You Redesign It

Instead of immediately deciding that something about the way I operate is wrong, I've started studying it.

- Where does your thinking get hijacked?
- What drains you?
- What creates resistance?
- What creates momentum?
- Where do you naturally perform well?
- Where are you constantly overriding yourself?

MIND REDESIGN™

Before you redesign something, you have to understand what is actually happening.

If your entire business requires you to override yourself every day, eventually you're going to become exhausted by the business you created — even if it's successful.

Build the Model Around the Person

WHAT FOUNDERS USUALLY DO

- Build the business first.
- Then try to figure out how to survive inside of it.

Maybe you don't need more discipline.
Maybe your structure is wrong.

REVERSE THE ORDER

- Who am I?
- How do I work?
- What kind of life am I trying to have?
- What responsibilities do I have?
- What environment lets me think clearly?
- What do I want my actual days to feel like?

Then: what business model supports that person?

CASE IN POINT

When the Limitation Reveals the Model

“I am phenomenal at strategy. I can see patterns. I can solve complicated problems. But I get depleted when my calendar is filled with back-to-back client appointments.”

THE OLD RESPONSE

“I need to become better at seeing more clients.”

THE BETTER QUESTION

“How do I create a business where my strategy and intellectual property serve more people — without me sitting in front of every single one?”

Now we're designing around the person. The limitation helped reveal the model.

THIS WEEK

Your Assignment

Take out a sheet of paper.

01

Write down your strengths

Then pin them. You already know you're talented — we'll come back to those.

02

Write down how you're wired

How am I actually wired to work? The full question list is on the next page.

03

Reframe what you wrote

Stop reading the list as a verdict. Read it as a set of design instructions.

AND THEN ASK ONE MORE QUESTION

What if I stopped treating these things as character flaws and started treating them as information?

WHEN YOU'RE DONE, YOU SHOULD HAVE

- A list of strengths — pinned
- An honest list of how you work
- A page you read as information, not flaws

How Am I Actually Wired to Work?

Write the answers down. Every one of these is data, not a verdict.

- What do I dislike doing?
- What drains me quickly?
- What do I procrastinate on repeatedly?
- What do I naturally move toward?
- When during the day am I at my best?
- When do I want to change gears?
- Do I like meetings?
- Do I like managing people?
- Do I like being visible?
- Do I like being behind the scenes?
- Do I need variety?
- Do I need predictability?
- Do I need quiet?
- Do I need movement?
- Do I need time alone before interacting with everybody else?

THE TAKEAWAY

Build Accordingly

Study how you operate

Study what your mind does

Study where your energy goes

Study what creates your best thinking

Your next level might not require you to become somebody different. It may require you to finally understand the person who's already here.

THAT IS MIND REDESIGN™

“What would I build if I understood myself well enough to design differently?”

Not: how do I become better at tolerating a life that doesn't fit me?

I'm Dr. Elsie Blass, and I'll see you in the next episode.

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