

Build the builder. Then build the enterprise.

A founder's charter makes the standards behind your ambition explicit. Use it before a difficult growth decision, then revisit it with a trusted peer or adviser.

A private working draft, not a legal agreement or a business-plan template. Keep personal reflections private. Share only the operating commitments you deliberately choose to discuss.

01 The value we exist to create

Who should be better off because this enterprise exists? Describe the problem you address, the value you create and how you will recognise useful progress.

02 The lines growth will not move

Name two non-negotiable standards. What would you refuse even if it brought money, influence or speed? Describe the behaviour that would demonstrate each standard.

03 The founder under pressure

Which pattern appears when you are stretched: secrecy, urgency, overcontrol, withdrawal or something else? What early warning will trigger a pause or a conversation?

Growth with judgement. Ambition with stewardship.

Translate personal conviction into routines that other people can see, use and challenge.

04 A rhythm that can last

Choose one boundary protecting recovery, one weekly decision review and one relationship you will actively maintain. State how you will notice when your current workload is no longer sustainable.

05 Who can challenge the founder?

Name a trusted role or person who can question your choices. How will you invite disagreement? What information will you make available so their challenge is useful?

06 The decision we will review

Select a live decision. Identify who benefits, who carries the risk and what is hard to reverse. Choose one safeguard, an owner and a review date.

07 My operating commitment

Complete: "For the next 30 days, I will ... I will ask ... to challenge me. I will review progress on ... using this evidence ..."

Practice together: In a peer discussion, each founder shares one commitment and invites one difficult question. Do not require disclosure of finances, health information or private journal entries. This sample introduces the Builders approach; it does not replace the facilitated programme.