
























 Reflection  Action Required Fundamentals Prosper Sleep Focus Eat Move Breathe Celebrate

NAME: _____

WEEK	MODULE FOCUS	REQUIRED PRACTICES	REQUIRED FUNDAMENTALS						
			P	S	F	E	M	B	C
 #1 2/1/23	Module O: Optimize = Optimus = Best = Eudiamon = Hērō In the introduction to Heroic Coach and the Optimize Mastery Series we'll preview the entire program before taking a few quick trips and learning a process to express the Optimize = Optimus = Best = Eudaimon = Hero versions of ourselves, closing the gap between who we're CAPABLE of being and who we're ACTUALLY being and giving the world all we've got.	 Flip the Switch  The Ultimate Optimizing Algorithm							
 #2 2/5/23	Module I: Eudaimonology We define the game that we're playing, hang out with Aristotle, Abraham Maslow and Martin Seligman, discover that the word "psychology" literally means "the study of the soul" and commit to studying what a "good soul" (aka eudaimonia) looks like as we, most importantly, learn how to master the process of high-fiving our inner souls all day every day by operationalizing virtue.	 VIA Top 5 Unique Virtues							
WEEK #3 - 2/12/23 - OFF									
 #4 2/19/23	Module II: Hero-ology - Part 1: The Big Picture We define the rules of the game, remind ourselves that we will always (!!!) face challenges, meet our training partners, learn how to use obstacles as fuel for growth, and prepare ourselves to face anything that life throws at us as we give our best in service to others.	 Meditation							
 #5 2/26/23	Module II: Hero-ology - Part 2: Training & Tools We practice our philosophy with intensity, learn basic orienteering, and equip ourselves with ready-at-hand tools for the journey, including a Virtue Compass, Heroic Healing Balm, Hero Pills, Secret Weapons, Hero Fires, Pearls, Hope Maps, and Hero Bars.	 1, 2, 3, Optimize							
WEEK #6 - 3/5/23 - OFF									
 #7 3/12/23	Module II: Hero-ology - Part 3: Scientific Target Practice We learn the science of how to make our goals reality via WOOP, increase our motivation, cultivate grit, and Optimize our courage en route to maintaining dynamic tension and dynamic equilibrium while aiming ourselves towards our Universal, Unique, and Ultimate quests.	 WOOP  "Bring it On"							
 #8 3/19/23	Module III: The Big 3 (x 2) We hang out with Michelangelo in his studio and get to work sculpting our ideal selves via our Big 3: Energy + Work + Love. How? Getting clarity on our new Identities and the Virtues we will embody and the Behaviors we will practice. When? Every day.	 PROSPER Complete the Carpe Diem Journal.							
WEEK #9 - 3/26/23 - OFF									
 #10 4/2/23	Module IV: Carpe Diem - Part 1: The Big Picture If we're serious about moving from Theory to Practice to Mastery then we need to know one very (!) important fact: TODAY'S the Day!! In this session, we'll look at the big picture, meet the reporter who's always following you around, learn about the importance of knowing and EXECUTING our protocol. (Know this: the worse we feel, the MORE committed we need to be to executing our protocol!!) We'll also take a v1 pass at our Masterpiece Day template.	 Wave the Wand Masterpiece Day  Time Tracking							
 #11 4/9/23	Module IV: Carpe Diem - Part 2: The PM Bookend Now that we know TODAY'S the Day (!!!), it's time to start at the beginning of our Optimal day—which just so happens to be the END of the prior day. As such, we're going to start architecting our Masterpiece Day with a solid Shutdown Complete and Digital Sunset protocol. We'll get better at turning our brains off so we can get to bed earlier and wake up (without an alarm?) nice and early feeling all bright and shiny. (Note: Heroic Coaches consistently tell us THIS session changes lives.)	 SLEEP Turn off electronics one hour before going to bed.							
WEEK #12 4/16/23 - OFF									
 #13 4/23/23	Module IV: Carpe Diem - Part 3: The AM Bookend With a solid PM Bookend installed, we're ready to show up like a Boss in the morning—waking up feeling energized and ready to do some of our most important Big 3 goodness BEFORE we enter the world of inputs. We'll begin installing a solid AM protocol, including a meditation and Carpe Diem telos practice and, if you can swing it with your idiosyncratic constraints, some Deep Work, Deep Energy, and Deep Love time blocks.	 FOCUS Meditate for eleven minutes.							
 #14 4/30/23	Module IV: Carpe Diem - Part 4: Energy With our AM and PM Bookends coming together, we're ready to Optimize our Energy throughout the day. Too many of us go through our days constantly "on" and, as a result, feeling a sense of what we call "enervated anxiety" (a close relative of burnout and bleh). To help the cause, we'll teach you how to create a deep sense of "Energized Tranquility" by systematically creating rhythms to our days that enable us to show up as our best selves more and more consistently throughout the day and over the years and decades ahead. (Boom!)	 Enervator & Energizer Inventory  "Needs Work"							
WEEK #15 - 5/7/23 - OFF									



















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			P	S	F	E	M	B	C
 #16 5/14/23	Module IV: Carpe Diem - Part 5: Work With our Energy Optimized, we're ready to go Deep and give ourselves most fully to the world via deep, meaningful work. We'll talk about how to go Deep, discover our idiosyncratic rhythms and track our awesome via our Carpe Diem journal. Whether you're a startup CEO or a stay-at-home supermom, we'll be creating a ton of flow via deliberate, intentional, deep and meaningful work.	 Energy Protocol Optimizer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
 #17 5/21/23	Module IV: Carpe Diem - Part 6: Love Now that we know that Today's the Day and have our AM and PM Bookends rocking along with superhero levels of Energy and Work, we're ready for the most important thing: LOVE. In this session we'll redefine Love and set some fun daily targets as we master Love 0.0, Love 1.0, Love 2.0, Love 3.0 and Love ∞.0. When? TODAY!!! And tomorrow and...	 Quiver of Arrows  Love Target Practice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
WEEK #18 - 5/28/23 - OFF									
 #19 6/4/23	Module IV: Carpe Diem - Part 7: Carpe Week'em In which we apply what we've learned about creating Masterpiece Days to create Masterpiece Weeks, becoming Professional Heroes as we focus on the process, make progress, cultivate confidence, demonstrate consistency, and commit to spiraling up by keeping score on the things that matter most.	 Your Weekly Scorecard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
 #20 6/11/23	Module V: Algorithms - Part 1: The Big Picture In which we learn how to install and delete algorithms (aka habits!) that will make it easy for you to show up as your best self. We need to get really good at using our willpower wisely to install great habits that run on autopilot so we can give the world all we've got. We'll master this process as we create our first set of algorithms and start thinking about our Top 10 Power Algorithms we want running the show.	 100 Algorithms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
WEEK #12 - 6/18/23 - OFF									
 #22 6/25/23	Module V: Algorithms - Part 2: Install We make it really, really easy to create good habits, identify the #1 habit that will have the most positive impact on our lives if we START doing it, and install it.	 #1 Install	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
 #23 7/2/23	Module V: Algorithms - Part 3: Delete We make it really, really hard to do the bad habits that we know don't serve us, identify the #1 habit that will have the most positive impact on our lives if we STOP doing it, and delete it.	 #1 Delete	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
WEEK #24 - 7/9/23 - OFF									
 #25 7/16/23	Module V: Algorithms - Part 4: Top 10 Power Algorithms After asking the important question of "What variable are we Optimizing for?", we explore The Top 10 Heroic Power Algorithms we can use to create a higher probability of living in alignment with our Daimons.	 #1 Start and Stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
 #26 7/23/23	Module VI: The Fundies - Part 1: The Big Picture Optimizing all starts with a strong foundation. Let's plug in and shine by getting clarity on the fundamentals: Eating, Moving and Sleeping plus Breathing, Focusing, Celebrating and Prospering. After hanging out with John Wooden and learning how to put on our socks and build skyscrapers, we'll identify your #1 self-care habit that keeps you plugged in and we'll make a 100% ALL IN commitment to installing the habits that will let your soul shine with radiant enthusiasm as you get in the best health and of your life.	 Fundamental Prescription	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
WEEK #27 - 7/30/23 - OFF									
 #28 8/6/23	Module VI: The Fundies - Part 2: Eat We explore the importance of optimizing our nutrition to become (even more!) radiantly alive. We remind ourselves that there is no "the" way—especially for nutrition—while reviewing some pretty universal recommendations on what to eat (food!) and, even more importantly, what to avoid (edible food-like substances; aka ultra-processed sugar-laden pseudo foods that make us sick and tired!).	 EAT Follow a nutritional protocol that supports you in maintaining (or actively moving towards) a WHtR of ≤ 0.5.^	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>			
 #29 8/13/23	Module VI: The Fundies - Part 3: Move We learn how to take advantage of the time-released, well-being power tool of exercise while also finding Opportunities-to-Move throughout the day and helping our designed-to-move bodies experience the gift of playing our personal movement games. Enter: You, the Energized Perpetual Motion Machines!	 MOVE 30 minutes of continuous movement or 10k steps (average).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
WEEK #30 - 8/20/23 - OFF									

^ - The "Eat" fundamental is a process goal, not an outcome goal.

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 #31 8/27/23	Module VI: The Fundies - Part 4: Sleep In which we learn that Sleep isn't just a pillar of optimizing, it's the foundation on which all of our fundamentals rest! (It's also the most underappreciated way to change our lives.) We review what science says about the Top 10 Sleep Kryptonites (and how to minimize/eliminate each of them) before identifying the most important things we can do as we move from Theory to Practice to Sleep Mastery.	 Digital Sunset	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 #32 9/3/23	Module VI: The Fundies - Part 5: Breathe An 80/20 Look at How To Optimize Your Breathing for Calm, Focused Energy (Aka Energized Tranquility!)	 BREATHE Train Optimal breathing patterns for at least three minutes a day.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WEEK #33 - 9/10/23 - OFF									
 #34 9/17/23	Module VI: The Fundies - Part 6: Focus If we want to create an awesome future AND to enjoy life right now then we need to focus on the only moment that matters: the present moment. (Aka RIGHT THIS SECOND!) We explore how to Carpe Punctum (Seize the Moment!) with the spotlight of our attention on W.I.N., and how to train our ability to put our minds where we want, when we want, for how long we want (which, science says, is THE hallmark of healthy, happy people).	 Track Phone Touches  Hit the Focus Gym (11m)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 #35 9/24/23	Module VI: The Fundies - Part 7: Celebrate It's easy to get so fired up about the whole Optimizing game that we forget the fact that we're ALREADY WINNING. Science says: Gratitude is super important. In fact, it's the key that unlocks a ton of joy. Therefore, it's time to make it a fundamental. (When? TODAY!)	 CELEBRATE Complete a gratitude practice.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WEEK #36 - 10/1/23 - OFF									
 #37 10/8/23	Module VI: The Fundies - Part 8: Prosper In our final Module of The Fundamentals, we learn how to turn Pro and "go forward with hope." We'll build Optimus You, Public Benefit Corporation, with a personal Board of Directors and our daimons as CEO, before creating a 5-year prospectus and tracking our Optimized investment strategy of profound dignity via Eudaimonic accounting.	 Daily Investment & Profit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 #38 10/15/23	Module VII: Optimus You In which we conclude the Optimize Mastery series with a renewed commitment to move from Theory to Practice to Mastery, remind ourselves that it's always Day 1, revisit ALL of the wisdom we've explored together, and take three more quick trips (to heaven, hell, and our eulogy celebration) before re-installing the Ultimate Optimizing Algorithm and going forward towards the next best version of ourselves.	 My Heroic Handbook  The Ultimate Optimizing Algorithm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WEEK #39 - 10/22/23 - OFF									
MASTERY SERIES COMPLETE									
↓ COACH TRAINING SERIES BEGINS ↓									
 #40 10/29/23	You + 1 In which we outline Phase II of the program and cover the Heroic Coaching framework from a high-level. Beginning with the end in mind, building coaching skills, equipping ourselves with tools, and being the Radiant Exemplar so we can spiral up in profound service to those we feel called to support.								
 #41 11/5/23	Being and Becoming a Coach In which we play with the dynamic tensions of powerful coaching, Yes + And style. We unpack the apparent contradictions we need to integrate as coaches if we are serving others as profoundly as we can.								
	Coaching Skills In which we address 10 of the foundational coaching skills to we want to practice in order to lead our coaching relationships into their Optimize = Optimus = Best = Eudaimōn = Hērō futures.								
	Coaching Tools In which we start shaping our idiosyncratic coach toolkit. And in turn, we begin shaping ourselves and our clients into their next-best expressions.								
WEEK #42 - 11/12/23 - OFF									
 #43 11/19/23	Coaching Structures In which we learn to close the G.A.P.s between who we're capable of being and actually being, and how we need to navigate structure + spontaneity to develop our craft.								
	Coaching Business In which we have fun with the etymology of success, and how your highest expression is one and the same as your business' highest expression.								
<div>  EARN YOUR CERTIFICATION 11/28/23 ~ 2/1/24** (DAY 300) ~ (DAY 365) </div> <div> At the end of Week 41, we'll be sharing a survey with you that you can use to let us know if you've done what it takes to earn a Certification. </div> <div> To help you begin with the end in mind, here's a quick look at what's required in order to earn a Certification. <ul style="list-style-type: none"> Complete All Coach Modules (26 total, introduced between Week 1 and Week 38) Practice Each Required Fundamental 5/7x per Week (after they have been introduced) Be an Awesome Heroic Buddy Complete a Spartan Race or Energetic Best Challenge (If doing your own challenge, you'll submit this formally in Week 31) </div>									