

A COMPANION WORKBOOK

Measure What Matters

— **What we measure changes
how we behave.**

Reflection questions from the keynote — to take home,
sit with, and actually use. There are no wrong answers
in here. This one's just for you.

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KEYNOTE

Four acts, one question.

01	Before you begin	03
02	Act One — Measure	04–07
03	Act Two — Define	08
04	Act Three — Become	09–12
05	Act Four — Awareness to action	13
06	Before you close this book	14–15



One question runs underneath all four acts: **what am I measuring, and who handed me the ruler?** Every page here is a way of getting closer to your own answer.

This isn't homework. It's a mirror.

Every question in this workbook traces back to something we talked about on stage — but the real work happens here, in the quiet, after the applause fades. There's no grade. No one is reading over your shoulder. Write messy. Cross things out. Skip a question if it doesn't apply today, and come back to it when it does.

The goal was never to leave Italy with more ideas. The goal was to leave with a different way of making decisions. This workbook is how that starts.

THREE REMINDERS TO CARRY WITH YOU

1

We can't control everything.

If it's outside our capacity — and we can't control the outcome — we release it.

2

Normal doesn't mean true.

Proximity normalizes whatever you're surrounded by. That doesn't make it right for you.

3

Audit. Evaluate. Choose.

Don't judge what you inherited — just notice it. Then ask if it still serves the life you're building. Then choose again, on purpose.



ACT ONE

Measure

Notice what you already measure, before you choose what to measure next.

How do you define success, right now?

Before we can choose what to measure, we have to notice what we already are measuring.

How do I define success — currently, honestly, today?

Is this how I actually want to define it? What would I want to change?

What's stopping me from changing it today?

What causes you the most stress?

List what's weighing on you right now — revenue, time, comparison, a person, a decision, whatever comes up. For each one, mark whether it's actually within your control.

STRESS FACTOR	IN MY CONTROL	NOT IN MY CONTROL
	☐	☐
	☐	☐
	☐	☐
	☐	☐
	☐	☐
	☐	☐

Of the ones outside my control — which one, if I truly released it today, would change the most?

Reminder. We can't control what's outside our own capacity. If we can't control the outcome — we release it. That's not giving up. That's where the audit begins.

Audit. Evaluate. Choose.

The framework behind every intentional decision.

1 Audit

What beliefs, definitions, expectations and metrics have I inherited? Don't judge them yet — just notice them.

2 Evaluate

Does it still serve the life I'm trying to build? Something can have served you incredibly well — and no longer be the right fit for your next chapter.

3 Choose

What will I intentionally measure moving forward? Keep what aligns. Release what doesn't.

Detour or detractor?

Every "yes" moves you toward something — or away from something else.

Detour

A temporary change that still supports the destination. Adds value. Intentional. Worth the tradeoff.

Detractor

A distraction that competes with the destination. Adds noise. Reactive. Costs more than it gives.

List what's currently in your life below — under whichever column fits.

DETOUR

DETRACTOR

How many of these add to my definition of success? How many detract from it?

What would my business — my life — look like if I changed this list?



ACT TWO

Define

Success isn't the destination. It's
the definition.

Have. Do. Be. — or Be. Do. Have.

Which order have I been living in? Choose one.



HAVE FIRST

Have



Do



Be



BE FIRST

Be



Do



Have

If I flipped the order — starting with who I want to BE — how would that change the way I show up in my business or my life?

How many of these thoughts, definitions and expectations are truly my own — and how many were inherited?



ACT THREE

Become

Identity is more powerful than achievement.

Wrong herd, or wrong field?

What rooms, circles or meetings have made me feel like the black sheep? Why?

If I looked at those rooms through the lens of what I *should* be doing, versus what I *want* to be doing — would that change how I felt in them?

We spend a lot of our lives measuring ourselves against people who were never supposed to be our measuring stick. Maybe you were never the black sheep. Maybe you were just measuring yourself against the wrong herd.

Be the bison.



When a storm approaches, most animals run from it. Bison turn toward it — and spend less time in it.

If I choose to be the bison — to do the hard things first — what would my day look like?

What tasks do I regularly put off?

If those tasks aren't actually detractors — what's one hard thing I can do first, to start my day by walking straight through the storm instead of around it?

Have I been in the right herd?

Start with what gets said about you that doesn't hold up.

Statements about myself that are commonly said to me — that aren't true.

So — have I been in the right herd?

What would my ideal new pasture look like? Who — or what — do I want to attract?

Remembering who you are.

What can I do to make sure I remember who I am, and who I want to be?

A reminder: you can't control how you're perceived — but you can control what you project. (Is that actually true, or is that just something I tell myself? Worth sitting with.)

What would it look like to protect that — even in the rooms that used to make me shrink?



ACT FOUR

Awareness to action

Awareness is how we
got here. Action is where
we're going.

What are you now aware of? For each one, ask honestly — do you want to keep carrying it?

SOMETHING I'M NOW AWARE OF	KEEP	RELEASE
	☐	☐
	☐	☐
	☐	☐
	☐	☐
	☐	☐

What are some new actions I can take, day to day, starting tomorrow?

If you remember nothing else.

1

What we measure changes how we behave. Notice the metric before you argue with the result.

2

If it's outside your capacity and outside your control, release it. That's where the audit begins.

3

Audit, evaluate, choose. Don't judge what you inherited — just ask whether it still fits.

4

A detour still serves the destination. A detractor competes with it. Know which one you just said yes to.

5

Be, then do, then have. Identity is more powerful than achievement.

6

Maybe you were never the black sheep. Maybe you were measuring against the wrong herd.

7

Turn toward the storm. You spend less time in it that way.

BEFORE YOU CLOSE THIS BOOK

**What am I
measuring?**

**Who handed me
the ruler?**

**What will I
choose next?**

THE ONE THING I'M CHOOSING TO DO DIFFERENTLY, STARTING NOW

SIGNED

DATED



Come back to this page whenever you need to remember. The goal was never to leave with more ideas — it was to leave with a different way of deciding.