ADHD Entrepreneur Performance Protocol

An evidence-based founder performance protocol

Program Overview for Prospective Clients

What it is

This program centers around a protocol developed over three decades of academic and business experience. The protocol is a scientific, evidence based, repeatable sequence of practices that you can implement, measure, and refine over time. Founders, especially those with ADHD traits, often rely on urgency, adrenaline, and willpower to get results. That approach can work in short bursts, but it is inconsistent, expensive, and unsustainable.

Phase I is built around a Founder Performance Protocol that targets the core levers that reliably change your ability to perform by targeting resilience, focus, and recovery metrics: coherence practice for self regulation, sleep optimization for recovery and cognitive control, nutrition for stable energy and mood, and movement for focus and resilience. When these fundamentals are dialed in, your execution becomes more consistent, your priorities become clearer, and your business growth stops depending on last minute pressure.

Overall outcome

By the end of 8 weeks, you will be able to manage the downside of your ADHD symptoms so that the functional qualities of those same symptoms can flourish and be a clear advantage in your business. You will have a personalized performance playbook you can stick to, so you consistently execute on the right priorities, avoid the common ADHD pitfalls that keep you stuck, and grow your business with less stress and more predictability.

Your 8 week before and after

- Right now you are taking big swings that feel exciting in the moment but leave you anxious later because the downside is not clear. After the program you will make bold, visionary bets with guardrails and kill criteria, so you move fast without gambling the business.
- Right now you are always three steps ahead, but the current step does not get finished and everything feels half done. After the program you will channel proactivity into completion using a simple framework, so momentum turns into progress.
- Right now you are productive but urgency also makes you reactive and impatient which creates noise and rework. After the program you will keep urgency as fuel while slowing down only high consequence decisions, so speed stops costing you money.
- Right now you are saying yes quickly then paying for it later in stress and cleanup. After the program you will use a simple decision protocol so your fast decisions become high quality decisions.
- Right now you are starting strong then stalling or abandoning projects. After the program you will have a completion system so you consistently finish what matters.

Who this program is for

- Entrepreneurs and business owners who identify with ADHD traits, whether formally diagnosed or self identified, and who want to perform more consistently.
- Founders who feel stuck in cycles of distraction, last minute urgency, inconsistency, impulsive pivots, and overwhelm, and who want a repeatable way of operating.
- People who are coachable, willing to experiment, and willing to practice small habits between sessions, because results come from implementation, not information.
- Entrepreneurs who value high integrity, evidence informed tools, and practical strategies that improve focus, resilience, decision quality, and follow through without hype or gimmicks.

Who this program is not for

*This program is educational coaching and does not replace care from qualified clinicians.

- Anyone in acute crisis or needing immediate mental health support.
- Anyone looking for a guarantee of specific revenue outcomes.
- Anyone unwilling to practice, track, and implement between sessions.

What you get

- 8 weekly 60 minute 1:1 Zoom sessions
- Daily tracking tools and weekly reflection prompts
- A personalized performance playbook, including triggers, tools, rules, guardrails, and a 90 day execution plan
- A coherence practice plan for resilience and self regulation
- Phase III integration support, including 12 monthly group integration calls and 3 months of Circle community access

How the program works

This is a three phase progression. Phase I builds the foundation. Phase II converts that foundation into business execution. Phase III helps embed the changes so they do not disappear when the program ends.

Phase I, Weeks 1 to 4, Founder Performance Protocol

- Baseline and pattern mapping, identify your ADHD performance profile and your highest leverage levers
- Coherence practice and recovery, build self regulation and resilience you can use in real time
- Sleep optimization, stabilize energy and improve cognitive control
- Nutrition and movement, reduce crashes and improve focus without relying on pressure

Phase II, Weeks 5 to 8, Business execution

- Priority clarity, choose the right targets and protect them with guardrails
- Decision quality, reduce impulsive pivots and improve outcomes without slowing momentum

- Follow through, build a weekly rhythm that produces consistent execution
- Integration plan, finalize your playbook and a realistic 90 day plan

Phase III, 3 month integration

- Twelve monthly group integration calls focused on troubleshooting, refinement, and recommitment
- Circle community access for 12 months for accountability, prompts, wins, and resources
- Optional accountability partner pairing and light weekly check in rhythm

Integrity statement

This program is coaching and education. We use evidence informed tools and practical experimentation. Results depend on your context, effort, and consistency. We do not promise specific financial outcomes, and we do not provide medical or mental health treatment.

If this speaks to you and you are ready to book a free 15-minute discovery call, use this link to find a time: [BOOK DISCOVERY CALL](#)