



THE DRIFT

NAME IT. CLOSE IT.



THE CLAIM

Every operator has four recurring questions they never sit down to answer.

Not strategic questions. Not quarterly questions. Weekly ones.

The kind that surface on Monday, resurface on Wednesday, and are still unanswered on Friday. The kind that get replaced by the next week's version of themselves before anyone notices they were never resolved.

We call what happens next **The Drift**. Signals caught late. Decisions that slide instead of close. Relationships that cool without anyone meaning for them to. Habits that repeat after you said you would stop.

The Drift is not a crisis. It is the steady, invisible movement of a week away from the shape you meant it to have. Most operators are in it. Most of them have not named it.

Named and answered on a schedule, the four questions do something different. They interrupt **The Drift**. They close the week. They make the pattern visible before it becomes a problem. They turn operating by reaction into operating by rhythm.

Four domains every operator is already tracking. Four places **The Drift** shows up, every week.

DECISIONS

What did I decide this week. What actually executed. What is stalled.

CAPACITY

What got fed this week.
What got starved.

PEOPLE

Who is warm. Who is cooling.
Whose move is it.

PATTERNS

What am I repeating that I said
I would stop.

Four questions. Answered every Friday.
That is your Friday Four: the ritual that interrupts the Drift



WHAT CONSULTANTS NAMED

Examples from solo operators and small firms.

DECISIONS

- Which offer am I still revising instead of selling?
- Which client conversation am I postponing?
- Which pricing change have I been meaning to make?

CAPACITY

- Am I billing enough to hit the month, or pretending?
- What am I doing that I said I would delegate?
- What is my actual capacity next month, not hopeful?

PEOPLE

- Which client sent a signal I never followed up on?
- Which referral source have I gone quiet on?
- Whose move was it last, mine or theirs?

PATTERNS

- Which boundary am I breaking that I said I would hold?
- What pricing concession do I keep making?
- Which kind of client do I keep regretting?



WHAT ORGANIZATIONS NAMED

Examples from nonprofit team members.

DECISIONS

- What have we greenlit but never staffed?
- What hiring decision am I avoiding?
- What software are we paying for and not using?

CAPACITY

- Who on the team is running hot, who is cold?
- Which meetings cost more energy than they produce?
- What deadline am I meeting by burning reserves?

PEOPLE

- Which board member have I not talked to this quarter?
- Who on the team is quietly looking for the door?
- Which stakeholder used to be warm and is now cool?

PATTERNS

- What policy have we written but are not following?
- What problem comes back every quarter?
- Which process do new hires learn the wrong way?



NAME YOUR FRIDAY FOUR

Your Friday Four is four questions. One per domain. Written in your words, about your work.

One rule: write the question you have been avoiding.

DECISIONS

What do I keep meaning to decide but never sit down to decide?

CAPACITY

What keeps getting starved while I feed everything else?

PEOPLE

Who went quiet and I did not notice? OR
Who is cooling that used to be warm?

PATTERNS

What am I doing again that I already said I would stop?

Turn the page to pick the one that matters most.

info@viviastudios.com
viviastudios.com



PICK THE ONE

You have four. You cannot build all of them at once.

Circle the one that is costing you the most right now. The one where the cost of not having the answer every Friday is the biggest this quarter.

List your four. Circle the one you would build first.

- 1.
- 2.
- 3.
- 4.

Why this one?

What is it costing you right now to not have this answered?

Where does the information already live?

If this ran on its own every week, what would you do differently?



RUN IT WITH CLAUDE

The ritual runs faster with a thinking partner. Not to answer for you. To hold the four domains in mind.

We use Claude. You can use whatever you have. The prompts below are written to teach you the ritual while you run it. Copy one, paste it into a new Claude conversation, follow what it asks for. By the fourth Friday, you will be writing your own.

DECISIONS

You are my Friday close partner on Decisions. Your job is to help me close the week on what I decided, what executed, and what is stalled. Not to make decisions. To help me see clearly.

Here is the question I named for this domain: [type your Decisions question from the worksheet]

Here is what happened this week: [name two or three decisions you made, commitments you set, or things you said out loud in a meeting, and include the ones that feel half-finished]

Ask me one question at a time. Start with what moved this week and what did not. Then help me name what is stalled and whether it needs to close, change shape, or change hands. End with one decision I am carrying into next week that has a clear next step.

Keep it short. Direct. No pep talk. The goal is closure, not reflection.

CAPACITY

You are my Friday close partner on Capacity. Your job is to help me see what got fed this week and what got starved. Not the whole picture of my life. The pattern inside this week.

Here is the question I named for this domain: [type your Capacity question from the worksheet]

Here is what this week looked like: [describe your week in three or four lines. What took the most time. What energized you. What drained you. What never happened that you meant to do.]

Ask me what I fed well this week and what I starved. Push me to be specific. Then ask me what the cost of the starvation was. What did not get done. What is about to break. What am I going to pay for next week. End with one thing I am going to feed differently next week and how I will know if I did. No judgment. No advice I did not ask for. Just help me see the pattern.



RUN IT WITH CLAUDE

PEOPLE

You are my Friday close partner on People. Your job is to help me see who is warm, who is cooling, and whose move it is. Not to manage my relationships for me. To help me notice what I am not noticing.

Here is the question I named for this domain: [type your People question from the worksheet]

Here are the people on my mind this week: [name four to six people. Clients, colleagues, partners, referral sources. For each one note the last time you talked, who reached out, and how the last exchange felt.]

Ask me who has gone quiet that I did not notice. Ask me whose move it is, mine or theirs, and for how long. Ask me who is cooling and whether I want to let them cool or re-warm them. End with one move I am making next week. Who I am reaching out to, and what I am going to say. Do not make me feel guilty. Make me see the pattern.

PATTERNS

You are my Friday close partner on Patterns. Your job is to help me see what I am doing again that I said I would stop. Not the small slips. The repeating ones.

Here is the question I named for this domain: [type your Patterns question from the worksheet]

Here is what I want you to know: [name one or two things you said out loud recently that you would stop doing, change, or hold a boundary on. Be honest about whether you actually did.]

Ask me what I repeated this week that I promised myself I would not. Do not accept "nothing."

Press once. Then help me name whether this pattern is a decision I need to make, a boundary I need to hold, or a system I need to build so the pattern cannot keep running. End with one structural change, not a promise, a change, I will make before next Friday.

Be direct. This is the hardest one. Do not soften it.

**The Drift is the pattern. The Friday Four is the interruption.
Name it. Close it. Build the first one.**

