

THE ENTREPRENEURIAL MAN

Foundations

The Entrepreneurial Man: Foundations

For Clarity, Conviction and Capacity.

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Introduction: Why Most Successful Men Still Feel Empty.

I'm Rory, a coach who specialises in male psychology. I work with men who, on paper, are successful, but who on the inside, do not feel successful. The results they achieve are in-spite of how they feel about themselves, rather than driven by deep-rooted self-belief.

In life as in trading, 'going long' is a vote of confidence. It's a belief that your future value is worth investing in. If you're experiencing a 'performance gap' - a disconnect between what you know and what you do - then I help you close that gap by aligning your belief with action.

If this is you, you're not alone. Many high-achieving men I know are stuck in 'building mode', constantly striving, but never arriving. You've got ambition, drive, and some external results. But inside, there's a disconnect between who you are now and the man you know you could be.

The truth is, constantly building will always dissatisfy. We're meant to move through it. To transcend it. To evolve from building to contentment.

To get there, to find contentment, to build the business, body and relationship you desire, you do not need more information, advice or strategies.

You need to make the unconscious conscious, to understand how your beliefs and therefore thoughts and actions dictate the quality of your life. I will guide you through this process so that the performance gap is closed, contentment is found and success is felt from within.

Advances in brain research have lent support to theories of the mind. Clarity, conviction, and capacity are found when you ask yourself the right questions. The right questions prompt you to rethink your thinking.

The right questions produce simple yet profound answers that equip you with:

🧠 Self-knowledge 📋 A plan of action 🤝 Accountability

Grab your journal and let's get started.

Chapter 1: What if success wasn't the end goal?

You've achieved more than most. But despite the accolades, income, and lifestyle, something still feels off. That gnawing sense that you should be fulfilled by now, but you're not.

You're not broken. You're just playing a game that was never meant to make you whole.

You've been taught to measure your worth by how much you can produce, earn, or dominate. But you're not a commodity. You're a human being.

It's time to stop short-selling your potential and start going long on your purpose.

It starts with an honest accounting of who and where you are right now. Lets ease you in with a fun reflection on the last year of your life:

1. What was your coolest new experience?
2. Who was your favourite first meeting or new connection with?
3. What was your most emotional or intense period?
4. What made your best sex the best?
5. Which song lyrics or quote most resonated with you?
6. What was your biggest win?
7. Who are you most grateful for?

Performance isn't just a goal, it's a practice. And you don't have to do it alone.

Chapter 2: The one thing more powerful than success.

Let's be honest, life's not much fun when you're constantly chasing the next thing while never feeling satisfied. That low hum of restlessness is not weakness, it's wiring.

We have evolved to play status games, to compete, to accumulate, to outperform others. It is a game you can never win because getting more doesn't stop you wanting more. It's a great game for genetic survival but it's a sh*t game for finding contentment and unlocking peak performance.

Contentment and performance are found in the realisation of your purpose. And, Purpose beats power and pleasure, across your lifetime.

Viktor Frankl, a Holocaust survivor and psychotherapist, wrote that meaning is found in creating, accomplishing, and experiencing something purposeful. He argued that we're not driven by the pursuit of pleasure or power. That we're driven by the will to meaning.

If your achievements feel empty, it's probably because they do not align with your sense of purpose. Now assess the last year of your life at greater depth:

1. Was the last 12 months net negative or net positive for you?
2. What went well and why?
3. Which habit or system accounted most for your success?
4. What went badly, and what lessons did you learn?
5. Who are the people that had the greatest positive impact on you and how can you see more of them?
6. Who are the people that had the greatest negative impact upon you and how were you culpable?
7. What are the three things you're most grateful for right now?

You can distract yourself with status games, or you can define success in alignment with something deeper.

Chapter 3: What are you really chasing?

What drives you? Pleasure? Power? Or Purpose?

It's a confronting question and one most high-achievers rarely stop to ask. However, the ancients believed that the pursuit of power and pleasure; status, wealth, admiration, was to choose a substitute for meaning, for God, for a deeper truth.

Thomas Aquinas warned that when we idolise status, we become objectified by it. The Buddha said happiness isn't about renouncing things, it's about releasing our attachment to them.

So if we know this, why do we still chase? Because evolutionary pressure has wired our brains to play what Will Storr calls, "status games". Biological drives keep us striving for social dominance, not satisfaction. Evolution doesn't care if you're happy.

But you can choose to lead your life from purpose, not programming. And choice is a function of awareness. Living purposefully won't blunt your edge or numb your drive. It will refine you, focus you, elevate you.

So again, what's driving you? Pleasure? Power? Or Purpose? Only one leads to peak performance and contentment. With your mind on living purposefully, review your recent goals (*goals include resolutions and intentions. Answer to the best of your ability, do not over think it*):

1. What were the goals you set for yourself 90 days ago / last quarter?
2. Which of these goals did you complete?
3. What did you plan and expect to complete, but didn't?
4. If your priorities have shifted, which incomplete goals no longer align with your mission?
5. Which of your incomplete goals will you carry forward?
6. How will you make future follow-through more likely?
7. Knowing what you know now, what advice would you give to yourself 90 days ago / last quarter?

Chapter 4: Why more never feels like enough.

Here's an intellectually obvious but emotionally hard to grasp truth: Just because something feels good doesn't mean it will make you happy.

Our limbic system, an ancient part of the brain shaped by survival pressures, urges us toward more money, more fame, more pleasure. It feels right. It feels rewarding. But it's a trap.

We assume that because, "I want this, it must be good for me." But dopamine now, doesn't equate with fulfillment tomorrow.

In fact, paraphrasing Arthur Brooks, if you conflate intergenerational survival with your wellbeing, that's your problem.

The pursuit of more is about outperforming the next man in the unconscious competition for status and mate selection. But we're not just pursuing, we're being pursued by fear. The fear of underperforming, falling behind, losing the competition.

That's why a loss feels comparatively worse than a win feels good. It's what Kahneman and Tversky call 'loss aversion'. The emotional sting of losing something outweighs the thrill of gaining it. Therefore, we live in fear of less, and we're haunted by the belief that we're 'not enough'.

Unconsciously, not being enough = loneliness > starvation > death.

But what if your pursuit of success was not driven by your pursuit of status but was driven by your pursuit of purpose, alignment with an outcome that feels meaningful?

What if you stopped chasing and started choosing?

Now imagine it's the day before you die. Answer the following questions as 'future you' to discover what feels meaningful to you.

1. What's the state of your health and what do you do for fun?
2. Who do you love and who are your most valuable relationships with?
3. How do you feel about yourself?
4. What was the proudest moment of your professional life?
5. What are the three descriptors of you that you want on your gravestone?
6. What was your legacy?
7. So, knowing all you now know, what was your life's mission?

Chapter 5: The treadmill you can't see, but that you can't get off.

You'll have noticed that no matter how much you achieve, the satisfaction doesn't last. You earn more, your reputation grows, your results gain greater recognition, but within days, the feeling of success fades, and the chase resumes.

This is the hedonic treadmill. It's not personal, it's primal. Whether after a loss or a win, our brains are wired to return to a baseline as quickly as possible. We've evolved to be threat-aware. If we get too distracted by wins or losses, we miss the threat.

This was really helpful when we lived to 30 and all we had to do was eat enough, to f*ck enough, to reproduce. But today we can get trapped on the hedonic treadmill. The more we have, the more our wants grow.

The higher we climb, the more intense the comparison, and the greater the threat of potential loss. We aspire to play status games with bigger players and then wonder why we feel like we're losing. Because success measured against external metrics can never be enough. Because success isn't a destination, it's a path.

The biggest mistake men make is treating work like a means to an end; money, prestige, power. But real fulfillment is found in making the work itself the reward, work that aligns with building something that serves your mission.

The treadmill stops when you choose to step off, and choice is a function of self-awareness. With greater self-awareness, what might your why become?

Now imagine in vivid detail you're living your perfect day 10 years from. First, close your eyes and visualise the answers. Second, note down what you visualised.

1. Where are you? What are you wearing?
2. What can you see, hear, smell, taste and touch?
3. What have you done, and what will you do today?
4. Who are you with and how do they make you feel?
5. How do you make them feel?

Chapter 6: What would “future you” regret?

How could you spend your life that would make ‘future you’ miserable?

And

What would ‘future you’ wish he’d have done more of?

If you’re like most entrepreneurial men, your default answers probably revolve around status; money, title, recognition. But deep down, you ‘know’ these things won’t stand the test of time. They’re not the legacy you want.

But what is?

David Brooks, in “The Road to Character”, talks about the difference between ‘résumé virtues’ and ‘eulogy virtues’.

Resume virtues relate to IQ – intellectual intelligence – what we traditionally think dictates success.

Eulogy virtues relate to EQ and SQ – emotional and spiritual intelligence (your relationship to others and your relationship to your beliefs and values) – what actually dictates success.

One fades, the other lasts.

Eulogy virtues are different.

You are courageous, or you are not.

You are kind, or you are not.

You are curious, generous, honest, or you are not.

Your full expression of these virtues bears no comparison. They can’t be lost in a market crash. And they grow stronger with age and intention.

IQ peaks at 17 and then remains fixed. Whereas, in people who don’t work on themselves, EQ and SQ rise from our late teens up until the age of 50.

However, when we work on ourselves our EQ and SQ grows more rapidly and forever.

So, what if you stopped trying to be impressive and worked on being impactful?

Now set goals for yourself to realise your 10 year vision:

1. What is the most important professional goal for you to achieve in the next year?
2. What is the most important physical goal for you to achieve in the next year?
3. What is the most important personal goal for you to achieve in the next year?
4. Do your goals align with your 10 year vision and can you realistically achieve them in 12 months?
5. What are the habits you're committed to starting and stopping to make them happen?
6. Who do you need to become, for the next 12 month chapter of your life to turn out the way you want it to?
7. Describe who you are at your best (think about your personality and character traits, and your values) in three words:

What could your life stand for? Not someday, but this year?

Chapter 7: What's your mission, and who does it serve?

Let's go deeper: What could your life's mission be?

A mission is not just a goal. A mission is a reason to get out of bed that's bigger than proving you've 'made it'.

Who do you become when you're 'on mission'? And who benefits when you show up to serve your mission?

Your mission may feel like an impossible dream but the depth and quality of your emotional connection to it and your belief in it directly correlates with the likelihood of you realising it.

This isn't self-help fluff. Dr. Tara Swart, neuroscientist and author of "The Source", explains that manifestation isn't magic, it relies on provable mechanisms in our brains. When you visualise a compelling future, your brain literally rewires itself to seek, prioritise, and act on opportunities that align with that vision. This is neuroplasticity in action.

You set the goal > You emotionally connect to it > You act accordingly.

If you reinforce this pathway every day, over time your brain makes that path easier to walk.

So don't just think about what you want. Journal it. Visualise it. Emotionally connect to it.

Then take the action that gets you there.

Is the way you're currently spending your time conducive to you realising your mission?

Your week consists of 112 hours (168 hours less 56 hours sleep), how do you use them?

1. Time spent working in your business (accounting for work and travel):
2. Time spent working on your business (self development and strategic thinking):
3. Time spent pursuing your physical goals (training, rehab, meal preparation, physical hobbies and sports):
4. Time spent pursuing your personal goals (journaling, meditation, nourishing significant 1:1 relationships, quality fun time with family and friends):
5. What's your ratio of time invested - professional:physical:personal?
6. What feels productive but is in fact a waste of your time?
7. What do you overlook that is more productive than you realise?

Your mission isn't just about material success. It's about legacy.

Start by asking: What could your 'why' become?

Chapter 8: What really makes life good?

You've worked hard to build a good life. But what actually makes for 'the good life'?

The Harvard Study of Adult Development (the longest study on happiness ever conducted) has tracked men and their families for over 80 years. The conclusions?

Wealth, nor fame, nor grinding harder make you happy.

It's relationships, connection, purposeful habits.

The healthiest, happiest participants, the "Happy-Well" group, share a few key traits:

- 🚫 No smoking or alcohol abuse
- 💪 Regular exercise
- 📖 Lifelong learning
- ❤️ Strong relationships and friendships
- 🧠 The ability to deal with life's problems head on, without excessive rumination

The study's director, Dr. Robert Waldinger said it best: "Good relationships keep us happier and healthier".

This begs the question: Are your habits building a mind and body that will make you happy and well in the future?

The success you're chasing won't matter if you don't feel connected along the way. And as the data proves, it's not too late to start. This isn't soft. It's strategic.

Now set up the next 90 days of your life focusing on the most important professional, physical and personal goals for you to achieve (*define clearly and succinctly*).

1. What is the most important professional goal for you to achieve in the next 90 days?
2. What is the most important physical goal for you to achieve in the next 90 days?
3. What is the most important personal goal for you to achieve in the next 90 days?
4. What are the things you already do consistently to achieve your goals?
5. What are the things you do sporadically that if you did consistently, would help you achieve your goals?
6. What are you not doing at all, that you know you must do to achieve your goals?
7. What are the things you do that prevent or reverse progress to your goals?
8. Taking your answers to Q's 5, 6 & 7, what do your habits need to be?
9. How will you track your progress and measure your results?

Chapter 9: The system that makes success inevitable.

After all the theory, reflection, visualisation and goal setting, this is where the rubber meets the road – Your Daily System for Success (the habits that produce results that deliver on mission).

Based on 80+ years of research into happiness and fulfilment, here are six essential habits for high-performing men who want to ‘feel’ as successful as they appear:

1. Eliminate your most destructive vice.
2. Eat for energy, focus, and longevity.
3. Follow a training plan that builds resilience in mind and body.
4. Read for growth, expanding your SQ and EQ, not overloading with more information.
5. Nourish your one significant relationship first and frequently.
6. Journal to process stress, reframe negative emotion, and connect to mission.

These are not chores. They are anchors. To ensure they hold you steady in the storm rather than drag you down, apply them with nuance.

Your inner perfectionist will try to convince you that if you can't do it all perfectly, you shouldn't bother. That's a trap. Instead:

- Set a minimum effective dose, the least you need to do to improve/grow.
- Hold yourself to that standard with radical candour.
- Be compassionate with yourself if you fall short.

True habit change isn't about all-or-nothing. It's awareness plus action until the action becomes unconscious. Self-compassion reduces non-serving thinking and returns you to presence, and therefore performance much quicker, and with less emotional stress than self-loathing. Compassion is a productivity hack.

Try using the '10-minute Rule'. When a destructive urge hits or you run up against internal resistance to doing the thing, wait 10 minutes. Acknowledge the thought.

Feel the emotion. Then remind yourself you have a choice. You can choose to serve your mission, or not.

Now design your Daily System For Success, setting the minimum effective dose (MED) for each of these habits to produce sustainable behavioural change::

1. Minimisation of vice:
2. Key nutritional habit:
3. Key training habit:
4. Reading for personal development:
5. Nourish your relationship:
6. Journaling:

Mastery isn't about control. It's consistency in pursuit of goals that serve your mission and honour the best version of you.

Chapter 10: The mindset trap holding you back.

Let's talk about what really drives us, and about what holds us back.

As high-achieving men, we're wired to chase more. More status. More success. More proof that we're winning. It's in our DNA. Evolution has shaped us to fear having less, because less meant being outcompeted. Less could mean death.

Extrapolate that to our modern lives where perceived threats - news, social media, work emails, traffic, strangers, etc. - are far more frequent than the actual or real threat of mortal danger.

At the level of the unconscious, where we do our most powerful 'thinking', failure isn't just a setback. It's deeply personal. It's an identity crisis, a loss of Self.

That's why perfectionism, fear of failure, and imposter syndrome have such power to affect our state of mind.

Take perfectionism for example:

- We hold ourselves to a much higher standard than the average, a standard often impossible to reach.
- We convince ourselves we're supposed to be exceptional (ego).
- And because we show ourselves zero compassion when we fall short, even slightly, it feels catastrophic.

So we obfuscate by bargaining or trading with ourselves as to why we fell short, which is useless for staying on track toward our goals, because it's internally noisy and distracting.

Or we indulge in self-loathing and quit (because, what's the point? We are not good enough anyway).

Or indulge in self-loathing and double-down (because we must constantly prove that 'I'm not enough' isn't as true as it feels) and eventually burn out.

Whether you're distracted, have quit or are burnt out, you are not serving your mission.

Your beliefs dictate your results. If those beliefs are distorted, your performance will be too. Growth begins when we stop trying to outrun our doubts and start upgrading the system beneath them.

Ask yourself these questions:

1. What limiting belief are you still clinging to?
2. When you feel like this, how do you behave that harms you or drains you or that you're regretful of later?
3. Authenticity is experienced when you're in flow, in the zone, untroubled by the past or future, confident, trusting your instincts and having fun. When do you experience this?
4. Who are you at your best? Describe yourself.

You don't need to be perfect. You just need to be present. Presence is found when you make the unconscious conscious, to understand how your beliefs and therefore thoughts and actions dictate the quality of your life.

Great coaching is asking the right questions, the questions that make the unconscious conscious. [To be asked these questions, schedule an insight call with me here.](#)

Presence begets authenticity. From authenticity you achieve your goals and serve your mission.

Conclusion: The Three Pillars of a Purpose-Led Life.

In the world of trading, everything has a price. But when you start applying that lens to yourself, you reduce your humanity to numbers, metrics, and outcomes. You become your title, your income, your watch.

Short-selling means betting against the value of something. Every time you defer your happiness, ignore your purpose, or act out of fear, you're shorting yourself.

Your value isn't transactional, it's intrinsic. Real success isn't just about what you do. It's about who you are while you do it. The three pillars of a purpose-led life that 'feels' successful are:

1. Clarity: You can define what matters most to you and why.
2. Conviction: You take action in alignment with your values, to serve your mission.
3. Capacity: You have built the physical and mental fitness to execute daily.

Now imagine you had Clarity, Conviction and Capacity already, what could you achieve over the next year?

What would your three most important goals be?

What would the realisation of these goals be worth to you?

[Share this with me.](#)

To start building Clarity, Conviction and Capacity to sustain high-performance and experience inner peace, where are you deficient?

Coaching is the only intervention that makes the unconscious conscious. If the answer to any of the following questions is NO, consider coaching.

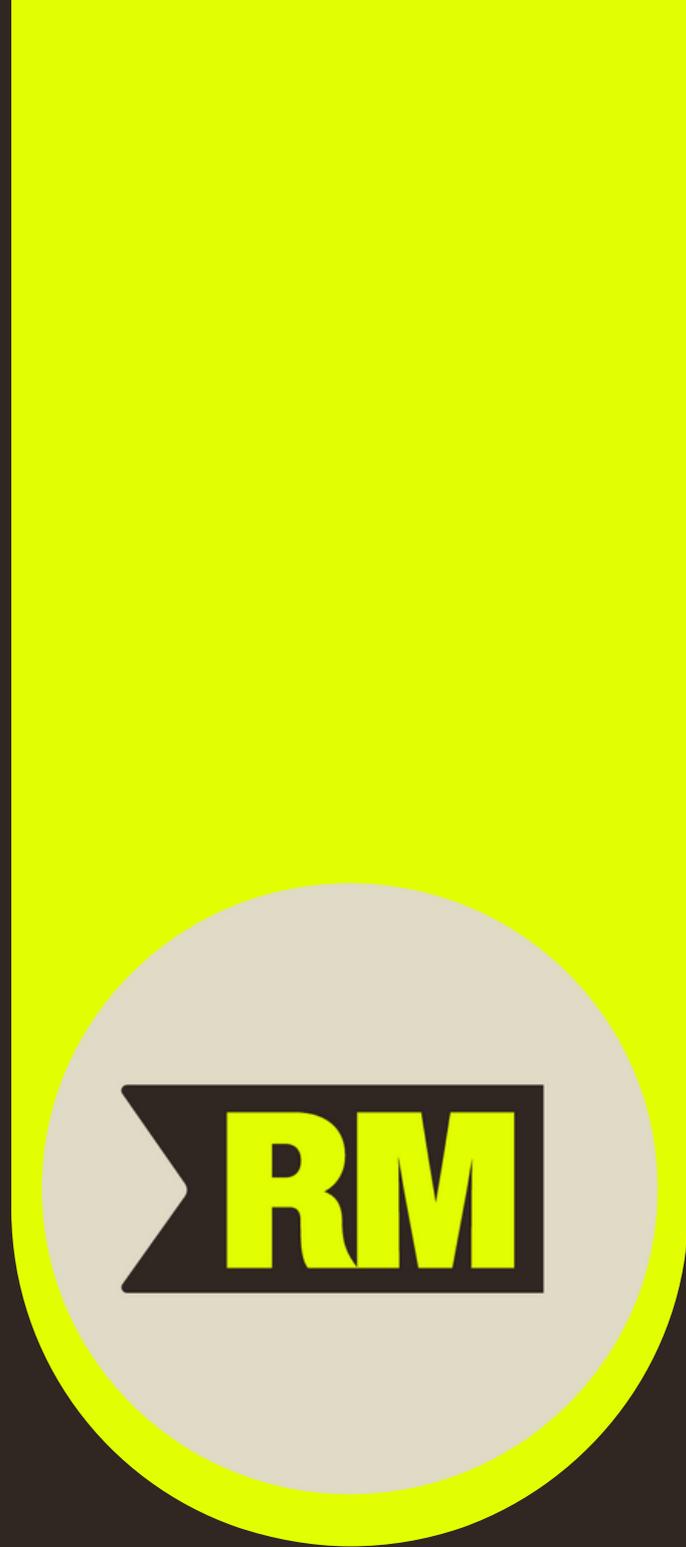
Answer YES to close the performance gap, live with purpose and feel successful:

1. Do you have a mission statement?
2. Do you train daily?
3. Do you reflect weekly?
4. Can you control self-distraction and self-loathing?
5. Do you fuel your body like an athlete?
6. Can you articulate what feels meaningful to you and what you're passionate about?
7. Can you hold yourself to account with candour and compassion?

Clarity, conviction, and capacity are found when you are asked the right questions.

The right questions prompt you to rethink your thinking.

[Starting with an insight call, I can guide you through this process so that the performance gap is closed, contentment is found and success is felt from within.](#)



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