

THE ATHLETE ENTERPRISE™ SERIES

The Builder's Workbook

*Reflection Questions, Builder Exercises, and AI in Action
from every chapter of Athletes Who Build™*

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How to Use This Workbook

Every chapter of Athletes Who Build™ ends with three tools: Reflection Questions to help you think honestly about where you stand, Builder Exercises that turn the chapter's ideas into something real in under an hour, and an AI in Action practice that puts artificial intelligence to work as your thinking partner. This workbook collects all of them, chapter by chapter.

You do not finish a chapter by understanding it. You finish it by building something. Work through these with a pen, a notebook, and an open AI assistant, and by the end you will have far more than notes. You will have the first pieces of your own Athlete Enterprise™.

Build on.

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Chapter 1 Resources

The World Changed

Reflection Questions · Builder Exercises · AI in Action

REFLECTION QUESTIONS

Reflect on these before you move on. There are no right answers here, only honest ones.

1. For most of sports history, someone else decided what an athlete's name was worth. Now you do. What belief about money, ownership, or life after sport did you inherit from that old world, and are you sure it is still true?
2. The Cavinder twins could have kept cashing checks. Taking equity meant betting on themselves. Where do you find it hardest to bet on yourself, and what makes that bet feel so risky?
3. As you read how fast the world changed, did you feel more excited or more behind? Neither answer is wrong. Notice which one felt true, and ask yourself why.

BUILDER EXERCISES

You do not finish this chapter by understanding it. You finish it by building something. Each of these should take less than an hour, and each leaves you with something real.

1. Build your ladder. Draw your Builder's Ladder. Write the seven rungs on a single page. Then mark, with complete honesty, where you are standing today. Most people are surprised to find themselves stuck on rung two. That is not a failure. It is a starting line.
2. Audit your attention. List every form of attention you currently create. Followers, fans, an email list, a reputation in your town, the respect of your teammates. Then, next to each one, write what it converts into right now. The blanks you cannot fill are your biggest opportunities.
3. Run the Identity Discovery Framework. On three separate pages, write Performer, Person, and Builder. Fill the first with your roles and stats. Fill the second with your traits and values, the things true about you with no uniform on. Fill the third by combining the first two into things you could create. Keep these pages. We will return to them.
4. Choose one asset. From everything above, choose one asset to start building in the next thirty days. One skill, one relationship, one small project, one account you own. Write the first step, and put a date on it. Small is fine. Started is everything.

AI IN ACTION

Throughout this book, you will use artificial intelligence not as a toy, but as a thinking partner. Here is your first practice.

Open any AI assistant and give it something like this.

“Act as a sharp brand and business strategist. I am a [your sport] athlete with [describe your audience, following, and strengths]. Based on this, help me see myself the way a strategist would. First, list the assets I already have but may not recognize. Second, suggest three realistic ways I could turn my current attention into something I own. Third, ask me five questions that would help you give me better advice.”

Read the answer slowly. Some of it will be obvious. Some of it will be wrong. And somewhere in there will be at least one idea you had not considered, surfaced in thirty seconds by a tool that costs almost nothing.

Try a second prompt once you have done the exercises. Paste in your three identity pages, the performer, the person, and the builder, and ask the assistant to find patterns you missed and to name three kinds of value that only someone with your exact combination could create. You may be surprised by what it sees in you that you have stopped seeing in yourself.

That is the point. AI will not build your enterprise for you. But used well, it can help you see the rungs of your own ladder more clearly, and it never gets tired of helping you think.

One warning, and you will hear it in every chapter of this book. Do not let the tool do your thinking. It will happily hand you a plan you do not understand and a voice that is not yours. Use it to widen your view, then make the decisions yourself. The judgment has to stay human. It has to stay yours.

The athlete of the past had to figure all of this out alone.

You do not.

Chapter 2 Resources

Performance Isn't Enough

Reflection Questions · Builder Exercises · AI in Action

REFLECTION QUESTIONS

Reflect before moving on. Write your answers somewhere you will see them again.

1. If your sport ended this season, how would you score on the infinite scoreboard right now?
2. Which of the three mindsets, employee, owner, or asset, best describes how you treat the money and attention you earn today?
3. What are you telling yourself you will build “later,” and what would it cost to start a small version of it now?

BUILDER EXERCISES

Do not finish this chapter by agreeing with it. Finish it by building something. Each of these takes under an hour and leaves you with something real.

1. Build your Two Scoreboards. Draw two columns on a single page. In the first, list everything you are currently scoring on the finite scoreboard. In the second, list what you have on the infinite one. Be honest about how lopsided it looks. That gap is your work.
2. Name your mindset. Write down your last five decisions about money or time. Label each one employee, owner, or asset. The pattern that emerges is your current default. You cannot change a default you have not seen.
3. Turn one paycheck into an asset. Choose a small, fixed percentage of your next earning, even ten percent, and decide in advance that it will buy something you own rather than something you consume. Then actually do it.
4. Define your infinite game. Finish this sentence in writing: “Beyond winning, I am playing for ____.” That sentence is the first draft of your infinite game.

AI IN ACTION

In the last chapter you used AI to see your assets. This time, use it to see your timeline.

Open any AI assistant and give it something like this.

“Act as a career strategist who works with elite athletes. My sport is [sport], and I am [number] years into my career. First, give me a realistic timeline for the rest of my playing years, based on typical career lengths in my sport. Second, list the skills, relationships, and assets I am building right now that will still hold value ten years after I stop competing. Third, name the gaps, the things I will likely wish I had started building, and suggest three I could begin this year.”

The timeline alone is worth the exercise. Seeing the finite game drawn out as a short, clear line has a way of making the infinite game feel suddenly urgent.

Then ask it to go further. Tell it about a builder you admire, an athlete who created something lasting, and ask it to reverse-engineer the moves they made and roughly when they made them. You are not trying to copy their life. You are trying to see the pattern early, while you still have the time to use it.

And the same warning applies as always. The tool can map the terrain. It cannot make the climb for you, and it cannot tell you what your life is for. That part stays human. That part stays yours.

Chapter 3 Resources

The Rise of the Builder

Reflection Questions · Builder Exercises · AI in Action

REFLECTION QUESTIONS

Reflect on these before you move into Part Two. Write your answers down.

1. Has the word “entrepreneur” ever made you feel like building was not for you? Where did that belief come from?
2. Of the Builder’s Means™, who you are, what you know, and whom you know, which is your strongest right now? Which have you never tried to use off the field?
3. Where in your life or community do you see an opportunity that others are walking past?
4. Of the Builder’s Five Capitals, which one are you strongest in today, and which one have you neglected?
5. If you stopped thinking like someone who gets paid and started thinking like someone who owns, what is the first thing you would change this month?

BUILDER EXERCISES

Reading about building changes nothing. Doing it changes everything. Each of these takes under an hour.

1. Take stock of your Means. On one page, make three lists under three headings: Who I Am, What I Know, and Whom I Know. Be specific and be generous with yourself. This page is your starting inventory. You will be amazed how much you are already holding.
2. Hunt for opportunities. List three real problems you have personally felt or seen up close, in your sport, your community, or your own life. Beside each one, write a sentence on who would pay to have it solved. You are not committing to anything. You are training your eye.
3. Map your Builder’s Five Capitals. Score yourself from one to ten on each of the Builder’s Five Capitals: Human, Social, Brand, Financial, and Impact. The lowest score is not a weakness to hide. It is your highest-leverage place to start.
4. Name your enterprise. Write one sentence that finishes this thought: “Long after I stop competing, I want to own and be known for ____.” That sentence is the first seed of your Athlete Enterprise™.

AI IN ACTION

In the first two chapters you used AI to see your assets and your timeline. Now use it to see opportunities.

Open any AI assistant and give it your Builder's Means™, then ask it to scout.

“Here is who I am, what I know, and whom I know: [paste your three lists]. Act as an opportunity strategist. Based only on these means, identify five real problems I am unusually well positioned to solve. For each one, name who would pay for the solution, and describe the smallest possible first experiment I could run this month to test it without risking much.”

What comes back will be a mix. Some ideas will be obvious, some will be off, and at least one will likely make you stop and think. That one is worth more than the price of this book.

Then take it one step further. Ask the assistant to look at your five answers and tell you which single opportunity best fits your strengths and could grow into something lasting. Use it as a sparring partner, not an oracle.

The same rule holds as always. The tool can widen your view and speed up your thinking. It cannot tell you what you care about or take the first step for you. The vision stays human. The vision stays yours.

Chapter 4 Resources

Build Yourself First

Reflection Questions · Builder Exercises · AI in Action

REFLECTION QUESTIONS

Reflect on these before moving on. Write your answers somewhere you will return to.

1. Of the four assets, Knowledge, Skills, Energy, and Identity, which have you kept building since your sport, and which have you quietly let slide?
2. What is one thing you have always been curious about but told yourself you did not have time to learn?
3. What small daily habit are you currently using to vote for the person you want to become? What vote are you accidentally casting against it?
4. Where has your emotional intelligence been tested off the field, and how did you handle it?

BUILDER EXERCISES

Do not just agree that you are your most important asset. Invest in it. Each of these takes under an hour.

1. **Audit your Compounding Self.** On one page, draw four boxes: Knowledge, Skills, Energy, Identity. Score yourself one to ten in each, and write one sentence on why. Your lowest score is your highest-leverage place to begin.
2. **Design your Skill Stack.** List the rare skills your sport gave you. Then choose one new skill to add this year that would multiply them, and write the first deliberate step. Stack on purpose.
3. **Cast your first vote.** Choose one identity-based habit and phrase it as a vote: “I am a builder, so each day I ____.” Make it small enough that you cannot fail, and start today.
4. **Open a learning loop.** Pick one thing you want to understand deeply. Write a one-paragraph plan for learning it over the next ninety days, using an AI tutor as described below.

AI IN ACTION

Bloom said society could never afford to give everyone a personal tutor. You now have a version of one. Use it.

Open any AI assistant and try this.

“I want to learn [topic] over the next ninety days, starting from [your current level]. Act as my personal tutor. First, build me a week-by-week learning plan. Second, teach me the first lesson in plain language,

then quiz me on it. Third, when I answer, correct my mistakes and explain what I misunderstood. Keep going one lesson at a time, and adjust the pace based on how I do.”

Then use one more technique that turns a chatbot into a real teacher. After it explains something, say: “Now let me explain it back to you in my own words, and you tell me what I got wrong.” Teaching the idea back is one of the most powerful ways humans learn, and the tutor never tires of checking your work.

As always, the tool does not replace the effort. It cannot put the knowledge in your head any more than a coach can run the sprints for you. But it can give you, for almost nothing, a version of an advantage that used to belong mostly to the wealthy: a patient teacher who is always available and focused on you.

Chapter 5 Resources

Build Relationships

Reflection Questions · Builder Exercises · AI in Action

REFLECTION QUESTIONS

Reflect on these before moving on. Write your answers somewhere you will return to.

1. Who is truly in your inner circle right now? Are they pulling you up, or quietly pulling you toward the middle?
2. Which weak ties, former teammates, coaches, or acquaintances, have you let go dormant that you should reconnect with?
3. When you reach out to people, is it more often to give something or to get something? Be honest.
4. What community do you genuinely care about, and how could you start showing up for it consistently?

BUILDER EXERCISES

Relationships are built by action, not intention. Each of these takes under an hour.

1. Map your Three Circles. On one page, draw the three circles and write real names into each: your Inner Circle, your active Network, and the Community you serve. Notice which circle is thin. That is where to invest.
2. Revive five weak ties. Make a list of five people you have lost touch with who once mattered. Send each one a short, genuine message this week, asking for nothing. Just reconnect.
3. Make a give-first move. Choose one person and give first, with no agenda. Make an introduction, share something useful, or offer real help. Do it before the end of the week.
4. Build a relationship rhythm. Set a simple, repeatable cadence for staying in touch, even just one thoughtful message a day to someone you have not spoken to in a while. Consistency beats intensity.

AI IN ACTION

Used carelessly, AI can make your relationships worse, flooding people with generic, soulless messages they can smell from a mile away. Used well, it can help you be more thoughtful, more prepared, and more present. The difference is whether you use it to fake care or to support real care.

Try this before your next important meeting or reconnection.

“I am about to reconnect with [name], who I know from [context]. Here is what I remember about them and what they care about: [details]. Help me think of three genuine, specific ways I could be useful to them, and a few thoughtful questions I could ask that show real interest. Do not write a fake message for me. Help me prepare to have a real conversation.”

You can also use AI as a memory system, the thing most people fail at. Keep simple notes on the people you care about, what is happening in their lives, what they are working on, then ask the assistant to remind you who you have not connected with in a while and suggest a genuine reason to reach out.

But hold the line on one rule. Never let the machine counterfeit your sincerity. A relationship is one human caring about another, and that cannot be outsourced. Let AI help you remember and prepare. Let the caring stay yours.

Chapter 6 Resources

Build Trust

Reflection Questions · Builder Exercises · AI in Action

REFLECTION QUESTIONS

Reflect on these before moving on. Write your answers somewhere you will return to.

1. What do people say about you when you are not in the room right now? Is it what you want them to say?
2. Look honestly at your Brand Capital Equation™. Are you stronger in reputation or in reach, and which one have you been neglecting?

BUILDER EXERCISES

A brand is built by what you put into the world, not by what you intend. Each of these takes under an hour.

1. Name your reputation. Write one sentence: “I want to be known for _____. ” Then list three things you can consistently do to earn that reputation. That sentence is your brand's north star.
2. Draft your story. Write your origin story in one page. Where you came from, what you overcame, what you are building, and why. This is the raw material for everything you will ever share.
3. Show your work. Choose one platform and one simple, repeatable format you can sustain for a year. Then publish once. Consistency starts with a single post you can actually repeat.
4. Own your audience. Start one channel you own, even a simple email list. Invite your most loyal followers to join it. Begin converting rented attention into an audience you control more directly.

AI IN ACTION

Content is the part of brand-building most athletes avoid, usually because of the blank page and the time it takes. This is exactly where AI earns its keep, as long as you keep your own voice at the center.

Try this to break the blank page.

“Here is my story and what I want to be known for: [paste your origin story and your one-sentence reputation goal]. Act as a content strategist. Suggest ten content ideas that share my real journey and what I know, in my own voice. For the one I choose, help me outline it, then let me write the draft and you give me feedback. Do not replace my voice. Sharpen it.”

AI is also a powerful repurposing engine. Write or record one good thing, then ask it to help you turn that single piece into a week of posts across formats, so one real idea reaches people in many places. It can draft, edit, suggest headlines,

and catch what is unclear, turning hours of work into minutes.

But here is the line you must not cross. Your voice is the asset. The whole point of a brand is that it is unmistakably, authentically you, and AI, used lazily, will sand all of that away into the same smooth, generic tone everyone else is publishing. Use it to overcome the blank page, to edit, and to multiply your reach. Never use it to replace the one thing that makes your brand worth trusting. The real human behind it.

Chapter 7 Resources

Build Ownership

Reflection Questions · Builder Exercises · AI in Action

REFLECTION QUESTIONS

Reflect on these before moving on. Write your answers somewhere you will return to.

1. If your income stopped tomorrow, how long could you live on what you actually own? That number is a clearer picture of your wealth than your salary is.
2. What have you bought recently that you assumed was an asset but is really a liability, quietly taking money out of your pocket?
3. Of the four forms of ownership, equity, real assets, intellectual property, and cash-flow businesses, which do you already own a piece of, and which have you never touched?
4. Do you have a real, qualified team protecting your money, or are you trusting one person with too much?

BUILDER EXERCISES

Wealth is built by conversion, not intention. Each of these takes under an hour.

1. Build your balance sheet. On one page, make two columns: assets that put money in your pocket, and liabilities that take it out. List everything you own under the right one. This is your Builder's Balance Sheet, and it tells the truth about your wealth.
2. Learn one form. Pick one of the four forms of ownership you understand least and learn it deeply this quarter, using the AI tutor from chapter four. You cannot own well what you do not understand.
3. Ask for the piece. Look at your next opportunity, deal, or partnership and write down how you could take ownership in it rather than only a payment. Then ask for it.

AI IN ACTION

Money is the area where most athletes feel least prepared and are most afraid to look foolish asking questions. This is exactly where a patient, judgment-free tutor changes everything, as long as you remember what it is and is not.

Use AI to learn, not to pick. Try this.

“Act as a financial educator, not an advisor. Explain, in plain language, how [equity, index funds, real estate, royalties, or any term you do not fully understand] actually works, including how it makes money and what the real risks are. Then quiz me until I can explain it back to you clearly.”

You can also use it to prepare for the humans who will manage your money. Ask it to help you build your balance sheet, to list the questions a smart person would ask before signing a deal, or to explain what a fiduciary is and why it matters. Walk into the meeting with your real advisor already understanding the language. That alone will protect you from a great deal of trouble.

Now the hard line, and in this chapter it matters more than any other. AI is not your financial advisor, and it cannot tell you what to buy. It can be confidently wrong, it does not know your full situation, and it has no duty to protect you. Use it to understand, to prepare questions, and to stress-test the downside of an idea. Never use it to make the decision. The decision belongs to you, informed by real professionals who are accountable to you.

Chapter 8 Resources

Build Impact

Reflection Questions · Builder Exercises · AI in Action

REFLECTION QUESTIONS

Reflect on these before moving on. Write your answers somewhere you will return to.

1. Think of the last time you helped someone expecting nothing back. How did that feel next to the last thing you bought for yourself, and what does the difference tell you?
2. Where have you told yourself you will give back "someday," once you have made it or have more time? What is that someday costing the people who could use you now?
3. Are you leading the people around you by serving them, or only by performing in front of them?

BUILDER EXERCISES

Impact is built by action, not good intentions. Each of these takes under an hour, and the first costs nothing but courage.

1. Write your why. Finish this sentence in writing: "Beyond myself, I am building for ____." Refine it until it feels true. That is the first draft of your why.
2. Lift one person. Choose one person you could mentor or help, and reach out to them this week. Offer something specific you know that they need. Start at the People level today.
3. Aim your platform. Pick one cause that connects to your story, and decide on one concrete way to use your platform for it this month, however small.
4. Design your permanence. Sketch one thing you could build that would outlast you, a foundation, a piece of work, a business that serves. Write the first step, even if the finished thing is years away.

AI IN ACTION

Impact is the most human work in this book, the part a machine can least replace. But AI can help you think it through, plan it, and scale your ability to serve.

Start with your why. Try this.

"I am an athlete trying to find my deeper purpose beyond my sport. Here is my story, where I came from, and what I care about: [your details]. Ask me a series of thoughtful questions, one at a time, to help me uncover the why underneath it all. Then help me put it into a single clear sentence."

You can also use AI to scale your teaching, which is impact at the People level multiplied. If you know something worth sharing, ask it to help you turn that knowledge into a simple course, a guide, or a series of lessons that could reach far more people than you could ever mentor one by one. The knowledge is yours. The machine just helps you package it so it can travel.

And it can help you act wisely. Ask it to suggest reputable organizations working on a cause you care about, questions to ask before you give your money or your name, or a simple plan for the foundation or project you are dreaming about.

But hold the most important line of all. The machine cannot care for anyone. It cannot sit with a struggling kid, show up for a community, or feel the weight of a life you helped change. It can help you plan to serve. It cannot serve. That part, the part that actually matters, will always be yours.

Chapter 9 Resources

Build Like an Entrepreneur

Reflection Questions · Builder Exercises · AI in Action

REFLECTION QUESTIONS

Reflect on these before moving on. Write your answers somewhere you will return to.

1. What is a real problem you have personally lived, in your sport, your community, or your life, that frustrates you because no one has solved it well?
2. Have you ever held back from building because you believed you lacked some natural “gift” for it? Where did that belief come from?
3. Think of an idea you have. What is the smallest, cheapest experiment that could tell you whether it is worth pursuing?
4. When you get feedback you do not like, do you treat it as an insult or as a gift? Be honest.

BUILDER EXERCISES

The method is learned by running it, not reading about it. Each of these takes under an hour.

1. Hunt for problems. Write down three real problems you have personally experienced. For each, note who else suffers from it and how badly. You are training your eye to spot, the first step of the loop.
2. Design one test. Take your best idea and design the most basic and simple form of it to test it this week. Define what result would tell you to continue and what would tell you to stop.
3. Talk to five humans. Get out of the building. Talk to five real people who have the problem you want to solve. Ask about their experience, not your idea. Listen more than you speak.
4. Turn a failure into a lesson. Write down a recent failure and, beneath it, the single most useful thing it taught you. Practice turning failure into data on paper, so you can do it in life.

AI IN ACTION

If the entire method is a loop of testing and learning, then anything that lets you run the loop faster and cheaper is a superpower. That is exactly what artificial intelligence now is for builders, and we devote the whole next chapter to it. Here, use it to accelerate the loop.

Try this to move from idea to test in an afternoon.

“I want to solve this problem: [describe a real problem you have lived]. Act as a startup coach. First, help me sharpen the problem and who has it most. Second, suggest three small, cheap experiments I could run this week to test whether a solution is wanted. Third, for the best experiment, help me outline exactly what to build and what result would prove or kill the idea.”

AI can compress pieces of what used to take a team and a budget into work one person can begin in an afternoon. It can research a market, draft the words for a test page, sketch a prototype, summarize what real customers are complaining about, and help you make sense of the feedback you gather. The loop that once took months can now turn in days.

But hold one line firmly. AI can help you run the test. It cannot be the test. Its encouragement is not validation, and its opinion is not the market's. Real learning still comes from real humans deciding whether to buy, sign up, or come back. Use AI to build and analyze the experiment faster. Let reality, not the machine, render the verdict.

Chapter 10 Resources

Build With Artificial Intelligence

Reflection Questions · Builder Exercises · AI in Action

REFLECTION QUESTIONS

Reflect on these before moving on. Write your answers somewhere you will return to.

1. Are you using AI like a centaur, to amplify your judgment, or are you avoiding it, or worse, letting it think for you?
2. Of the five roles, tutor, researcher, creative partner, analyst, and automator, which are you already using, and which have you never tried?
3. Where have you trusted an answer that turned out to be confidently wrong? How will you verify what matters from now on?
4. What part of your work is uniquely human, the judgment, taste, and relationships a machine cannot replace, and are you investing enough in it?
5. Is there any way you are tempted to use AI to fake rather than to amplify? Where is your line?

BUILDER EXERCISES

AI rewards the people who actually use it. Each of these takes under an hour.

1. Map your five roles. Write down the five roles, and beside each, one real task in your life or enterprise you could hand to AI this week. Then do one of them today.
2. Build something today. Pick one thing you have wanted to build, a page, a plan, a piece of content, and use AI to create a rough first version in a single sitting. Done is the goal, not perfect.
3. Practice verifying. Take an important claim AI gives you and verify it against a trustworthy source. Practice the centaur habit of trusting, then checking, until it becomes automatic.
4. Set your line. Write a short personal AI policy: what you will use it for, what you will never use it for, and how you will protect your authentic voice and your likeness. One page is enough.

AI IN ACTION

This whole chapter has been AI in action. So your exercise here is to build the habit that ties it all together. Your own AI operating system.

Spend thirty minutes creating a simple document with five headings, one for each role, and under each, the specific prompts and uses you will return to again and again. Your go-to tutor prompt for learning. Your research prompt for understanding something fast. Your creative prompt that respects your voice. Your analyst prompt for thinking through a decision. Your automation ideas for the busywork you hate. This becomes your personal cockpit, the place you go to put the leverage to work.

Then run one real cycle of the Builder's Loop from the last chapter, fully assisted. Use AI to research a problem you care about, to draft the smallest experiment to test it, and to help you make sense of what you learn. Notice how much of a loop that once took a team and months can now begin for one person in an afternoon. That speed is the whole point.

And keep the centaur rule taped to the inside of your mind through all of it. The machine drafts, gathers, and accelerates. You decide, verify, and own the result. Let the tool make you faster and bigger. Never let it make you someone you are not.

Chapter 11 Resources

Build Systems That Compound

Reflection Questions · Builder Exercises · AI in Action

REFLECTION QUESTIONS

Reflect on these before moving on. Write your answers somewhere you will return to.

1. Are the parts of your life arranged as a wheel, where each one feeds the others, or as scattered carts rolling in different directions?
2. Where in your life are you chasing goals on motivation alone, when a system would do the work more reliably?
3. Are you in a flywheel or a doom loop, building momentum in one direction, or starting over every time things get hard?
4. Which handoff in your Athlete Enterprise Flywheel™ is weakest, the place where one capital is failing to feed the next?
5. What is one effort you are about to begin that does not actually turn your wheel, and could be cut?

BUILDER EXERCISES

A flywheel is built by connecting parts, not by trying harder. Each of these takes under an hour.

1. Map your flywheel. Draw the Builder's Five Capitals™ as a circle, with arrows showing how each could feed the next for you specifically. Mark the one handoff that is currently broken. That is where to push.
2. Turn a goal into a system. Pick one goal you keep failing to reach on willpower, and design a simple repeatable system that would produce it automatically. Then run the system, not the goal.
3. Build one system. Choose one of the four systems, personal, learning, business, or AI, and build or improve one process this week that reduces friction in your wheel.
4. Audit for friction. List everything currently taking your time and energy. Beside each, write which part of your flywheel it turns. Cut or shrink anything that turns nothing.

AI IN ACTION

If systems are what keep the flywheel turning, then AI is how a single person now builds and runs systems that used to require a team. Use it to reduce the friction at every stage of the wheel.

Start by mapping the machine. Try this.

“Here are the five capitals of my enterprise and what I am doing in each: [describe yours]. Act as a systems strategist. Help me see how each one could feed the next into a flywheel, identify the weakest handoff, and suggest one repeatable system or automation that would make the whole wheel turn more easily.”

Then put AI to work as the bearing on the axle. Use it to automate the repetitive turns, the scheduling, the follow-ups, the first drafts, the research, the routine analysis, so that your scarce human attention is reserved for the parts of the wheel only you can turn. A well-built set of AI systems can keep large parts of your enterprise moving while you sleep, which is the closest thing to a flywheel that turns itself.

And keep the centaur rule from the last chapter. Let AI handle the friction. You set the direction. The machine can spin the wheel faster, but only you decide which way it should turn.