



DAVID ADAM KURZ
DIAGNOSTIC / FOUNDER EDITION

THE

Freedom Operator Diagnostic

A 30-question self-assessment for founders,
executives, and operators who refuse to stay stuck.



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Freedom Achiever Method / Forged Into Man

TWELVE MINUTES TO YOUR SCORE

Twelve quiet minutes. Thirty honest answers.



- 01 RATE EACH STATEMENT 1-5**
1 = strongly disagree, 5 = strongly agree. Score each item the moment you read it. The first answer is usually the truest one.
- 02 ADD YOUR DOMAIN SCORES**
Each of the five domains has six questions. Sum the scores per domain (max 30). Write the total in the box at the end of each section.
- 03 FIND YOUR BAND**
Total your five domain scores (max 150) and locate yourself on the band scale on page eleven. Your band tells you the next move.
- 04 SCHEDULE THE WORK**
A diagnostic with no decision attached is just journaling. The last page tells you exactly what to do based on your band.

DO IT IN ONE SITTING

Set a 12-minute timer. Phone face down. No edits. The accuracy lives in the speed.

Why Most Founders Stay Stuck

Every stuck operator I have ever coached fits one of these four captivity patterns. Identify yours before you score the diagnostic. The pattern is the diagnosis. The score is the depth.

01 The Reactive Operator

Calendar runs you, not the other way around. Every day is a fire drill. You confuse motion with progress and end the week wondering where the time went.

Symptom: working 60+ hours, revenue flat, family quietly disappointed.

02 The Identity Captive

Your title runs your decisions. You cannot say no because the role would no longer fit. You optimize for who you appear to be, not who you actually are.

Symptom: success on paper, restlessness in private.

03 The Lonely Builder

No board of advisors. No coach. No peers who tell you the truth. You make every hard call alone, and the loneliness shows up in your decisions.

Symptom: same problems, different quarters. No outside input.

04 The Mission-Drift Founder

You built it for a reason that no longer drives you, and you have not yet admitted that out loud. The business runs. The leader is missing.

Symptom: high revenue, low conviction. Hard to explain why you keep going.

The 5-Domain Diagnostic

Six questions per domain. Thirty questions total.
One score for who you actually are.

MISSION

Are you running a life, or executing a mission?

MONEY

Does your money run you, or do you run it?

MIND

Is your mind clear, or is it negotiating with itself?

MARRIAGE & RELATIONSHIPS

Are the people closest to you with you, or beside you?

MASTERY

Are you sharpening, or coasting on your last decade of skill?

Mission

Mission is the operator's compass. Without one, every yes is just a reaction. Score the next six against where you actually live, not where you wish you did.

1 DISAGREE 5 AGREE

Q01 I can state my personal mission in one sentence without rehearsing it.

Q02 My calendar this past week reflected my mission, not other people's priorities.

Q03 I have said no to good opportunities in the last 90 days because they were not mission-aligned.

Q04 I know the difference between what I am called to do and what I am qualified to do.

Q05 I review my mission against my decisions at least once a quarter.

Q06 If my income disappeared tomorrow, my mission would not.

DOMAIN ONE TOTAL / MISSION

Sum your six scores in this domain (max 30) and write the total here:

/ 30

Money

Money is a scoreboard, not a master. Score these honestly. Most operators overestimate domain two and underestimate the cost.

1 DISAGREE 5 AGREE

- Q01** I know my exact monthly burn rate without opening an app.

- Q02** I have at least six months of personal operating reserves in cash equivalents.

- Q03** My income is no longer tied directly to hours worked.

- Q04** I have a written investment policy I follow regardless of market emotion.

- Q05** I have separated my identity from my net worth.

- Q06** I can lose 30% of my income tomorrow and not change my decisions out of fear.

DOMAIN TWO TOTAL / MONEY

Sum your six scores in this domain (max 30) and write the total here:

/ 30

Mind

The mind is the leverage point. A clear mind in a chaotic market beats a chaotic mind in a clear market every time.

1 DISAGREE 5 AGREE

Q01 I have a written morning protocol I run before opening any inbox.

Q02 I can sit alone with my thoughts for 20 minutes without reaching for my phone.

Q03 I do not numb out with alcohol, screens, or food when pressure rises.

Q04 I have processed past trauma instead of outrunning it.

Q05 I can name my top three thought distortions and catch them in the moment.

Q06 My internal voice sounds like someone I would actually follow.

DOMAIN THREE TOTAL / MIND

Sum your six scores in this domain (max 30) and write the total here:

/ 30

Marriage & Relationships

The people closest to you are either your strongest leverage or your hidden tax. There is no middle ground over time.

1 DISAGREE 5 AGREE

- Q01** My spouse or closest partner can describe my mission accurately.

1 2 3 4 5
- Q02** I have a recurring weekly conversation with my spouse or partner that is not logistics.

1 2 3 4 5
- Q03** My closest three friends sharpen me; they do not just agree with me.

1 2 3 4 5
- Q04** My children, parents, or chosen family describe me as present, not just provider.

1 2 3 4 5
- Q05** I have ended or distanced relationships in the last year that were costing me alignment.

1 2 3 4 5
- Q06** I would be proud of how I treated the people closest to me this past month.

1 2 3 4 5

DOMAIN FOUR TOTAL / MARRIAGE & RELATIONSHIPS

Sum your six scores in this domain (max 30) and write the total here:

/ 30

Mastery

Mastery is the antidote to drift. The operators who keep winning are the ones who keep getting better at the actual craft.

1 DISAGREE 5 AGREE

- Q01** I have invested at least 50 hours in deliberate skill practice in the last 90 days.

1	2	3	4	5
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- Q02** I have a coach, mentor, or teacher who outranks me in my chosen craft.

1	2	3	4	5
---	---	---	---	---

- Q03** I can name the one skill that will most change my next 12 months.

1	2	3	4	5
---	---	---	---	---

- Q04** I track a weekly improvement metric tied to that skill.

1	2	3	4	5
---	---	---	---	---

- Q05** I read or study primary sources, not just summaries, in my domain.

1	2	3	4	5
---	---	---	---	---

- Q06** I am willing to be a beginner in public to grow.

1	2	3	4	5
---	---	---	---	---

DOMAIN FIVE TOTAL / MASTERY

Sum your six scores in this domain (max 30) and write the total here:

/ 30

PART THREE

Calculate Your Score

Add the five domain totals below. Maximum possible score is 150. Find your band on the next page.

DOMAIN ONE Mission	<input type="text"/>	/ 30 MAX
DOMAIN TWO Money	<input type="text"/>	/ 30 MAX
DOMAIN THREE Mind	<input type="text"/>	/ 30 MAX
DOMAIN FOUR Marriage & Relationships	<input type="text"/>	/ 30 MAX
DOMAIN FIVE Mastery	<input type="text"/>	/ 30 MAX
GRAND TOTAL Your Freedom Operator Score	<input type="text"/>	/ 150 MAX

Find Your Band

Locate your total on the band scale below. Read your band's diagnosis honestly. Then read the recommended next step on the following page.

SURVIVOR

30-70

Most domains are leaking. You are working hard but not aligned. The good news: surfacing the gap is the entire battle.

OPERATOR

71-100

You are functional and producing. One or two domains are quietly dragging the rest. Targeted work in those areas creates a step-change.

BUILDER

101-130

You are running a high-performing life. The next move is leverage, depth, and protecting the ground you already hold.

FREEDOM OPERATOR

131-150

Aligned across all five domains. Your task is now succession, multiplication, and pouring the ladder back into others.

Your Next Move

SURVIVOR / OPERATOR

Start with a 60-minute Strategy Call. You need a third party to map which domain is actually leaking the most. Most people guess wrong.

BUILDER

Apply to the Freedom Achiever Method. The domains are aligned; the next gain is operating leverage and depth, which require structure, not effort.

FREEDOM OPERATOR

Get on a private call. Your work now is succession, mentorship, and stage. Many of the leaders I serve at this level are stepping into speaking and authorship.

A WORD FROM DAVID

“You cannot lead what you have not diagnosed. The score is not a verdict—it is a starting line. I have used this exact framework to reset my own life more than once. If the number you wrote down is lower than you expected, you are exactly where the work begins.”

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[BOOK A 60-MIN STRATEGY CALL](#)

[EXPLORE THE METHOD](#)

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