

# **The Switzerland Method**

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# INTRODUCTION

It's 2 a.m.

The day never really ended.

Another drink sits in front of you.

You know where this is headed.

Same place it's been going for months. Maybe years.

And the worst part? You can see it happening — like watching yourself from outside your own body — but your hand still reaches for the bottle.

Here's what nobody acknowledges about drinking at your level:

It's not a vice. It's a tool that stopped working.

It used to close deals. Open doors. Quiet a mind that never stops running scenarios, calculating risk, managing people who depend on you.

Now? That same tool threatens everything you've built.

Yet you keep on using it.

You're caught in a war between two sides of yourself.

The part of you always looking at the upside whispers: *"This is helping me. This is how I stay sharp. Relax. Belong. This is how business gets done."*

The part of you always looking at the downside yells: *"This is hurting me! I'm losing control! Trust! Respect! One bad decision could cost everything!"*

Here's what makes it brutal:

**Both sides are right.**

Most men try to beat this conflict with willpower.

They fail.

Not because they're weak — but because the internal split never heals.

The Switzerland Method ends the war by aligning those opposing forces so completely that alcohol stops feeling necessary.

Not resisted. Not managed. Not white-knuckled.

Irrelevant.

## Rock Bottom vs. Bottom Line

Traditional addiction systems are built for people with nothing left to lose.

You are not that man.

You can't vanish into a 30-day rehab. You can't stand up in a church basement and declare yourself powerless. And you sure as hell can't wait for rock bottom.

Your rock bottom would make headlines.

Even your *minor* mistakes ripple through companies, capital, families, and reputations.

Your isolation is real. You can't discuss these challenges openly. Your peer group is microscopic. The stakes are exponential.

### **The bottom line?**

You need a solution engineered for your reality — not one that threatens it.

# The Real Problem

Here's what might surprise you:

**The problem isn't the drinking.**

**The problem is the strategy behind it.**

Alcohol is filling a role. Providing something you haven't replaced with a superior tool.

Think of it this way:

You've got a world-class strategic mind. The kind that built what you have. The kind that solves problems most people can't even see.

But under pressure, you keep reaching for the wrong tool. You know it's costing you. You know it's risky.

But when the pressure spikes, the brain defaults to what is *fastest* — not what is *best*.

The answer isn't to stop using tools. It's to stop choosing the wrong ones.

You don't need willpower. You don't need to surrender. You don't need to become someone else.

**You need superior tools** — and a system that delivers everything alcohol gives you.

Without the downside. Without the risk. And without eroding the edge you're known for.

In short?

**You need a better strategy.**

# CHAPTER 1: How the War Ends

Before I show you the method, you need to know this isn't theory.

I didn't learn it in a book.

The Switzerland Method came from a prison cell, a yogi's living room, and 30 years of testing it under fire.

Let me explain.

## The Culture Trap

I was 15 years old.

Eldest of 4 boys, I'd always been the leader. Dominant. The athlete. The all-star second-baseman. That was my identity.

One night I was at a party with older kids from my hockey team.

They were playing caps — knock the cap off the other guy's beer bottle, he takes a shot of vodka.

I had never had alcohol before. But I was competitive. And I didn't want to look weak.

So I played.

After the first shot? Fire. I hated it.

But I kept going. Stopping meant everyone would laugh. I wanted to be accepted. I wanted to belong.

And I wanted to win.

Within 20 minutes, I choked down at least a dozen vodka shots.

I blacked out. Woke up puking my guts out.

One of the older kids had to drive me home.

Here's where most people would say "I'm never drinking again." Or, "I'm never doing shots again." Or at least, "I'm never playing caps again."

I said: "I'm never gonna puke again."

Over the years, I developed a cast-iron stomach and a reputation for being able to drink anyone under the table.

People started calling me "the champ."

One night, a guy came up to me at a party and said, "*Mike Highstead, you're a legend.*"

My fate was sealed.

That athletic kid? The all-star second baseman?

**Gone.**

I'd become the champ. A legendary drunk.

My war with alcohol had begun.

And over the years, it spread. Drugs, sex, gambling.

All my success in business didn't slow it down.

**It accelerated it.**

More money meant more fuel for the fire.

# The Identity War

January 1992.

My wife Robin is nine months pregnant with our son, running our business, our home, our finances — everything.

Me?

I'm two thousand miles away sharing a prison cell with murderers.  
Convicted of assaulting a police officer while raging drunk.

I swore if they released me before the birth, I would never drink again.

They did.

I was there holding Robin's hand when Jonathan came into the world.  
Three weeks later... **drunk again.**

Nothing had changed.

For years, I tried everything — AA, rehab, psychiatrists, books, coaches, counselors. I always went back to alcohol.

Because underneath every promise was the same terrified little boy screaming one primal sentence I didn't even know I had:

*"Nobody is going to tell me what to do."*

Not the cops. Not the counselors. Not my father.

**Not even myself.**

That sentence built a fake superhero who made millions by the age of 25 and destroyed everything else.

# The Eyebrow Vow

The final straw came after a night I embarrassed myself in front of employees.

Robin drove me home silently, gripping the wheel like it was the only thing keeping her from exploding. I made her pull over. Collapsed onto the asphalt. Cried like the lost child I still was.

The next day I made a new promise:

*More than three drinks in an evening and I shave off one eyebrow.*

A week later I was at a buddy's house rationalizing time-zone loopholes and drinking whiskey from a flower vase.

I woke up knowing I'd broken my word... again.

Driving home on the Coquihalla highway, I pulled over, took out a razor, and shaved my eyebrow clean off.



1992. Promise kept.

The second the blade touched my skin something detonated inside me.

**Keeping my word to myself gave me a rush stronger than any drink I'd ever had.**

That single act of self-integrity would become the foundation of what I now call the Switzerland Method.

Immediately, I began making small daily promises and keeping them.

Alcohol became easy to control.

Then irrelevant.

But that isn't the end of the story.

About a year later, I decided to "test" my integrity with one extra tequila shot. That single shot ignited a cascade of impaired decisions I couldn't stop.

It ended my marriage. My family. My business.

That nailed the simple truth I had always known but refused to admit:

**Alcohol impairs judgment.**

Today — more than 30 years later — I haven't had a single drink that wasn't a clear, conscious choice. Not one relapse. Not one morning of regret.

If a convicted felon who couldn't keep a promise to himself can do this...

**So can you.**

Whatever your story is.

Keep reading.

# CHAPTER 2: The Internal Battlefield

At the highest levels of achievement, alcohol becomes more than indulgence.

It becomes strategy.

But the same intelligence that built your success can trap you in battles almost no one else understands.

These aren't the struggles of someone at rock bottom.

These are the conflicts of leaders operating under pressures most people can't imagine.

## The Mental Volley of Leadership

Every trigger — an intense day, a networking dinner, a deal hanging by a thread — sets off the same cycle:

Positive	Negative
“This works. Feels right. I perform better. I belong. We gain.”	“This doesn't work. Feels wrong. Risks everything. I'm out. We lose.”

No referee. No pause. No neutral ground.

You are simultaneously accelerating and braking.

It's unsustainable. An engine redlining.

Willpower eventually fails.

The Switzerland Method doesn't slam the brakes or floor the accelerator.

**It releases both.**

From a sovereign, neutral position above the drama, both sides finally get heard, understood, and permanently reconciled.

## What Unresolved Conflict Costs Leaders

This isn't just about alcohol.

Unresolved internal conflict destroys decision-making at every level.

Take Bud Light in 2023.

One sponsorship decision — made from internal conflict between "be inclusive" and "serve core customers" — cost them over \$15 billion in market cap.

The leaders thought they were making a rational decision.

They were actually choosing from unresolved internal conflict that could easily have been avoided.

The pattern is always the same:

**Internal war leads to external disaster.**

Now imagine that same dynamic playing out in your life.

Not with a brand.

With your marriage. Your business. Your reputation. Your health.

That's what's at stake when you decide from conflict instead of clarity.

Alcohol is simply the arena where the cost becomes impossible to hide.

Every drink is a decision made in the trenches — not from command. The further from command you get, the more the trenches become your reality.

## The Mind That Ends the War

About 30 years ago, I was having tea with Dr. Gurucharan Singh Khalsa — a genuine American yogi I'd met through Tony Robbins.

Tony teaches that all human behaviour is driven by one of two primary mental impulses: seeking pleasure or avoiding pain.

The challenge is, when you have only two options, it's not a choice.

It's a dilemma.

And dilemmas keep you trapped in the same loop — bouncing back and forth toward extremes with no stability in between.

So I asked Dr. Khalsa: “Do you agree with that model?”

“No,” he replied. “There is also a third position.”

He called it the Neutral Mind.

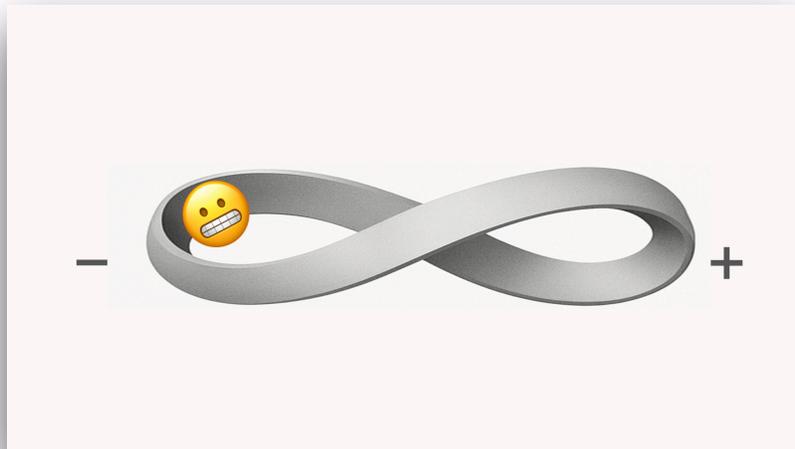
Not a compromise between the two forces. Not a balance. A sovereign position *above* the battlefield — where *awareness* rises above preference, fear, and impulse.

**The mind that sees clearly without taking sides.**

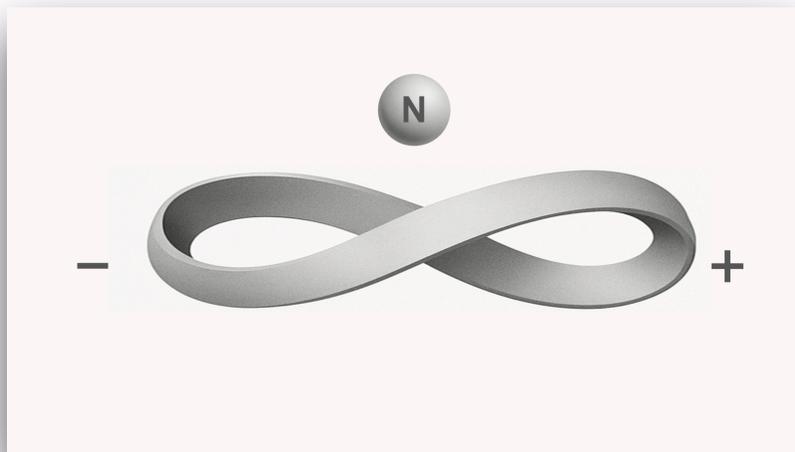
It doesn't suppress emotion or desire. It simply lets them speak.

Without letting them steer.

I drew a diagram to capture what he was teaching me: The mind of a person trapped in an endless loop — seeking pleasure, avoiding pain — with no way out:



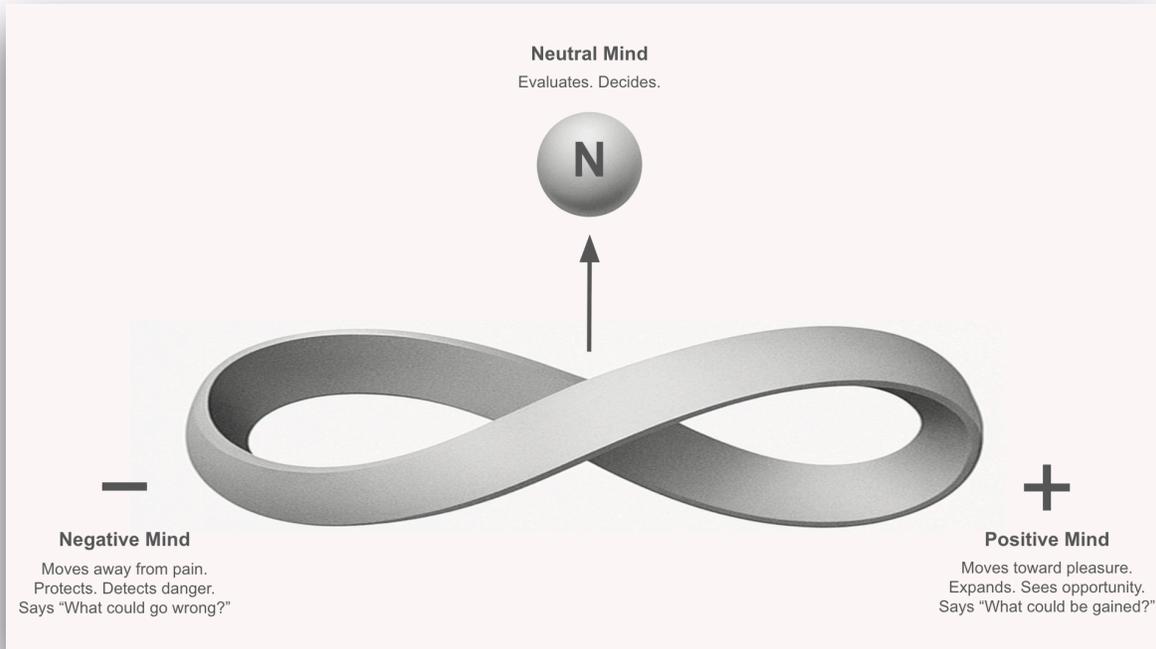
Then I drew a second version. A mind no longer trapped. A free and Neutral Mind, risen above the drama. Able to observe the two opposing positions, without being compelled by either:



Dr. Khalsa looked at my drawings and said, “Almost.”

“You need to show that rising above is a choice. It requires volition. Action. Agency.”

In the final diagram, an arrow symbolizes power. The power to actively take command, evaluate the options, and decide how to end the conflict.



That conversation immediately gave me a simple framework for every internal war I was fighting. Not just with addictions. In business, leadership, marriage, fatherhood.

Everything.

What you've never been told is this:

The two-mind model is incomplete.

There's a third mind.

**The Neutral Mind doesn't just observe the war — it ends it.**

Let's have a closer look...

## The Positive Mind

This is the part of you that sees alcohol as a solution.

Not because it's stupid or self-destructive — but because it's trying to get you something you actually need: confidence, connection, relief, escape, belonging.

The Positive Mind isn't your enemy. It's seeking pleasure, reward, and relief.

**The problem?** Operating from the Positive Mind alone is like driving with only a gas pedal. No brakes. You accelerate toward what you want without seeing the cliff. You drink without limits. You're not free. You're ungoverned.

## The Negative Mind

This is the part of you that sees the cost.

The risk. The damage. The erosion of everything you've built.

It fires warnings, creates shame, and screams at you to stop.

The Negative Mind isn't weakness or fear. It's your survival mechanism doing its job — moving you away from pain, loss, and threat.

And here's the critical part: Negative Mind is fastest.

Because survival always trumps optimization. Under pressure, fatigue, or threat, your brain defaults to the Negative Mind's warnings.

**The problem?** Operating from Negative Mind alone is like driving with only brakes. You never move. Fear. Paralysis. Shame spirals. You start counting days you haven't had a drink as if it's some kind of victory. You're not free. You're over-governed.

## The Neutral Mind

This is the part of you that can see both sides clearly — without being hijacked by either.

It's the sovereign position above the battlefield.

Not to negotiate peace — but to issue a decision.

From here, you can hear the signals from both sides, integrate reality, and choose a superior option that serves your long-term objective.

Most men never access this position.

They live in the crossfire between Positive and Negative — or worse, trapped operating from only one side.

The Switzerland Method trains you to operate from Neutral Mind on demand.

When you do, the war ends.

Not because one side won — but because command was finally established.

## Why This Matters for Alcohol Users

Thoughts always come in pairs.

Positive seeking pleasure.

Negative avoiding pain.

Both sides always present — though you're rarely conscious of the choice.

And because **Negative Mind is fastest** (survival first, optimization second), most men experience drinking as:

- A Positive impulse (“I need a drink”)
- Followed immediately by Negative resistance (“This is hurting me”)
- Followed by shame, paralysis, or white-knuckling

The cycle repeats endlessly because you're stuck in the loop.

Alcohol doesn't persist because it's addictive, ubiquitous, or because you “lack discipline.”

It persists because it works.

Inside that loop, it solves something real — temporarily.

In the moment, alcohol reliably performs specific functions inside a divided mind: it boosts confidence, eases pressure, stabilizes identity, lubricates social situations, signals reward, and creates temporary relief from internal tension.

Each time you reach for a drink, you are not making a bad decision — you are choosing a **functional solution** to an unresolved internal conflict.

The problem is not that the solution exists.

The problem is that it is **temporary**, and it comes with costs your Negative Mind cannot ignore.

That's why the war never ends.

Until the conflict itself is resolved, the function remains necessary.

And as long as the function is necessary, willpower will always lose.

# What Alcohol Is Doing For You

Alcohol isn't random. It isn't self-sabotage. It isn't a moral failure.

It is a **tool** your system keeps reaching for because it reliably performs specific functions inside your unresolved internal conflicts.

Alcohol temporarily:

- Alters perception
- Reduces internal friction
- Compresses emotional range
- Lowers cognitive load
- Creates short-term certainty where ambiguity exists

In other words, it helps your mind **resolve pressure faster**—even if the resolution is crude and short-lived.

That's why insight alone doesn't stop it. That's why consequences don't stop it. That's why willpower doesn't stop it. Because every time pressure rises, alcohol steps in and *does a job*.

The problem isn't that alcohol has a function. The problem is that each function creates a **counterforce**—a cost your system can't ignore.

That tension between **what alcohol gives you** and **what it takes from you** is experienced as conflict.

And those conflicts are not generic. They are specific, predictable, observable, and repeatable in top performers.

Each conflict exists because alcohol solves something real on one side... while quietly undermining something essential on the other.

# The 7 Conflicts That Create the Battlefield

Until now, no playbook existed for what you're facing.

There was no war room equivalent to AA.

Traditional recovery demands you stand up and declare yourself powerless — in front of strangers who have never carried anything close to what you carry.

For a man who has built companies, moved markets, and bent the world to his will, that single sentence feels like treason against everything he is.

So he rejects the label. Rejects the rooms. Rejects the entire paradigm.

And stays stuck.

The seven conflicts you're about to see are not the generic struggles of addiction.

They are the specific, sophisticated wars fought by men whose position, resources, and identity make surrender psychologically impossible.

And common “solutions”?

Reputationally suicidal.

That is why nothing has worked before.

And that is why these wars have never been mapped.

Until now.

# 1. The Performance Paradox

Confidence vs. Competence

Positive Mind	vs.	Negative Mind
<i>“This loosens me up. Makes me bolder. I’m more creative after a couple of drinks. I close bigger when I’m relaxed.”</i>		<i>“I’m foggy the next morning. My reaction time is off. One bad call at this level and I lose millions.”</i>

Both are true.

Alcohol CAN create short-term social ease. It CAN lower inhibitions just enough to close a deal or connect in a room full of sharks.

But it DOES impair judgment. It DOES cost you clarity.

And at your level, clarity is everything.

**The Function:** Alcohol temporarily boosts confidence, removes inhibitions, and loosens thinking, giving the feelings of enhanced creativity, acceptance, and performance.

**The Battle:** While it feels like enhanced performance, alcohol clouds judgment, masks skill gaps, and can lead to mistakes or poor decisions over time.

**The Cost:** You're trading tomorrow's precision for tonight's confidence. And the ROI is tanking.

## 2. The Identity War

Who you have to be vs. Who you actually are

Positive Mind	vs.	Negative Mind
<i>“This is who I’m supposed to be. It’s part of the image I’ve built. The man who negotiates over scotch. Without it, I’m just... ordinary.”</i>		<i>“This isn’t who I am. I’m becoming someone I don’t respect. Someone I wouldn’t hire. Someone I wouldn’t trust.”</i>

**The Function:** Alcohol reinforces the image you want others to see, smoothing social interactions and creating the feeling of confidence, respect, and social power.

**The Battle:** You’ve built an identity that requires drinking to maintain. That dependency erodes alignment with your true self, leading to guilt, anger, fear, and damage to authenticity over time. You can’t be both men at once.

**The Cost:** The man you’re becoming — the one you see in the mirror at 2 a.m. — is someone you don’t respect.

## 3. The Control Valve

Escape vs. Control

Positive Mind	vs.	Negative Mind
<i>“No one understands what I carry. The weight. The responsibility. The pressure. This is the only way I have to turn OFF.”</i>		<i>“It’s not relieving pressure anymore—it’s creating it. I can’t even control myself. Now I’m stressed about the drinking on top of everything else.”</i>

**The Function:** Alcohol numbs stress and pressure, creating the feeling of emotional relief and temporary control over circumstances.

**The Battle:** You're using alcohol to escape the pressure. That prevents real problem-solving, reinforces avoidance, and increases long-term stress and loss of control.

**The Cost:** Now it's a constantly increasing source of pressure. You're using a tool that removes control... to regain control. And time is running out.

Positive Mind	vs.	Negative Mind
<i>“At my level everyone drinks this way. Deals, relationships, trust — it's how business gets done. It's expected.”</i>		<i>“I'm going too far. They're noticing weakness. I'm losing my edge. Becoming the liability instead of the asset.”</i>

## 4. The Culture Trap

Belonging vs. Liability

**The Function:** Alcohol eases social interactions, making it feel easier to belong, connect, and gain approval in groups.

**The Battle:** It can create risky social patterns, dependence on approval, and compromise personal or professional integrity. The same behavior that creates belonging is quietly destroying it.

**The Cost:** You're drinking to stay in the circle, but you're drinking yourself out of respect and credibility. You're undermining your own value to yourself and others.

## 5. The Success Tax

Reward vs. Ruin

Positive Mind	vs.	Negative Mind
<i>"I've sacrificed everything to get here. I've earned this. I deserve to enjoy what I have built. Make it a double."</i>		<i>"I'm destroying what I've built by telling myself I've earned it."</i>

**The Function:** Alcohol acts as a reward ritual, providing the sensation of celebration, achievement, and deserved indulgence.

**The Battle:** You're using alcohol as compensation for what you've given up. You think you've earned the right to indulge. But the indulgence is the invoice for everything you've built. And the damage keeps on compounding.

**The Cost:** It gradually accumulates costs on multiple fronts — financial, emotional, physical, in relationships — undermining the very success it's meant to celebrate. Your reward is your ruin.

## 6. The Relationship Blindspot

Connection vs. Corrosion

Positive Mind	vs.	Negative Mind
<i>"I connect and bond through drinking. It's how we lighten up and enjoy ourselves together."</i>		<i>"The people I love most are pulling away. My drinking scares them."</i>

**The Function:** Alcohol enables immediate bonding and shared experiences, producing the feeling of closeness and connection.

**The Battle:** Repeated reliance can mask distance, erode trust, and weaken deep, meaningful relationships.

**The Cost:** It's building a wall between you and everyone who actually matters. By the time you see it, too late. The damage is done.

## 7. The Sovereign Exception

Exceptionalism vs. Limits

Positive Mind	vs.	Negative Mind
<i>"I'm not like other people. I'm stronger. More disciplined. I've controlled everything else in my life. I can control this too."</i>		<i>"Alcohol doesn't negotiate. It's biological. It doesn't care who I am. It doesn't care about my net worth, my IQ, or my success in other areas."</i>

**The Function:** Alcohol allows stretching of physical, mental, or social limits, giving the sensation of exceptional resilience and freedom from normal constraints.

**The Battle:** You've spent your entire life being the exception.

This is the conflict that keeps high-performers stuck longer than anyone else. Because admitting "the rules apply to me" feels like admitting you're not special. And your entire identity is built on being special.

But here's the truth:

You ARE exceptional.

Just not immune.

**The Cost:** Ignoring natural limits can lead to physical harm, burnout, or catastrophic mistakes despite the sense of exceptionalism.

**These are not character flaws.**

These are logical responses to extreme conditions.

Traditional approaches try to crush the Positive Mind and crown the Negative. But suppression isn't resolution — it's a temporary ceasefire.

The suppressed side always returns stronger.

The Switzerland Method ends the war entirely.

When these conflicts are fully resolved, the need for alcohol dissolves.

No willpower battles. No fear of relapse. No compromise of performance or identity.

You simply become the most clear, authentic, aligned version of yourself — in full command.

## **CHAPTER 3: Why Willpower and Traditional Treatment Fail**

You've tried willpower.

Hell — you've built empires with it.

You've made decisions under pressure that would fold most men, solved problems that should have been unsolvable, and turned chaos into wins.

So when drinking started becoming a problem, you did what you always do:

Analyze. Strategize. Execute.

Rules. Apps. Moderation attempts.

Quiet searches for “executive treatment centers” that promise privacy and precision.

And none of it worked.

That's the part that stings — because almost nothing in your life has ever beaten your discipline or strategic mind.

Here's the real reason:

**You were fighting the wrong war.**

## The Problem of Symptom vs. Source

Traditional approaches treat drinking problems as a weakness or disease.

They attack the symptom — the alcohol — not the source: the cluster of internal conflicts that make alcohol feel necessary.

It's the equivalent of ripping the batteries out of a smoke alarm instead of extinguishing the fire.

Quiet for a moment... until everything burns.

Willpower does the same thing. Willpower tries to force your Positive Mind to bow to your Negative Mind.

The Positive Mind doesn't disappear — it goes underground. Pressure builds. And then it detonates at the worst possible moment.

I lived this.

After more than a year of flawless control, I "tested" myself with one small tequila shot. That single, unnecessary sip set off a cascade of impaired decisions that cost me my marriage.

Not because of the alcohol — because of the shift in judgment it triggered.

Here's the cycle most men never escape:

*More internal conflict → More need for relief → More drinking → More shame  
→ Even more internal conflict.*

Willpower doesn't break the cycle.

**It amplifies it.**

## The Willpower Illusion

Willpower isn't a muscle.

It's a battery.

Every high-stakes decision drains it.

By evening — when pressure, fatigue, dinner, celebration, loneliness, networking, or decompression hit — the battery is empty.

That's not weakness. It's biology.

And at your level, the math is brutal:

More decisions. Higher stakes. Fewer breaks. More triggers.

All landing exactly when your capacity is lowest.

Trying to out-willpower high-stakes internal conflicts is like trying to power Manhattan with a AA battery.

**It was never going to work.**

# Why Rehab & Traditional Programs Fail Men Like Us

The success rate for standard treatment hovers around 10–15%.

For high-achievers, it's even worse — relapse rates spike to 70–80% within the first few months.

I've lived that too.

AA. Psychiatrists. Rehab. Experts.

Nothing stuck.

Here's why they fail men at our altitude:

**They demand you declare powerlessness.**

Psychological suicide for anyone whose entire life proves the opposite.

**They're built for people who have lost everything.**

You haven't — you're still running the show.

**Group therapy with people whose problems don't resemble yours.**

Career-ending. Reputation-threatening. Operationally impossible.

**They treat it as a disease instead of a strategic conflict.**

Which means they are solving the wrong problem.

The system wasn't built for you.

It was built for a different species of drinker.

## Why Internal Conflict Resolution Works

Instead of suppression, surrender, or endless war between your two internal forces, the Switzerland approach creates something radically different:

**Neutral ground.**

A sovereign vantage point where both sides finally get heard, understood, and aligned.

It works because:

- √ It uses the same strategic intelligence that built your success.
- √ It never asks you to become weak or powerless.
- √ It eliminates the root conflict, so the symptom (drinking) simply loses relevance.
- √ It fits your life — no disappearing, no labels, no meetings, no fear.

When I say willpower doesn't work, I don't mean you lack discipline.  
I mean willpower is the wrong tool for this job.

You don't need to overpower yourself.  
You need to align yourself.

And when both sides of your mind choose the same thing, alcohol doesn't require resistance.

**It becomes irrelevant.**

## The Difference Between Suppression and Resolution.

Most men think they've "solved" their drinking problem when they white-knuckle 30 days without a drink.

They haven't.

They've just achieved a temporary ceasefire.

Here's the difference:

**Suppression:**

One side of your mind wins temporarily. The other side goes underground. Pressure builds. Eventually, it explodes.

**Resolution:**

Both sides get heard. Both sides get what they actually need. The conflict dissolves. No pressure. No explosion.

Suppression requires constant vigilance.

Resolution requires none.

That's why the Switzerland Method works when everything else fails.

It doesn't ask you to fight yourself for the rest of your life. It ends the fight.

Permanently.

In the next chapter, you'll learn **The Switzerland Method** — the exact system that resolves the conflict, clears your mind, and gives you full command with a sharper edge than ever.

## CHAPTER 4. The Switzerland Method

The Switzerland Method isn't another program.

It's a strategic system — a way of resolving internal conflict using the same intelligence, discipline, and operating precision that built your success.

Full disclosure: I didn't create this for alcohol. I created it to solve any internal conflict that quietly erodes performance — marriage tension, pressure paralysis, leadership drift, self-sabotage at the highest levels.

Alcohol is simply the arena where the stakes are highest and the lies are loudest.

Master it here, and the system elevates every domain of your life.  
No suppression. No surrender. No identity overhaul.

Just neutral ground — a sovereign elevation where both sides of you get heard, understood, and permanently aligned.

When that happens, the need for alcohol doesn't get “managed”.

**It dissolves.**

## **The Five Gateways**

To get you there, the system uses levels — not steps — because levels can't be skipped, and they give you room to walk around, explore, and integrate without teetering precariously on the edge or falling back down.

Each level is a gateway, a threshold to the next. Answer the question at each level honestly, from your own experience, and the next level unlocks.

Bullshit yourself, and you stay stuck.

Here's the complete map:

**LEVEL 1: Take The Helm** - *Who is responsible?*

**LEVEL 2: Integrity Audit** - *What exactly is the conflict?*

**LEVEL 3: Switzerland** - *What is possible from neutral ground?*

**LEVEL 4: Evidence** - *How will I know when the problem has been completely solved and there is nothing left to fear?*

**LEVEL 5: Character** - *What are the traits to make getting what I want inevitable?*

Answering these five questions, you'll move fluidly between levels, revisit as needed, and lock in progress permanently.

Each level strengthens your ability to operate from Switzerland — where clarity is natural, your edge sharpens, and your character is deliberately forged.

## LEVEL 1: Take The Helm

### **Gateway Question: Who is responsible?**

Complete ownership — power without shame.

You didn't build your empire by blaming circumstances.  
You took the helm and engineered outcomes.

Same thing here.

But most top-achievers don't stroll in ready to claim the throne.  
They are summoned. Unexpectedly.  
And there's a highly technical term for it:  
the What the fuck? moment.

You car parked on the neighbor's lawn.  
The deal falling through because you emailed the wrong person.  
The whisky glass snapping in your mouth after tossing one back no-handed.

That's the signal — the door cracking open.

Name it.

## Part 1: Signal

(2 minutes — do it now)

What was the involuntary thought, feeling, or question that brought you here? One sentence. Raw:

---

What triggered it? Brief context only. One or two sentences max:

---

## Part 2: Declaration

Before anything else, three foundational distinctions — operating-system upgrades most leaders never receive:

### 1. Response-ability.

The ability to respond in ways that actually work.

You alone decide what “works” in your life.

### 2. Strategy.

The organized deployment of resources to consistently produce desired outcomes.

### 3. Thoughts Are Resources, Not Commands.

You don't obey every thought.

You select, shape, and deploy them like any other asset.

When the desire to drink pulls you off course, it's not because you're weak. It's because you've stopped steering. These distinctions put your hands back on the wheel so you can lead yourself with the precision you use to lead everything else.

## **Step 1: Take the Physiological Helm**

(80 seconds — do it now)

**Physiology first. Psychology second.**

Navy SEALs use Combat Breathing (also called Box or Tactical Breathing) to regulate their nervous system before engaging the enemy.

What they do facing bullets, you do facing the bottle.

**Hand on diaphragm.**

**Combat Breathing:**

- Inhale through nose: 4 counts
- Hold 4
- Exhale 4
- Hold 4

**Repeat 5 rounds.**

No skipping this. Execute.

That shift you feel?

That's you proving you can change your state on demand.

Only you can do that.

**That's the helm.**

## Step 2. Cease Fire: The Awareness Exercise

(2–3 minutes — do it now)

Fill in the blanks:

*I have been using alcohol to \_\_\_\_\_*

*I could also be using alcohol to \_\_\_\_\_*

*I might even be using alcohol as a way to \_\_\_\_\_*

*So what I really need to feel is \_\_\_\_\_*

## Step 3. Ownership Declaration

(60 seconds — do it now)

Write it out, specific to your Signal and situation. Fill in the blank:

***I am 100% responsible for the meaning that I give to things. The same intelligence that (e.g., “took my company from zero to a \$450M exit” or “built a \$2B balance sheet from nothing”) is now aimed at the highest-ROI asset I own:***

**My mind.**

Helm taken.

Ownership locked.

You’re ready for Level 2

## LEVEL 2: Integrity Audit

### Gateway Question: What exactly is the conflict?

Expose the stories. Collapse the bullshit. Regain control.

It was never a drinking problem. It was always a thinking problem.  
Drinking is just the output of a system that's breaking down.

Here's the truth you already know:

Something's not working. Maybe a lot of things aren't working.

And you've been running sophisticated cover stories to avoid dealing with it.  
The drinking? That's just the loudest alarm.

But if you're honest, there are alarms going off everywhere:

- Relationships that used to matter that you're now just managing
- Standards you used to hold that you've quietly abandoned
- Promises you made to yourself that you didn't keep
- Business decisions that don't align with who you said you'd be
- The growing gap between the man you present and the man you are

The justifications all sound reasonable:

- "This is how business gets done at my level."
- "I need this to unwind from pressure no one else understands."
- "I've earned this. I deserve it."
- "It actually makes me sharper, more creative, more connected."

None of these is the problem.

The problem is you **know** they're not fully true — yet you keep acting as if they are.

**One question cuts through all of it:**

*What's not working?*

Answer honestly and the pretending stops.

## **The Integrity Ledger**

(20 - 30 minutes. Do this in writing. No filtering.)

### **1. What's Not Working?**

Just answer the question.

Don't edit. Don't soften it. Don't make it sound better than it is.

*What is not working in my life right now?*

List everything. Business. Relationships. Health. How you spend your time. How you feel. What you are avoiding.

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## 2. The Promises You've Broken

What are the top 3 promises you've made to yourself that you haven't kept?  
Health. Relationships. Business.

For each one: *What has breaking this promise cost me?*

**Promise #1:** \_\_\_\_\_

Cost: \_\_\_\_\_

**Promise #2:** \_\_\_\_\_

Cost: \_\_\_\_\_

**Promise #3:** \_\_\_\_\_

Cost: \_\_\_\_\_

## 3. The Relationship Reality Check

List the 5 most important relationships in your life. For each one, answer honestly:

**Relationship #1:** \_\_\_\_\_

What's not working: \_\_\_\_\_

\_\_\_\_\_

**Relationship #2:** \_\_\_\_\_

What's not working: \_\_\_\_\_

\_\_\_\_\_

**Relationship #3:** \_\_\_\_\_

What's not working: \_\_\_\_\_

\_\_\_\_\_

**Relationship #4:** \_\_\_\_\_

What's not working: \_\_\_\_\_

\_\_\_\_\_

**Relationship #5:** \_\_\_\_\_

What's not working: \_\_\_\_\_

\_\_\_\_\_

## **4. The Business Truth**

Answer these with zero spin:

**4.1)** What decision am I avoiding that I need to make?

\_\_\_\_\_

**4.2)** Where am I compromising standards I used to hold?

\_\_\_\_\_

4.3) What am I pretending about my business or my performance?

---

4.4) If I were coaching someone in my situation, what would I tell them?

---

## 5. The Normalized Compromises

You don't lose integrity in one moment.

You lose it in a thousand small compromises you stop noticing.

List 3 things you're doing (or not doing) that you wouldn't have tolerated in yourself five years ago:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## 6. The Drinking Reality

Now answer this: *What's not working in how I use alcohol?*

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And this: *What am I pretending about using alcohol?*

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## 7. The Cost Projection

If nothing changes in the next five years, what does it cost you? Be specific:

- Which relationships fail or fade?
- What opportunities do you miss because you're not at full capacity?
- What respect do you lose?
- What promises do you break again?
- What standards do you abandon next?
- What decline in physical or cognitive performance?
- What example or legacy are you building by accident?

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Most men avoid this kind of accounting.

Top performers avoid it longer — success buys time and creates cover.

But eventually, what's not working becomes impossible to ignore.

When you finish this audit, the illusion collapses.

You stop negotiating with fiction. You start operating from reality.

And reality is where all real power lives.

## **Identify Your Primary Conflict**

Now that you have stripped away the cover stories and faced what's actually not working, it's time to answer the Level 2 gateway question directly:

### **What exactly is the conflict?**

Fill in the blanks:

On the upside, alcohol is giving me: \_\_\_\_\_

\_\_\_\_\_

On the downside, alcohol is costing me: \_\_\_\_\_

\_\_\_\_\_

That tension between what alcohol gives you and what it costs you — that's your conflict.

Now, check whichever of the 7 conflicts from Chapter 2 feels closest to what you just described, or name it in your own words if none fit:

- ❑ **The Performance Paradox:** Confidence vs. Competence
- ❑ **The Identity War:** Who you have to be vs. Who you actually are
- ❑ **The Control Valve:** Escape vs. Control
- ❑ **The Culture Trap:** Belonging vs. Liability
- ❑ **The Success Tax:** Reward vs. Ruin
- ❑ **The Relationship Blindspot:** Connection vs. Corrosion
- ❑ **The Sovereign Exception:** Exceptionalism vs. Limits
- ❑ **My Primary Conflict is:** \_\_\_\_\_

This is your entry point. The specific battlefield where alcohol has been serving as your temporary ceasefire.

In Level 3, you'll learn how to rise above this conflict and resolve it from neutral ground.

But first you had to name it.

**Level 2 complete.**

## LEVEL 3: Switzerland

### **Gateway Question: What is possible from neutral ground?**

The end of your internal war.

Level 3 is the heart of the entire method.

This is the moment you stop trying to overpower yourself — and instead rise above the conflict entirely.

Switzerland is not calmness, positivity, or self-control.

It is **neutral sovereignty**: the place where both sides of your mind get heard, understood, and aligned.

When you reach Switzerland, the mental volley — the crossfire of opposing thoughts constantly bombarding you — stops. Dead.

Not because you “won”, but because there is nothing left to fight.

You are no longer the man caught between two opposing forces.  
You are the one **commanding** them.

## Why Switzerland Works

Every time you feel the urge to drink, two intelligent parts of your mind activate:

Positive Mind	Negative Mind
Pushing alcohol as the fastest available tool.	Firing warnings to protect your assets, identity, and future.

Traditional methods try to silence the Positive Mind.

Result:

- Negative mind becomes weaponized.
- Positive mind gets suppressed and eventually detonates.
- Negative mind comes back nuclear.

The approach fails because you can't lobotomize half of your intelligence.

Switzerland works because it does something radically different:

**It acknowledges both sides — and then integrates them.**

The moment both sides feel heard, the war collapses.

A better option emerges.

And alcohol stops being the “solution.”

This happens in seconds.

## **The Switzerland Sequence**

*(3 minutes or less — practiced until automatic.)*

Always do this out loud. Speaking disrupts the automatic loop and forces both sides into consciousness.

And the first few times?

Record yourself.

You'll be uncovering gold.

### **1. Notice the conflict firing.**

One side will side will feel dominant. ("Yes! Do it!" or "No! Don't do it!")

Feel it in the body: tension, pressure, rationalization, urgency.

This is your cue — not to fight, **but to rise.**

### **2. Pause and breathe.**

Hand on diaphragm.

Combat breathing. Five rounds: Inhale 4, hold 4, exhale 4, hold 4.

Retake the helm.  
Physiology first.  
Psychology second.  
Always.

**Hold this neutral ground.**

### **3. Separate and embody both sides (out loud).**

Stand if possible.

Positive Mind first: Extend one arm forward (or step to one side).  
Rapid-fire dump it's raw case — short, unfiltered bursts: **“I want this because...”** Keep going, no pauses, no editing. Spit it all out fast.

Switch arms/sides immediately. Dump the opposing side the same way: **“I’m stopping this because...”** Again — rapid, raw, no filter. Speed is key. Alternate 2-3 times. Empty both clips.

### **4. Step back into Switzerland and ask the Questions (out loud).**

Drop arms. Center yourself physically (one deep breath in the middle).  
From this clear vantage — without attachment — now ask:

- What is my Positive Mind trying to get for me right now?
- What is my Negative Mind trying to protect me from right now?

### **5. State the Neutral Truth:**

Both sides want "X", a better way to get that is "Y".

That's it.

No war. No suppression. Just integration.

## Switzerland Exercise: Practice Choosing From Neutral

This is not optional.

Use the conflict you chose in Level 2.

**Write down your answer to each question:**

*1. Name it. The conflict I'm resolving is:*

---

*2. In this situation, I am using alcohol to:*

---

*3. That means my Positive Mind is trying to:*

---

*4. In this situation, what I don't want to feel is:*

---

*5. That means my Negative Mind is trying to protect me from:*

---

*6. Neutral Truth — both sides want:*

---

*7. A Better Way (cleaner, sharper, with zero downside) is:*

---

---

## Example: Hedge-Fund Founder

1. **Conflict:** The Control Valve
2. **I am using alcohol to:** decompress
3. **Positive Mind is trying to:** relax / reset after 16-hour days
4. **I don't want to feel:** stressed / overwhelmed
5. **Negative Mind is protecting me from:** burning out, appearing weak
6. **Neutral Truth:** both sides want me at peak capacity tomorrow
7. **Better Way:** 10-minute cold shower + 5-minute journaling = full reset, zero downside.

## The Moment the War Ends

Do yours. Right now.

First, combat breath.

Then, answer the questions.

Say the Neutral Truth. Out loud.

Feel what just happened?

The war stopped.

You didn't silence either voice. You didn't shame the urge. You didn't white-knuckle anything. You rose above the drama, heard both sides, and selected the superior option.

This is Switzerland. This is sovereignty.

Most men never reach this state.

They fight themselves for decades.

You just decreed peace.

To protect it, you now carry a loaded weapon you can fire in seconds — at dinner, at the bar, on a plane, anywhere. Even at 2 a.m. after a brutal day.

## LEVEL 4: Evidence

### **Gateway Question: How will you know when the problem is completely solved and there is nothing left to fear?**

Where the war ends — or returns.

Evidence is the level most men think they've reached when they white-knuckle 30 days "sober". They're mistaken.

Evidence is not abstinence.

#### **Evidence is battlefield verification under real fire.**

There's only one question that matters here — the one that ended the war for me and for every private client who completes this protocol:

*“What would I have to repeatedly prove, under a variety of conditions, to know the problem was completely resolved and there was nothing left to fear?”*

30 years ago, I knew the solution:

*Prove to myself, again and again, that I have better ways of getting everything alcohol is giving me — confidence, connection, relief, escape, fun — without a single downside.*

When that evidence finally became overwhelming, two things happened:

**Positive Mind stopped fighting for alcohol.** It had superior tools.

**Negative Mind stopped screaming warnings.** The threat was gone.

When both sides stop fighting you, the internal battlefield finally goes silent.

That silence is earned here — in Level 4.

## Evidence Log

Build a spreadsheet similar to the one below. Each day, practice the Switzerland Sequence, noting what you chose instead of alcohol. Add columns for any other daily wins you want to track. (Example: The 4 Character Forge Exercises at the end of this chapter.)

Critical: Fill this out BEFORE bed, not the next morning when memory fades and your mind rewrites the story.

Date	Trigger / Situation	What I Chose Instead	Result / Evidence	Combat Breathing
Example: Dec 3	Client dinner, pressure to "celebrate" the close	Sparkling water, left early, 20-min walk to clear head	Woke up sharp, closed follow-on deal next morning they would've missed	15 x before work 5 x at dinner 5 x before bed

Track it daily. Watch the evidence pile up.

When you have 30 days of entries, you'll know the war is ending. The mental volley quiets. Triggers lose their grip.

When you have 90, you'll know it's over. Both sides of your mind now choose the same thing. The evidence is overwhelming. Your old identity cannot resurrect.

This isn't a journal. This is a courtroom-grade evidence file proving to both sides of your brain that alcohol is no longer the superior tool.

Treat it like the strategic asset it is.

## LEVEL 5: Character

### **Gateway Question: What are the traits to make getting what I want inevitable?**

You've taken the helm.

You've exposed the stories.

You've stood in Switzerland and dissolved the war in real time.

You've built a courtroom-grade evidence file proving alcohol is no longer the superior tool.

By now, the drinking has either stopped or become so irrelevant it doesn't even register.

Most programs end here and call it "success".

We don't — because at this level, stopping is the easy part.

The real game — the one that separates the men who relapse from the men who become truly unstoppable — begins after the war ends.

When the internal battlefield goes silent, a vacuum appears.

Nature always fills a vacuum.

If you don't fill it deliberately with an upgraded identity, the old wiring returns dressed as "just one celebration", "I've earned this", "I can handle it now".

I've seen this pattern enough times to know how it ends.

Cease-fire mistaken for resolution.

Competence mistaken for character.

Level 5 turns peace into permanence by restoring what alcohol only counterfeited:

### **True power.**

True power requires true character.

And true character can't be bought, faked, forced, or rushed.

It is forged.

Through pressure, stillness, standards, and truth.

Below are the Four Forges.

They are not something you “do” — you walk through them.

They either break you or remake you.

## **THE FOUR FORGES**

### **1. The Forge of Silence**

#### **Sovereignty of Mind.**

For the first time in decades, your mind is quiet.

Most men panic at silence and reach for noise — alcohol, dopamine, distraction, deals.

You won't.

Your discipline is simple:

**Sit in silence for three minutes each morning.**

No phone. No music. No escape.  
Just long, slow, deep, diaphragmatic breathing.

What rises is everything alcohol once muted.  
You face it. You feel it. You let it burn away.

This is not meditation.  
This is command of consciousness.

### **Silence Forge Exercise #1: Sit.**

Set a timer for 3 minutes.

Close your eyes. Hand on diaphragm.

Combat breath: Inhale 4. Hold 4. Exhale 4. Hold 4.

Repeat.

Observe your mind resisting.  
Telling you not to do this exercise.  
Suggesting other “more important” things to do instead.

More important than breathing?  
More important than being the master of your mind?

Shut up and breathe.

Do this now.  
Do it tomorrow morning.  
And the next day.

Track it in your Evidence Log: *“Day 1 - Silence - 3 minutes - Completed.”*

## 2. The Forge of Standards

### **Sovereignty of Action.**

Raise them ruthlessly — everywhere.

Your mind. Your body. Your word. Your time.

Your inner circle. Your habits when no one is watching.

The way you treat the waiter.

The way you speak to your children in the quiet moments.

Alcohol was the one place you allowed yourself to be average.

### **Seal that breach forever.**

One client said, “I finally became the man my net worth said I was.”

Another: “I finally became the man my dog thought I was.”

Both were right.

This forge is where self-respect becomes inviolate.

## **Standards Forge Exercise #1:**

### **Choose one standard you've let slip.**

The way you speak to yourself. The way you treat your body.

The way you show up when no one's watching.

Write it down now: *"The standard I am raising is \_\_\_\_\_."*

Not "I should raise this."

Not "I'm going to try."

### **The standard I AM raising.**

Execute it flawlessly for 7 consecutive days.

If you miss a day, start over.

No exceptions.

No negotiations.

No "I'll start Monday".

Start now.

Track it daily: *"Day 1 - Standard - Executed."*

When you break it (and you might), don't collapse into shame.

Breathe.

Debrief.

Execute again.

Your standards are like gravity:

Non-negotiable.

### 3. The Forge of Service

#### **Sovereignty of Influence.**

The old Positive Mind used alcohol to feel large, generous, connected — “drinks on me”.

Replace that with real generosity.

Mentor the young gun who reminds you of you.

Solve problems quietly for someone who can never repay you.

Perform one significant act of service per week with zero recognition.

Character expands when no one is watching and no reward is expected.

**This is where magnanimity is born.**

#### **Service Forge Exercise #1:**

#### **Make one significant act of service with zero recognition.**

Mentor someone who needs what you know. Solve a problem quietly for someone who can't repay you. Help someone in a way that costs you time, attention, or resources. Not a donation. Not writing a check. Not something you can delegate.

You. Personally. Serving. Don't post about it. Don't tell anyone. Don't even tell yourself how noble you are. Just do it.

Then write one sentence in your Evidence Log:

*“Served without recognition.”*

That's it.

The act matters. The credit doesn't.

## 4. The Forge of Legacy

### Sovereignty of Identity.

Legacy is not the end of life.

It is the architecture that shapes how you live today.

It is the vision that reverse-engineers the man.

Ask the question most men die avoiding:

*“When the story of my life is told, what will they say about the man I became?”*

Write it. Read it daily. Let it shame the smaller choices. Let it pull you forward on the nights the old patterns whisper you’re “missing out”.

This forge forces you to choose who you are becoming with intention instead of drift.

### **Legacy Forge Exercise #1: Answer this question in writing:**

"When the story of my life is told, what will they say about the man I became?"

Not what you hope they'll say. Not what you wish they'd say.

**What will they ACTUALLY say if you keep living exactly as you are now?**

Write that first. Brutal honesty.

Then write the second version: What you want them to say.

The gap between those two answers? That's your work.

Read both versions every morning for 30 days.

Let the gap shame you. Let the vision pull you.

This is your North Star.

Track it: *“Day 1 - Legacy - Read and reflected.”*

## WHY THE FORGES MATTER

Your body doesn't ask permission.

The reckoning is automatic.

When alcohol leaves: the nervous system recalibrates, the personality reorganizes, the psyche demands a new organizing principle.

Most men take their hands off the wheel here and trust chance to finish the job. That is why they drift.

That is why they relapse within a couple of months.

That is why top-performers fall hardest — because their collapse is camouflaged until it's catastrophic.

The forges give structure to this transition.

They ensure the upgrade happens with intention, not accident.

This is not self-help.

This is final integration.

The Switzerland Method gave you neutrality.

The forges give you nobility.

Most men never enter these forges because they think success is the finish line.

The truth: success is only the entry fee to the real arena — the arena of character.

**Level 5 has no end date.**

The Switzerland Method protocol: 90 days.

Character development: The rest of your life.

## **CHAPTER 5. Why Men Fail Alone**

Here's the truth no one likes admitting:

Self-reliance fails under pressure.

Not at 10 a.m. after a perfect morning routine. Not during a quiet weekend.  
Not when life is smooth.

It fails here:

30 hours without sleep, negotiating a deal that's unraveling.

A marriage conversation detonating in real time.

A kid in the ER, and you're 900 miles away.

A betrayal you didn't see coming.

A flight cancelled, a client melting down, a market crashing — and you're exhausted.

Under that kind of fire, the brain reaches for whatever used to work fastest.

Not whatever is best.

Not whatever is strategic.

**Whatever is fast.**

For years, that was alcohol.

And unless you've trained both sides of your mind under variable, hostile, unpredictable conditions...

30 days of proof can collapse in 30 minutes.

## The Solo Ceiling

This is where men discover the truth:

Turning progress into permanence requires three things you cannot reliably generate alone:

1. Expert guidance when the mind splits under pressure
2. Ruthless accountability when the old pattern claws back.
3. Custom conflict resolution for internal wars your logic can't solve.

Here's the paradox you're probably feeling right now:

I just spent four chapters showing you that you're not powerless — that you have everything you need to end this war.

And now I'm telling you that doing it alone is the fastest way to fail.

Both are true.

You ARE powerful enough to execute this system.

But power without calibration is just expensive trial and error.

Sovereignty does not mean isolation.

Every elite performer operates with oversight.

Not because they lack discipline, but because blind spots only appear under pressure, fatigue, and consequence.

This is not about support or rescue.

It is about maintaining command when conditions exceed what any single nervous system can reliably audit alone.

You don't need rescue.

**You need a spotter.**

Someone who's walked this path, knows where the traps are, and can see what you can't when you're in the middle of the fight.

Switzerland ends the war.

Sustaining command under chaos requires calibration.

That is why the next tool becomes decisive...

# Your 90-Day War Map

## Escape & Arrival

If elegance is achieving more with less, Escape & Arrival planning is the simplest, most elegant way to accelerate your mind under pressure.

It doesn't just chart a course. It trains your brain to respond faster than your old identity can fire.

It does this by reverse-engineering outcomes so quickly that the Psychological Refractory Period — the mental lag that once made you reactive — shrinks.

The smaller the PRP, the faster you access superior solutions... and the harder it becomes for old habits to return.

This is why proper Escape & Arrival planning, with precise accountability measures, is essential for your overall *strategy*. (The organized deployment of resources...and thoughts are resources. Remember?)

We use it here to chart a clear and simple path — but not one I recommend you walk alone...

### **ESCAPE:**

Leave behind alcohol as a conflict-management tool.

### **ARRIVE:**

90 days from now, operating from a new way of being that no longer even considers alcohol.

# 90-Day Escape & Arrival Plan

## Escape (Day 0)

Your starting position — the truth without narrative:

Drinking driven by unresolved conflict.

Positive Mind believing alcohol is the “best available tool”.

Negative Mind screaming about risk, shame, and self-betrayal.

**This is the battlefield we are leaving.**

## Milestone 1 — Ownership (Days 1–7)

First clean streak using Switzerland + superior alternatives.

This is where you taste real control.

### **Proof Metric:**

Begin charting progress in your Evidence Log. 7 days of conscious breathing, and handling internal conflicts and/or potential drinking moments from neutral ground — no white knuckling, no pressure spikes, no self-betrayal.

## Milestone 2 — Momentum (Days 8–28)

Superior alternatives now feel natural.

The body shifts. The mind shifts.

You start wanting the better option.

### **Proof Metric:**

Daily Evidence Log shows consistent entries:  
clarity, energy, command, presence, calm, confidence.

**Note:** The 2nd milestone is where most men hit the Solo Ceiling — right when they think they're safe.

### **Milestone 3 — Stability (Days 29–59)**

Old triggers fire and resolve themselves in real time.

The constant mental volley is gone.

Your identity is reorganizing.

**Proof Metric:**

Faster decisions

PRP noticeably shrinking

Little to no craving even under heavy pressure

**Advisory Value:**

Expert guidance here prevents the 30-minute collapse and accelerates permanent wiring.

### **Milestone 4 — Full Alignment (Days 60–89)**

Both sides of you — Positive and Negative — now choose the same thing:

**Not drinking feels superior.**

Others notice the shift.

Unsolicited positive external comments.

**Proof Metric:**

Evidence file so thick your old identity cannot resurrect.

**Advisory Value:**

Continued strategic pressure turns this from “habit elimination” into leadership, resilience, and character elevation.

## Arrival (Day 90+)

The new identity:

Zero conflict. Zero craving. Calm. Commanding. Unshakable  
Running a higher-bandwidth mind than you've ever accessed

With ongoing strategic guidance, your PRP continues to shrink, your  
Switzerland skill becomes automatic, and your ability to operate  
under life's highest pressures becomes your unfair advantage.

## WHAT HAPPENS NEXT

You now know exactly what you're facing.

It's not a drinking problem. It's a thinking problem.

A matter of resolving your own conflicting thoughts, to fully reclaim your  
power and achieve specific outcomes.

By Day 30, you'll know how well this works.

What remains is mastery — going deep on conflicts, gathering evidence,  
testing yourself under fire.

Some of you will deploy this alone and succeed. I respect that.

But the ones who turn progress into permanent transformation — the men  
who become truly unstoppable — they don't fight this war solo.

Not because they're weak.

Because they're smart enough to know when a spotter matters.

**This isn't for everyone. And frankly, that's by design.**

I work with a limited number of clients at this level — typically successful individuals managing complex personal situations that require absolute discretion and strategic precision.

Here's what I'm looking for: You're dealing with a high-stakes situation. You've likely tried conventional approaches. And you need this handled correctly, quietly, and permanently.

If that's you — if you want someone who's walked this path, knows where the traps are, and can see what you can't see when you're in the middle of the fight — here's what happens next.

Fill out the 90-second application at:

[switzerlandmethod.com](http://switzerlandmethod.com)

I'll review it personally. If I think we're a fit, I'll reach out to schedule a call.

On that call, we'll walk through your specific conflicts — the exact mental volley that's been running your life.

I'll map your 90-day trajectory based on where you are now and where you need to be.

And together we'll determine if I'm the right person to walk this path with you.

If so, we move forward immediately. If not, I'll tell you — and point you in the right direction if I can.

Either way, you'll have clarity you didn't have before the call.

No sales pitch. Just two men deciding whether to end a war.

## Prefer to talk directly?

Text/call: 1 (877) 372-3999

Email: [mhighstead@gmail.com](mailto:mhighstead@gmail.com)

To your freedom, health, and power,



Mike Highstead

Kelowna, BC | December 2025

## Legal & Confidentiality Notice

*This is private strategic advisory, not medical treatment. I am not a physician or therapist. If you're experiencing physical withdrawal symptoms (tremors, seizures, hallucinations), consult your doctor before proceeding.*

*Everything shared in our conversations and your application remains strictly confidential. No records are maintained unless you specifically request documentation.*