



Growth Workbook

Know yourself, grow yourself, grow your success

Prepared for **Avery Sample** · independent consulting business · September 27, 2026

Fictional teaching example. Avery Sample and all results are invented for illustration.

What this report is for — and what it is not

This report is a development tool. It describes how you tend to operate right now — not your worth, your potential, or your IQ. Scores move over time. Moving them is the whole point.

Because of that, the EQFIT® Edge™ assessments are not to be used to make personnel decisions. They are not selection instruments or promotion instruments. They are research-based, for growth and development purposes. Results should not be used to decide who gets hired, promoted, retained, reassigned, compensated, or let go.

If you are a leader holding someone else's report, treat it as confidential and as a conversation starter, not a verdict on that person. Work with them and with the report, and grow them through the process as it is intended.

This is where the report becomes real. You'll work your five signals one at a time — reflect, practice, commit. Small steps, written down, beat big intentions.

One pattern to explore in your responses is **The Heart-Led Entrepreneur**. This is not a fixed identity. This workbook connects your strengths to leverage and your one highest-leverage growth edge. Don't try to work all five at once. Follow the order; start where the ★ is.

Build your pathway around a meaningful outcome

Use this workbook to connect emotional intelligence with the work you want to change. You do not need to complete every exercise in order. Begin with one situation and one behavior, then use the relevant sections as you learn. The aim is a practice you can sustain, not a finished set of pages.

The scenario scores suggest **Self-Regulation** as an initial practice focus. Confirm that choice against a real business priority and your own examples. A report can surface something you have not noticed; it should not decide your identity or your future for you.

Define the outcome

Choose a business priority such as client acquisition, clearer decisions, productivity, or a business model that fits your capacity. Keep the hoped-for result separate from the behavior you will practice.

What meaningful business outcome do I want this work to support, and why does it matter now?

What is one behavior within my control that could help?

What existing strength or working practice can I build on?

Establish a starting point

Use a recent example rather than a general judgment. Record enough context to make a later comparison fair.

What happened in the most recent relevant situation? Separate observations from interpretations.

What would useful progress look like in an actual conversation, decision, or workflow?

What else could influence that outcome besides my practice?

Map the work into your success ecosystem

Some parts of your business already reinforce each other. Others need a clearer connection. Choose the element most closely related to your outcome, then one supporting element. This is a planning exercise, not another scored assessment.

Core Self

Notice the emotional patterns and assumptions that influence your choices.

What is already working here, and what connection would help my chosen priority?

Capabilities

Connect technical knowledge with the conversations and judgment needed to use it.

What is already working here, and what connection would help my chosen priority?

Story & Context

Consider how experience, values, and business conditions shape your interpretation.

What is already working here, and what connection would help my chosen priority?

Operating System

Build routines, tools, AI support, and handoffs that make a useful behavior easier.

What is already working here, and what connection would help my chosen priority?

Connections

Develop relationships where needs, expectations, and boundaries can be discussed.

What is already working here, and what connection would help my chosen priority?

Marketing & Selling

Understand the customer, communicate value, and agree on appropriate next steps.

What is already working here, and what connection would help my chosen priority?

Direction

Choose a meaningful outcome and review whether your actions serve it.

What is already working here, and what connection would help my chosen priority?

Choose the first connection

Keep the starting scope manageable. Connect one personal practice to one part of the way your business operates.

Which two ecosystem elements need to work together for my priority?

What routine, conversation, or tool will connect them?

What will I stop, simplify, or postpone to make room?

Self-Regulation — 56% (Developing) ★ start here

Where you are: Your scenario responses point to a practice opportunity here. The score does not identify a fixed trait or tell which side of the pattern you tend toward.

Reflect. When was the last time an emotional reaction cost you — a relationship, an opportunity, or simply energy you couldn't afford to lose?

Go deeper. *What would change in your business if you could consistently respond instead of react in your most challenging moments?*

Rewrite the story. The old belief that holds this signal back, and the new one that frees it:

- Old: *"This is just how I operate."*
- New: *"I can notice a pattern and try a different response."*
- In my own words, the new story sounds like:

Watch Out — under stress. Pressure can change how this skill appears. Notice whether you tend to react quickly or hold back a needed response. The score alone cannot distinguish those paths. Name your early warning sign so you can catch it:

Practice this week. Choose one recurring trigger. Write down a pause you can use before responding, then try it in the next real situation.

What exactly will you do, and when?

Who benefits when you grow this? your responses under pressure. Tell one of them what you're working on — accountability you can't quietly drop:

Apply Self-Regulation to a real business moment

Read this illustrative situation, then choose a comparable moment from your own work. You are not being asked to agree that the example describes you.

Imagine a client sends a sharp message about a missed deadline while you are already handling a busy day. One possible response is a defensive explanation. Another is to avoid the message. A third is to acknowledge the concern, check the delivery facts, and give a clear time for a substantive response.

Separate the facts from the story

Pause long enough to identify the issue and the outcome you want. Separate what needs a reply now from what needs investigation. Prepare a response that acknowledges the impact, states what you know, and makes a commitment you can keep. Return to the conversation at the agreed time.

What is my situation, and what do I know directly?

What am I assuming about myself, the other person, or the likely outcome?

What is my early warning sign that pressure is shaping my response?

Design the experiment

Choose one recurring trigger, such as a challenging email or an unexpected change. Write a short pause routine: notice the signal, name the purpose, check one fact, then respond. Try it in three situations. If a pause delays needed action, shorten it and use a clear acknowledgment instead.

What specific action will I try, in which situation, and when?

What reminder or support would make that action easier for the way I work?

What might get in the way, and what smaller version could I still do?

Gather evidence and feedback

Record whether you used the pause, kept the promised response time, and addressed the actual issue. Also notice whether you avoided a needed conversation. Calm appearance alone does not establish that the issue was handled effectively.

What happened when I tried it? Include what did not go as planned.

What did I learn from asking: When pressure rose, what did you notice about my response, and what would have made the next step clearer?

What will I keep, change, or stop next time?

Optional AI rehearsal

Use this as a preparation prompt with an approved tool and an anonymized situation. Review the output yourself. You can also answer these questions on paper or with your coach.

Help me prepare a clear response to this anonymized situation. Separate verified facts, my assumptions, and the commitments I can make. Offer a direct version and a warmer version without changing the facts or promising something I cannot deliver.

Which suggestion fits my situation, and which assumption do I need to reject or verify?

Keep this boundary in view. Regulation is not endless accommodation. A sustainable operating system includes capacity limits, realistic promises, and a route for raising concerns before urgency takes over.

Motivation — 67% (Functional)

Where you are: Your scenario responses show a working foundation here, with room for more consistency. Identify a situation where this came easily and one where it did not.

Reflect. When was the last time you felt genuinely energized by your work? What was happening in that moment that's missing now?

Go deeper. *If you could guarantee success in one area of your business, what would you choose — and what does that tell you about what really drives you?*

Rewrite the story. The old belief that holds this signal back, and the new one that frees it:

- Old: *"This is just how I operate."*
- New: *"I can notice a pattern and try a different response."*
- In my own words, the new story sounds like:

Watch Out — under stress. Pressure can change how this skill appears. Notice whether you tend to lose momentum or keep pushing without recovery. The score alone cannot distinguish those paths. Name your early warning sign so you can catch it:

Practice this week. At the start of the week, name one important outcome and the next small action toward it. Review what happened at week's end.

What exactly will you do, and when?

Who benefits when you grow this? your priorities and follow-through. Tell one of them what you're working on — accountability you can't quietly drop:

Apply Motivation to a real business moment

Read this illustrative situation, then choose a comparable moment from your own work. You are not being asked to agree that the example describes you.

Imagine you want a steadier client pipeline, but your week fills with delivery work and attractive new tools. You keep postponing follow-up. The issue might involve an unclear offer, a crowded schedule, discomfort with rejection, or a priority that no longer fits. A score cannot tell you which explanation is correct.

Separate the facts from the story

Choose one desired business outcome and name the next action within your control. Identify the obstacle before adding another productivity tactic. Make room for the action by deciding what will stop, shrink, or move. Review both the work completed and whether it still serves the outcome.

What is my situation, and what do I know directly?

What am I assuming about myself, the other person, or the likely outcome?

Why does this outcome matter to me beyond completing another task?

Design the experiment

Schedule two short work periods for one meaningful priority. Define the action before each period begins and record what you completed. At the end of the week, review the obstacle that actually occurred. Adjust the environment or task size rather than assuming that more pressure is the answer.

What specific action will I try, in which situation, and when?

What reminder or support would make that action easier for the way I work?

What might get in the way, and what smaller version could I still do?

Gather evidence and feedback

Track completion of the chosen action, what you learned, and whether the work moved a useful next step forward. Do not confuse activity volume with demand, revenue, or sustainable progress.

What happened when I tried it? Include what did not go as planned.

What did I learn from asking: Which of my current commitments seems most connected to the outcome I say matters, and where do you see me spreading my attention too thin?

What will I keep, change, or stop next time?

Optional AI rehearsal

Use this as a preparation prompt with an approved tool and an anonymized situation. Review the output yourself. You can also answer these questions on paper or with your coach.

Help me turn this business priority into one week of realistic actions. Ask about my available time, constraints, and preferred way of working before proposing a plan. Include a review point and one thing I can stop doing. Do not invent results.

Which suggestion fits my situation, and which assumption do I need to reject or verify?

Keep this boundary in view. Persistence without recovery or review can keep an unhelpful approach alive. Build in time to assess evidence and protect the capacity needed to keep the business viable.

Social Skills — 72% (Functional)

Where you are: Your scenario responses show a working foundation here, with room for more consistency. Identify a situation where this came easily and one where it did not.

Reflect. Think about a conversation that didn't go as planned. What happened in the space between your intention and their experience?

Go deeper. *If your ideas, expertise, and intentions could reach people exactly as you intend them — what would become possible?*

Rewrite the story. The old belief that holds this signal back, and the new one that frees it:

- Old: *"This is just how I operate."*
- New: *"I can notice a pattern and try a different response."*
- In my own words, the new story sounds like:

Watch Out — under stress. Pressure can change how this skill appears. Notice whether you tend to avoid a direct conversation or press ahead without enough listening. The score alone cannot distinguish those paths. Name your early warning sign so you can catch it:

Practice this week. Choose one conversation you have delayed. State the purpose, make a specific request, and ask for the other person's view.

What exactly will you do, and when?

Who benefits when you grow this? requests, boundaries, and collaboration. Tell one of them what you're working on — accountability you can't quietly drop:

Apply Social Skills to a real business moment

Read this illustrative situation, then choose a comparable moment from your own work. You are not being asked to agree that the example describes you.

Imagine a promising meeting ends with everyone saying they will stay in touch. No one names the next action, the owner, or the timing. The relationship may feel positive while the work stalls. Alternatively, a rushed commitment can create obligations that neither party has considered carefully.

Separate the facts from the story

Clarify the purpose of the conversation and ask what a useful next step would be. State responsibilities and timing in plain language. Invite the other person to identify a concern or disagreement before closing. Send an accurate recap when appropriate, and follow through on what you agreed.

What is my situation, and what do I know directly?

What am I assuming about myself, the other person, or the likely outcome?

What does the other person need to understand or decide by the end?

Design the experiment

Use a simple closing routine in three meetings: summarize the decision, name the next action, confirm the owner and timing, and ask what remains unclear. After the agreed date, check what happened. Treat a missed commitment as information to discuss, not a reason to guess someone's intent.

What specific action will I try, in which situation, and when?

What reminder or support would make that action easier for the way I work?

What might get in the way, and what smaller version could I still do?

Gather evidence and feedback

Look for accurate shared understanding, completed commitments, and earlier discovery of misunderstandings. Track one observable behavior instead of judging your communication by how persuasive or polished you sounded.

What happened when I tried it? Include what did not go as planned.

What did I learn from asking: After our conversation, was it clear what we had agreed and what each of us would do next? What remained ambiguous?

What will I keep, change, or stop next time?

Optional AI rehearsal

Use this as a preparation prompt with an approved tool and an anonymized situation. Review the output yourself. You can also answer these questions on paper or with your coach.

Help me rehearse this anonymized business conversation. Ask me to state the purpose, the decision needed, and the boundaries. Play a reasonable alternative viewpoint, then help me write a clear next-step summary for human review.

Which suggestion fits my situation, and which assumption do I need to reject or verify?

Keep this boundary in view. Clear communication includes disagreement and repair. If you discover that you created confusion, name it, correct the information, and agree on what changes. A polished message cannot replace a workable commitment.

Self-Awareness — 78% (Functional)

Where you are: Your scenario responses show a working foundation here, with room for more consistency. Identify a situation where this came easily and one where it did not.

Reflect. Think about a recent decision you made quickly. What emotion was driving it? Would the decision have been different with more awareness?

Go deeper. *What would become possible if you could see yourself as clearly as your best clients see you?*

Rewrite the story. The old belief that holds this signal back, and the new one that frees it:

- Old: *"This is just how I operate."*
- New: *"I can notice a pattern and try a different response."*
- In my own words, the new story sounds like:

Watch Out — under stress. Pressure can change how this skill appears. Notice whether you tend to overlook a reaction or examine it so long that a decision stalls. The score alone cannot distinguish those paths. Name your early warning sign so you can catch it:

Practice this week. Before one consequential decision, name the feeling, the assumption, and one fact you still need.

What exactly will you do, and when?

Who benefits when you grow this? your decisions and feedback conversations. Tell one of them what you're working on — accountability you can't quietly drop:

Apply Self-Awareness to a real business moment

Read this illustrative situation, then choose a comparable moment from your own work. You are not being asked to agree that the example describes you.

Imagine a prospective client asks whether your approach is worth the price. You notice irritation and begin preparing a defense. The question might reflect a budget limit, uncertainty about the outcome, or a need for clearer information. The first interpretation that comes to mind is not necessarily the one the client intended.

Separate the facts from the story

Name the response privately, identify the assumption, and ask what information would help the client make a decision. Later, compare what you intended to communicate with what the person actually heard. This is a way to test your interpretation, rather than an instruction to disregard your experience.

What is my situation, and what do I know directly?

What am I assuming about myself, the other person, or the likely outcome?

What did I observe, and what meaning did I add?

Design the experiment

Before three consequential conversations, write one sentence about your goal, one about your emotional state, and one assumption to check. Afterward, record which assumption was supported, revised, or left unresolved. Choose conversations you would have had anyway so the practice fits the work.

What specific action will I try, in which situation, and when?

What reminder or support would make that action easier for the way I work?

What might get in the way, and what smaller version could I still do?

Gather evidence and feedback

Look for whether you checked an assumption before acting, sought a specific example, or revised a view when new information arrived. Feeling more confident is useful context; it is not the only evidence of learning.

What happened when I tried it? Include what did not go as planned.

What did I learn from asking: In our last discussion, when did I seem open to your perspective, and when did I seem to have made up my mind?

What will I keep, change, or stop next time?

Optional AI rehearsal

Use this as a preparation prompt with an approved tool and an anonymized situation. Review the output yourself. You can also answer these questions on paper or with your coach.

Ask me three questions that separate observations from assumptions in this anonymized business situation. Do not infer my personality or the other person's motives. Help me identify what I need to verify before acting.

Which suggestion fits my situation, and which assumption do I need to reject or verify?

Keep this boundary in view. Reflection can become delay if every choice requires another round of self-analysis. Give the reflection a time limit, then make the smallest responsible decision supported by the information you have.

Empathy — 89% (Strong)

Where you are: Your scenario responses show a consistent strength here. Look for a recent example that supports it and one situation where it was harder to use.

Reflect. Think about someone you've struggled to connect with recently. What might they be experiencing that you haven't considered?

Go deeper. *What would your most important relationships look like if people felt fully understood by you in every interaction?*

Rewrite the story. The old belief that holds this signal back, and the new one that frees it:

- Old: *"This is just how I operate."*
- New: *"I can notice a pattern and try a different response."*
- In my own words, the new story sounds like:

Watch Out — under stress. Pressure can change how this skill appears. Notice whether you tend to miss another person's perspective or take on more of their burden than is yours. The score alone cannot distinguish those paths. Name your early warning sign so you can catch it:

Practice this week. In one important conversation, ask what matters most to the other person and reflect back what you heard before offering a solution.

What exactly will you do, and when?

Who benefits when you grow this? client and team conversations. Tell one of them what you're working on — accountability you can't quietly drop:

Apply Empathy to a real business moment

Read this illustrative situation, then choose a comparable moment from your own work. You are not being asked to agree that the example describes you.

Imagine a customer hesitates after hearing your proposal. You could interpret the hesitation as a price objection and offer a discount. Another possibility is that the customer is uncertain about implementation, timing, or what colleagues will think. Asking before solving gives the person room to identify the concern.

Separate the facts from the story

Ask what matters most in the decision, listen without preparing an immediate rebuttal, and reflect your understanding back. Invite correction. Then explain the options and trade-offs you can responsibly offer. The aim is a better-informed decision for both parties, including when the fit is not right.

What is my situation, and what do I know directly?

What am I assuming about myself, the other person, or the likely outcome?

What has this person actually said matters to them?

Design the experiment

In three conversations, ask one open question before giving advice. Summarize what you heard and ask whether you have it right. Record one detail that changed your understanding. Choose a response only after the person has had a chance to correct the summary.

What specific action will I try, in which situation, and when?

What reminder or support would make that action easier for the way I work?

What might get in the way, and what smaller version could I still do?

Gather evidence and feedback

Notice whether the other person confirms or corrects your understanding, whether the real concern becomes clearer, and whether the agreed next step fits the stated need. A friendly conversation is not automatically a successful business agreement.

What happened when I tried it? Include what did not go as planned.

What did I learn from asking: What did I understand well about your situation, and what did I miss or move past too quickly?

What will I keep, change, or stop next time?

Optional AI rehearsal

Use this as a preparation prompt with an approved tool and an anonymized situation. Review the output yourself. You can also answer these questions on paper or with your coach.

Help me prepare open questions for this anonymized customer conversation. Offer several possible concerns as hypotheses, not facts. Help me check my understanding and explain boundaries respectfully. Do not profile the person or claim to know their feelings.

Which suggestion fits my situation, and which assumption do I need to reject or verify?

Keep this boundary in view. Understanding a need does not obligate you to meet it at any cost. Pair empathy with scope, pricing, capacity, and explicit agreement so the relationship can remain workable.

Integrate the learning into your operating system

A useful practice needs somewhere to live. Add preparation to an existing meeting routine, a question to your discovery notes, or a review to the end of your week. Keep the system small enough that you will use it when work is busy.

Create your personal preparation card

Use this before a situation related to Self-Regulation, or your agreed practice priority.

What matters in this situation, and what outcome am I working toward?

What do I notice in myself, and what assumption should I check?

What question, boundary, or next-step agreement will I use?

Check the business model fit

Sometimes the difficulty is a mismatch in the work itself. Use the questions below to explore that possibility without assuming the assessment has diagnosed it.

Which part of my offer, delivery, or schedule regularly asks me to work against my capacity or values?

What could I redesign, clarify, delegate, or test before committing to a larger change?

What customer, financial, or operating evidence do I need before deciding?

Review after a real attempt

Keep observation separate from judgment. A difficult conversation can still contain meaningful progress.

What did I intend, what did I do, and what actually happened?

Where did the behavior support my business priority? What remains uncertain?

What did I learn about the conditions that help me work well?

Your 30-, 60-, and 90-day review

Use these as checkpoints for your own practice, not a promise of a particular business result or a schedule of included coaching sessions. Choose a review date and evidence that fit your work.

Day 30 review

Establish the practice in a manageable setting.

What evidence shows what I actually practiced?

What changed in the work, and what other factors may have contributed?

What is my next commitment, and how will I make room for it?

Day 60 review

Try the practice in a different situation and strengthen one supporting workflow.

What evidence shows what I actually practiced?

What changed in the work, and what other factors may have contributed?

What is my next commitment, and how will I make room for it?

Day 90 review

Review the pattern across examples and decide what deserves continued attention.

What evidence shows what I actually practiced?

What changed in the work, and what other factors may have contributed?

What is my next commitment, and how will I make room for it?

Prepare for a coaching conversation

Bring one useful example and one unresolved question. You do not need a polished story.

Which insight fits my experience, and which needs more exploration?

Where am I encountering a roadblock I cannot yet explain?

What decision or practice would I like help thinking through?

Keep the pathway open

Your results are an invitation to development. Return to the strengths you can use, the constraints you can work on, and the connections your business needs. A competitive growth mindset grows through this repeated cycle of noticing, practicing, reviewing, and adjusting. Use what you learn to build a business success ecosystem that can work with you over time.