



Craig Carden

IMPACT 23 From Fate to Destiny™

A 12-Week Self-Mastery Installation Programme

Self-Mastery is Nervous System Governance.

12 Weeks	84 Days	22 Contact Hrs	22 CPD Hrs
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Insanity → Intuition → Installation → Identity → Infinity

- ◆ *Discipline Without Force*
- ◆ *Action Without Noise*
- ◆ *Authority Without Ego*

www.leadershipwithoutchaos.com

THE BEGINNING

The Origin — 2026

This programme was not designed at a desk. It was lived across 84 days. On 1 January 2026, Craig Carden stopped drinking. Two days later he began installing systems — not planning them, not reading about them, but installing them structurally, daily, without negotiation. What followed across the next 84 days produced the framework in this programme. Not because it was engineered. Because it was lived, measured, and documented in real time. Three F8 Diagnostic™ measurements. Blood pressure tracked. HRV tracked. The crossing documented.

The installation began with five non-negotiables applied daily across eight life domains: Fitness, Fuel, Focus, Frame, Function, Finance, Family, Freedom. Not all at once. Progressively. The 8R Self-Mastery Cycle™ provided the mechanism — Realise, Regulate, Release, Reframe, Reorganise, Refine, Rhythm, Results.

“I am home. Nobody. No time. Nowhere to go. Nothing to be done.”

Day 11. Sitting in meditation.

By Day 50, the F8 Diagnostic™ showed measurable movement. By Day 71, the three instruments — the F8 Wheel of Life™, the 8R Self-Mastery Cycle™, and IMPACT 23 From Fate to Destiny™ — aligned as a coherent whole: 23 components across five domains of Governance, Stability, Cognition, Structure, and Expression.

The equation was not engineered. It emerged. Day 84: Personal Doctrine completed. Programme closed with measurement, not ceremony. The governed life does not end at Day 84.

THE FOUNDATION

INSANITY

Not starting.

INCOMPLETE

Not going all the way.

Most people live somewhere between the two. Repeating patterns. Thinking something will change. Knowing it won't. The problem is not strategy. It is not a lack of knowledge or opportunity. It is the absence of governance. Most people are operating in stress, reactivity, and inconsistency.

Self-Mastery is not motivation. It is not intensity or willpower. Self-Mastery is Nervous System Governance. Discipline Without Force. Action Without Noise. Authority Without Ego.

Between Installation and Identity there is a phase most people never pass. Old habits remain. New behaviours are not yet stable. Two versions of you exist simultaneously. This is where most people stop. This is where most people become Incomplete.

Self-Mastery is not starting the journey. It is crossing the Chasm.

Insanity → Intuition → Installation → Identity → Infinity

THE STRUCTURE OF CHANGE

The Four Stages

I INTUITION

The moment of recognition before logic. Not intellectual understanding. The non-negotiable internal clarity: this is for me. I am doing this. It is not taught. It is recognised.

II INSTALLATION

The structured repetition of behaviour across 84 days. The five non-negotiables. The 8R Self-Mastery Cycle™. The nervous system regulated before the behaviour is built. Structure installs behaviour. Information does not.

III IDENTITY

The stabilisation of self following the Chasm transition. The old circuit no longer fires first. Behaviour is self-reinforcing. The person is no longer doing the behaviour — they are the behaviour.

IV INFINITY

The sustained state beyond effort. Behaviour runs without negotiation. Decisions require no internal conflict. Standards are maintained without reinforcement. Self-mastery is no longer something the person practises — it is how they operate. Where nothing needs fixing.

PROGRAMME ARCHITECTURE

12 Weeks. Two Phases.

PHASE ONE

Installation

Weeks 1–7 · Days 1–50

Behaviour installed across eight life domains. F8 Diagnostic™ at Day 1 and Day 50 to establish baseline and measure governance movement. The 8R Self-Mastery Cycle™ applied session by session. Five non-negotiables embedded as daily structure.

PHASE TWO

The Chasm

Weeks 8–12 · Days 51–84

Identity work. The crossing. Two versions of you exist simultaneously — this is where most people stop. F8 Diagnostic™ at Day 84 produces the third measurement. Personal Doctrine completed by each participant. The programme closes with measurement, not ceremony.

THREE DIAGNOSTIC MEASUREMENTS

Day 1	<i>Baseline</i>	F8 Diagnostic. Eight domains scored. This is the before.
Day 50	<i>Mid-Point</i>	Governance movement tracked. First measurable evidence of installation.
Day 84	<i>Final</i>	Third measurement. Personal Doctrine completed. Programme closes with data.

Assessment is formative throughout. Learners complete knowledge checks at the end of each session, practical exercises demonstrating application, and ongoing behavioural tracking.

The F8 Diagnostic™ measures governance across eight life domains: Fitness, Fuel, Focus, Frame, Function, Finance, Family, and Freedom. It is built on the F8 Wheel of Life™, which maps where structure is operating and where drift has taken hold. Drift is the daily negotiation that replaces governance — the pattern that produces inconsistency regardless of knowledge, intent, or effort.

The Drift Matrix™ identifies which quadrant a person is currently operating in before the programme begins. If you have not yet reviewed the F8 Wheel of Life™ or the Drift Matrix™, visit leadershipwithoutchaos.com before your governance call.

PARTICIPATION

THIS PROGRAMME IS FOR

- Leaders and professionals whose results do not reflect their knowledge
- Those who start well and do not finish
- Those who know what to do and do not consistently do it
- Those who have tried motivation, accountability, and willpower
- Those ready to install structure rather than manage effort
- Those prepared to complete 84 days without negotiation

THIS PROGRAMME IS NOT FOR

- Those seeking motivation or inspirational content
- Those not prepared to apply structure between sessions
- Those looking for a quick outcome
- Those who want information rather than installation
- Those unwilling to be measured at three diagnostic points
- Those expecting the facilitator to carry the process

EVIDENCE OF LEARNING

What Participants Produce

- ◆ Three F8 Diagnostic™ data points (Day 1, Day 50, Day 84) providing objective governance data across eight life domains
 - ◆ Completed diagnostic tools, mapping exercises, and reframing exercises across all 12 sessions
 - ◆ A completed Personal Doctrine document retained by the participant
 - ◆ Written reflections and behavioural tracking maintained throughout the 84 days
 - ◆ CPD Certificate confirming 22 hours of structured learning on completion
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FACILITATOR

Craig Carden

Founder-CEO · Craig Carden Leadership Academy

Craig Carden has spent 14 years designing and delivering accredited leadership and behavioural development programmes as an associate for training providers, with delivery into clients including BMW, Rolls-Royce, and Liverpool Football Club, and more than 1,500 workshops delivered across the period. His work is built on lived experience, not theory. The doctrine behind IMPACT 23 From Fate to Destiny™ was installed across 84 days before being delivered to others.

- ◆ Former Royal Marines Commando
- ◆ MBA Entrepreneurial Management (Distinction)
- ◆ Master of Research - Business & Law
- ◆ PhD Candidate · University of Chester
- ◆ EMCC Global EIA Practitioner (EIA20252687)
- ◆ EMCC UK Professional Member (M200786ID)
- ◆ Hypnotherapy Practitioner
- ◆ Insights Discovery Licensed Practitioner
- ◆ Fellow, Chartered Management Institute (FCMI)
- ◆ Fellow, ILM (FInstLM)
- ◆ CTLLS / CAVA / IQA
- ◆ Arts-Based Methods in Research (2019)
- ◆ Author · Self-mastery and leadership series
- ◆ 50,000+ Hrs CPD · 10,000+ Hrs Coaching

ENROLMENT

Programme Details

8–16 CohortSize	12 Sessions	2 hrs Per Session	Remote UK Wide
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CPD Certified · 22 Structured Learning Hours · Certificate issued on completion

MATERIALS PROVIDED

What Participants Receive

PARTICIPANTS

- ◆ Session slide decks
- ◆ Daily Structure Sheet
- ◆ F8 Diagnostic™ tool
- ◆ Worksheets and activity templates
- ◆ Personal reflection and tracking tools

FACILITATORS

- ◆ Detailed lesson plans with instructional notes
- ◆ Facilitator Assessment Guide with model answers
- ◆ Session timing guidance Standardised delivery
- ◆ Format across all 12 sessions

CERTIFICATION

CPD Certificate

Each participant who completes the programme receives a CPD Certificate confirming 22 hours of structured learning. The certificate includes participant name, programme title, hours awarded, CPD type, date of completion, and a unique certificate reference number.

Delivered remotely via video conferencing.

Sessions run 06:00–08:00 or 18:00–20:00 for individual cohorts — outside working hours by design. Corporate cohorts may run during working hours by arrangement.

All 12 sessions follow an identical standardised format to ensure consistent delivery across cohorts.

Cohort size of 8–16 accommodates both individual and corporate participants. Individual and corporate cohorts may be run separately where organisational context requires it. The governance call prior to enrolment is the selection mechanism — the programme is designed for completion, not volume. Only those who demonstrate genuine commitment through the selection process are enrolled.

THE ORIGIN — LIVED, NOT DESIGNED

From 27 March 2024 to 1 January 2026, nothing was missing.

The knowledge was there.

The intent was there.

The effort was there. What was missing was governance. For

two years:

Start → Stop

Try → Fail

Progress → Reset

Repeated. Without resolution.

Discipline was forced.

Action was loud.

Authority was driven by ego.

It looked like commitment.

It was inconsistency.

On 1 January 2026, that ended.

Not another attempt.

Not another plan.

A decision:

This time, the change is permanent.

Two days later, the system was
installed.

Not learned. Not refined. Installed.

For 84 days:

No negotiation

No restart

No variation

Structure replaced effort.

Governance replaced motivation.

The result was not progress.

It was identity change.

IMPACT 23 From Fate to Destiny™

8,500,000 steps.
Approximately 3,700 miles.
Liverpool to the Great Pyramid of Giza.

Discipline With Force.
Action With Noise.
Authority With Ego.

What took two years to fail... was installed in 84 days.

27 March 2024 - 27 March 2026





Craig Carden

THERE IS NO EASY WALK TO FREEDOM ANYWHERE

**The programme ends at Day 84.
The governed life does not.**

*Self-Mastery is Nervous System Governance.
Manifestation without self-mastery is fantasy. Govern
yourself. Lead without chaos. Build what lasts.*

www.leadershipwithoutchaos.com

www.f8diagnostic.com

www.skool.com/impact23