

THE FRAMEWORK GUIDE

The deeper working version of Walk Away From the 97%.
See it. Check your fruit. Take the next step. Get back up. Raise the bar.

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THE FIVE MOVEMENTS

The framework for walking away from default patterns and toward an intentional life.



SEE IT -> CHECK YOUR FRUIT -> TAKE THE NEXT STEP
TAKE THE EIGHT-COUNT -> RAISE THE BAR

POSSIBILITY REQUIRES PARTICIPATION.

This is the deeper working version of Walk Away From the 97%. Read with a pen nearby. Stop when a question exposes something. Write the answer. The goal is not to finish quickly; it is to leave with a clearer future, an honest view of your current fruit, and a next step you can actually take.

WHAT DOES IT MEAN TO WALK AWAY?

When I talk about the 97%, the 1%, and the 2%, I'm not presenting research statistics. I'm using those numbers to describe mindsets and patterns I've observed in myself and others. The 97% often mean well. They have dreams. They want more. But they've developed habits of procrastination, inconsistency, and sometimes dishonesty with themselves: I'm going to start. I'm trying. I'll do it when I have more time. I'll do it when things calm down. They want something different, but their daily actions aren't consistently moving them toward it. Good intentions don't change your direction. Decisions do. Then there's what I call the 1% mindset: complacency. Complacency doesn't have a particular income, race, neighborhood, age, or profession. You can find it in the streets. You can find it in a boardroom. The 1% isn't a permanent group of people. It's a mindset. And a mindset can change. Then there's the 2%. They don't have everything figured out. They aren't necessarily rich, smarter, or more talented. They're willing to grow. They seek information, accept accountability, practice discipline, contribute to others, and most importantly, take action. They fall too. The difference is they get back up. The goal isn't to earn the title of "2-percenter." The goal is to make this way of living your new normal.

THREE DECISIONS

Walking away begins with three decisions: 1. I KNOW IN MY HEART I'M MEANT FOR MORE. My life is meant for more than what I see around me, and I am willing to put in the work to experience the life of my dreams. 2. I WANT THE INFORMATION. I don't know everything. I'll read. I'll listen. I'll ask questions. I'll enter different rooms. I'll learn from people who have developed in areas where I need to grow. 3. I COMMIT TO ACTING ON THE INFORMATION - EVEN AFTER I FALL DOWN. Information without application doesn't transform much. If I decide on Monday that I'm changing and mess up on Friday, I don't need to spend Saturday convincing myself I'm a failure. I need to get back up. Possibility requires participation. My environment and my past can speak to me, but they don't have the power to control me.

REDEFINE NORMAL

Where I grew up, "normal" could mean doing whatever it took to make money: shortcuts, hustling, crime, taking from people who had more and finding reasons to justify it. As I got older, I discovered another version of normal. I remember working a job and listening to coworkers who were older than me talk about the same frustrations - the pay, the boss, not having enough time with their children, and wishing things were different. My son was young, and something clicked: If I continued doing the same things, developing the same habits, and following the same path, why would I expect my outcome to be different? That wasn't a judgment against them. It was a realization about me. I wanted financial freedom. I wanted time freedom. I wanted to be present with my son. And eventually, I wanted to create opportunities instead of always asking somebody else for one. For me, change started small. Someone shared a book with me. That book led me to a workshop. Then I started reading more, attending events, entering different rooms, and intentionally developing myself. Later, in my twenties, I sat on the second row at an event and heard Zig Ziglar teach a principle that stayed with me: help enough people get what they want, and you'll have what you need. He was talking to the whole room, but I felt like he was talking directly to me. Normal didn't have to mean repeating what I saw around me. I could create a new normal.

Good intentions don't change your direction. Decisions do.

WHAT IF SOMEONE HAD ASKED ME AT 15?

Sometimes I wonder what would have happened if somebody had sat me down when I was 15 and asked: Claude, what do you really want from your life in five, ten, or fifteen years? At 15, I was dealing with juvenile hall, probation, anger-management classes, REACH classes, and regular court visits. I was consumed with what was immediately in front of me. What if somebody had helped me see beyond it? What kind of man do you want to become? What kind of family do you want? Where do you want to live? What problems do you want to solve? What do you want your children to experience? Who do you want to serve? Sometimes the first step out of your circumstances isn't immediately changing them. It's learning to see beyond them. When your future becomes magnetic enough, your past begins losing its power to pull you backward.

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THE 2% SELF-ASSESSMENT

Do not use this to give yourself a title. Use it to find the gap. Score each area from 1-5 based on your recent behavior - not your intentions.

Identity / Personal Growth	1 2 3 4 5
Health / Energy	1 2 3 4 5
Relationships	1 2 3 4 5
Work / Finances	1 2 3 4 5
Faith / Contribution	1 2 3 4 5

Where am I growing?

Where am I talking more than acting?

THE 2% SELF-ASSESSMENT | CONTINUED

Where have I become complacent?

What fruit can I point to?

Where is my biggest gap?

STEP 1 - SEE IT

You need something worth running toward.

Motion creates emotion. Break a sweat. Whether that's running or push-ups, get your blood flowing. Turn on some upbeat music or instrumentals and allow your thoughts to flow.

WHEN THE WHY IS CLEAR ENOUGH, THE HOW WILL SHOW ITSELF.

Why must you improve in these areas? Get clear.

Physical health

Mental and emotional life

Faith

Family and relationships

Career and finances

Lifestyle and time

Legacy and contribution

BUILD YOUR COMPELLING REASON

I must _____ because...

The people who benefit when I become this person are...

If I keep living beneath this standard, it could cost me...

The person I am becoming is someone who...

The next step I am willing to take is...

MY ONE-MINUTE COMPELLING REASON

STEP 2 - CHECK YOUR FRUIT

Do not judge the tree by what it says it wants to produce. Look at the fruit.

What have I started?

What have I finished?

What promises have I kept to myself recently?

Who is benefiting because I am growing?

What habit is most out of alignment with the future I described?

You can operate like the 2% in one area and be complacent in another. This is not a label. It is an honest assessment.

STEP 3 - TAKE THE NEXT STEP

You do not need the whole staircase. You need the next step.

Once you can see where you want to go and you have checked your fruit, stop waiting for the entire plan. Get the information you need for the next move, learn from people who have fruit in that area, and create evidence through action.

KNOW WHAT YOU'VE GOT. KNOW WHAT YOU NEED. MOVE.

What do I already have - skills, relationships, resources, experience, or access - that I can use?

What is missing that I actually need for the next step?

Who has the kind of fruit I can learn from?

What is one meaningful action I can take in the next 24 hours?

What will I do tomorrow morning before distraction gets a vote?

STEP 4 - TAKE THE EIGHT-COUNT

Never miss twice without examining why.

A setback is information if you are willing to examine it. The eight-count is not permission to stay down. Recognize what hit you, regain your footing, and get back up with more awareness.

THE EIGHT-COUNT CARD

WHAT KNOCKED ME DOWN?

WHAT DID IT COST ME?

WHAT WILL I DO DIFFERENTLY NEXT TIME?

WHAT IS MY NEXT MOVE?

IDENTIFY IT. LEARN FROM IT. GET BACK UP.

STEP 5 - RAISE THE BAR

Action creates evidence. Evidence builds self-trust. Self-trust expands what you believe is possible.

A limitless mentality does not mean reality disappears. It means your old beliefs, past circumstances, and previous limits no longer **automatically** decide the ceiling of your future.

THE EVIDENCE LIST

Something I once doubted I could do:

What I did:

What it proves about me:

What I am willing to attempt next:

STEP 5 - RAISE THE BAR | CONTINUED

WHAT'S NEXT?

WHAT AREA OF MY LIFE AM I READY TO ELEVATE NEXT?

When what once stretched you becomes normal, raise the waterline again.

YOUR PAST CAN SPEAK WITHOUT CONTROLLING YOU

Maybe your circumstances are genuinely difficult. Your family may be struggling. Someone you love may be incarcerated. Addiction may exist in your home. You may not have money, connections, or the support you wish you had. I'm not asking you to pretend those circumstances aren't real. I'm asking you to expand your focus. There's a lot in life you cannot control. But there's also a lot you can: what you watch, what you listen to, the conversations you participate in, how you speak to yourself, what you do when nobody is watching, and whether you keep promises to yourself. Your environment can speak to you. Your past can speak to you. But neither has to control you.

FAITH DOESN'T REMOVE PARTICIPATION

My faith is foundational to how I understand transformation. Jesus taught about a broad road traveled by many and a narrow road found by few. Sometimes you've got to be willing to be the few. Faith doesn't mean I sit still and expect God to do everything I have the ability and responsibility to do. Faith allows me to believe in something I cannot fully see yet while my actions begin moving in agreement with what I believe. I am becoming this kind of person - even if everything around me doesn't look like it yet. Possibility requires participation.

I'VE SEEN WHAT REGRET LOOKS LIKE

Years ago, while selling life insurance, I spent a lot of time talking with people in senior and assisted-living communities. Some were in their eighties and nineties. I'll never forget some of those conversations. There were people who wished they had taken the job, started the business, married the person, made the apology, or taken the risk. You could see the weight of knowing there were things they wanted to do when they had the opportunity - but didn't. Then I'd meet someone who had taken chances. They moved. Built. Loved. Failed. Tried again. The way they talked about their life was different. Those conversations taught me something I don't want to forget: Don't wait until the end of your life to discover what you wish you had done with it.

KNOWING ISN'T THE FINISH LINE

You have built the vision. You have checked your fruit. You have identified a next step. You have a way to recover when you miss. And you have a method for turning action into evidence.

NOW TEST IT.

TAKE ACTION

THE 10-DAY WALK AWAY CHALLENGE

Turn the framework into daily action.
Build evidence. Strengthen self-trust. Keep moving.

DAY 11 - RAISE THE BAR

Review what changed. Recognize what you proved.
Choose one direction for the next 30 days.

Give me 10 days to help you change the way you're showing up.
Then let's see what you can see from there.