TAPS - Coaching

PROGRAM GUIDE

THE PRIME PERFORMANCE SPRINT · FOUNDING COHORT

THE APPLIED RESEARCH COHORT



GET DIRECTION BEFORE SPEED.

Six weeks to trade directionless speed for momentum that compounds. For solo CEOs who are working hard and still spinning their wheels.

FIRST SESSION	LIVE	SEATS
WED, NOV 4	WEDNESDAYS, 6PM ET	20 FOUNDING SEATS

01	02	03	04	05	06
RESILIENCE	INTENTIONALITY	CLARITY	EFFICIENCY	INFLUENCE	OPPORTUNITY

LOOK GOOD. FEEL GOOD. DO GREAT THINGS.

Book a walkthrough: **robtracz.com/book/arc-walkthrough**

SOUND FAMILIAR?

YOU'RE NOT SHORT ON EFFORT.

Most of the owners I talk to aren't. They're good at what they do, they're working hard, and they're still spinning their wheels.

WORDS OWNERS USED IN OUR 53 RESEARCH CONVERSATIONS

"SPINNING YOUR WHEELS" "STUCK" "SURVIVAL MODE" "ON MY HEELS"

"GO MODE" "WHITE-KNUCKLING IT" "THROWING NOODLES AT THE WALL"

"WORKING IN THE BUSINESS INSTEAD OF ON IT"

"RETURNING A SERVE WITHOUT A PLAN"

WHAT IT LOOKS LIKE

- The day runs you instead of the other way around.
- You spend it reacting to whatever lands first.
- You have ten priorities and no clear first one.
- Too much of the business still runs through you.
- The wins don't stack. Next quarter looks a lot like this one.

WHAT IT COSTS

You end most days drained and no closer than you started.

You can feel how capable you are, which makes being stuck harder to sit with.

And the time and energy it eats come out of everything else, including the people who matter most.

HERE'S THE TRUTH

IT ISN'T A WORK ETHIC PROBLEM. IT'S A DIRECTION PROBLEM.

You're moving as fast as you can in a direction you never chose. More speed won't fix that. Direction will.

THE FIX

GET DIRECTION BEFORE SPEED.

> I spent years moving as fast as I could, sure that speed was the same thing as progress. It wasn't. The fix was never to do more. It was to get direction first and let momentum compound from there.
>
> ROB TRACZ

SIX WEEKS TO TRADE THE SPINNING FOR A CLEAR DIRECTION YOU CAN FEEL, AND DAYS THAT MOVE YOU FORWARD INSTEAD OF RUNNING YOU.

WHAT YOU'RE BUILDING TOWARD

01

FEWER REACTIVE HOURS

More of your week goes to the work that grows the business, and less to whatever lands first.

02

ONE CLEAR TOP PRIORITY

Instead of ten competing ones, so you know what matters this week.

03

ENERGY ON PURPOSE

A plan that fits the season you're in, so there's something left for the people who matter.

04

LESS RUNS THROUGH YOU

Systems and defaults that carry the load your willpower used to.

05

EASIER TO FIND

The clarity and consistency that make it easier for the right clients to find you.

06

YOUR OWN BEFORE AND AFTER

Your numbers at the start and at the end, measured the same way, so you're not guessing about what changed.

CLARITY. MOMENTUM. FREEDOM.

What getting direction first gives back.

HOW IT WORKS

SIX WEEKS. ONE PRINCIPLE AT A TIME.

One onboarding call, six live group sessions, and one exit call. Each week you learn one principle, build its playbook in the live exercise, and leave with one thing to put to work before the next session.

OCT 19 TO NOV 3

ONBOARDING CALL

One on one, 60 minutes. We set your baseline, frame the one goal we'll measure against, and line up your six weeks.

THE CORE

NOV 4 TO DEC 16

SIX LIVE SESSIONS

Wednesdays at 6pm Eastern, one principle each. Thanksgiving week off. Sessions are recorded, so you can catch up in your Hub.

AFTER WEEK 6

EXIT CALL

One on one. The same measure as your baseline, so we see what actually changed.

EVERY WEEK

1

LEARN IT LIVE

Wednesday at 6pm Eastern. One principle, taught plainly, with real examples.

2

BUILD IT IN THE ROOM

You build that principle's playbook in the live exercise, while the ideas are fresh.

3

LEAVE WITH YOUR CHALLENGE

One specific thing to put to work before the next session.

4

TRACK IT

Track what matters on your scorecard in the ARC Hub, right from your phone.

5

GET UNSTUCK

Office hours Monday, Wednesday and Friday at 12:30pm Eastern.

↻ Then the next Wednesday, the next principle builds on it. Six weeks later, they work as one system.

CAN'T MAKE IT LIVE?

Watch the recording in your Hub and bring your questions to office hours. Life happens. We're looking for real participation, not perfect attendance.

THE TIME IT TAKES

The 60-minute live session each Wednesday, plus about an hour a week to put it to work. That's it.

THE PRIME PERFORMANCE PROCESS

SIX PRINCIPLES. SIX PLAYBOOKS.

Taught in order, one a week, and every playbook is yours to keep. Together they move you from reacting to directed, built around three outcomes: look good, feel good, and do great things.

LOOK GOOD

WEEK 1 — WED, NOV 4

RESILIENCE

What you build so things hurt less. The buffer between a hard day and a bad week.

YOU LEAVE WITH

A clear read on the pressure you're carrying, the changes that matter most, and an ally and a weekly scorecard to keep you honest.

WEEK 2 — WED, NOV 11

INTENTIONALITY

Being deliberate about what you put in and what you protect. Food and sleep on one side, what you read, watch and scroll on the other.

YOU LEAVE WITH

An energy plan that fits the season you're in, and the inputs you'll protect or cut.

FEEL GOOD

WEEK 3 — WED, NOV 18

CLARITY

Seeing your situation as it actually is. Not as you fear it, not as you'd prefer it.

YOU LEAVE WITH

Your core values in your own words, your goals and what reaching them does for you, and a clear picture of who you're becoming.

WEEK 4 — WED, DEC 2

EFFICIENCY

The defaults running your day, set up so your routines do the heavy lifting instead of your willpower.

YOU LEAVE WITH

What to hand off, automate or cut, so less of the business runs through you.

Week of Nov 25: Thanksgiving week off. Rest up and keep using what you've built.

DO GREAT THINGS

WEEK 5 — WED, DEC 9

INFLUENCE

Who you grow with, and who you lift. Nobody outgrows their environment by accident.

YOU LEAVE WITH

A map of the people in your corner, where the gaps are, and your next move with one relationship that matters.

WEEK 6 — WED, DEC 16

OPPORTUNITY

A bias toward shipping. Prep enough to move, then move before you feel ready.

YOU LEAVE WITH

Your uniqueness in plain words, a sharper picture of who you serve, and a steady rhythm of real conversations.

WHAT'S INCLUDED

EVERYTHING IN THE FOUNDING COHORT

Coaching you do, not a course you watch. Here's what you get over the six weeks.

A 1:1 ONBOARDING CALL

Sixty minutes, one on one. Your baseline, the one goal we'll measure, and your plan for the six weeks.

SIX LIVE GROUP SESSIONS

Sixty minutes each, Wednesdays at 6pm Eastern, one principle per session, recorded.

SIX PLAYBOOKS YOU KEEP

Built in the live exercise, yours to use in your business for as long as you like.

YOUR WEEKLY SCORECARD

Track what matters in your Hub, week by week, right from your phone.

OFFICE HOURS

Monday, Wednesday and Friday at 12:30pm Eastern, for when you get stuck.

A MIDPOINT CHECK-IN

Five minutes in your Hub after Week 3, so we can adjust while the cohort is running.

A 1:1 EXIT CALL

The same measure as your baseline. We re-score your goal and talk through what changed.

YOUR BEFORE AND AFTER

Your numbers are yours. You see your baseline and your exit results either way.

A SMALL ROOM

Twenty founding seats, so the room stays small and hands-on.

ARC

THE ARC HUB, ON YOUR PHONE

Everything lives in one place, one tap away: this week's session and join link, the recordings and decks once they're posted, your playbooks, your scorecard and your check-ins.

SESSION LINKS | RECORDINGS | DECKS | PLAYBOOKS | SCORECARD

What's shared in the group stays in the group.
Lessons can leave the room. Someone else's story can't.

APPLIED RESEARCH

WHY IT'S CALLED APPLIED RESEARCH

This is the founding cohort, and it's built to be studied. We're measuring what the Prime Performance Process actually changes for owners like you, in real businesses and real lives. That gives you two jobs.

JOB 1

BE A PARTICIPANT

Use it on yourself first. Be honest about where you are, do the exercises, test the strategies, and notice what changes. The more seriously you take it, the more useful it gets.

JOB 2

BE A RESEARCH PARTNER

Pay attention to the experience itself. Tell us what works, what doesn't, and what cracked something open. Your honest feedback shapes the Sprint for everyone who comes after you.

WHAT WE MEASURE, AND WHEN

01

BASELINE, ON YOUR ONBOARDING CALL

We take the Prime Performance measure together, live (you rate yourself), add a few real numbers from your business and life, and set the one goal we'll score.

02

MIDPOINT, AFTER WEEK 3

A five-minute check-in in your Hub: what's working, what isn't, what's confusing. It lets us adjust while the cohort is running.

03

EXIT, ON YOUR EXIT CALL

The same measure, taken the same way, so your before and after are real, not remembered. Then we re-score your goal.

Your numbers are yours. You see your baseline and your exit results either way.

YOUR STORY, YOUR CALL

Separately from enrolling, you choose whether your before and after can be shared as a case study. It's voluntary, it changes nothing about your Sprint or your price, and you can change your choice going forward at any time.

WITH YOUR NAME

Your first name, business name, results, quotes and story.

ANONYMIZED

Your results and story, with nothing that identifies you or your business.

INTERNAL ONLY DEFAULT

Used only to measure and improve the program.

IS THIS FOR YOU?

BUILT FOR SKILL-BUILT SOLO CEOS

Coaches, consultants, creatives, service providers and practitioners who are excellent at the craft and are now building the business around it. Some of you are still doing it around a day job.

IT'S A FIT IF

- You're good at what you do, and the business around it feels harder than it should.
- You're working hard and still spinning your wheels.
- You know outside accountability works for you.
- You'd rather see honest numbers than hear a pep talk.
- You can give it the live session plus about an hour a week, for six weeks.

IT'S NOT A FIT IF

- You want someone to do it for you. We bring the frameworks, the coaching and the accountability. You run the plays.
- You want a marketing course. This works on how you operate, not on your funnel.
- You can't make room for the work between sessions right now.
- You need medical, mental health or financial advice. This is performance coaching.

THE DEAL, BOTH WAYS

WHAT WE ASK OF YOU

- Attend the onboarding call, the six sessions and the exit call, or watch the recording when you can't make it live.
- Do the weekly exercise and build your playbooks.
- Take the baseline, the midpoint check-in and the exit measure.
- Give honest, specific feedback, and tell us when you're stuck.
- Keep what others share in the group, in the group.

WHAT YOU CAN EXPECT FROM US

- Sessions that start on time and respect your time.
- Practical tools over theory.
- Clear explanations, and straight answers when you ask.
- Challenge when it helps, and support when it helps.
- A reply to every email. I read every one.

CURIOSITY OVER EGO · IMPLEMENTATION OVER INFORMATION · PROGRESS OVER PERFECTION · HONESTY OVER PERFORMANCE

YOUR COACH



ROB TRACZ

FOUNDER, TAPS – COACHING

Rob is a personal performance strategist for skill-built solo CEOs. He built the Prime Performance Process from years of coaching high performers and 53 research conversations with owner-operators.

His focus is the person running the business, not the business plan. Everything in the Sprint comes back to one idea: get direction before speed.

EDUCATION	MS in Exercise Science
CREDENTIAL	CSCS, Certified Strength and Conditioning Specialist
STAGE	TEDxStamford speaker on Speed Without Direction
PODCAST	Host of Surviving the Side Hustle
RESEARCH	53 conversations with owner-operators

WHY I DO THIS

I can't get back the years I lost to directionless speed. But I do get to help other people see it sooner, while there's still time to turn. That's the whole reason this cohort exists.

This isn't a course you watch. It's coaching you do, and research we do together.

Rob

Rob Tracz · Founder, TAPS – Coaching

THE FOUNDING RATE

YOUR INVESTMENT

FOUNDING RATE

$300

THE FULL SIX-WEEK SPRINT

Paid once, at enrollment.

Standard price after this cohort: **$1,000**.

YOU'RE NOT PAYING LESS FOR LESS. YOU'RE PAYING LESS FOR HELPING PROVE IT.

The founding rate reflects that this cohort is our applied research group. You get the full Sprint, and your honest experience helps shape it.

Put it in perspective. Set $300 against what another year of spinning actually costs: revenue that never grew, energy burned on the wrong things, and time you don't get back.

KEY DATES

NOW
WALKTHROUGH
15 minutes to see if it fits.

OCT 19 TO NOV 3
ONBOARDING
Your 1:1 call: baseline, goal, plan.

NOV 4 TO DEC 16
SIX SESSIONS
Wednesdays, 6pm Eastern. Thanksgiving week off.

AFTER WEEK 6
EXIT CALL
Your 1:1 call: same measure, what changed.

THE FINE PRINT, IN PLAIN WORDS

- Changed your mind? Full refund any time before your onboarding call. After that call, the Sprint is non-refundable.
- It's a one-time purchase. Nothing renews, and nothing is charged beyond the Sprint without your clear agreement.
- Your playbooks are yours to keep and use in your business for as long as you like.
- This is performance coaching. It isn't medical, mental health, financial, legal or tax advice.
- What you get out of it depends on your situation and your participation. No specific result is guaranteed.
- The Sprint Enrollment Agreement has the full terms, and you read it before you pay.

STRAIGHT ANSWERS

QUESTIONS OWNERS ASK

THE HOLIDAYS ARE BRUTAL. WHY RUN IT NOW?

That's the point. What you're up against doesn't take December off. If this holds through the most reactive stretch of the year, it holds anytime. And Thanksgiving week is off.

WILL IT ACTUALLY WORK FOR ME?

You'll see your baseline and your exit numbers, so we'll both know. I won't promise you a result. If the numbers don't move, you still keep every playbook you built.

IS THIS JUST ANOTHER COURSE?

No. It's coaching. You do the work each week and leave with playbooks you built, not videos you watched.

IS THIS BUSINESS COACHING?

No. It's performance coaching for the person running the business: your energy, your priorities, your systems and your relationships. The business runs on those.

WHAT IF I MISS A SESSION?

Watch the recording in your Hub and bring your questions to office hours. We're looking for real participation, not perfect attendance.

HOW MUCH TIME DOES IT TAKE?

The 60-minute live session each Wednesday at 6pm Eastern, plus about an hour a week to put it to work.

WHO ELSE WILL BE IN THE ROOM?

Up to 20 solo CEOs and owner-operators working through the same six weeks. What's shared in the group stays in the group.

WILL MY STORY BE SHARED?

Only if you say so. You choose: with your name, anonymized, or internal only. The default is internal only, and you can change your choice going forward at any time.

WHAT HAPPENS AFTER THE SIX WEEKS?

You keep your playbooks and your numbers. If you want support to keep going, ongoing coaching is a separate choice. Nothing renews on its own.

WHAT IF I SIGN UP AND CHANGE MY MIND?

You get a full refund any time before your onboarding call. After that call, the Sprint is non-refundable.

STILL HAVE A QUESTION?

Ask me directly. I read and answer every email.

rob@robtracz.com

YOUR NEXT STEP



BOOK YOUR 15-MINUTE WALKTHROUGH

Fifteen minutes with me: the vision, whether it fits what you're working on, and what it asks of you. If the founding cohort is a fit, I'll say so. If it isn't, I'll tell you that too.

SCAN OR TYPE

robtracz.com/book/arc-walkthrough

Pick a time that works for you. Join on Zoom or by phone. Questions first? Email **rob@robtracz.com**.

1

WALKTHROUGH

Fifteen minutes to see if it fits what you're working on.

2

ENROLL

One link: read and sign the agreement, pay the $300, and choose how your story can be used.

3

ONBOARD

Book your 1:1 onboarding call, put the ARC Hub on your phone, and save the Wednesdays.

LOOK GOOD. FEEL GOOD. DO GREAT THINGS.

20 founding seats · First session **Wed, Nov 4, 6pm ET**