

ARCHITECT + BUILDER + CUSTODIAN

This reference guide leverages the first three chapters of the book *BOS-UP Moments* and reinforces an important cornerstone in business, work, and life: ALIGNMENT. Whether you are leading yourself, a team, an organization, or your family, success begins with alignment. When we embrace the core commitments of being an **Architect**, a **Builder**, and a **Custodian** ... we create shared clarity, consistency, and purpose that make alignment possible.

The Architect aligns people around vision, purpose, and direction. The Builder aligns people around execution, systems, and disciplined action. The Custodian aligns people around stewardship, governance, and continuous care. Individually, these three commitments help us become better leaders and better people. Collectively, they strengthen teamwork, trust, accountability, and the culture required to build something meaningful that lasts.

The commitments below represent decisions about how you act. The more consistently you embrace these shared commitments, the easier it becomes to align around your vision, goals, values, and responsibilities.

Alignment is the foundation. Accountability is how we honor those commitments every day.

Together, they create the momentum that drives lasting success in business, work, and life.

ARCHITECT

Great architects don't just think and dream big. They design with clear intention. As a leader, being the architect means you are creating blueprints for clarity and alignment, not leaving things up to chance. Without an architect's mindset, you risk building chaos instead of constructing a strong foundation.

☐ See the End Before You Start

Define the destination in detail, then reverse-engineer the specific steps and actions to get there. Use your BOS as the framework, and let AI help you model scenarios before committing resources. When you can see the finish line clearly, decisions between here and there become sharper and more strategic.

☐ Sharpen Your Axe

Like Lincoln said, if you had six hours to chop down a tree, spend four hours sharpening your axe. Preparation, refinement and validation upfront prevents the costly rework that happens when leaders rush execution. Investing the appropriate time in planning doesn't slow progress, it accelerates success.

☐ Think in Systems, Not Snapshots

An architect doesn't just design for today's needs or wants, they design for long-term growth, scale, and resilience. Build processes and strategies that will adapt when conditions change instead of crumbling under pressure. Systems-thinking ensures that your blueprint holds, even when the environment shifts.

BUILDER

Being a builder isn't just about making things. It's about enabling the right structure, systems, and people that make positive results repeatable. Builders don't just push harder, they work smarter. The legacy of a leader is measured in what they build that continues to grow and prosper long after they are gone.

☐ Shift Your Identity from Achiever to Builder

Don't just achieve your goals, build sustainable systems that make achieving repeatable. When you operate from a builder's mindset, you're creating a foundation others can stand on and expand. Use your BOS as the blueprint and AI as the edge that accelerates your ability to construct what lasts.

❑ **Think Like a Coach, Every Single Day**

Great builders don't just create and execute, they elevate people. That means asking sharper questions, giving feedback that unlocks growth, and leaning into conversations that stretch others toward their potential. When you see every interaction as a coaching moment, you multiply your impact.

❑ **Embrace the Grind. Celebrate the Growth.**

Building isn't glamorous: it's the real work, the meetings, the data, the tension, and the setbacks that forge strength. Every moment shapes you and those around you into something sharper, wiser, and more resilient. Show up consistently, because that's where the becoming lives that produces growth.

CUSTODIAN

Being a custodian means protecting what's been built, caring for the people and systems, and keeping everything clean. It's not glamorous, but it's essential. Without it, momentum fades, culture erodes, and what once was strong can begin to crumble. It's about humility, stewardship, governance, and discipline.

❑ **Own the Cleanup**

A true custodian doesn't ignore the mess, they roll up their sleeves and handle it themselves. Whether it's a broken process, a cluttered workspace, or a dropped ball, stepping in to restore order builds trust. By cleaning up, you free others to stay focused, instead of wasting energy on rework or frustration.

❑ **Protect What Matters**

Custodians safeguard assets, systems, and culture that make progress possible. They keep small things from becoming big problems by maintaining peace, order, clarity, and consistency. This isn't just about keeping things neat and tidy, it's about preserving momentum, so that teams operate at their best.

❑ **Set the Standard of Care**

When you act as a custodian, you show others that stewardship is leadership. People follow examples more than words, and when they see you tending to details, they're inspired to do the same. The discipline of care and stewardship creates a culture where excellence isn't optional, it's mandatory.

Treat this reference guide as a pledge. Architect, Builder, and Custodian are commitments that shape how we think, perform, and lead in business, work, and life. Individually, they challenge us to become better versions of ourselves. Collectively, they create alignment around our shared vision, goals, stewardship, governance, and daily disciplines. When leaders embrace these three commitments, accountability becomes less about enforcement and more about honoring the promises that we make to ourselves and to one another. That's where trust grows. That's where culture takes root. And that's where meaningful momentum begins. Take time to reflect on each of these commitments. Identify where you can grow. Write your commitments down. Revisit this pledge every thirty days. Not as a checklist, but as a reminder of the leader and the person you are choosing to become. Do that consistently, and you'll strengthen not only your business, but also your work, your relationships, and your life.

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