

THE FREE WORKSHEET KIT

5 Tools from the Back of the Book

01 Entrepreneurial Readiness Assessment

02 Magnetic North Vision Builder

03 KPIs That Actually Work

04 How to Hire Right the First Time

05 Building Systems That Last

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Built multiple blue-collar companies to \$30M+ with no outside investors.
These tools run his companies today.

Entrepreneurial Readiness Assessment: Are You Built to Survive or Just Dreaming?

This ain't your average "rate your vibe" quiz. This self-assessment, ripped straight from *Chaos My Mentor*, is designed for aspiring entrepreneurs or businesses pulling in under \$3 million a year. It's designed to kick you in the pants and see if you've got the guts, brains, and cash to make it. We're testing your grip on grit, vision, cash flow, operations, team, partnerships, pivots, scalability, ownership, and long-term hustle—plus some real-world smarts like market validation and risk management. Buckle up.

How to Use This Thing:

1. **No BS Answers:** Rate each question 1–5 (1 = "Not even close, pal," 5 = "Nailed it, champ"). Be honest, or you're just lying to yourself.
2. **Section Scores:** Add up each section to spot where you're weak. Max 20 per section, except where otherwise noted.
3. **Total Score:** Sum all sections (out of 110) to see if you're ready or just pretending.
4. **What It Means:** Check the guide at the end to decode your score. Retake every 3–6 months to track progress.
5. **Notes Matter:** Jot down specifics. Pre-launch? Rate your plans. Already running? Rate reality. Print this or scribble it in a notebook—your call. Pair it with your vision for extra clarity.

Section 1: A Decade in the Dirt (Chapter 1)

Have you learned from the grind, or are you still tripping over the same rocks?

1. I've got the stubborn drive to push through setbacks, no matter how brutal. (1–5) Score: _____ Notes:
 2. I've done my homework—competitors, regulations, margins—and tested my idea with real customers. (1–5) Score: _____ Notes:
 3. I've got at least six months of personal expenses covered, so I'm not begging for scraps. (1–5) Score: _____ Notes:
 4. I treat screw-ups as lessons and have a system to turn failures into wins. (1–5) Score: _____ Notes:
- Section Total (out of 20):** _____ *(Under 10? Your foundation's shaky. Go back to the dirt and rethink your commitment.)*

Section 2: Should You Even Start? (Chapter 2)

Are you ready to bleed for this, or is it just a daydream?

1. I'm ready to sacrifice sleep, social life, and sanity for this business. (1–5) Score: _____
Notes:
2. I've validated my idea with real market demand, not just my gut. (1–5) Score: _____
Notes:
3. I've got a plan to survive without revenue for at least three months. (1–5) Score: _____
Notes:
4. I know why I'm doing this, and it's not just to flex on social media. (1–5) Score: _____
Notes:

Section Total (out of 20): _____ *(Under 10? Pump the brakes. You're not ready to start this rodeo.)*

Section 3: Know Your Vision and Your Magnetic North (Chapter 3)

Got a compass, or are you wandering like a lost puppy?

1. I can sum up my business vision in one clear sentence—who I serve, what I do, why it matters. (1–5) Score: _____ Notes:
2. My vision's written down, and I check it weekly to stay on track. (1–5) Score: _____
Notes:
3. I've run my vision by mentors or peers and tweaked it based on feedback. (1–5) Score: _____
Notes:
4. My vision's about long-term impact, not quick cash or clout. (1–5) Score: _____ Notes:

Section Total (out of 20): _____ *(Under 10? You're directionless. Nail down your North Star before you move.)*

Section 4: Cash is Oxygen (Chapter 4)

Learned from my diesel repair days: no cash, no survival. Are you breathing or choking?

1. I track my burn rate weekly and have (or plan for) a three-month cash cushion. (1–5) Score: _____ Notes:
2. I know my numbers—revenue, costs, margins, taxes—or have someone who does. (1–5) Score: _____ Notes:
3. My pricing ensures profit, not just keeping the lights on. (1–5) Score: _____ Notes:
4. I've got a system to send invoices fast and chase payments like a bounty hunter. (1–5) Score: _____ Notes:

Section Total (out of 20): _____ *(Under 10? You're suffocating. Read the KPI guide at the end of the book and get your cash flow straight.)*

Section 5: Work Comes First, Then the Brand (Chapter 5)

Are you building something real or just a shiny logo?

1. I've got checklists or systems to deliver top-notch work every time. (1–5) Score: _____
Notes:

2. My product or service has been tested with customers, and I've fixed what sucked. (1–5)
Score: _____ Notes:
 3. I focus on solving customer problems before blowing cash on marketing. (1–5) Score:
_____ Notes:
 4. I measure success by happy customers and repeat business, not likes or follows. (1–5)
Score: _____ Notes:
- Section Total (out of 20):** _____ *(Under 10? Stop chasing Instagram fame. Build something people actually want.)*

Section 6: Build Around the Right People (Chapter 6)

Got a dream team, or are you stuck with duds?

1. I hire for vision and work ethic, not just cheap labor or resumes. (1–5) Score: _____
Notes:
 2. I set clear expectations and train my team to crush it. (1–5) Score: _____ Notes:
 3. I'm ready to pay for talent and fire fast if someone's dragging us down. (1–5) Score:
_____ Notes:
- Section Total (out of 15):** _____ *(Under 8? You're flying solo or with the wrong crew. Fix your hiring game.)*

Section 7: Not Everyone Gets a Piece (Chapter 7)

Are your partnerships solid, or are you handing out equity like candy?

1. I vet partners like a detective—character, track record, the works. (1–5) Score: _____
Notes:
 2. I've got written agreements spelling out roles, contributions, and exit plans. (1–5) Score:
_____ Notes:
 3. I can say “no” to partnerships that don't fit, even if they sound sexy. (1–5) Score: _____
Notes:
- Section Total (out of 15):** _____ *(Under 8? Bad partners will sink you. Be pickier than a cat with a buffet.)*

Section 8: Know When to Pivot (Chapter 8)

Can you switch gears, or are you married to a sinking ship?

1. I use data (sales, feedback, metrics) to spot when my plan's failing. (1–5) Score: _____
Notes:
 2. I'm ready to pivot without throwing out what's working. (1–5) Score: _____ Notes:
 3. I test changes small before betting the farm on a new direction. (1–5) Score: _____
Notes:
- Section Total (out of 15):** _____ *(Under 8? You're too stubborn or too flaky. Learn when to pivot with the KPI guide.)*

Section 9: You Can't Scale Chaos (Chapter 9)

Got systems, or are you building a house of cards?

1. My processes are repeatable, so I'm not the glue holding it together. (1–5) Score: _____ Notes:
2. I've tested my operations small before planning to go big. (1–5) Score: _____ Notes:
3. I track metrics to catch problems before they blow up. (1–5) Score: _____ Notes:
Section Total (out of 15): _____ (*Under 8? Chaos doesn't scale. Get your systems tight.*)

Section 10: Be a Real Owner, Not Just the Boss (Chapter 10)

Are you running the show or just posing for the 'gram?

1. I take full responsibility for wins *and* losses, no excuses. (1–5) Score: _____ Notes:
2. I delegate smart but stay in the driver's seat. (1–5) Score: _____ Notes:
3. I'm building a legacy, not just a paycheck. (1–5) Score: _____ Notes:
Section Total (out of 15): _____ (*Under 8? Step up or step out. Ownership ain't just a title.*)

Section 11: You'll Never Regret Playing the Long Game (Chapter 11)

Are you in it to win it, or chasing quick bucks?

1. I prioritize relationships and trust over short-term gains. (1–5) Score: _____ Notes:
2. My goals are built for years, not months. (1–5) Score: _____ Notes:
3. I learn from competitors' mistakes to stay ahead. (1–5) Score: _____ Notes:
Section Total (out of 15): _____ (*Under 8? Quick wins won't last. Think bigger, longer.*)

Bonus: KPIs Are Your Lifeline

The "How to Create KPIs" guide at the end of the book is your GPS. Are you using it right?

1. My KPIs (or planned KPIs) are tied to my specific goals, not just random numbers. (1–5) Score: _____ Notes:
2. I review my KPIs regularly to course-correct before I crash. (1–5) Score: _____ Notes:
Bonus Total (out of 10): _____ (*Under 5? The KPI guide's your lifeline. Use it or lose it.*)

Total Score (out of 110): _____

What Your Score Says:

- **90–110:** You're a lean, mean, business-surviving machine. Grab the KPI guide at the end of the book and keep fine-tuning those metrics. You're ready to roll.
- **70–89:** You've got potential but some weak spots. Check your low sections and hit those chapters hard. The KPI guide will help you lock in those numbers.
- **50–69:** Yikes. You're wobbling like a bad tire. Reread the book, focus on your weakest sections, and use the KPI guide to get a grip.

- **Below 50:** Houston, we have a problem. You're not ready to launch or grow. Start with Chapter 1, rebuild your foundation, and lean on the KPI guide to avoid a face-plant.

Next Steps: Don't just sit on this. Use your notes to make a plan. Check the "How to Create KPIs" guide at the back of the book to build metrics that keep you alive. Retake this in 3–6 months to see if you're still breathing or just blowing smoke.

Magnetic North Vision Builder

(with example guidance from Kary Sabedra)

1. Purpose & Impact (Why You Exist)

Why does your company exist beyond making money? What problem do you solve? What do you make better?

Prompts:

- **The problem we solve is:** _____

My answer: Inefficient, outdated, and unreliable systems in the waste and equipment industry.

- **The difference we make in our industry is:**

My answer: We bring modern solutions, sharp processes, and a higher standard of service to a space that's been overlooked for too long.

- **Our purpose in one sentence:** _____

My answer: To build systems and solutions that make the waste and equipment industry cleaner, smarter, and stronger.

2. Who You Serve (Your Core Customer)

Who are your people — the ones you serve best and want to reach more of?

Prompts:

- **We serve:** _____

My answer: The doers — business owners, builders, operators, and hard-working people who make things happen.

- **What they value most is:** _____

My answer: Reliability, accountability, and getting the job done right the first time.

- **The promise we make to them is:**

My answer: We'll handle it — with precision, speed, and pride — so they can focus on what they do best.

3. Relationships & Reputation (How You Show Up)

How do you and your team show up — with customers, partners, and one another? What do people say about you when you're not in the room?

Prompts:

- **The way we treat people is:** _____

My answer: With respect, directness, and follow-through. No fluff, no excuses.

- **The experience we want every customer to have is:**

My answer: That we do what we say we're going to do — and we do it better than expected.

- **The reputation we're known for (or want to be known for) is:**

My answer: Reliable, sharp, and relentless. When people see our logo, they know the job's handled.

4. Excellence & Standards (How You Operate)

What are your non-negotiables? What defines your "standard"?

Prompts:

- **Our standard means:** _____

My answer: Doing things right, safely, and efficiently — even when no one's watching.

- **The things we never compromise on:**

My answer: Safety, honesty, and pride in our work.

- **We measure excellence by:** _____

My answer: Consistency — the ability to repeat great performance day after day, truck after truck, job after job.

5. Growth & Future Impact (Where You're Going and What It Builds Toward)

What's the next chapter for your business? How will your work push things forward?

Prompts:

- **In five years, our company will:** _____

My answer: Be the most trusted, full-service provider for waste, equipment, and compactor solutions across Texas and beyond.

- **The impact we'll have on our industry or community is:**

My answer: We'll raise the bar for what professional service looks like in blue-collar industries.

- **When people talk about what we built, they'll say:**

My answer: Those guys did it right — they ran honest businesses, took care of their people, and set a new standard for the industry.

Telling the Story

When someone asks what you're building, tell it like a story — not a slogan.

Example:

We build systems and solutions that make the waste and equipment industry cleaner, smarter, and stronger. We set the standard for operational excellence—where safety, precision, and efficiency aren't goals but requirements—and we create opportunities for people who take pride in their work and believe in progress. Great business isn't just profit; it's purpose and execution. It's building companies that operate with discipline, clarity, and integrity, no matter how fast things change or how tough the market gets.

Now write yours:

We are... _____

Final Gut Check

1. **Can this be simpler?**

If you can't explain your vision in a few sentences, trim it down until it's crystal clear.

2. **Are you living it right now?**

Does your daily work reflect this vision — or are you still chasing it?

How to Create KPIs That Actually Work

Key Performance Indicators (KPIs) serves as your business's scorecard—they reveal whether you are succeeding or just spinning your wheels. However, not all KPIs are created equal. This straightforward guide will help you develop KPIs that maintain your focus, drive results, and align with your vision.

Step 1: Start with Your Big Goal

Your KPIs need to tie directly to what you're trying to achieve. Ask yourself: What's the one thing that matters most for your business right now? Is it growing revenue, keeping customers happy, or streamlining operations? Get crystal clear on your main objective—everything else flows from there.

- **Example:** If your goal is to grow your business, your primary objective might be to "Increase monthly revenue by 20% within six months."

Step 2: Break It Down to What Moves the Needle

Don't track everything—that's a recipe for overwhelm. Focus on the metrics that directly impact your big goal. These are the levers you can pull to make meaningful progress. Dig into your business and pinpoint what drives results.

- **Example:** For revenue growth, key metrics might be "number of new customers," "average sale value," or "customer retention rate."

Step 3: Make It Measurable

A good KPI is a number you can track, not a vague feeling. If you can't measure it, you can't manage it. Use specific units—such as dollars, percentages, or counts—and set a clear timeframe.

- **Example:** Instead of "improve customer satisfaction," use "achieve a customer satisfaction score of 85% by Q3."

Step 4: Keep It Simple and Focused

Choose a maximum of three to five KPIs. More than that, and you're juggling too many balls. Each KPI should be easy to understand and directly tied to your primary goal. If it's confusing or feels like a stretch to connect it to your objective, ditch it.

- **Example:** For a retail business, KPIs might be: “\$10,000 in weekly sales,” “10 new customers per week,” and “80% customer retention rate.”

Step 5: Set Realistic Yet Ambitious Targets

Your KPIs should push you but not break you. Look at your current performance, industry benchmarks, and past trends to set targets that are challenging yet doable. Pie-in-the-sky numbers will demotivate you; lowballs won't inspire progress.

- **Example:** If you're currently at \$5,000 in weekly sales, aiming for \$10,000 within three months is ambitious but grounded.

Step 6: Track and Review Regularly

KPIs aren't a set-it-and-forget-it tool. Check them weekly or monthly to see if you're on track. If you're missing the mark, don't panic—use it as a signal to adjust your strategy, just like we've talked about. Schedule recurring reviews to keep yourself honest and maintain accountability.

- **Example:** Set a Monday morning meeting to review your KPIs and decide what's working or needs a tweak.

Step 7: Share with Your Team

If you've got a team, make sure they know the KPIs and why they matter. Get everyone aligned on the same goals. Clear KPIs turn your team into a focused unit, not a group of people guessing what's important.

- **Example:** Share a dashboard with your team showing “weekly sales” and “new customers” so everyone's pulling in the same direction.

Final Tip

KPIs are your compass, not your cage. If they're not driving the right progress, don't be afraid to tweak them. The goal is to stay focused on what matters most while giving yourself room to pivot when needed. Build KPIs that light a fire under you and your business—you'll see the difference when you're all in on the right numbers.

How to Hire Right the First Time: A Simple Guide to Building Your Dream Team

Hiring isn't just about skills—it's about fit. The wrong hire can drain your energy and tank your team; the right one multiplies your success. I've built teams that thrive by focusing on personality, ethics, and alignment before resumes or tests. This guide walks you through my straightforward process: start casual, dig deep, test commitment, and align goals. Follow it, and you'll hire people who stick and elevate your performance.

Step 1: Define Your Ideal Fit Before You Start

Before posting the job, clarify what you need beyond the job description. Who succeeds on your team? List 3-5 must-have personality traits (e.g., gritty, collaborative, honest), core ethics (e.g., integrity in tough spots, teamwork over ego), and cultural fits (e.g., loves a fast-paced grind). This is your filter—use it to spot winners early.

- **Quick Tip:** Jot it down: "Our team needs: [Trait 1], [Trait 2], [Ethics 1], [Fit 1]."

Step 2: First Interview—Keep It Casual and Human

Forget the interrogation. Treat it like a casual coffee chat to get to know the person, not the resume. Start with easy, revealing questions that show their life, vibe, and how they talk about work. This builds trust and uncovers if they will mesh well with your team before wasting time on tech skills.

- **Key Questions to Ask:**
 - How far do you live from the office/job site? (Aim for a commute of under 30 minutes. Long drives breed turnover—people will always look for something closer.)
 - What do you do for fun outside of work? What are your hobbies? (Reveals personality—adventurous? Creative? Family-focused?)
 - What did you like and dislike about your current or past jobs? (Listen for how they talk about their employer. Trash-talking is a red flag—they'll do it to you too.)
 - Tell me about a time when you faced a tough ethical call at work. How'd you handle it? (Uncovers integrity and values.)
 - What excites you most about this role and our company? (Gauges genuine interest vs. desperation.)

Listen for red flags: Vague answers, bad-mouthing past bosses, or displaying mismatched energy. If their commute's over 30 minutes or they trash their old employer, think twice—they might not stick. If they don't vibe with your ideal traits, politely end the conversation early.

Step 3: Assess the Full Fit—Personality, Ethics, and Team Glue

As the chat flows, score them against your list. Do they light up talking about collaboration? Show grit in past stories? Speak respectfully about past jobs, even the bad ones? Align on ethics like owning mistakes? What makes them a good fit: Their energy should feel like a natural add to your crew—someone who'd grab a beer after a long day and jump in to help without being asked.

- **Pro Move:** Share a quick team story (e.g., "Last week, we pulled an all-nighter to save a client—everyone chipped in."). See if they nod along or share something similar.

If they check the boxes, move to technical questions for last. Skills can be taught; fit can't.

Step 4: Don't Offer on the Spot—Test Their Seriousness

Never rush to make an offer after just one conversation. Instead, conclude by saying, "I like what I'm hearing—want to come back for a second round? We'll dive deeper into the role and meet the team." This weeds out flakes. If they're serious, they'll clear their schedule and show up eager. If they ghost or hesitate big-time, you've saved yourself headaches.

- **Why It Works:** It flips the script—they're interviewing you too, but this shows if they're all-in or just shopping.

Step 5: Round Two—Align Goals and Seal the Deal

In the follow-up, be realistic about the future. Ask: "Where do you see yourself in 2-3 years? What are your major career goals?" Listen hard—if their dreams (e.g., quick promotion to CEO) don't match what you can offer (e.g., steady growth within a tight-knit team), you're wasting time. Be upfront: "Here's what success looks like here—does that fire you up?"

If goals align, ethics are upheld, and personality clicks, extend the offer. Congratulate them on making it this far—it builds loyalty from day one.

Final Recommendation: Trust Your Intuition, Supported by Documentation

After each interview, promptly record concise observations: "Demonstrated strong ethical conduct, spoke respectfully about previous employment—aligns with the 'grit' characteristic. Professional objectives are congruent with organizational growth." Review these notes prior to making a decision. While perfect hiring is unattainable, this structured approach significantly enhances the probability of success. Prioritize candidates with reasonable commutes, observe for any negative commentary regarding past employers, and fundamentally, prioritize integrity; other attributes will follow. Proceed to identify your next high-performing individual. Crucially, when evaluating multiple candidates, which is always advisable for optimal decision-making, implement a ranking system. Assess at least five relevant criteria on a scale of one to ten for

each candidate, thereby providing a granular comparison, particularly when differentiating between two or three strong candidates for a limited number of positions.

Building Systems That Last

Most businesses don't fail because their ideas are bad — they fail because there's no system supporting the idea. A system is simply a clear, repeatable way of doing something that produces consistent results. The good news? Building systems isn't complicated. It starts with writing things down.

Step 1: Map the Process

Pick one workflow — maybe how you onboard a customer, or how you finish a repair order. Start at the very beginning and write down every step in the exact order it occurs. Imagine someone with no context trying to follow your map. Would they be able to complete the process without asking you questions? If not, get more detailed.

Step 2: Define the “What”

For each step, ask: *What needs to happen here for this to be successful?* Don't just write “send invoice” — write “send the invoice within 24 hours of job completion, with all required documentation attached.” The more clarity you provide, the less confusion there will be later.

Step 3: Assign the “Who”

Every step needs an owner. Who's responsible? Who makes the decision? If everyone is in charge, then no one is truly in charge. Put names to steps so accountability is baked in.

Step 4: Train and Transfer

A system only works if others can run it without you. Build training around the process: show the person responsible how it works, give them examples, and let them practice. Your role as the owner is not to perform every step — it's to make sure the people running them are prepared.

Step 5: Hold Accountable

Every system needs checkpoints. How do you know it's being done right? Maybe it's a daily report, a weekly review, or a customer feedback survey. Decide how results will be measured, then hold people accountable for them.

Step 6: Improve and Adjust

No system is permanent. As your business grows, revisit your processes and ask yourself: *Is this still working? Where are the bottlenecks? Can we simplify?* Small adjustments over time create systems that scale.

The Takeaway

A business without systems is chaos waiting to happen. But even the simplest workflows written down, assigned, trained, and measured, enable you to shift from constant firefighting to building something that runs without you. Start with one process: map it and build from there. Over time, systems become the engine of your business — freeing you to focus on growth, not just survival. Own it.