Welcome Clinician Founder

Choose One 30-Day Founder Bet

A calm, bounded way to stop comparing every possible idea and commit to one direction long enough to learn from reality.

PRACTICAL FOUNDER RESOURCE

THE NARROW PROBLEM THIS SOLVES

> “I have several meaningful ideas. I cannot decide which one deserves my limited founder time.”

Promise: in about 25 minutes, choose one focus, audience, problem, action rhythm, signal and review date for the next 30 days.

STEP 1

Shortlist three plausible directions

Write only directions you can genuinely explore now. A direction is not a life decision; it is a temporary focus you can learn from.

DIRECTION 1

Person / group I can reach

Problem or movement worth exploring

DIRECTION 2

Person / group I can reach

Problem or movement worth exploring

DIRECTION 3

Person / group I can reach

Problem or movement worth exploring

REALITY CHECK — CIRCLE WHAT IS TRUE

- ☐ I have energy for it
- ☐ I have relevant credibility
- ☐ I can reach the people
- ☐ I can test it in 30 days

These are practical decision prompts, not a validated score. If a direction fails access or testability, narrow it before choosing it.

STEP 2

Frame one bounded bet

Choose the direction that is meaningful and testable now. You are not declaring it “the right idea”; you are giving it enough focus to produce useful evidence.

1. ONE FOCUS	The single direction I will explore — not the finished business
2. ONE AUDIENCE	The specific people I can reach during these 30 days
3. ONE PROBLEM	The difficult moment or movement I want to understand
4. ONE ACTION RHYTHM	The real-world action I can repeat each week
5. ONE SIGNAL	The behaviour or evidence I will watch — not likes or motivation
6. ONE REVIEW DATE	The date I will review the evidence and decide what changes next

My 30-day bet

For 30 days, I will [ACTION] with [AUDIENCE] to learn whether [PROBLEM / MOVEMENT], watching [SIGNAL].

STEP 3

Make the bet survive clinical life

Choose a rhythm that still works when the rota changes. A useful bet creates evidence through repetition; it does not depend on one perfect week.

BASE WEEK — Nights, recovery, family pressure

The smallest action that keeps the bet alive

STANDARD WEEK — A normal clinical week

The repeatable action that creates signal

SPRINT WEEK — Unusually spacious or high-energy

A focused push — without widening the bet

PRE-DECIDE THE INTERRUPTION

If clinical or personal life interrupts the bet, I will record where I stopped and resume with this next smallest action:

FOUR WEEKLY EVIDENCE DATES

WEEK 1 | WEEK 2 | WEEK 3 | WEEK 4

Study the signal, then decide

Do not judge the month by how confident or busy you felt. Review what happened in the real world, then choose the next bounded move.

PLAN — What did I say I would do, with whom, and what signal did I expect?

DO — What did I actually repeat? What changed because of clinical life?

STUDY — What did people do or say? What pattern, silence or surprise matters?

ACT — What will I continue, adapt, stop or scale for the next cycle?

COMPLETION CRITERION

- [ ] I have written one 30-day bet with one focus, audience, problem, weekly action, signal and review date — and pre-decided my Base-week action.

You do not need certainty. You need a bounded decision.

Keep this page as your decision and evidence trail for the next review.

YOUR NEXT STEP

Keep moving with support

A useful resource should lead to a real decision, conversation or system change — not another open tab. Bring what you completed and the point where you are stuck.

Need help implementing this? Join the Clinician Founder Actionship at just £297/yr.

Core Membership provides the community, pathway and practical resources. Actionship includes everything in Core and adds direct live implementation support from Shub.

CLINICIANFOUNDER.COM/ACTIONSHIP

Take the completed page with you. The next responsible move is the smallest one that creates clearer evidence in the real world.