

DISTURBFIRST

Workshop Materials & Pre-Read

Required reading and worksheets to bring on Day 01.

1. Pre-work checklist

- Write your business model in a single paragraph. No jargon.
- List your top 5 customers by revenue and your top 5 by strategic value.
- Pull last 4 quarters of revenue, gross margin, and CAC.
- Identify the one competitor you fear most. Write down why.
- Block your calendar for 90 days post-workshop. No exceptions.

2. The Atomic Bets worksheet

List the 7 bets your business is making. A bet is a belief that, if wrong, breaks the model.

#	The bet	Evidence for	Evidence against	Fragility (1-
1				
2				
3				
4				
5				
6				
7				

3. Pre-mortem template

It's 18 months from now. Your business is dead. Write the obituary.

→ Who killed you? (Competitor, regulator, customer shift, internal failure?)

→ What was the first warning sign you ignored?

→ Which decision in the next 90 days would have prevented this?

→ What would a smarter version of you have done differently today?

4. Recommended reading

- Clayton Christensen — The Innovator's Dilemma (chapters 1–4).
- Richard Rumelt — Good Strategy / Bad Strategy (the kernel chapter).
- Andy Grove — Only the Paranoid Survive (strategic inflection points).
- Hamilton Helmer — 7 Powers (skim if pressed for time).

5. What to bring

- Laptop, charger, and notebook (paper).
- Printed copy of this packet, completed.
- A thick skin and a willingness to be wrong out loud.