

T H E   O P E R A T I N G   S Y S T E M

# DBFOS

## MASTER REFERENCE GUIDE

*How the 7 Steps tie into every Planning Session.  
The operator's manual for the DBF OS — Year, Quarter,  
Week, Day.*

**DREAM IT. WRITE IT. BUILD IT. LIVE IT.**

## CHAPTER ONE

# 01 OPERATING SYSTEM IN MOTION

The DBF OS is **not a goal-setting framework**. Goal-setting is what the world does in January and abandons by February. The DBF OS is an *operating system* — a continuous loop that runs every cycle, every month, every week, every day. You set the goals once a cycle. You run the system every day.

**This guide is the operator's manual.** It maps the 7 Steps of the DBF OS — **DREAM** → **GOAL** → **PLAN** → **SYSTEM** → **HABIT** → **ACTION** → **COMMIT** — across the 4 Cadences of the Planning System: Year, Quarter, Week, Day.

Each step shows up differently at each cadence. *Dream* lives most deeply at the Year level. *Action* lives most deeply at the Day level. But every step is alive at every cadence — and skipping any step at any cadence breaks the loop.

This is what separates a DBF member from someone who just "did some planning at the start of the year." Members run the loop. They never stop.

## ◆ THE MATH

**3 x** YEAR SESSIONS — 1 every 4 months = 3 deep goal-setting sessions / yr

**12 x** MONTHLY (QUARTER) SESSIONS — 4 per DBF Year = 12 monthly recalibrations / yr

**52 x** WEEKLY SESSIONS — Sundays standard = 52 weekly resets / yr

**365 x** DAILY SESSIONS — morning or night before = 365 daily executions / yr

**"You don't rise to the level of your goals. You fall to the level of your *environment*."**

DBF AXIOM · BUILD THE ROOM. BUILD THE RHYTHM. BUILD THE LOOP.

## CHAPTER TWO

# 02 THE 4 PLANNING SESSIONS

Before walking through each step, lock in the cadence framework. Each session has a fixed frequency, duration, purpose, and output. **Skip the session, you skip the recalibration.**

## DBF YEAR

1× / 4 MONTHS · 3× PER CALENDAR YEAR

**DURATION** 60–90 minutes (deep work)  
**PURPOSE** Lock the cycle — Big 3, Plan, Commit  
**OUTPUT** A complete 7-step plan for the next 120 days

## DBF QUARTER (MONTHLY)

4× PER CYCLE · 12× PER YEAR

**DURATION** 30 minutes  
**PURPOSE** Recalibrate Big 3 progress, set the next 30 days  
**OUTPUT** 3 Monthly Milestones — one per Big 3

## DBF WEEK

1× PER WEEK · ~52× PER YEAR · SUNDAYS

**DURATION** 15–20 minutes  
**PURPOSE** Set the next 7 days from the monthly milestones  
**OUTPUT** 3 Weekly Wins + a calendar that respects them

## DBF DAY

DAILY · 365× PER YEAR · MORNING OR NIGHT BEFORE

**DURATION** 5–10 minutes  
**PURPOSE** Pick Today's 2 and execute  
**OUTPUT** A clean run at the day with both outcomes blocked in time

**3 → 3 → 3 → 2. Big 3 Goals become Monthly Milestones become Weekly Wins become Today's 2.**

THE CASCADE · FOCUS COMPOUNDS · DISTRACTION DIVIDES

# 03 THE FULL MAP

## 7 STEPS × 4 SESSIONS

Read top to bottom. **Each cell is alive at its cadence** — depth changes, but the touch is non-negotiable. Skip any cell and the cell below it suffers.

	YEAR (1x / cycle)	QUARTER (1x / month)	WEEK (Sundays)	DAY (daily)
<b>DREAM</b>	<b>VISION REBUILD</b> Pillars Graph + 5 Clarity Qs	<b>VISION CHECK</b> Energy check	<b>RESET</b> 2-min mental reset	<b>VISUALIZE</b> 60-sec visualization
<b>GOAL</b>	<b>LOCK BIG 3</b> 3 cycle goals	<b>3 MILESTONES</b> One per Big 3	<b>3 WEEKLY WINS</b> From milestones	<b>TODAY'S 2</b> No new goals
<b>PLAN</b>	<b>CASCADE NUMBERS</b> 4-month calendar	<b>RECALIBRATE</b> Month calendar	<b>BLOCK THE WEEK</b> Wins on calendar	<b>BLOCK TODAY</b> Calendar confirms
<b>SYSTEM</b>	<b>BUILD STACK</b> Accountability + tracking	<b>AUDIT</b> What's working?	<b>RUN CHECK-IN</b> Tracking + partner	<b>RUNS YOU</b> On autopilot
<b>HABIT</b>	<b>DEFINE LAYER</b> 3 core + 5 supporting	<b>REVIEW</b> Sticking? Slipping?	<b>HABIT COUNT</b> Target frequency	<b>RUN + TICK</b> Daily checklist
<b>ACTION</b>	<b>SET FRAMEWORK</b> Time blocks + tempo	<b>CONSISTENCY</b> % days run	<b>PLAN BLOCKS</b> Time + place	<b>DO IT</b> Execute
<b>COMMIT</b>	<b>HELL YES</b> Word + Mantra	<b>RECOMMIT</b> Re-affirm Big 3	<b>MINI RECOMMIT</b> All-in this week	<b>DECLARATION</b> Today is Hell Yes

The depth of each step changes at each cadence. **But none get skipped.** Now we go step by step.

# 01

STEP ONE · DREAMS

## DREAM

***Your dream sets the ceiling. Your goals just chase it.***

**The Philosophy.** Most planning systems start with goals. The DBF OS starts with the Dream. Goals without a dream are just to-dos. The Dream is the why behind the why — the answer to "what is all this for?" When you Dream Big and Fast, you expand what you believe is possible AND compress the timeline to make it real.

The Dream operates at the **identity level** — who you are becoming, what your life looks like, what you stand for, what you refuse to settle for. Every cadence touches the Dream. **The depth changes; the touch is non-negotiable.**

### Y YEAR 15-20 MIN

Full deep work. Other cadences only maintain it.

- Run the **Personal Pillars Graph** — score each pillar 0–10 for "Last Year" and "Today." The lowest is your leak.
- Sit with the **5 Clarity Questions**. One at a time. Don't rush. Don't filter.
- Write raw answers. Messy is fine. Goals come next.

OUTPUT Pillar audit + raw vision answers

### M QUARTER 5 MIN

Check-in, not relaunch.

- **Vision check:** Re-read Year notes. Still true?
- **Energy check:** Aligned but depleted? That's a System problem (Step 4), not a Goal problem.
- One question: *What did the last month teach me about my dream life?*

OUTPUT Confirmed or recalibrated Dream

### W WEEK 2 MIN

A 2-minute reconnection. Don't skip it.

- Re-read your **Word of the Year** and **Mantra**.
- Ask: *Why does this week matter inside the bigger picture?*

OUTPUT Felt sense of why this week matters

### D DAY 60 SEC

Built into the daily session.

- Read your **Word**.
- Read your **Mantra**.
- 30 sec: picture today going right.
- 30 sec: remember what you're building toward.

OUTPUT Cognitive priming — clear, not scrambling

# 02 STEP TWO · GOALS

## GOAL

**The Big 3 are the goals you'll fight for. Three. Not four. Not five. Three.**

**The Philosophy.** Goals are the bridge between dreams and daily action. The DBF OS runs on **3 → 3 → 3 → 2**: Big 3 (cycle) → Monthly Milestones → Weekly Wins → Today's 2. Why this discipline?

**Focus compounds and distraction divides.** If you have 7 cycle goals, 5 will languish. If you have 3, all 3 advance.

The Big 3 are set once a cycle. Every level below inherits its purpose from the level above. Today's 2 doesn't exist independently — it traces back through the chain to one of your Big 3.

### **Y YEAR** 30-40 MIN

The Big 3 lock-in. Heaviest goal-setting moment in the system.

- **Brainstorm** 1–3 ideas per pillar. See the field before you commit.
- **Pick 3.** The rest die on the page.
- Run the **Importance Questions** — what if accomplished / not accomplished (painful) / biggest obstacle / how you'll overcome it.
- Move to Plan — turn each Big 3 into a number.

**OUTPUT** 3 Big 3 — pillar-tagged, ready for numbers

### **M QUARTER** 10-15 MIN

No new cycle goals — set the next month's milestones.

- Per Big 3: on pace, behind, ahead?
- Write **1 Monthly Milestone** per Big 3 (= exactly 3 Milestones).
- Each Milestone gets a number + deadline.
- Behind pace → milestone is more aggressive.

**OUTPUT** 3 Monthly Milestones, each linked to a Big 3

### **W WEEK** 5-10 MIN

Set the 3 Weekly Wins from the Monthly Milestones.

- Per Milestone: *what needs to happen this week to advance it?*
- Each Win needs a "done looks like" statement — not "work on X" but "**X is shipped.**"
- **Carry-forward rule:** missed Win that still matters = THIS week's #1.

**OUTPUT** 3 Weekly Wins, each tied to a Milestone & Big 3

### **D DAY** 2 MIN

No new goal-setting. Today's 2 are derived.

- Review the 3 Weekly Wins.
- Pick **2 outcomes for today** that visibly advance them.
- Outcomes, not tasks.
- Carry-forward: yesterday's #1 still matters? It's today's #1.

**OUTPUT** Today's 2 — locked in

# 03 STEP THREE · PLANS

## PLAN

**Goals are emotional. Plans are logical. Numbers don't lie.**

**The Philosophy.** Goals without plans are wishes. The Plan step converts each Big 3 from an emotional commitment into a logical execution roadmap — numbers, calendar slots, sequenced milestones.

One principle: **every goal has a number, and every number can be divided across cadences.** Hit your Daily Number → hit your Weekly. Hit your Weekly → hit your Quarterly. Hit your Quarterly → hit your Year goal. *The math takes care of itself when the plan is followed.*

### **Y YEAR** 15-20 MIN

Full cascade lock-in.

- Assign a **Year Number** per Big 3.
- Divide:  $\text{Year} \div 4 = \text{Quarterly} \cdot \div 4 = \text{Weekly} \cdot \div 5$  or  $7 = \text{Daily}$ .
- Lock the **4-month calendar** — big rocks only: trips, retreats, launches, family.
- Schedule the next 4 Monthly Planning Sessions.

**OUTPUT** Numerical cascade + locked 4-month calendar

### **M QUARTER** 10 MIN

Recalibrate the cascade.

- Actual vs plan — on pace, behind, ahead?
- Behind? Re-divide the remaining numbers. *Big 3 = 200 students, you've hit 40 → now need ~53/month.*
- Lock the month's calendar — milestones, calls, blocks.
- Identify capacity-eaters and plan around them.

**OUTPUT** Updated numbers + locked monthly calendar

### **W WEEK** 5-10 MIN

Block the week.

- Per Win: calendar block — **time + place**, specific.
- Move conflicts or move the Win. No "I'll find time."
- Identify Operator / Creator / Accelerator / Dominator blocks.

**OUTPUT** Calendar visibly shows the Wins blocked in time

### **D DAY** 2 MIN

Block today.

- Today's 2 already blocked from Weekly plan — confirm.
- Check for surprise calls/meetings.
- Conflicts? **Move the meeting, not the Big 3 work.** Big 3 sits at the top of the priority pyramid.

**OUTPUT** Today's calendar respects Today's 2

# 04 STEP FOUR · SYSTEMS

## SYSTEM

***A goal without a system is a wish with a deadline.***

**The Philosophy.** The System is what lives between you and your goal — the structure that pulls you forward when motivation runs out. Most people who fail at goals don't have a willpower problem; they have a **systems problem**.

A DBF System has three components: **Accountability** (who holds you to it, how often, what's the consequence?) · **Tracking** (where do the numbers live, daily through cycle?) · **Environment** (what's around you that makes the goal easier or harder?).

### **Y YEAR** 10-15 MIN

Build the accountability infrastructure.

- Per Big 3: **Partner** · **Frequency** (weekly floor) · **Consequence** (real, named, painful).
- Lock the **Tracking System**. Where daily / weekly / monthly / cycle numbers live.
- **Audit your Environment**. Phone elsewhere during deep work? Office? Peer group?

**OUTPUT** Named partners, frequency, stakes, tracking, environment

### **M QUARTER** 5 MIN

Audit what's actually working.

- Did accountability hold up? Y/N.
- No? What broke — partner? skipped check-ins? no real stake?
- Replace partner / add stakes as needed.
- Audit tracking + environment for degradation.

**OUTPUT** Working system or a list of fixes to apply

### **W WEEK** 10 MIN

Run the system — the Sunday CEO Review.

- Check in with your accountability partner (schedule if not done — **never skip**).
- Update tracking. Last week's numbers logged, this week's visible.
- Confirm calendar matches the Weekly Wins.
- Environment for the week — travel? guests? disruptions?

**OUTPUT** Active accountability + current tracking + calendar match

### **D DAY** EMBEDDED

The system runs *you*.

- Default time blocks fire on autopilot.
- Log yesterday's numbers if not done.
- Morning routine and evening shutdown at consistent times.

**OUTPUT** Consistent execution without willpower drain

# 05 STEP FIVE · HABITS HABIT

***You don't rise to the level of your goals. You fall to the level of your habits.***

**The Philosophy.** Habits are the daily behaviors that produce the numbers that hit the goals. A goal without supporting habits is just a wish. In the DBF OS, habits split into two: **Big 3 Habits** — embedded in the Daily Number cascade (posting 5 reels/week IS a habit derived from the Big 3 numbers) — and **Supporting Habits** — outside Big 3 but still tracked. Lead indicators only.

If a habit isn't tied to a goal AND isn't a foundational behavior (sleep, exercise, reading, family), it doesn't make the cut. **If a habit is THAT important, turn it into one of your Big 3.**

## **Y YEAR** 10 MIN

Define the full habit layer.

- **3 daily core habits** that drive the Big 3 (from the Daily Numbers).
- **Up to 5 supporting habits** — outside Big 3, worth tracking.
- Each habit must be a **number** and a **lead indicator**. "Workouts per week" ✓ · "Pounds lost" X (that's a result).
- Lock how/where they get tracked.

**OUTPUT** 3 core + ≤5 supporting habits, all numerical, all lead

## **M QUARTER** 5 MIN

Habit review.

- Completion rate per habit last month.
- Sticking? Slipping? Slipping = **systems problem**, not motivation. What's missing — time, place, accountability, friction?
- Adjust frequency or remove stale habits.

**OUTPUT** Updated habit list — clean, current, relevant

## **W WEEK** 3 MIN

Habit count.

- Hit each habit's target last week? Y/N per habit.
- Plan this week — same target or adjusted?
- Schedule habit-supporting blocks (workout, reading, family dinner).

**OUTPUT** Weekly completion count + this week's targets

## **D DAY** EMBEDDED

Run the habits. Track them.

- Daily habit checklist runs as part of the Daily session.
- Tick off habits as completed.
- Not yet done? Schedule **when** in the day.

**OUTPUT** Daily habit consistency

# 06 STEP SIX · ACTIONS

## ACTION

**Plans are theories. Action is proof.**

**The Philosophy.** Action is where the system stops being theory and becomes evidence. Every level above — Dream, Goal, Plan, System, Habit — exists to support the daily Action. If Action doesn't happen, none of the other steps matter.

DBF is built on **action over intention**. Ideas without execution are worthless. The OS doesn't reward people who set good goals; it rewards people who execute on them daily for 120 days. *Success loves speed*. The DBF OS multiplies your time by compressing the loop between Plan and Action — the shorter the gap, the bigger the compounding.

### Y YEAR 5-10 MIN

Set the action framework for the cycle.

- Lock the **Today's 2 model** — two outcomes daily.
- Default time blocks: **Creator** (deep work) · **Operator** (execution) · **Accelerator** (revenue/growth) · **Dominator** (long undistracted solo).
- Decide WHEN / WHERE / HOW of the daily session. Consistency beats intensity.

**OUTPUT** Action framework + operating tempo for 120 days

### M QUARTER 5 MIN

Action consistency review.

- % days last month you ran the Daily session.
- % days you hit at least 1 of Today's 2.
- Pattern? When did action break down — travel, stress, certain people, certain moods?
- **Pre-decide the response** so you don't negotiate it in the moment.

**OUTPUT** Awareness of breakdown patterns + interruption plan

### W WEEK 5 MIN

Plan the week's action blocks.

- Per Weekly Win: when will the work get done?
- Block specifically — not "Tuesday morning" but **"Tuesday 8:30-10:30, Win #1 work, at the office, phone in another room."**
- Pre-plan around disruptions.

**OUTPUT** Each Win has a specific action block — date, time, place

### D DAY 5-10 MIN

The Action engine. Where the OS pays off.

- Set Today's 2 from Weekly Wins. Confirm calendar blocks.
- Identify the **first physical step** on each — the actual move you'll make first.
- **Execute.** Stop talking, start moving.
- End of day: review. Done? Celebrate. Blocked? Carry forward.

**OUTPUT** Today's 2 done. Tomorrow shaped by today's reality.

# 07 STEP SEVEN · COMMITMENTS

## COMMIT

### *There's no such thing as a Hell Maybe. Hell Yes or Hell No?*

**The Philosophy.** Commitment is the multiplier. Steps 1–6 can be perfect — clear Dream, sharp Goal, solid Plan, working System, locked Habits, consistent Action — but if you're not committed, you'll fold the moment things get hard.

Commit is not a one-time signature. It's a **daily renewal**. The Year session sets the deep commitment; every cadence below re-affirms it. *There is no Hell Maybe. Maybe is just no in disguise.*

#### **Y YEAR** 5 MIN

The full commitment ceremony.

- Choose your **Word of the Year** — single word, defensible.
- Choose your **Mantra of the Year** — one sentence you can say when motivation is gone.
- Read everything: Big 3, numbers, system, habits, action framework.
- Goals: **Hell Yes or Hell No?** Plan: Hell Yes or Hell No? Both Hell Yes → sign & date. Either Hell No → change goal or plan until both Hell Yes.

**OUTPUT** Signed, dated declaration · Word · Mantra · Public commit

#### **M QUARTER** 3 MIN

Recommit.

- Read your Word and Mantra.
- Still Hell Yes on the Big 3?
- Wavering? Wrong goal (change it), broken system (Step 4 problem), or flinching (Step 7 problem — recommit harder, or be honest about why you can't).
- **Don't quietly drift.** Naming the doubt forces a decision.

**OUTPUT** Re-affirmed or re-cast commitment for the next 30 days

#### **W WEEK** 1-2 MIN

Mini recommit.

- Read your Word and Mantra.
- Read the Weekly Wins.
- Am I going all-in this week?
- Yes → schedule confirms it. No → name what's wavering.

**OUTPUT** Felt commitment to the week ahead

#### **D DAY** 30 SEC

Daily declaration.

- Read your Word.
- Read your Mantra.
- Look at Today's 2.
- Internally declare: **Today is Hell Yes.**

**OUTPUT** A day that starts with intent, not drift

 FINAL CHAPTER  
**RUNNING THE LOOP**

The DBF OS is designed to be **run**. Not read. Not admired. Run.

7 Steps × 4 Cadences = **432 planning touchpoints per year**. That sounds like a lot. It isn't.

**2 min**

A DAY

**15 min**

A WEEK

**30 min**

A MONTH

**90 min**

A CYCLE

**Total time investment per cycle: ~40 hours over 120 days.** Less than 1% of your waking hours. The return is everything else — every dollar, every relationship, every workout, every win.

**What separates members from everyone else? *Not better goals. Not a fancier template. Better repetition.***

RUN THE LOOP · DREAM BIG, FAST

The OS gets run again and again, every day, every week, every month, every cycle. Three years compress into one. The dream gets bigger. The execution gets faster. **The life gets built.**

The members who run the loop become the members who can't be stopped. The members who skip the loop become the members who wonder why nothing's changing.

**DREAM IT. WRITE IT. BUILD IT.  
LIVE IT.**

— Brody Fausett