

Great
Talent
Great
Business

EP1

Season 3

Cheat Sheet

How Founders Can Let Go and Level Up

Featuring Jamie Munoz

By Rob Levin, Creator of [Greattalentpodcast.com](https://greattalentpodcast.com)

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You just listened to Jamie Munoz, founder of Catalyst Integrators, share powerful insights on moving from chaos to clarity as a founder. She explored what it really takes to stop getting buried in daily tasks, how to navigate the Visionary/Integrator relationship, and how to build a strong, connected culture in remote or hybrid teams.

This workbook is here to help you turn those insights into action; no team needed, just your honest reflections and a few quiet minutes with a pen or keyboard.

1. Protect Your CEO Time

Goal: Carve out time to work on your business, not in it.

Reality Check

Estimate your current workweek:

- % on daily tasks: _____
- % on strategy/growth: _____

Block It In

Pick one 90-minute block this week to dedicate solely to strategic thinking.

Best time (when you're sharpest): _____

Pre-Game Ritual (Pick 1-2):

- ☐ Go for a walk
- ☐ Journal or brain dump
- ☐ Silence your phone and close tabs
- ☐ Listen to something inspiring

2. Which Hat Are You Wearing?

Goal: Separate your Visionary and Integrator responsibilities.

Visionary Tasks

Write 3–5 things you do now that involve strategy, ideas, or big-picture focus:

1. _____
2. _____
3. _____
4. _____
5. _____

Integrator Tasks

Write 3–5 things that involve managing people, systems, or holding others accountable:

1. _____
2. _____
3. _____
4. _____
5. _____

Reflection

What energizes you more?

- ☐ Visionary
- ☐ Integrator
- ☐ Both equally
- ☐ Neither

3. Find Your Thought Partner Gap

Goal: Identify if you're missing a strategic peer.

Think about your last major business decision.

Did someone challenge your thinking at a strategic level?

- ☐ Yes
☐ No

If not, how would having a thought partner have changed the process or outcome?

4. The LMA Self-Audit

Goal: Track how much time you spend Leading, Managing, and holding Accountable (LMA) vs. using your unique abilities.

For the next 3 days:

- Hours spent on LMA tasks: _____
- Hours in your zone of genius: _____

Is there an imbalance?

- ☐ Yes
☐ No
☐ Not sure yet

Would offloading LMA tasks help you create more impact?

“Don’t just make time to work on the business—do it when you’re energized and at your best.”

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