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Built to Elevate:

Mastering the Inner Game of Growth

By

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Chapter 1:

Beyond Hustle — Redefining Success

with Clarity and Intention

We live in a culture that glamorizes hustle. The more tired you are, the more validated you feel. The more coffee-fueled hours you can string together, the more worthy you seem. In the name of success, we've built altars to exhaustion — and too many business leaders have sacrificed their health, joy, and even relationships on them.

But here's the truth: **hustle is a phase, not a destination**. It may get you started, but it will not take you all the way.

Hustle is reactive. Intention is proactive. And if you're truly ready to take your business and mindset to the next level, you must graduate from hustle culture and step into a mindset of clarity, strategy, and power. It's time to redefine what success really looks like — and more importantly, what it should feel like.

The Problem with Perpetual Hustle

Hustle has a season. For many entrepreneurs, it's how we survive the start — wearing all the hats, doing the late nights, being everything to everyone. That season can build grit and resilience. But if you stay there too long, hustle becomes a cage.

When you only know how to hustle:

- You equate busyness with productivity.
- You mistake movement for progress.
- You say yes to everything, and focus on nothing.
- You run toward burnout, thinking it's a badge of honor.

The hustle trap isn't just about overworking — it's about overidentifying with struggle. We become addicted to the chaos because it makes us feel important. Necessary. Like we're doing something "real."

But let me ask you this: Are you actually building something — or are you just busy being busy?

Next-level success isn't about how many hours you can grind out in a week. It's about whether your actions are aligned with your highest goals and deepest values. Hustle might get your foot in the door, but **intention is what builds empires.**

Redefining Success: What Are You Really Chasing?

Before you go further, pause and ask: **What does success actually mean to me — now?**

Too many entrepreneurs chase goals that don't belong to them. They inherit definitions of success from social media, their parents, or outdated role models. But if you want clarity and direction, you must stop chasing someone else's version of success and define your own.

Here are five questions to consider:

1. What would make me feel proud 10 years from now?
2. What kind of lifestyle do I want — not just what income I want?
3. What values do I want my business to reflect?
4. Who do I want to become in this journey?
5. What does "enough" actually look like for me?

When you get clear on *why* you're building something, your energy shifts. You're no longer just climbing ladders — you're building your own. You stop saying yes out of fear, and start acting from alignment.

Clarity isn't a luxury — it's a leadership requirement.

Intentionality Over Intensity

One of the most powerful shifts a business owner can make is moving from intensity to intentionality.

Intensity says: "Do more. Push harder. Work until you break."

Intentionality says: "Do what matters. Execute with excellence.

Protect your energy so you can keep building."

Ask yourself:

- Am I working on what moves the needle — or just what screams the loudest?
- Am I acting from strategy or from urgency?
- Do I run my day — or does my day run me?

Intentional entrepreneurs know that their time and attention are their greatest assets. They focus on high-leverage activities: planning, delegating, innovating, and making decisions that create exponential growth — not just incremental output.

This mindset shift is everything.

Replace Hustle with These Core Drivers

So if not hustle, what should drive you?

1. Clarity

Clarity beats chaos. When you know what matters most, you stop wasting time on distractions or ego-driven goals. Clarity gives you a filter. If it doesn't align, it doesn't get your time.

Clarity is the new currency of success. Without it, you're rich in movement but poor in momentum.

2. Purpose

Purpose makes the struggle worth it. It's the "why" behind your work — the deeper mission that keeps you grounded when things get tough. Purpose gives your business a soul.

A business with no soul will always burn out its leader.

3. Discipline

Discipline replaces the chaotic, caffeine-fueled hustle with structure and stability. It builds consistency — and consistency builds trust, results, and freedom.

Hustle is emotional. Discipline is strategic.

4. Energy

Protecting your mental, emotional, and physical energy isn't optional — it's essential. You can't build something powerful from a place of depletion.

Your energy sets the tone for your business. If you're burned out, everything you touch will reflect that.

The Next-Level Operating System

Think of your business mindset like an operating system. Hustle is the default factory setting — reactive, frantic, focused on output.

The upgraded operating system is **vision-led, energy-efficient, and outcome-driven**. It prioritizes:

- Long-term wins over short-term highs.
- Strategic thinking over emotional reactivity.

- Leverage over labor.

When you upgrade your mindset, you upgrade your entire business model. You move from:

- Scarcity → Abundance
- Fear → Ownership
- Chaos → Clarity
- Reactivity → Leadership

This is where you begin to scale not just your revenue, but your **capacity**, your **impact**, and your **peace of mind**.

Your Redefined Success Plan

To truly go beyond hustle, you need to build a new vision of success — one that is sustainable, fulfilling, and deeply aligned.

Use this simple 4-step reflection to craft yours:

1. **What am I building — and why?**
Define your personal success vision in clear terms. Be specific.
 2. **What needs to be true for me to feel fulfilled in this journey?**
Consider how you want to feel, not just what you want to earn.
 3. **What am I currently doing that doesn't serve this vision?**
Identify energy drains, distractions, or habits of hustle.
 4. **What one shift can I make today to lead with clarity and intention?**
Start small — but start. Create visible traction.
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Final Thoughts: From Hustler to Builder

You don't need to wear your struggle as a badge of honor.

You don't need to prove your worth by being the most exhausted person in the room.

You don't need to grind 24/7 to earn your seat at the table.

You are allowed to build with joy. With clarity. With power. With rest.

You are allowed to say no. You are allowed to scale without suffering.

This chapter is your permission slip to move differently.

From hustler to strategist. From chaos to clarity. From scattered to intentional. From building fast... to building well.

Next-level business doesn't start with a new tactic. It starts with a new mindset.

So ask yourself right now:

What does success *really* look like for me?

And am I ready to stop hustling long enough to find out?

Companion Worksheet:

From Hustle to Intentionality

Purpose:

This worksheet will help you identify where hustle is driving your business and life — and replace it with clarity, purpose, and strategic intent. Use it as a personal check-in and transformation tool.

🔍 Part 1: Awareness — Where Hustle Is Hijacking Your Life

1. What does *hustle* currently look like in your daily routine?

(Be specific — e.g., late nights, reactive emails, skipping breaks, saying yes to everything.)

2. What emotions are tied to your hustle habits?

- ☐ Anxiety
- ☐ Fear of missing out
- ☐ Guilt for resting
- ☐ Pressure to succeed
- ☐ Pride in overworking
- ☐ Other: _____

3. In what areas are you mistaking busyness for progress?

(Examples: posting without strategy, attending meetings with no ROI, multitasking.)

Part 2: Clarity — Redefining Your Version of Success

4. What does real success look and feel like to *you* (not what you've been told)?

Define it in your own words.

5. What are the top 3 values you want your business and life to reflect?

(Examples: freedom, impact, excellence, balance, authenticity.)

1.

2.

3.

6. What would a “successful” day look like under this new definition?

Include both results and how you want to *feel*.

Part 3: Intention — Replace the Hustle Loop

7. What are 3 current habits or tasks that no longer serve you?

(Be honest. These might be rooted in fear or outdated thinking.)

1.

2.

3.

8. What can you replace them with that is more aligned with clarity and intention?

(Example: Replace constant social media posting with a weekly content strategy.)

1.

2.

3.

9. What boundaries do you need to set to protect your energy and focus?

(Example: Stop checking email after 6 PM, schedule weekly CEO days.)

Part 4: Action — Lead with Intention

10. What is one intentional decision you will make this week to step out of hustle mode?

(Schedule it. Commit to it.)

11. What's one bold move you've been avoiding because hustle has kept you "too busy"?

(Time to make space for it.)

12. Write your new intention mantra for this chapter.

(E.g., "I choose clarity over chaos," or "I build with purpose, not panic.")

☒ Optional Weekly Habit Tracker

Day	Did I act with intention?	Did I work on high-leverage tasks?	Energy level (1–10)
Monday	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Tuesday	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Wednesday	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Thursday	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Friday	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	

Chapter 2:

Next-Level Thinking Requires

Next-Level Questions

Your business will never outgrow your mind.
Your results will never outpace your thinking.
And your future? It begins with the questions you dare to ask yourself.

The difference between a stagnant business and a scaling one often comes down to this: **the quality of your questions**. Not the ones your team asks you. Not the ones your clients throw at you. But the ones you ask yourself — quietly, daily, relentlessly.

If you want to reach the next level in business, you must evolve your mindset from problem-solving to possibility-building. That doesn't begin with hustle. It begins with inquiry. And not just any inquiry — but bold, courageous, expansive questions that challenge your assumptions, stretch your vision, and make room for growth.

The Invisible Ceiling

Every entrepreneur hits invisible ceilings. These aren't financial, structural, or resource-based. They're mental. You grow to the limits of your current belief system... and then things plateau.

You stop asking questions like:

- *"What else is possible?"*
- *"What would this look like if it were easy?"*
- *"If I started from scratch today, what would I do differently?"*

Instead, you fall into the trap of management thinking. You're maintaining, tweaking, optimizing — but not transforming. The next level doesn't live in your current operating system. To access it, you need new mental pathways. You need next-level questions.

Why Questions Are More Powerful Than Answers

In a world obsessed with quick fixes and overnight hacks, we forget something vital: **answers have an expiration date. But powerful questions never stop giving.**

Here's why:

- Questions activate your creativity.
- They interrupt autopilot thinking.
- They shift your focus from problems to possibilities.
- They lead you beyond the surface to root causes and radical clarity.

When you ask a better question, you access a better version of yourself. That's how innovation is born. That's how businesses pivot. That's how breakthroughs happen.

The Three Levels of Thinking

Let's break down how most entrepreneurs think — and how to level up.

1. Survival Thinking (Entry-Level Questions)

These are reactive, scarcity-driven, and fear-based.

- "How do I fix this mess?"
- "Why isn't this working?"

- “How do I make just enough to survive this month?”

These questions come from stress. They’re useful in emergencies, but destructive as a default. Stay here too long, and you’ll trap your business in firefighting mode.

2. Tactical Thinking (Mid-Level Questions)

These are productivity and strategy focused.

- “How can I streamline this process?”
- “What platform should I use?”
- “How do I optimize my funnel?”

Better — but still bounded. Tactical questions can help you scale, but only inside the world you already know.

3. Transformational Thinking (Next-Level Questions)

These are visionary, creative, and rooted in expansion.

- “What if I did the opposite of what everyone else is doing?”
- “What does the future version of me know that I don’t yet?”
- “What belief would I have to let go of to double my revenue?”

These questions challenge your ego. They expose assumptions. They unlock creativity. This is where next-level thinking is born.

Mastering the Art of Next-Level Questions

Here’s how to start developing the muscle of powerful inquiry:

1. Ask “What if…” every single day.

“What if” questions break habitual thought loops.

- *“What if I could grow without working more?”*
- *“What if this challenge is actually a gift in disguise?”*

- *"What if I'm playing way too small?"*

2. Shift from "how" to "who."

Most entrepreneurs get stuck trying to figure out *how* to do everything themselves.

Next-level thinkers ask: *"Who can do this better than me?"*

- Who has already solved this problem?
- Who can I learn from or collaborate with?
- Who do I need to become to lead at the next level?

3. Question your assumptions — ruthlessly.

Just because something *worked before* doesn't mean it's the right move now.

Challenge your sacred cows:

- Do I really need to be on every social media platform?
- Is the offer I'm selling still aligned with who I've become?
- Am I leading... or just doing?

4. Invite discomfort.

The best questions won't make you feel safe. They'll stretch you.

Try:

- *"What am I pretending not to know?"*
- *"Where am I settling?"*
- *"What would I do if I were already wildly successful?"*

Discomfort is not danger. It's data. It tells you where growth wants to happen.

20 Next-Level Questions to Supercharge Your Business Thinking

Use these to reflect weekly, journal, or facilitate strategic planning:

1. What if everything in my business had to be rebuilt in 90 days?
2. What's the most profitable thing I'm not doing because it feels uncomfortable?
3. What one thing, if it worked, would change everything?
4. What legacy am I building — and does my business model reflect it?
5. What systems would make my life easier?
6. Where am I the bottleneck in my company?
7. What would 10x results look like — and what beliefs are blocking them?
8. What is my business trying to teach me right now?
9. What part of my day brings the highest return on energy?
10. Who is five years ahead of me, and what are they doing differently?
11. If I weren't afraid, what would I change?
12. What would I stop doing if I truly trusted myself?
13. Where do I overcomplicate what should be simple?
14. If I had to build the same results in half the time, how would I do it?
15. What is my intuition telling me... and why am I ignoring it?
16. Where am I performing instead of leading?
17. What would success look like if it were joyful?
18. What problem do I solve better than anyone else?

19. Who loses if I keep playing small?
 20. What truth have I been avoiding?
-

The Real ROI of Better Thinking

Every next-level result starts with a next-level question.

If you want better clients, more aligned offers, scalable systems, more income with less friction — start by asking the questions that make space for them. Start by letting go of “what’s realistic” and leaning into what’s *possible*.

Because the quality of your life and business is shaped by the questions you dare to ask — and answer.

Action Challenge: Your Weekly Thinking Ritual

Set aside 30 minutes weekly to answer these four prompts:

1. **What’s working better than expected — and why?**
2. **What’s feeling harder than it needs to — and what’s the real cause?**
3. **What’s a new question I need to sit with this week?**
4. **What bold experiment could I try in the next 7 days?**

Track your insights. Patterns will emerge. Breakthroughs will follow.

Final Thought: Build the Muscle

You don’t need more information. You need deeper reflection.

You don’t need a new guru. You need a new lens.

And that lens begins with the courage to ask yourself better questions — and to sit in the space of not knowing long enough to receive a better answer.

Because your next level isn't out there somewhere.

It's in your ability to ask, reflect, and *evo/ve*.

Companion Worksheet:

Ask Bigger Questions

Stretch your mind. Challenge your limits. Upgrade your results.

🔍 Part 1: Your Current Thinking Patterns

1. What's a challenge or bottleneck you're currently facing in your business?

(Be specific and honest — don't sugarcoat it.)

2. How have you been *thinking about* or approaching this challenge up until now?

(What assumptions, beliefs, or routines are at play?)

3. What type of question do you usually default to when stuck?

- ☐ How do I fix this?
- ☐ Why is this happening to me?
- ☐ How do I get more done?
- ☐ Who do I need to become?
- ☐ What am I missing?
- ☐ Other: _____

Part 2: Shift Into Possibility

Now it's time to flip your script. Use these **power prompts** to help uncover new ways of thinking.

4. What is a “What if...” question I can ask about this problem or opportunity?

(Example: “What if this isn’t a problem — it’s an invitation?”)

5. What assumption am I holding that could be challenged or replaced?

(Example: “I have to do it all myself” → “Who could help me do this better?”)

6. What would this look like if it were 10x easier or more joyful?

(Dream big. Let go of how for a moment.)

7. If I were already operating at my next level, how would I approach this?

(Tap into your future self — the one who already solved this.)

Part 3: Upgrade Your Mental Operating System

8. Choose 3 next-level questions from this list (or write your own) to reflect on this week:

- ☐ What am I pretending not to know?
- ☐ Who loses if I keep playing small?
- ☐ What would success look like if it felt light and energizing?
- ☐ What's the one bold move I'm avoiding?
- ☐ What would this look like if it were effortless?
- ☐ What story am I telling myself that needs to change?
- ☐ Other: _____
- ☐ Other: _____

Write your reflections below:

Part 4: Commit to Stretch Thinking

9. What's one new question I'll sit with daily for the next 7 days?

(Write it on a sticky note. Keep it visible.)

—

10. What action or experiment will I take based on the insight from these questions?

(Something small but bold. Even a mindset shift counts.)

BONUS: 5-Minute Daily Reflection Tracker

Use this table for the next week. Take 5 quiet minutes at the end of your day to reflect.

Day	What question did I ask myself today?	What insight emerged?	Any action taken?
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			