Worksheet 05 — The lineage audit (the inheritance ledger)

From Chapter 7 — The business your past built. Run it against the last venture you outgrew (or the one you can feel yourself outgrowing now). Facts before feelings.

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Excavate — list before you judge

What did that venture deposit in your hands? Aim for at least ten line items across the five buckets. Don't decide what's useful yet — the thing you'd skip is usually the engine.

Skills (what you can now do that you couldn't before): - ______________________________ - ______________________________

Relationships (people who still take your call): - ______________________________ - ______________________________

Gear (what you bought that still works): - ______________________________

Reputation (what you're known for, and to whom): - ______________________________

Customer insight (how one kind of person actually buys): - ______________________________ - ______________________________

Separate — vehicle from engine

For each line item, mark it **V** (vehicle — belonged to the specific brand and offer that died) or **E** (engine — a capability that outlives any single brand). Then, in one sentence:

> The real thing that venture built was ______________________________ .

Assign — keep / translate / leave

Give every item exactly one mark.

Item	Keep (as-is)	Translate (change shape)	Leave (why?)

- **Keep** — carries forward unchanged.
- **Translate** — carries forward but must be re-pointed at the new context.
- **Leave** — stays behind on purpose. *Write why.* A left-behind item with no reason is just something you haven't finished grieving.

The real test — is your Leave column empty? If it is, you didn't outgrow the old thing; you're about to rebuild it. Fill it honestly.

Then: log the outgrown venture in your Failure Ledger if it isn't there — not as a loss, but as tuition, with a note on what it bought.

> Starting capital for the next venture = everything in **Keep** + **Translate**.