



The Operator Framework for Unshakable Execution

How Navy SEAL Principles Drive Performance in Business, Leadership & Life

By Ty Smith

Used by elite operators, founders, and high-performance teams to create consistent results under pressure.



Why Execution Fails Without Pressure-Proof Systems

I've seen what happens when plans fall apart. On the battlefield. In business. In life. Whether it was a mission in the mountains of Afghanistan or a high-stakes boardroom showdown, one truth always holds:

"When pressure rises, you don't rise to the level of your goals. You fall to the level of your systems."

People don't fail because they're weak or untalented. They fail because they never built a system that could hold up under fire.

This framework comes from 20+ years leading SEALs and startups, building warriors and CEOs alike. It's not theory—it's blood-tested, boardroom-validated, and God-backed.

Let's go.



The Operator Framework – 5 Pillars of Unshakable Execution

1. Clarity Over Chaos

You don't rise to the level of your ambition—you fall to the level of your clarity.

- **Define the mission.** In the SEAL Teams, we rehearse every detail of the mission—every route, threat, movement—before we ever launch. If you're unclear, you're unsafe.
- **Eliminate distractions.** During BUD/S, I had zero life outside the mission. No Netflix, no noise. Just purpose. Cut the fluff.
- **Work backwards from the target.** Want to win Friday? Start mapping your assault plan on Monday. Don't wing it—warriors don't guess.

As a Platoon Chief, I was allowed to choose what Area of Operation (AO) I would deploy my team to. I chose to go back to the Tangi Valley of Afghanistan for a mission that many teams were trying to avoid due to new and restrictive rules of engagement (ROEs). I accepted the mission for several reasons.

First, I was intrigued by the increased challenge of operating during daylight hours. Second, I had received intel that multiple Taliban (TB) High Value Targets were currently making their way down into the valley for the Fighting Season. And I wanted them. Bad. Lastly, I had worked in the same AO with a Tier 1 Unit just a few years before. During that deployment, more than 20 of my friends, SEALs, were killed in a helicopter that the TB shot down. And I was still pissed about that.

I was allowed to hand-pick each operator I'd take along for that mission. It was critical that I comprehensively defined the mission to each operator so that he understood the complexity of what he was agreeing to do and how much risk it entailed.

I knew most of our fights would be in close quarters, so I had to pick operators who were exceptionally talented at Close Quarters Battle (CQB). I chose my #2 specifically



because he was the most talented E-6 at the Team regarding CQB. I knew he would sharpen the other operators. And every one of my guys needed to be savages in the art of Land Warfare. Each operator needed to understand instinctively when it was time to flank and press the enemy, and when it was time to get out of dodge. And without me needing to say it.

I was also sure to recruit the two best combat medics on the Team because of the high likelihood of one or several of us being wounded during what I knew would be intense fighting with the TB.

And my radio guys had to be so good, I'd be willing to bet my life they would perform flawlessly under pressure, dropping bombs exactly where they needed to go. And not on compounds with friendlies in them.

Once I formed my Platoon, and based on the updated ROEs, I built a 6-month training pipeline for the platoon to navigate ahead of the deployment. I purposely excluded from the pipeline any training irrelevant to the battlespace. After all, there's little combat diving to do in Afghanistan. 🇦🇫

The result of that deployment was that we eliminated 700+ enemy fighters, including multiple TB Commanders, in less than 5 months of combat without sustaining a single casualty from our 24-man team. You don't need resource overkill. You need a clear framework, focus, planning, and relentless execution. 💪

From Battlefield to Boardroom

Although life as a tech CEO has been less dangerous, I've applied many of the same principles to how I lead in business.

Many business executives learn to be very frugal with resources. For example, in tech, engineers are expensive, but wasted time is more costly. Communication has to be clear with your team regarding exactly what your customers want, so you don't waste time and money building the wrong software with the wrong features. You have to define the mission clearly.

It's critical not to allow your engineering team to go down rabbit holes following shiny objects or "features" they believe will appeal to the customer. As a leader, you must keep your team focused on the objective already clearly defined by the customer.



The solution to the customer's problem should have already been agreed upon before the engineering team writes a single line of code. That solution is your target. All planning works backwards from there. First, define the solution, then figure out what you need (time, talent, additional resources, etc) to build the solution. Then you execute.

Again, execution must be relentless and flawless. Even though lives aren't on the line, the livelihood of the team is. If your customer isn't happy, your business doesn't get paid. If your business doesn't get paid, you lose the ability to pay your employees. If you can't pay your employees, they lose the ability to provide for their families. So although the stakes aren't as high as they are in combat, the stakes are still very high.

As a business leader, you have the ability to be just as bold as I was when I purposely chose a complex mission that other team leaders avoided. And although there's a tremendous amount of risk in your boldness, there's also the opportunity for glory. People always say things are impossible until they are proven not to be.

Many times, business leaders avoid hard projects because the idea of the project seems daunting and impossible from the outside looking in. But by utilizing a framework like this one, we eat the elephant one bite at a time. Start at the beginning. Clearly define the project. And ensure your team fully understands the project and the desired outcome.

Having a very clear understanding of the project and the desired outcome allows you to take the next step of identifying and eliminating any possible distractions. Prioritize and execute. Every member of the team should be solely focused on reaching the final objective, or the desired outcome, to the letter.

There should be certain members of your team who are considered the "Main Body" of the team. These are your "Fire Team" leaders. They ensure the nucleus of the team (The Ground Force Commander and the Chief) stays on the path, insanely focused on the outcome. In the event distractions rear their ugly heads, maybe in the form of new projects and last minute deadlines, you as the team leader can stay on target, with the Main Body, while you send other members of the team on a kill mission, a flanking maneuver that takes care of those other projects and last minute deadlines. These should be people who are least critical to the main objective. But no matter what, the main body stays on mission.

Once you eliminate current distractions and have a solid plan for eliminating future



distractions, start identifying your needs before you execute on anything. In business or in combat, you can't make decisions if you don't have data. Period.

What resources will you need to complete this mission, considering the following? These are a few examples, and the list isn't limited to the following:

1. Area of Operation (AO) - Where is the customer located; what city, state, etc? Do we already have resources and/or people within the AO? Timezone? How will that affect our strategy and communication/s and systems? How are we getting there (to the customer)

What does the terrain look like? Is it hostile, friendly, 50/50? Who's the local Warlord running that AO? What's his/her role within the buying ecosystem? This differs, of course, according to your product and buyer. For example, if you are selling to a middle-market business with 1000+ employees, how many people need to be in on the decision to buy? Who are they? What are their roles? What are their most significant problems, and are they at all connected to what you're trying to sell the buyer?

2. Who is the target - Who is the market/audience? What do we know about them? What's their pattern of life? Where do they spend most of their time? And with whom? Who influences them and how? What do they do; do they have a title? Who do they report to? What's that relationship like? Who are their direct reports? What are those relationships like? Who are their direct competitors? What does the strength/weakness/opportunities/threats (SWOT) look like? Etc.

3. What mission-specific gear do we need? Do we need a translator - What resources do we need to close the deal? Will it require travel? How often? What will that cost? What's our budget? Etc. Do we need to have a working demo of the product? What is the experience level, and what are the skillsets and responsibilities of the person responsible for selling the product or service? Etc.

4. What are our assets - What tricks do we have up our sleeves; is it killer marketing and ad strategy? How do we call in the "big guns" if we need them; who and/or what are they? Do we have the ability to give things away for free so the customer/s can try our product before they buy it? Etc.

5. What's our time on target - How long do we project it will take to close this deal according to our strategy and avg. sales cycle calculations?



6. *Do we have to have a Partner Force with us - Who are our partners, and what are their responsibilities along the journey towards closing the deal? We should know everything about them. What are their assets? Etc.*

7. *Contingencies - What are all the potential ways we can mess this up? What are all the ways we can imagine Murphy will insert himself into the sales cycle? What can we do to avoid all of those right now?*

8. *Most importantly. Who is the Team - Who are the folks on our team? How committed are they to this profession? How committed are they to the Team? How committed are they to the objective? How far are they willing to go; how hard are they willing to work to complete the mission? How far are they willing to go not to let one of their teammates down? Are they talented, aggressive at the right times, and reserved at the right times? How well trained are they? What's each member's specific role and responsibilities? How are they at communicating? Do they feel comfortable communicating with leadership? Have I provided them with ALL of the resources they need to be successful?*

As a Platoon Chief, I was given the opportunity to pick my "A-Team," and that's what I did. I focused on all of those questions and a lot more. Because what we were doing was more high-risk than anything you could ever imagine. We had to walk a tightrope daily. And there was no safety net. We had to be in our "finest hour" for months at a time. There was no turning it off.

In business, the boardroom can feel like a battlefield at times. There's no rule that says you can't run Special Operations tactics in your business.

Again, this isn't a complete list by any means. Rather, I've given you some really important things to consider. After all, you're going to consider things I might not ever think of. And maybe you'll teach me something someday.



2. Decide, Then Adjust

Indecision kills momentum. Operators move fast and refine later.

- **Set a 24-hour rule.** Every day you keep an underperforming teammate, you're bleeding money and morale. Decide.
- **Speak it out loud.** In combat, I've witnessed miracles the moment I cried out, "Lord Jesus." Don't underestimate the power of vocal conviction.
- **Debrief every week.** The enemy evolves. So must your tactics. No SEAL mission ends without a hotwash. Your business day shouldn't either.

As a leader, you'll find yourself in circumstances where you need to make a decision "right now" vs two days from now. I can recall one of the scariest situations I've ever found myself in, during that same summer of 2014 in Afghanistan.

My boys and I were on a mission to take a single piece of terrain at the mouth of the Tangi Valley, right in the heart of the route TB fighters took to enter and exit the Valley for "Fighting Season". After fighting for a few hours, we finally took the terrain from the TB.

But we received intel via radio chatter between two TB commanders, there were more fighters on the way from the Northwest, so I decided to lead a Squad of my own fighters out to meet this TB Quick Reaction Force (QRF). When we did, another huge gunfight ensued. The TB must have had spotters in another location, because they were able to zero in on me and my Ground Force Commander (GFC), who were behind the lines calling the shots and maneuvering our team.

The effective fire on our position was immediate, heavy, and scary as hell considering my GFC and I had no immediate cover to get behind. Even worse, we couldn't maneuver to cover because the enemy fire was so intense and so effective. So we lay there, face to face, on our radios, maneuvering the boys in an effort to find relief from the enemy gunfire. And the enemy fire was so close to us, had my GFC rolled to his left, he would have been lit up from head to toe, and if I tried to roll to my right, I would have faced the same result. "Lord Jesus!"

A decision needed to be made right now. So I maneuvered half of my team in a direction I knew the TB would follow. Then I had my team fake a flanking maneuver I knew would cause the TB to react in a direction that moved them close to that piece of



terrain where my remaining fighters were. And in that moment, I instructed my boys on the terrain to open up on the TB position, initiating the ambush with a barrage of rockets, followed by small arms fire. We dominated them.

When we got back to our Combat Outpost (COP) later that evening, we conducted a hotwash to identify areas of the operation where we could have done a better job of maintaining the tactical advantage and initiative. And we discussed tactics individual operators had witnessed the TB using so that we could evolve our tactics even further.

From Battlefield to Boardroom

One of the reasons business is hard is that building relationships is hard. This framework is rooted in servant leadership. This means you are actually building relationships with all of the people you are communicating with along your professional journey. With that being said, it can be challenging to relieve team members of their duties when they aren't keeping up.

But the business of the matter is this. For every day that a person is failing to perform to standard, that employee is costing the business cash. The business of a business is to generate cash, more than it spends. Failing to replace an employee who isn't performing to standard can also allow cancer to grow within the team. Cancer is chaos.
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And do not underestimate the power of morale. If team morale is higher, the team is much more likely to power through times of adversity and perceived impossibilities. The morale of your team is critical. Every person should feel like they can and are winning. Just like when I went through BUD/s, in business, most of the struggle is mental. So keep your team's morale high. If they think they can accomplish the objective, they will.

Leaders have to have the courage to make terribly difficult decisions that may not actually be a matter of life and death. But it sure can feel like it sometimes. Leadership is a burden; leadership isn't a weight every person can bear.

As I stated above, business is mostly mental. And consider this, Bob Proctor said, "We must control our thoughts. Our thoughts control our feelings, and our feelings dictate our actions." 🤔 This is where I think spirituality is critical for business professionals. As a business leader, you may not be in life-or-death situations, but you may find yourself in situations that feel like it as it pertains to your life.



If our feelings dictate our actions, then how important is it for us to always feel balanced? Think about it, if you're an executive at a Fortune 100 business, how much stress are you likely to have? Stress will kill you faster than nearly anything. I think it could be a matter of life and death for you to find a way to have less stress in your heart and mind. And in my opinion, there is no better way than to fill your heart and mind with God.

And trust me on this one, you don't want to wait until you find yourself in a "Lord Jesus" situation before you have gotten used to depending on God to provide for you and protect you. Get in the habit of it now. You never know when your chances have run out, and it's too late to fill your heart with Jesus. I don't know about you, but I'm not afraid of death on this planet. I fear the second death. I fear eternal separation from God. ✚

Just like in the morning, nighttime routines are important. Yours should start at the end of your workday. Take that time to consider, even journal, about all of the micro-level objectives you needed to complete during that day in order to stay on the path. Did you get everything done? How could you have done better? Did you learn anything new?

3. Discipline Without Drama

Discipline isn't motivation—it's structure under stress.

- **Stack your mornings.**
 - 6:00 AM – Wake. Give thanks. Breathe.
 - 6:10 AM – Light movement.
 - 6:25 AM – Prayer, silence, intention.
 - 6:45 AM – Hygiene + coffee.
 - 7:00 AM – Journal. Lock in the day.



- **Stack your nights.**
 - 5:00 PM – Journal. Hotwash the day.
 - 9:15 PM – Hygiene + Sleepytime tea
 - 9:35 PM – Prayer, silence, intention.
 - 9:45 PM – Sleep.
- **Recover like your life depends on it.** Because it does. Burnout makes you sloppy—and a sloppy Operator is a liability. **Complacency Kills.**
- **Be militant with organization.** Chaos is a weapon. In the SEAL teams, we use it against the enemy—not each other.

As the CEO of multiple companies, I simply can't afford to waste time. Therefore, my days are regimented and organized as though I were still in the Navy. And if it isn't on my calendar, it isn't a priority. I don't simply wing it throughout my day. That's chaos. And chaos should be reserved as a tool to employ against the enemy.

Leaders have to calendar their priorities for every day, starting with their morning and night routine. I can recall a time I felt truly useless as a CEO. I had been burning the midnight oil for months, trying not only to keep up with how quickly my business was growing, but while trying to push us to grow even faster.

After weeks of late nights and early mornings, eating crappy, and not taking the time to workout so that I could burn stress, I found myself in bed, sick as a dog, and exhausted. I had pushed myself too long and hard. That's when Murphy struck, as usual.

We had a very big customer opportunity fall into our laps the day I went down hard with an illness, and I was virtually useless to my team. I had to depend on two other leaders in my business to lead the charge and attempt to take advantage of our biggest opportunity to date. When it was all said and done, they got the job done. But I felt horrible, having not shouldered any of the stress of the evolution those guys had to handle. On that occasion, I failed to lead from the front as a result of not balancing and taking care of myself. I learned the hard way. 🙄

As a business leader, you have to treat yourself as though you are a professional athlete



or even a Tier 1 operator. That means you have to be healthy and strong. And sleep is critical. I can't stress this point enough.

When I was retiring from the SEAL Teams, I was also working through Post Traumatic Stress (PTS) and Traumatic Brain Injury (TBI) as a result of my time spent down range, crushing terror on behalf of this country. One of the worst parts was that my circadian rhythm was jacked up. I do mean bad. I hadn't really slept for the last couple of years before retiring. My brain had been trained for the vampire shift: sleep all day, and hunt all night. Not sleeping at night was rough, and it made everything worse.

I had to literally learn to sleep again. And getting good sleep again made EVERYTHING better. And not getting good sleep definitely puts you at a higher risk for stress, heart attacks/strokes. Your life depends on you getting good sleep. Sleep is when you heal. Sleep is when you learn. Sleep is when your higher self is communicating with you. God communicates with you in your sleep. These days, I sleep great. But it took me a long time and a lot of work to get back to where I am now. Glory be to God.

4. Faith-Backed Fearlessness

When God is your source, fear has no power.

- **Pray before you plan.** Every mission we ran started with prayer. And not some soft whisper. We invoked power. 🙏

"But seek first his kingdom and his righteousness, and all these things will be given to you as well." — Matthew 6:33 (NIV)

- **Speak truth over lies.** Scripture isn't decoration—it's your armor. Read it. Declare it. Use it.
- **Obedience over outcome.**

"He says, 'Be still, and know that I am God... I will be exalted among the nations.'"
— Psalm 46:10 (NIV)

Stress? That's just a signal to realign. God handles results. You handle obedience.



I recall a time during another deployment to Afghanistan in the Summer of 2011, I was assigned to a Tier 1 Unit operating at the mouth of the Tangi Valley. It was my first opportunity to operate at the Tier 1 level, and I knew I couldn't afford to make a single mistake or I'd likely be kicked out of the team.

I was responsible for leading our Afghan Partner Unit (APU) at the front of every mission. It was an important role. Before every operation, I prayed long and hard for the Lord's protection and guidance. Halfway through the deployment, my Troop and I found ourselves assaulting one of the most complex Afghan compounds I've ever seen.

And a very big fight broke out between us and the TB. During the fight, one of my APU Commandos was severely wounded, adding chaos to our assault plan. At that moment, I could hear the devil on one shoulder telling me, "This wouldn't have happened if you were a better leader. This is your fault. You don't belong here." But immediately God spoke louder than the devil, telling me, "Do not be afraid. You're exactly where you're supposed to be. Do your job and have faith in me. I'm always with you."

All this chatter in my head happened within a matter of only a few seconds. I regained my composure and made calls that maneuvered my APU force into a tactically advantageous position. Once they arrived at that position, I exposed myself to enemy fire to suppress the enemy long enough for the APU Commandos to move to recover their downed operator and get him behind cover where medics would go on to save his life.

I remained exposed, engaging and eliminating the enemy while my team maneuvered with their wounded to a safe position. I was a one-man show for a matter of several minutes, taking effective fire from several TB fighters. I was really "hanging it out there." The whole time, God was with me. Not a single round hit me. I was wearing the armor of God. I eliminated the enemy fighters as my APU commandos got behind cover. Only then did I maneuver back behind cover for my safety.

I thought nothing of what I had done. I was only doing my job and protecting my team. But my Troop's Senior Enlisted Advisor (SEA) must have thought otherwise. Because when I returned to SEAL Team One following that tour, I was awarded a Joint Commendation Medal with Valor and a full write-up of my accolades from that tour by the SEA. My Command Master Chief at SEAL Team One was so impressed that he later made me a Chief of a platoon that would later return to that same AO.



From Battlefield to Boardroom

Everything you have, you have as a result of God's love for you. When God tells you to put him first in everything you do, he isn't just being selfish. I mean he's being selfish, because he is and should be selfish, in that he wants all of our attention. But he isn't doing it to be mean. He's giving you the key. Because through Him, all things are possible. Therefore, he's telling you that he is the way to you accomplishing that big and hairy, and audacious goal of yours. It took me into my 40s to truly understand that. How tragic would it be if you're 25 and I didn't share that with you?

With that said, pray over your professional goals as well. Pray over every assignment and every deliverable. "There are no atheists in foxholes." God wants to know that he's more important to you than that assignment or that deliverable. And when you make it known that he is, he reciprocates that by taking care of your stress as well. Because he wants you to prosper and have hope in your heart. Not stress, fear, and doubt.

Scripture is truly the armor of God. The Bible is our instruction manual for our time on this planet. Can you imagine me sitting at the dining room table of my place, in my 40s, and completely blown away with that realization? I had been doing it wrong that whole time. I never fully understood the instructions. I didn't really understand the definition of the mission. 🙏

Take to the word of God even when you are dealing with work stress. After all, He created work too. 😊

Jesus teaches us that we will not add a single hour to our lives by being anxious about it. Again, stress = all the thumbs down emojis in the universe. One of the reasons I love my prayer and meditation sessions so much is this. When I'm in prayer and meditation, I'm in direct connection with my Creator.

My Creator is 100% Love. There is no stress in that place, there is no worry, there is only love and acceptance. Even as it pertains to the most pressing problems on my heart. Everything is turned over to God during that time. I've found that in business, especially, simply as a result of organizational structure, most of the time, you can only do so much to affect specific parts of the mission. Therefore, it does you no good to have stress and anxiety over things that are outside of your control.

Complete everything your hands can do to complete the objective. And everything that's out of



your control belongs to God. During your very special time of morning and night, prayer and meditation are the perfect time to give all of those distractions to God. Sometimes the only or even the best thing you can do is “Be Still”. 🙏

5. Move With Violent Intent

Planning is safe. Execution is sacred.

- **Close the gap.** Everyone talks. Few act. Operators execute, then iterate. Don’t wait for perfect—move.
- **Set a D-Day.** My second business didn’t launch when it was “ready.” It launched because we *had to move*. Mortars in the form of the COVID-19 pandemic were incoming. And they were going to destroy the business model of my first company.
- **Time-box everything.** In the Teams, we don’t “eventually” breach a door. We breach at H-hour. Treat your deliverables the same.
- **Move when God says move.**

“As the body without the spirit is dead, so faith without deeds is dead.” — James 2:26 (NIV)

On a day in 2014 I’ll never forget, my team was in a massive gunfight. We were being engaged by the TB from the North, South, East, and West. The small arms fire was so intense that I had to instruct one of my fire teams to seize a compound so that we could get walls around us, or someone was going to get hurt.

We fought for our lives from the compound for nearly an hour, when out of nowhere, a voice in my head, I can only assume came from God, said “move”—and I did. I got on the radio and told my GFC I was breaking down that position and reconsolidating the boys to his position about 150 yards to the Southwest. He didn’t ask a single question. He only replied, “Roger that, Chief.” So we broke out of the compound as quickly as we could and headed Southwest.

Seconds later, enemy mortars slammed into the spot we’d just vacated. Later that evening, when we were back at our base, I was sitting at my desk writing the After Action



Report (ARR). One of my junior officers was sitting to my left, working on his report as well, when he reached over and tapped me on the shoulder.

I pulled off the left ear of my Beats headphones and turned to see him looking at me with confusion all over his face. "How did you know?" he asked. "How did you know those bombs were gonna fall on us?" I looked him in the eyes and said, "I don't know, Sir, I just knew."

Obedience isn't optional. It's life or death. When God tells you to move, you get up and move.

From Battlefield to Boardroom

In business, oftentimes I've found more people who talk about doing things than people who are actually getting things done. As a leader in your space, you don't have the luxury of being "All talk and no action," or you'll eventually lose the confidence of your team. And there went that healthy morale I was ranting about earlier.

If you're in a position of leadership, it's likely because you were someone who was used to taking the initiative. And you've likely already gained some battle scars along your journey of learning to execute in business. Now, it's your turn to teach the flock behind you how to accelerate their careers by doing the same. Leaders push their employees to be more aggressive, but in a healthy manner. Leaders teach their Tribe in a way that makes them feel confident taking the initiative.

When I was in the SEAL Teams, I would tell my guys in training, "I don't care if you make a mistake. I want to understand your thinking process and the calculations that led you to take the risk. I want to understand what you learned from making the mistake that's gonna make you better."

I've said it once, and I'll say it again. Procrastination is the killer of initiatives. And within your very own business, you've likely seen several really cool and promising initiatives fall to the wayside as a result of procrastination. The worst is when the initiative has already been launched. That means your business is losing time, money, and other resources as a result of a lack of discipline. Leaders must set expectations and keep them. That includes time management. In business, time is money.



Decision-making in enterprise businesses can be just as risky, considering how many people typically have to be in on making the decision. It's critical for a leader of the leaders to set a D-Day for critical decisions to be made. Artificial Intelligence (AI) is a good modern-day example. This technology is taking the globe by storm, and the wave is just starting to build. We are still at the beginning. But a wave moves so fast that if you get behind it for just one moment, you've missed it. And it will not stop for anyone.

Therefore, the companies out there that are taking too long to make the decision whether to adopt AI or not adopt AI, are running a serious risk of being left behind by their competitors who are already adopting AI. And again, once you're behind the wave, there is no catching up.

And when you set dates and times for deliverables, keep those dates and times. This is especially critical of leadership because leadership sets the example. Leadership establishes the tone and dynamic of the entire team. I would teach my SEALs this: "Eventually, the entire Platoon will begin to emulate the behavior of the Platoon's leadership. So if the GFC and the Chief are rascals, so will be the entire Platoon of operators." The same is true in business. If your employees are watching you, the leader, give less than 100%, they will eventually match your pace.

Leaders must also learn to follow their hearts. Earlier today, I was conversing with one of the executives I'm coaching. This executive also happens to be a retired Special Operations Commando. He was explaining to me how unhappy he felt going to work every day and that he's been thinking for months about leaving the business and doing something else. I asked him, "For months? Really bro? You've been feeling this way that long?"

So I asked him an important question. "Brother, what sets your heart on fire? If you could wake up tomorrow and be doing something that makes you so happy, you'd gladly do it for free, what would that look like?" When he told me the answer, I said, "It's time for you to start listening to your heart. It's time to start listening to your higher self, trying to pull you along the journey a little faster. It's time to start listening to God. You just said your problem is that you're not happy. Then you told me the solution to the problem. What are you waiting for?"

When God tells you to move. You get up and move.



Field Application – From Chaos to Clarity

One of my clients—an overwhelmed founder battling burnout—used this framework to stabilize.

He didn't need another strategy call. He needed a system, a spine, and spiritual alignment.

Three weeks later: clarity up, stress down, execution tight. He said:

"This gave me a way to lead like a man again. No hiding. Just focus and faith."

You don't need military training to lead like an Operator. You need this framework.

Now you've got it.



Ready to Go Deeper?

- **Join the 7-Day Operator Reset Challenge**
A discipline-first email series to rebuild clarity, energy, and momentum.
- **Book a Clarity Call**
Let's get you unstuck and locked in. One conversation can rewire your trajectory.
- **Follow @CoachTySmith on Instagram**
Daily fire on discipline, leadership, and faith-based performance.

“Unshakable execution isn’t a gift. It’s a decision. Make it daily.”