

THE S.W.A.G.® FRAMEWORK

LEAD WITH COMPOSURE, CONFIDENCE, AND CONVICTION.

FOR LEADERS UNDER PRESSURE

BY COACH MO



You got the role... and now you don't trust yourself in it.
Still performing.
Still getting it done.
But something's off.

- You're second-guessing decisions you used to make fast
- Your patience is shorter
- You're carrying pressure home with you
- You feel disconnected—even when you're winning

Here's the truth most leaders miss:
This isn't burnout.
This is misalignment.
And if you don't correct it, you don't crash...
You drift.

Outer Blocks



Outer (or external) blocks are those things outside of you and perhaps out of your control.

- External factors
- Logistics
- Systems
- Processes

Outer blocks can create stress and burden in your life physically, emotionally, and block you from success.

Example of Outer Blocks

- Lack of time
- Lack of capital or resources to get the job done
- Lack of training
- Legal and regulatory requirements
- Skills/Education
- Financial burdens
- Inability to connect with others

Leaders don't struggle because outer blocks exist—they struggle because they carry them without a strategy to navigate them.

Inner Blocks

Inner Blocks are created within you—and they're the real reason you get thrown off.

They disrupt your focus, distort your thinking, and pull you out of alignment.

They show up as:

- Limiting beliefs about yourself and your environment
- Assumptions based on past experiences
- Interpretations you treat as truth
- The inner critic that questions your capability

These patterns don't just sit in the background—they drive how you lead, decide, and respond under pressure.

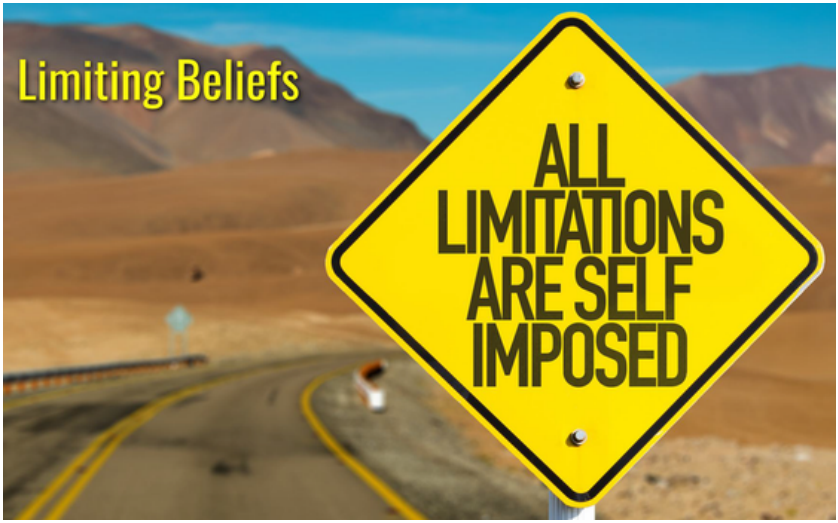
When you learn to see them clearly and challenge them objectively, you break their grip.

And when that grip breaks, so does the catabolic energy attached to them.

That's when you stop reacting... and start leading with intention.

This is where leaders feel it most—
overthinking decisions, second-guessing instincts, and carrying pressure that no one actually put on them.
What feels external is often driven from within.
When these blocks are active, leadership feels heavier—
decisions slow, confidence dips, and pressure builds.
Here's how they show up.

Inner Blocks Types



Limiting Beliefs
are ideas you've accepted as truth that quietly hold you back.
They're not facts—they're learned patterns that shape how you think, decide, and lead.

They sound like:

- "I'm not ready for that level yet"
- "People like me don't get those opportunities"
- "I have to do everything myself to get it right"
- "If I slow down, everything will fall apart"

Left unchecked, these beliefs shrink how you show up.

Challenge them—and your leadership expands.

Inner Blocks Types



Interpretations
are the stories you create about people or situations—and then treat as truth.

They're not facts. They're your meaning of what's happening.
They sound like:

- "Leadership already made their decision—they're not listening"
- "My boss is ignoring me on purpose"
- "My team isn't bought in"
- "They're not taking this seriously"

When you lead from interpretation, you react to a story—not reality.

Challenge the story, and you change how you lead.

Inner Blocks Types



Assumptions
are expectations you carry from the past—and project onto the present.

They feel true because you've seen it before… but they're still guesses.
They sound like:

- "This isn't going to work—we've tried it before"
- "They're not going to step up"
- "This always turns into a mess"
- "Nothing really changes around here"

When you lead from assumptions, you limit what's possible before it even starts.

Question them—and you create space for a different outcome.

Inner Blocks Types



Gremlins aka The Inner Critic
are the inner voice that chips away at your confidence.

They're loud, automatic, and convincing—but they're not truth.

They sound like:

- "I'm not cut out for this"
- "I always mess this up"
- "They're going to see I don't belong here"
- "I'm not as sharp as they think"

If you don't check them, they run your decisions.

Call them out—and you take your power back.

Anabolic vs Catabolic

Anabolic Energy
is the energy that moves you forward.
It's clear, focused, and intentional.

It looks like:

- "Let's figure this out"
- Staying calm in a tough conversation
- Seeing options instead of problems
- Supporting your team instead of reacting to them

This is the energy behind strong leadership and sustainable results.

Catabolic Energy
is the energy that drains and narrows you.
It's reactive, tense, and short-sighted.

It looks like:

- "This is a mess"
- Snapping in meetings
- Blaming people or circumstances
- Feeling stuck with no good options

It can give you a quick surge to deal with stress—but if you stay here, it wears you down and limits how you lead.

The pressure isn't the problem—
the energy you bring to it is.
Your leadership shifts the moment your energy does.

Right now—no overthinking:

- Am I reacting or choosing?
- Am I tight or composed?
- Am I leading… or just managing stress?

If you're honest, you already know.

You don't need more motivation.
You need something you can rely on under pressure.
Something simple.
Something you can remember in the moment.

That system is **S.W.A.G.®**
Your internal leadership operating system.
The way you reset, realign, and lead—
especially when the pressure is on.



When pressure hits, you don't rise to the moment—
you fall back on your system.
S.W.A.G.™ is that system.

The S.W.A.G.® Framework

S = Self Awareness

Under pressure, this is your edge.

- Recognize when your energy shifts—before it shows up in your behavior
- Catch your triggers, not after the reaction—but in the moment
- Notice the inner critic before it takes control
- Stay aware of how you're showing up, not just what you're doing

If you can't see it, you can't lead it.

W = Why – Power

Pressure disconnects you from purpose—this brings you back.

- Re-anchor to what actually matters in the moment
- Lead from purpose, not pressure
- Keep your decisions tied to impact—not emotion
- Let your "why" steady you when things get uncertain

Your "why" keeps you grounded when everything else feels unstable.

Awareness gives you the signal.
Purpose tells you what to do with it.

A = Aligned Actions

This is where most leaders lose it.

- Choose your response—don't default to reaction
- Make decisions that reflect your values, not your stress
- Slow the moment down so you can act with intention
- Lead in a way your team can trust and follow

Alignment builds trust. Reaction breaks it.

G = Grit

This is your staying power under pressure.

- Hold your composure when it would be easier to fold
- Stay consistent when things get uncomfortable
- Push through resistance without losing yourself
- Show up the same way—especially when it's hard

Grit isn't pushing harder. It's holding your standard.

Alignment starts the move.
Grit finishes it.

Use this in real time.
When pressure hits—run this:

The 2-Minute Reset

- Pause (Interrupt the reaction)
- Name the Block (Belief? Assumption? Inner critic?)
- Reconnect to Why (What actually matters here?)
- Choose Aligned Action (What's the right move—not the fast one?)
- Execute with Control (Calm. Clear. Direct.)

That's a rep.
Stack enough of these...
You don't just feel better.
You lead different.

When **S.W.A.G.™** is locked in:

- You move with clarity under pressure
- You trust your decisions again
- Your team feels your presence
- You stop carrying unnecessary weight
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You don't just perform.
You lead.

You don't rise to pressure—
you fall back on what you've practiced.

Scenario: Managing Up Under Pressure



You need to have a real conversation with your boss. "You're delivering results... but you're not being recognized or leveraged the way you should be."

Now you're stuck:

- Stay quiet and carry it
- Speak up and risk how it lands

That's pressure.

What's Actually Happening

Before the conversation even starts:

- "What if I say this wrong?"
- "What if they shut me down?"
- "Maybe I should just let it go."

That's not strategy.

That's inner blocks running the conversation before it even starts.

"So instead of reacting... run the framework."

S — SELF AWARENESS
CATCH THE TENSION. CALL OUT THE STORY.
"THIS MATTERS—THAT'S WHY I FEEL IT."

W — WHY-POWER
RECONNECT TO PURPOSE.
"THIS IS ABOUT ALIGNMENT—NOT APPROVAL."

A — ALIGNED ACTION
LEAD WITH CLARITY, NOT EMOTION.
"LET'S ALIGN ON WHERE I CAN CONTRIBUTE AT A HIGHER LEVEL."

G — GRIT
HOLD YOUR STANDARD—NO MATTER THE RESPONSE. STAY CALM. CLEAR. DIRECT.

When **S.W.A.G.®** is Locked In

- You speak with clarity—not hesitation
- You advocate without over-explaining
- You stay composed under pressure
- You lead... instead of waiting to be recognized

Pressure isn't the problem. How you show up to it is.

Call To Action

If you saw yourself in this... doing nothing is the problem.



Take the Burnout Mirror Assessment



Lead Like You Mean It Intensive

Book a Leadership Strategy Call