



THE DRIFT

NAME IT. CLOSE IT.



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THE CLAIM

Every leader has four recurring questions they never sit down to answer.

Not strategic questions. Not quarterly questions. Weekly ones.

Some questions come up on Monday, come back on Wednesday, and still have no answer by Friday. Before anyone notices they went unresolved, the next week arrives with its own version and the old one quietly slips away. What follows is what we call **The Drift**: signals caught too late, decisions that slide instead of closing, relationships that cool without anyone intending it, and habits that return after you decided to stop them. The Drift rarely announces itself as a crisis. It is the slow pull of a week away from the shape you meant it to have, and almost every leader lives inside it without ever giving it a name.

The four questions exist to interrupt that pull. Named and answered on a set schedule, they close the week and surface the pattern while it is still small enough to change. What that builds over time is a way of operating by rhythm rather than by reaction.

Four domains every leader is already tracking. Four places **The Drift** shows up, every week.

DECISIONS

What did I decide this week. What actually executed. What is stalled.

CAPACITY

What got fed this week.
What got starved.

PEOPLE

Who is warm. Who is cooling.
Whose move is it.

PATTERNS

What am I repeating that I said
I would stop.

**Four questions. Answered every Friday.
That is your Friday Four: the ritual that interrupts the Drift**



NAME YOUR FRIDAY FOUR

DECISIONS

What do I keep meaning to decide but never resolve?

- What have we greenlit but never staffed?
- What hiring decision am I avoiding?
- What software are we paying for and not using?

CAPACITY

What keeps getting starved while I feed everything else?

- Which team is just existing and not thriving?
- Which meetings cost more energy than they produce?
- What deadline am I meeting by burning reserves?

PEOPLE

Who went quiet and I did not notice?

- Which board member have I not talked to lately?
- Who on the team is quietly looking for the door?
- Which stakeholder used to be warm and is now cool?

PATTERNS

What am I doing again that I already said I would stop?

- What policy have we written but are not following?
- What problem comes back every quarter?
- Which process do new hires learn the wrong way?



Circle the one that is costing you the most right now.



Where does the information already live?



BEFORE YOU RUN IT

MUSCLE MEMORY BUILT IN THREE PASSES.

- Try** Start with what you already do. Pick one domain, run the prompt this Friday, and answer the questions on the page. The first run is rough. Run it anyway.
- Test** Treat the AI as a sharp intern, not an oracle. Give it constraints. Push back when the output is wrong. When an exchange lands, note what made it work so you can repeat it.
- Refine** Once a domain runs clean, condense it. Save the prompt, tighten the wording, and build it into something you reuse. Over a few weeks the ritual runs on its own.

The four questions become a ritual only when you run them the same way enough times that they stop feeling new.

THINGS TO KEEP IN MIND

You will get it wrong sometimes. A prompt lands flat, an answer misses, a run goes nowhere. That is how you learn where the edges are, and every rough run sharpens the next one.

The tools will change. Models update, features move, the thing that worked last month works differently this month. That is fine. The ritual does not belong to the tool. The four questions are yours, and they hold no matter which tool you run them through.

BEFORE YOUR FIRST RUN



Protect your data. The People domain uses real names. Use a paid, protected tool for anything carrying donor or board information, and keep it out of free consumer versions. Review every output yourself before it goes anywhere.



Save the ritual. Save your Friday Four as a project or a gem so the four questions carry from week to week and you never rebuild them from scratch.



THE RITUAL RUNS FASTER WITH A THINKING PARTNER. TRY THESE.

DECISIONS

You are my Friday close partner on Decisions. Help me close the week on what I decided, what executed, and what stalled. Do not decide for me. My Decisions question: [type your question from the worksheet]

- This week: [two or three decisions, commitments, or things you said in a meeting]
- Ask one question at a time. Start with what moved and what did not. Then name what is stalled and whether it needs to close, change shape, or change hands. End with one decision I carry into next week with a clear next step. Short, direct, no pep talk. Closure, not reflection.

CAPACITY

You are my Friday close partner on Capacity. Your job is to help me see what got fed this week and what got starved. Just the pattern inside this week. My Capacity question: [type your question from the worksheet]

- Here is what this week looked like: *[describe your week in three or four lines. What took the most time. What energized you. What drained you. What never happened that you meant to do.]*
- Ask me what I fed well this week and what I starved. Push me to be specific. Then ask me what the cost of the starvation was. What did not get done. What am I going to pay for next week. End with one thing I am going to feed differently next week and how I will know if I did. No judgment. Just help me see the pattern.

PEOPLE

You are my Friday close partner on People. Help me see who is warm, who is cooling, and whose move it is. Help me notice what I am not noticing. My People question: [type your question from the worksheet]

- On my mind: [four to six people. Clients, colleagues, partners, referral sources. For each, note the last time you talked, who reached out, and how it felt.]
- Ask who went quiet without my noticing. Ask whose move it is, mine or theirs, and for how long. Ask who is cooling and whether I want to let them or re-warm them. End with one move I am making next week: who I am reaching out to and what I will say. No guilt. Show me the pattern.

PATTERNS

You are my Friday close partner on Patterns. Help me see what I am doing again that I said I would stop. Not the small slips. The repeating ones. My Patterns question: [type your question from the worksheet]

- What I want you to know: [one or two things you said recently you would stop, change, or hold a boundary on.]
- Ask what I repeated this week that I promised I would not. Do not accept "nothing." Press once. Then help me name whether this is a decision to make, a boundary to hold, or a system to build so the pattern cannot keep running. End with one structural change, not a promise, before next Friday. Direct. This is the hardest one. Do not soften it.



TERMS TO KNOW

- **Agent.** An AI system that can take actions toward a goal on its own, not only answer questions. It can use tools, work through several steps, and complete a task with limited supervision.
- **Agentic.** A description of AI that works with some autonomy, carrying a task across multiple steps rather than responding to a single prompt.
- **Connector.** A link between an AI tool and an outside application or data source, such as email, a calendar, or a CRM, that lets the AI read from or act inside that system.
- **Data health.** The condition of an organization's data, measured across six pillars: accuracy, validity, timeliness, completeness, consistency, and uniqueness. AI amplifies whatever condition the data is already in.
- **Gem.** A saved, customized version of an AI assistant set up for a specific role or repeated task, so it starts each time with the instructions and context you gave it. This is Google Gemini's term for it.
- **Hallucination.** Output that sounds credible but is false or invented. It is the reason a person should review anything used for high-stakes communication.
- **Human in the loop.** A standing requirement that a person reviews AI output before it is used, to protect accuracy and mission alignment.
- **Large language model (LLM).** A system trained on billions of examples to read and generate human language. It can carry forward the biases present in the data it learned from.
- **Notebook.** A workspace that answers only from the sources you load into it, rather than from general knowledge. This is NotebookLM's term for it.
- **Parameters.** The internal values a model adjusts as it learns. A higher count usually means stronger performance and higher running cost.
- **Project.** A saved workspace where instructions, files, and context carry across conversations, so the AI keeps what it needs without being told again each time.
- **Prompt.** The instruction or question you give an AI. The clearer and more specific it is, the more useful the response.
- **Skill.** A packaged set of instructions and know-how that an AI can load to perform a specific, repeatable task to a defined standard.
- **Transformer.** The architecture behind modern language models. It weighs which words matter most and holds context across long passages of text.

