

Where your fortnight actually went

A two-week audit of your time, read across the eight domains of your life · Lap 1: Awareness

PREPARED FOR

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BUSINESS

Studio Nine (design agency)

PERIOD

2 weeks · 23 Jun – 6 Jul 2026

HOURS LOGGED

76.5 hrs

THE HEADLINE



Strategic 12%

Operational 88%

You spent 9 of every 10 hours on work someone else could do.

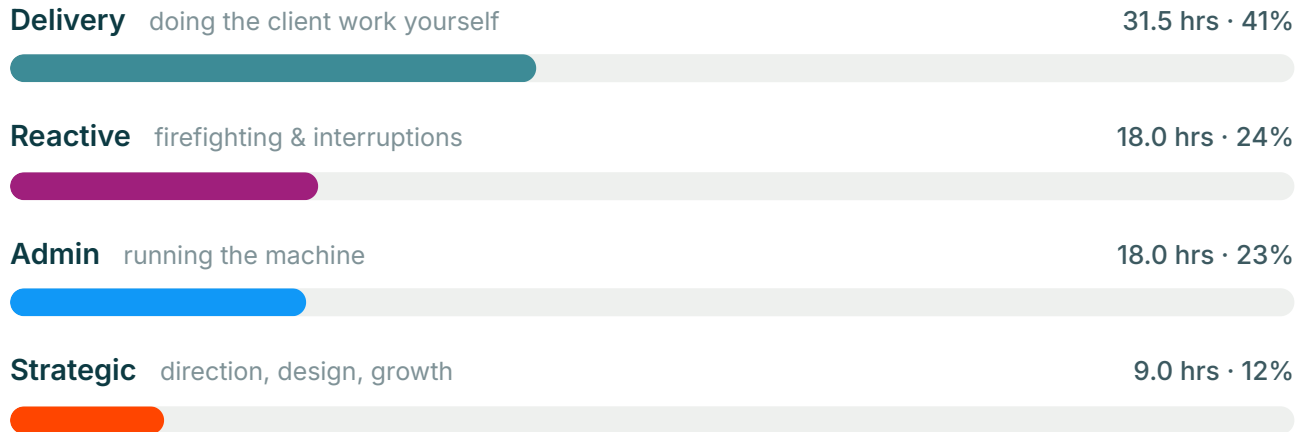
Across two weeks, **12% of your time went to strategic work** — the future-building only you can do. The other **88%** went to delivery, admin, and reacting. That is not a discipline problem. It is a **structure** problem, and it has an identity layer underneath it.

This is Lap 1 — Awareness. You now see exactly what is happening. The next question is *why*.

THE TIME ALLOCATION MAP

Where the 76.5 hrs went

Every calendar entry, sorted into the four categories that matter.



WHERE YOU ARE VS WHERE THE BUSINESS NEEDS YOU

The strategic gap

12%

STRATEGIC — TODAY

~60%

WHERE AN OWNER NEEDS TO BE

A founder operating as an **orchestrator** — not the key person — typically spends around 60% of their time on strategic work. You are five-fold below that. Closing this gap is not about working more hours. It is about changing what only *you* touch.

YOUR BIGGEST TIME SINKS

The five things eating your fortnight

ACTIVITY	HOURS	CATEGORY	VERDICT
Client revisions & hands-on production	14.0	Delivery	Delegate
Inbox & scheduling	9.5	Admin	Automate
"Quick question" interruptions	8.0	Reactive	Eliminate
Invoicing & supplier admin	5.0	Admin	Automate
Vision & positioning work	4.0	Strategic	Only you

THE "ONLY YOU" SHORTLIST

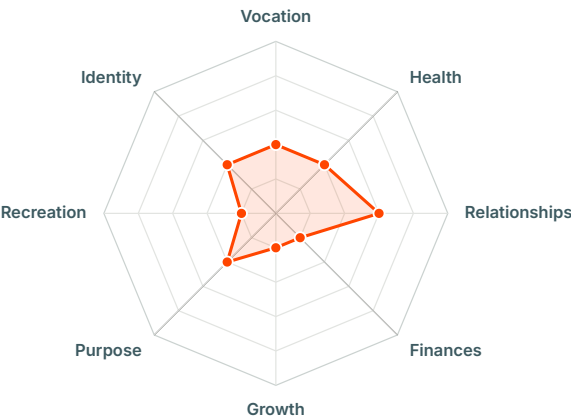
What genuinely needs you

From the fortnight, only these truly required the founder. Everything else is a candidate to delegate, automate, or eliminate.

- Setting direction and the next 12-month bet
- Positioning and the story only you can tell clients
- The two relationships that move the business (key client, key hire)
- Deciding what "good" looks like — so others can run with it

What your fortnight said about the rest of your life

Time is an honest witness. Alongside the audit, your answers — and your asides — carried signals about the seven domains a calendar can't show. Each is read on the five-level lifestack scale. These are readings, not scores: every card names the evidence it rests on, and how much weight to give it.



- Unseen** no real picture — running on assumption
- Strained** visible signs of depletion or erosion
- Holding** ticking over, but effortful or fragile
- Steady** genuinely well — recovers on its own
- Integrated** holds itself, and gives more than it takes

The further from the centre, the better held that part of your life. Each level answers to one lap of the method: unseen calls for Awareness, strained for Understanding, holding for Intervention, steady for Integration.

Vocation ●●●

STRAINED

Measured directly by this audit: 12% strategic against a ~60% benchmark, with a quarter of the fortnight reactive. The picture now exists — and what it shows is a structure that pulls you operational.

Health ●●○

STRAINED

Asked how the fortnight felt: *"running on coffee, flat by Thursday."* Ten working days started before 07:30; none ended with anything restorative. This is the reading that decides whether any other change holds.

Relationships ●●○

HOLDING

Family logistics run on rails and weekends are protected on paper — but presence is thinner than contact: *"I'm there, but I'm still answering things in my head."*

Finances ●●○

UNSEEN

Asked about your personal runway — separate from the business — you didn't know the number. The business's success is currently standing in for a personal picture that doesn't exist.

Growth



UNSEEN

Nothing in the fortnight fed you anything new, and no learning surfaced in your answers. Consumption may well be happening; development isn't visible.

Purpose



STRAINED

One aside carried more weight than any calendar entry: *"this isn't what I started the studio for."* The original why is still there — buried under the 88%.

Recreation



UNSEEN

Asked when you last did something purely for joy, you reached back past March — five-a-side, quietly dropped. Two weeks, zero unproductive hours. The fortnight had no room for you in it.

Identity



STRAINED

Never asked directly — read from everything else: the work that isn't handed over, the inbox held personally, the evenings absorbed. The pattern suggests being needed has become part of how you matter. This is the layer under all the others.

Confidence marks — ●●● you said it directly · ●●○ you answered when asked · ●○○ read between the lines of the fortnight.

WHAT THE PATTERN MEANS

It's not a time problem

The instinct is to manage time harder. But an 88/12 split is rarely fixed by a better calendar. Underneath it sits a structural pattern — usually one of five: systems that live only in your head, people not quite in the right roles, strategy that isn't defined sharply enough to hand over, boundaries that have quietly collapsed, and an identity built on being needed.

And the pattern rarely stays at work. Vocation strain becomes Health depletion, and depleted energy quietly taxes everything else — the cascade your readings above trace almost exactly. Naming *which* pattern is holding you is Lap 2 — Understanding. That is where the real leverage is.

THREE MOVES THIS WEEK

Start small, start now

01

Protect 3 hours

Block one recurring, non-negotiable strategic session. Same slot, every week. Guard it like a client meeting.

02

Pick one to hand over

Take your biggest “Delegate” or “Automate” sink — client revisions, 14 hours — and move the first slice off your plate within 14 days. Define what good looks like first.

03

Give one evening back

Choose one weekday this week that ends when the calendar ends — no catch-up. Whatever the catch-up would have held becomes next week’s delegation candidate.

WHERE TO BEGIN

Your first lap

Every domain moves the same way — four laps: see it, understand it, change it, make it stick. You have just completed Vocation’s first.

LAP 1

Awareness

✓ this audit

LAP 2

Understanding

the next question:
why?

LAP 3

Intervention

what to change

LAP 4

Integration

until it holds itself

Begin with Vocation, Lap 2 — Understanding.

The picture now exists: 12/88, and you can see where it leaks into the other seven domains. Lap 2 answers *why* — which of the five structural patterns holds yours in place. And watch Health as you go: “flat by Thursday” is the reading that quietly decides whether any other change takes hold.

YOUR NEXT LAP

Want to know *why* — and where to start?

This audit is Lap 1 of the lifestack method: you've seen where a fortnight actually goes — and what it touches. The first conversation costs nothing and commits you to nothing. It's simply a chance to look at your readings together and decide where your first lap should begin.

[Book your first conversation →](#)

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