

BOOK 3 · THE TRANSFORMATION SERIES

B O O K C L U B D I S C U S S I O N
G U I D E

You, Inc.

Why You Should Run Your Life Like a Business

M i s s i o n · S t a n d a r d s · B o u n d a r i e s
· W o r t h · S t r a t e g i c L i v i n g

by Jazmine L. Ramzy

"You, Inc. is open for business. Under new management. This guide is your board meeting."

How to Use This Guide

This guide contains 41 questions organized into thematic sections, plus 5 experiential exercises designed to move the conversation from your heads into your lives. You will not get through all 41 questions in one sitting — and that's the point. Use the questions that pull at something. Skip the ones that don't. Come back to the ones that made someone go quiet.

This guide works best when the group has agreed to three things: radical honesty, generous listening, and confidentiality. What is shared in the room stays in the room. What is heard in the room can change a life.

A N O T E T O T H E F A C I L I T A T O R

Book 3 is the most practically challenging of the series — because it asks people to apply business logic to deeply personal decisions. Some members will find the framework liberating. Others will resist it, feeling that love and relationships shouldn't be 'transactional.' Both reactions are valid and both lead to incredible conversation. The most important question to hold throughout: what would it look like to take your own life as seriously as you take your job?

Opening: You Are the CEO

- 1 Before this book, how intentionally were you running your life? Were you reacting or leading?
- 2 The book argues that most people give more strategic thought to their career than to the overall architecture of their lives. Is that true for you? What does that imbalance cost?
- 3 What would it mean — concretely, practically — to be the CEO of your own life? What decisions would you make differently?
- 4 The book's central metaphor is the business framework as a life tool. Did you find it helpful or did it feel too clinical? What does your reaction reveal about how you relate to structure?
- 5 Who do you know who runs their life with CEO-level intentionality? What is their life like? What do you admire — and what, if anything, do you find off-putting?

Part One: Your Mission Statement

- 6 Share the one-sentence mission statement you wrote (or would write) for You, Inc. What was hard about distilling your life into one sentence?
- 7 The book distinguishes between aspirational values (what we say we value) and operational values (what our actual decisions reveal we value). What do your decisions say you value most right now?
- 8 Where is the biggest gap between your stated mission and your actual daily life? What is maintaining that gap?
- 9 The book argues that without a mission, you're just busy. Do you ever confuse busyness with purpose? What does that look like in your life?
- 10 Has your mission changed over the course of your life? What caused the shifts? Is your current mission genuinely YOURS — or is it inherited from someone else's expectations?

Part Two: Hiring Standards

- 11 The book asks: if you applied interview standards to your relationships, who in your life would you hire today? Who wouldn't make the cut — and why are you keeping them?
- 12 What is the standard you most consistently lower for other people? What do you tell yourself to justify it?
- 13 The book distinguishes between loyalty (honoring someone's history with you) and keeping someone in a role they're hurting you in. How do you distinguish between the two in your own relationships?
- 14 How did you learn what standards to have for relationships? Did anyone model healthy relational standards for you growing up?
- 15 What standard for yourself — for how you allow people to treat you — are you finally ready to raise?

Part Three: Resource Management

- 16 Beyond money, what resources are you most chronically depleted of — time, energy, creativity, emotional availability, peace?
- 17 The book says every YES is a NO to something else. What are your current YESes costing you? What are they preventing?
- 18 Where are you spending resources on things that produce no real return — no joy, growth, or genuine connection?
- 19 The concept of an 'energy drain' — a person or obligation that consistently costs more than it gives — is central here. Can you name yours? What keeps you maintaining it?
- 20 The book argues that the highest-ROI investment is in your highest-value activity. What is

YOUR highest-value activity — the thing that when you do it, everything else clicks? How much of your week does it get?

Part Four: Brand & Growth Strategy

21 The book defines personal brand as what people feel when they leave a room after meeting you — not what you say about yourself. What do people feel when they leave a room after meeting you? Is that intentional?

22 Where is the gap between your current brand and the brand you most want to embody?

23 The book argues that a company that stops growing starts dying. Where are you stagnating — and what is the stagnation protecting you from?

24 Who is 5–10 years ahead of you on the path you most want to walk? What can your group learn from how they got there?

25 You, Inc. ends with a growth strategy. What is yours — genuinely, not aspirationally? What is the next concrete step?

26 What is one thing this book revealed about how you've been running You, Inc. that you're ready to change immediately?

Experiential Exercises

The best book clubs don't just talk about the book — they live it, together, in the room. These five exercises are designed to create exactly that: moments of genuine transformation that happen not in solo reading but in collective experience. Choose the one or two that feel most alive for your group, or work through all five across multiple sessions.

Exercise 1 of 5

✦ MISSION STATEMENT WORKSHOP

Give each member 5 minutes to write their one-sentence mission statement. Then share them aloud. The group's one job: reflect back what they heard. Not critique — reflect. 'What I heard is that you stand for ____.' Notice what feels true and what feels performative when you hear it back.

Exercise 2 of 5

✦ THE RELATIONSHIP AUDIT

Each person privately lists their 5 closest relationships and rates them honestly: Does this person meet my standards? Am I meeting theirs? Is this relationship an investment or a drain? No sharing required — but discuss: what did the audit reveal? What are you going to do with that information?

Exercise 3 of 5

✦ THE TIME AUDIT

Before your meeting, each member tracks where their time actually goes for one full week — in honest detail. At the meeting, share one finding that surprised you and one thing you're changing as a result.

Exercise 4 of 5

✦ THE 5-YEAR VISION

Each member writes their You, Inc. 5-year vision — not a wish list, but a real strategic vision: who are you, what have you built, what have you stopped doing, what do you do daily that your current self doesn't? Share. Discuss: what is standing between your current self and that vision?

Exercise 5 of 5

✦ THE RATE RAISE DECLARATION

Each person identifies one standard they are raising, effective today. One relationship where they're lowering a standard they'll no longer lower. One 'yes' they're converting to a 'no.' Say them out loud to the group. Having witnesses makes it real.

Until the Next Book

You, Inc. doesn't end when the book does. The CEO never stops leading. Between now and Book 4, run one meeting with yourself — a genuine CEO check-in: What's working? What isn't? What am I tolerating that I need to address? The investment in that 30-minute meeting with yourself will pay more dividends than almost anything else you do this week.

T H E T R A N S F O R M A T I O N S E R I E S B O O K C L U B G U I D E S

Book 1: Shut The F**k Up

Book 2: Listen To Everything

Book 3: You, Inc.

Book 4: The Investment

Book 5: You, Reborn

Book 6: The Currency You Trade In

Book 7: Listen Everywhere

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