OPERATOR RESET

90 days of one-on-one coaching and mentorship for men carrying real weight

Capable men are operating below their real capacity. Not because they lack ambition or discipline, but because their clarity has blurred, structure has slipped, and standards have quietly lowered.

WHO IT'S FOR

This is for the man who feels the tension: the gap between where he is and where he knows he should be, or truly wants to be. Maybe from the outside it all looks fine. Maybe he'd say “I'm good, man” if someone asked. And maybe, if he's honest, he's been doing just enough.

The burden
Carries heavy, real responsibility: business, leadership, family, ministry.

The frustration
Feels the gap between where he is and his true capacity. Knows execution is inconsistent.

The readiness
Prepared for honest reflection and structured execution without excuses.

The commitment
Willing to invest and commit fully for 90 days.

WHY IT EXISTS

Most men aren't lacking effort. They're carrying responsibility, showing up every day and doing their best. But over time, clarity fades, structure slips and standards quietly lower. They're lacking clarity, direction, and somewhere to put the weight.

This is not generic productivity advice or a motivational program. I'm not your hype man. It's 90 days of structure, consistency, honest questions and accountability. The questions are hard on purpose. Tension creates momentum, and momentum creates change.

Why 90 days? Because real commitment is what produces real change. No fluff. No fake results.

THE OPERATOR CODE

1. **Clarity Before Action.** I define the target before I move.
2. **Structure Over Emotion.** I rely on systems, not moods.
3. **Ownership Always.** I own outcomes fully.
4. **Discipline Daily.** Small standards, maintained consistently.
5. **Direct Conversations.** I do not avoid what must be addressed.
6. **Eliminate Drift.** I remove what weakens execution.
7. **Protect the Operator.** My body and mind are assets, not afterthoughts.
8. **Lead By Example.** My life reflects my standard.

THE STANDARD

An Operator does not drift. He does not wait for motivation. He does not blame circumstances. He does not lower the standard quietly. He carries responsibility with discipline. He executes with clarity. He corrects quickly. He leads himself first.

HOW IT WORKS

90 days, one-on-one

DAY 0

REVEAL

2-hour Operator Session

Get honest about where you actually are. Your pattern, your four arenas, and a first-draft plan.

WEEKS 1–4

REBUILD

Calls 1 & 2

Put the Code to work. Your Identity Statement, your pillars, your objectives, on the calendar.

WEEKS 5–8

RE-ENGAGE

Call 3 · Midpoint · Call 4

What is this season asking of you? A second whiteboard session at the halfway point.

WEEKS 9–12

REINFORCE

Calls 5 & 6

Build the system that holds when life gets loud, and the men who hold you to it.

WHAT YOU GET

- **A 2-hour Operator Session** with Ben, in person or on video.
- **Six 30-minute bi-weekly calls** across the 90 days, with Day 30, 60 and 90 checkpoints.
- **A Midpoint Whiteboard Session** around Day 45 to recalibrate for the second half.
- **The Client Workbook and the 90-Day Journal**, built around the eight pillars.
- **A protocol for when you miss**, so one miss doesn't become a drift.
- **Direct access to Ben** by text message and voice memo between scheduled calls, with a reply within 24 hours.

ABOUT BEN

Ben Briggs is a United States Marine Corps combat veteran who served in Iraq and Afghanistan. He co-founded Hidden House Coffee at 21 and has spent about 16 years building businesses across restaurants, medical home care, consulting and leadership development.

He's a husband and father of three, leads in men's ministry, co-hosts The Good Dude Podcast, and is the author of *Becoming the Man You Want to See in the Mirror: An Operator Reset for Men Carrying Real Weight*.

APPLYING

Operator Reset is a selective application process. Thoughtful responses matter more than quick ones. The application covers three things:

1. Where you are	Your role, your current operating standard (1–10), and the frustrations and limits most people don't see.
2. Ownership & intent	Where you've quit or drifted before, where you've proven discipline, and what raising the standard means to you.
3. Commitment	Whether you're ready to invest and commit fully for 90 days.

The process: apply online → Ben reviews every application personally → if it's a fit, you're accepted, sign the agreement and schedule your Operator Session.

INVESTMENT

$4,000

Limited spots.

APPLY

operatorreset.com/apply