



Room4More

THE BUILT4MORE NEWSLETTER

*On growth, change, and what coaching actually is.
Signal over noise.*

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— FIRST, A HELLO

This isn't quite our first hello — you've had a few notes from me these past two weeks. But this is where the regular rhythm starts, so a quick word on what it is.

Most writing about growth is loud — do more, rise earlier, optimize the hour before dawn. This is the quieter alternative. Every two weeks, one true thing about change: usually carried inside a story, occasionally uncomfortable, never padded.

Coaching is badly understood. People file it under motivation, or advice, or therapy with better branding. It is none of those — and showing you beats explaining it. So that is what these letters do.

Glad you're still here.

— *Phil*

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— EDITOR'S NOTE

I almost wrote about something else this issue. Then in one week four different voices — a longevity scientist, a monk, and two coaches I follow — all circled the same idea, and I stopped resisting it.

The scientist put it most plainly: it's not the stress that burns us down, it's our response to it. I've seen it in every room I've ever coached in — the same setback lands on two people and sends them into two completely different lives. The event was never the deciding factor. The response they'd stopped questioning was.

So that's where this issue goes.

— *Phil*

— THE COLD OPEN

01

The rainstorm in a parking lot, and the eighteen months that came before it



Mel Robbins spent an episode this month on her twenty-one-year-old son, Oakley. For a year and a half, he'd been miserable at college. Not dramatically — quietly. He sat in his room while the invitations went unanswered, measuring every ordinary Tuesday against a high school he had loved, and finding the present guilty by comparison.

He kept one foot out the door the whole time. A long-distance relationship that doubled as an exit plan. A running internal case for why this place was the problem. If you'd asked, he'd have told you plainly: the school was wrong, the people were wrong, the timing was wrong.

None of that was going to change. The campus was never going to become his old high school. What changed was smaller and harder — he stopped keeping the exit open. He started saying yes. To the dinner, the plan, the thing he'd have skipped a month before.

Then one night in January, sitting in a car while the rain came down, it landed on him without warning: *"I'm so happy. Like, I did it."*

Here's what stays with me about that. His circumstances didn't rescue him. Same town, same dorm, same weather. What shifted was the response he

had stopped questioning — the reflex to compare, to hedge, to keep half of himself in reserve. He'd been treating his own reaction as if it were simply the truth about the place. It wasn't. It was a habit.

And habits, unlike circumstances, will answer to you — once you notice you're the one running them.

Two people, the same bad week.

THE MYTH

Some people just get dealt easier hands. When life hits hard, your circumstances decide what happens next — the setback, the loss, the bad news does the damage, and you brace for the outcome.

WHAT'S ACTUALLY GOING ON

It's not the event — it's the response to it. Two people lose the same deal, the same relationship, the same year. The circumstance is identical. What differs is what they make it mean and how long they let it run. One reads it as a verdict on who they are; the other reads it as weather. Same storm, two forecasts. The response isn't a footnote to what happened — it's the whole difference between who walks out the other side. And unlike the event, the response has your name on it. That gap between what happens and what happens next is small, and it is almost never questioned. Most of the work is learning to stand inside it before the old reflex closes it for you.

60%

more energy your body burns the moment the stress response fires — quietly stolen from the systems that keep you well. **The event isn't the cost. The response is.**

DR. MARTIN PICARD · THE DIARY OF A CEO

THE 2-MINUTE TRY

03

2 MIN · TRY IT NOW

Name the reflex

Think of one thing sitting heavy this week — a setback, a hard conversation, a piece of bad news. Now write two sentences by hand. First: *"My automatic response to this is ____."* Be honest; it's usually older than the event itself. Then: *"If I chose my response on purpose, it would be ____."* You're not pretending the hard thing isn't hard. You're just proving to yourself that between what happened and what happens next, there's a gap — and that the gap belongs to you. Most people have never once looked inside it.

SIGNAL FROM THE NOISE

This issue exists because the same idea kept surfacing everywhere I looked in one week. Four people, four rooms, one truth: the response is the part that's yours. Here they are.

“We found that the stress hormone increased energy expenditure by 60%. So it needs to steal energy from some of the things that keep you young. So it’s not the stress that burns us down, it’s the response to stress.”

DR. MARTIN PICARD · THE DIARY OF A CEO

The line that started this whole issue. The cost isn’t the event — it’s the reaction the event triggers, running in the background and billing you the entire time. Same for the mind as for the body.

“When unpleasant things happen, do you become wise or do you become wounded?”

SADHGURU · THE SCHOOL OF GREATNESS

The fork isn’t the event — it’s what you do at the fork. Same pain, two directions. He puts it bluntly elsewhere: your filth becomes fertilizer, or you smear it on your face and walk around. Either way, it’s a choice.

“You can’t open a new door if you’re gripping the old one.”

MEL ROBBINS · THE MEL ROBBINS PODCAST

Half a commitment is its own kind of stuck — you feel the strain of the new thing without the reward, because you never let go enough to earn it. Oakley’s rainstorm came the moment his hand came off the old door.

“We yearn for the approval of many people who don’t have lives that we want.”

ALEX HORMOZI · MODERN WISDOM

The response you never questioned is often a borrowed one — a reflex to win approval from people you wouldn’t trade places with. Worth asking whose reaction you’re actually running. It may not be yours.

“The event is finished. What keeps running is the response you froze around it — and



that, unlike the past, you can still change.”

KARSTEN BLAUDEL

Built4More coach · Logosynthesis & systemic work

— BEFORE & AFTER

04

BEFORE

“Every setback felt like a verdict. One bad meeting and I’d lose the rest of the week convinced I wasn’t built for this.”

AFTER

“Setbacks still come. I’ve just stopped letting them audition for the role of verdict. A bad meeting is a bad meeting — I decide what it means now.”

Nothing changed about the setbacks. What changed was the reflex that met them — and how much of the week it was allowed to run.

— OVERHEARD IN A SESSION

“I kept waiting for things to calm down before I’d feel like myself again. Nobody ever told me I was allowed to feel like myself now.”

The circumstances rarely calm down on schedule. The response doesn’t have to wait for them to.

— THE MAILBAG

05

Q “Isn’t ‘it’s your response’ just a polite way of blaming me? Some things really are out of my hands.”

A Fair challenge — and no. Plenty is genuinely out of your hands: the diagnosis, the layoff, the person who let you down. None of that is your fault, and pretending otherwise would be its own kind of lie. But blame looks backward and asks *whose fault*. Ownership looks forward and asks *what now*. The response — what you make it mean, what you do next — is the one part that was ever yours to move. Naming it isn’t about handing you the weight of everything that happened. It’s about handing you back the one piece you can actually lift.



“You can’t rewrite where you came from. You can decide which patterns you carry forward — and which stop with you.”

BARBARA NEUFELD

Built4More coach · marriage & family-systems work

— ONE GOOD QUESTION

What response are you running on autopilot — the one you’ve never once chosen on purpose?

You don’t have to answer today. Just catch it the next time it fires, and notice the half-second of gap before it does. That gap is where all the room is.

— WHERE TO FROM HERE

Curious what this looks like for you?

The first conversation is exactly that — a conversation. No pitch, no homework, no framework to memorize. We start where you are and look honestly at what's in the way.

Start a conversation

Four moments we tend to work with. If one of them sounds like where you're standing, that's a good place to begin.

Living Abroad

Leaving Finance

Founders & CEOs

Relocating Partner



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