



Room4More

THE BUILT4MORE NEWSLETTER

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

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THIS ISSUE

The CV is impressive. The motive has never been opened.

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EDITOR'S NOTE

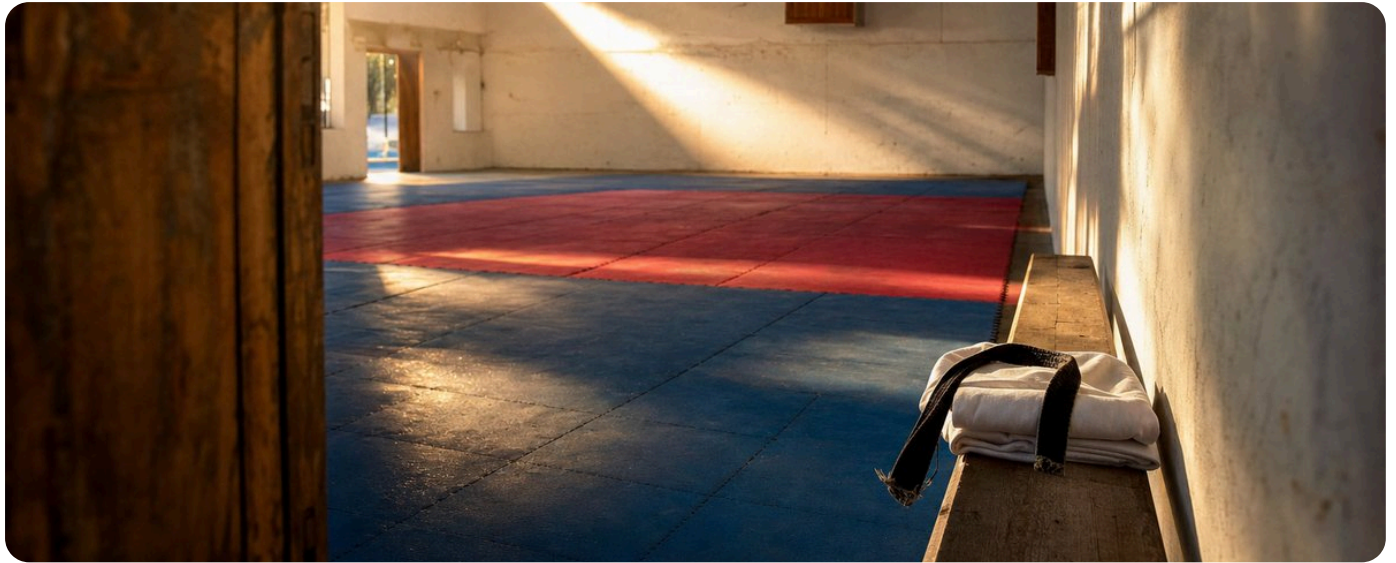
Three men, three shows, one week, and the same story.

In one week in September, three men on three different shows told the same story without knowing it. None of them was talking about coaching. All of them were talking about what had been driving them, and what happened when it stopped.

I have sat across from this conversation more times than I can count, usually with someone in their forties who is very good at their job and has started to find Monday heavier than it used to be. They tend to open with an apology for it. This issue is for them, and it starts with no apology at all.

— Philippe

He never cleaned his room.



In the middle of a long conversation with Andrew Huberman in September, Joe Rogan said something about himself that most people with a big career would rather not say out loud. He was not a disciplined child. He was, in his word, feral:

“I was a very undisciplined kid. I never cleaned my room. I never did my homework.”

JOE ROGAN · THE JOE ROGAN EXPERIENCE #2553 · 14 SEPTEMBER 2026

Then, at fifteen, martial arts. He still did not clean his room. But in that one thing he trained all day, every day, and never took a day off, and none of it felt like effort:

“I was obsessed, but I wasn’t disciplined. I had to get disciplined later on in life when I stopped competing.”

JOE ROGAN · SAME CONVERSATION

What he describes next is the quiet part. Once the competing ended, the pull went with it, and in its place came a different sentence entirely: *I should work out because I should work out.* Doing things, as he put it, “because I know they had to be done rather than I was obsessed with doing them.”

Nobody would call that a crisis. He still trains. That is what makes it worth noticing. The output barely changed. The engine underneath it was replaced, and the only evidence was one word: *should.*

You didn't lose your edge. You lost the fuel.

THE MYTH

You built what you have on discipline. So when getting up for it starts to cost you something it never used to cost, the discipline is slipping — and at your age, that feels like the beginning of the end.

WHAT'S ACTUALLY GOING ON

A great many of the most capable people I work with did not build their careers on discipline at all. They built them on something easier and far more powerful — a drive that made the hard part feel like appetite. Drive does discipline's job for years, quietly and for free. You never had to build the other thing, because you never needed it.

You haven't lost your edge. You've lost the thing that was doing the work.

So nobody notices the difference while it is running. They notice it at forty-eight, when the drive goes quiet and there is nothing structural underneath, and they conclude they have lost their edge. They have not.

Here is the harder half, and it is the reason this is an issue and not a pep talk. Drive always comes from somewhere. Sometimes it is love of the thing, as it was for Rogan on the mat. Sometimes it is something older — a person to prove wrong, a house to get out of, a feeling you would rather outrun than sit with. From the outside, all of these look identical. They produce the same promotions, the same titles, the same admiring introductions at dinner.

Which means a CV can be deeply impressive and tell you almost nothing about what powered it. For most successful people, that question has never once been opened. It never needed to be. The fuel was working.

When it stops, the obvious question is *what should I do next?* It is the wrong first question. The better one is slower and less comfortable: *what has been driving this — and would I choose it again?*

SAME PERSON · SAME WORK · A DIFFERENT ENGINE



RUNNING ON DRIVE

**The hard part feels like
appetite.**

Nobody has to decide to get up.



RUNNING ON SHOULD

**The same work, paid for in
effort.**

Every early start needs a reason.

*From the outside it looks like losing your edge. It is a
change of fuel.*

THE 2-MINUTE TRY

03

2 MIN · TRY IT NOW

Read your CV from underneath

Take the achievement you mention first when someone asks what you do.

The one that still gets the nod. Write one line next to it. Not what it took. What it was *for*. Who were you proving something to at the time, or what were you getting away from, or — just as possibly — what did you simply love?

Any of the three is a fine answer. You are not looking for a wound. You are finding out which engine you have been running on, so that when it changes you recognise a change of fuel instead of a failure of character.



Three men, three shows, six days.

None of them was talking to the others. All of them were describing the same engine.

01 *“Drive in its purest form actually replaces discipline.”*

JOE ROGAN · THE JOE ROGAN EXPERIENCE #2553 · 14 SEPTEMBER 2026

It is a compliment to drive and a warning about it in the same sentence. If something replaces discipline for twenty years, you arrive at the far end with twenty years of results and no discipline. Nothing in between will have told you.

02 *“...trying to prove something, trying to prove my dad that he was wrong, you know, a combination of all of those.”*

DOLPH LUNDGREN · THE RICH ROLL PODCAST #1013 · 14 SEPTEMBER 2026

Two European karate titles, a chemical engineering degree, a Fulbright place at MIT — and when Rich Roll asks where the ambition came from, this is the first place Lundgren goes. He describes a violent father in the same conversation, and he names what he used afterwards to get away from what was inside him: stunts, training, and worse. He put the training and the worse on the same list. The admired item and the obvious one were doing the same job. Only one of them got applause.

03 *“It is too hard. You need a ... reason beyond yourself to really be doing it.”*

WILLIAM GOODGE · THE RICH ROLL PODCAST #1014 · 17 SEPTEMBER 2026

Three days later, on the same show, a man about to run fifty marathons in fifty states in twenty-four days says what keeps a person going through that. Not the cameras, he says, and not the feat. If it were only ego, it would not hold. He runs in his mother's memory and raises money as he goes. The same is true of a career. Ego will carry you a long way. It will not carry you all the way.

04 *“Don't confuse who you had to become with who you have to remain.”*

DR KIM FOSTER · THE SCHOOL OF GREATNESS · 16 SEPTEMBER 2026

A family doctor who walked away from twenty years of medicine, and the one sentence all week that says what comes next. The person who needed that particular fuel may have been exactly right for the decade that needed them. That is not a reason to keep running on it.



“Families hand down more than surnames. Sometimes the thing you inherited is the reason you work the way you do. You are allowed to keep what it built and still put it down.”

BARBARA NEUFELD

Built4More coach · marriage & family systems

BEFORE & AFTER

04

BEFORE

“I kept telling myself I'd lost my hunger. Forty-six, the best job I've ever had, and every Sunday night felt like a debt I owed.”

AFTER

“It turned out I'd been working for my father's approval for twenty-five years, and he's been dead for six of them. I still like the work. I just do it for different reasons now, and it costs a lot less on a Sunday.”

The job didn't change. The fuel did.



“I’m not tired of the work. I’m tired of whoever I was doing it for.”

Said about three sessions in, after two weeks of talking about burnout. It was not burnout. It was the first time the question had been asked.

— THE MAILBAG

05

Q *“I’m proud of what I’ve built. Are you telling me it was all powered by damage?”*

A No. And the work was real either way.

A title earned while proving a point is still earned. A company built while running from something still employs people and pays them on the last Friday of the month. Nobody is asking you to give anything back, or to reinterpret twenty years as a symptom.

The question is narrower than that, and more useful. Not *was it good* — it clearly was. Only *is the thing that got you here the thing you want to keep running on?* For some people the honest answer is yes: they loved it then and they love it now, and the heaviness on a Monday is something else entirely. For others it is the first time they have realised they had a choice.

Keep the trophies. Check the engine.



“People come in asking how to get their drive back. I ask them where it came from. It is usually the better conversation, and it is almost never the one they booked.”

PHILIPPE WAGNER

Built4More founder & coach

— ONE GOOD QUESTION

What has been driving this — and would you choose it again?

Take your time with the first half. Most people answer the second half first, and that is how the question stays closed.

Hit reply and tell me what you found — even if it is one word. It comes straight to me, and I read every one.

— 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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You're reading this because you're curious about growth — that's the only requirement.

If it's useful, forward it to someone standing at the edge of a change. [Unsubscribe](#) anytime; no hard feelings.