

FROM FAILURE TO CEO WORKBOOK

*Your Personal Guide to
Vision, Mindset & Taking Action*



FELICIA BOOKER



From Failure to CEO Workbook

**Your Personal Guide to Vision, Mindset,
& Taking Action**

By Felicia Booker

Jeremiah 29:11 (NIV)

"For I know the plans I have for you," declares the Lord, "plans to prosper you and not to harm you, plans to give you hope and a future."

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Chapter 1: Introduction – The Journey from Failure to CEO

Welcome to this sacred space of transformation. Whether you're starting over or standing in the ashes of a dream that didn't go as planned, this workbook was designed with you in mind. You're not alone—and more importantly, you're not finished. What feels like the end might be your beginning. Through these pages, we'll walk together from the shadows of failure into the light of renewed purpose and clarity. This journey is not about titles—it's about becoming the person who leads their life with intention, faith, and fearless resilience.

Reflection Prompt:

- What does the title “CEO of your life” mean to you?
 - In what areas of your life have you felt like a failure?
 - What areas are you now ready to reclaim and rebuild?
-

Chapter 2: Rewriting the Narrative

Your story isn't over—it's evolving. The labels, shame, or setbacks of your past do not get to define you. In this chapter, we begin the work of separating your true self from the lies that failure may have tried to attach to your identity.

Quote:

"She remembered who she was, and the game changed." – Lalah Delia

Writing Prompts:

- What's a false story you've told yourself about failure?
 - How can you rewrite that into a narrative of growth, wisdom, or strength?
-

Chapter 3: The Courage to Begin Again

Starting over can feel like humiliation, but it's really an invitation. Beginning again requires courage—and courage doesn't always roar. Sometimes, it's the quiet decision to show up one more day.

Scripture:

"Though the righteous fall seven times, they rise again." – Proverbs 24:16

Reflection:

- Where in your life are you being called to begin again?
 - What lessons from your past can you bring with you this time?
-

Chapter 4: Vision Beyond the Valley

Even when you can't see how it will all work out, you must believe that it will. This chapter is about connecting with your deeper vision—the one that failure couldn't cancel.

Affirmation:

"I may have fallen, but I will rise with greater purpose."

Journal Exercise:

- Write out your ultimate vision for your life or business. Be specific, bold, and brave.
 - What's one small step you can take today that aligns with that vision?
-

Chapter 5: Building While Broken

Sometimes healing and building must happen at the same time. This season may feel like pressure, but it's also preparing you to carry more. We don't wait to be perfect before we begin—we begin, and through the process, we become.

Quote:

“Your brokenness is welcome here. Your growth is not denied because of it.”

Journal Prompt:

- What are you building despite emotional, financial, or personal challenges?
 - What support do you need in this season to keep going?
-

Chapter 6: From Excuses to Execution

No more delays. In this chapter, we move from intention to action. Even small steps matter. Especially small steps.

Affirmation:

“Discipline and grace work together to carry my dreams forward.”

Exercise:

- Make a short-term goal plan. Choose 3 goals, give yourself a deadline, and break them into weekly steps.
-

Chapter 7: Becoming Who You Were Born to Be

This is not about becoming someone new—it's about returning to the truth of who you've always been. Your gifts, your spirit, your calling—it's time to walk in it.

Quote:

"She is not rebuilding; she is rising."

Journal Prompt:

- Who is the version of you that success requires?
 - What habits, environments, or relationships will help you grow into that person?
-

Final Note from the Author

Dear Reader,

Thank you for walking this journey with me. This workbook was written with deep love, reflection, and hope—for you, the visionary who still believes, even if only a little, that there's more ahead. May these pages remind you of your power, your worth, and your right to rebuild as many times as needed.

There is no shame in your failures. There is only strength in the way you keep showing up.

You are not behind. You are not broken. You are becoming.

With purpose and belief,

Felicia Booker

Affirmation

Today I Affirm:

- I am not my past, I am my purpose.
- Every setback is a setup for my comeback.
- I am worthy of success, peace, and joy.
- I move forward with bold faith and fearless vision.
- I was made for more—and I am walking in it now.

Signature: _____

Date: _____

You are becoming.

Designed with love by Felicia Booker

Welcome, CEO.

This workbook was created for the person who's been through the fire—burned, bruised, and broken—but never buried.

The person who cried in silence, who lost her way, who doubted if she'd ever rise again.

The person who now sits at the edge of her rebirth, daring to hope again.

This is more than a workbook. It's a mirror, a map, and a movement.

You are not starting over—you are starting wiser.

You are not broken—you are becoming.

Within these pages, you will reflect, reimagine, and reclaim.

You will remember who you are. And you will rebuild.

You were never meant to stay in failure.

You were always meant to rise.

Let's begin.

—with love,

Felicia Booker

"And still, I rise."

— Maya Angelou

"I will restore to you the years that the locust has eaten."

— Joel 2:25 (KJV)

Scripture Inspiration

"For I know the plans I have for you," declares the Lord, "plans to prosper you and not to harm you, plans to give you hope and a future."

— Jeremiah 29:11 (NIV)

Chapter One: The Breaking Point

Theme: Owning Your Rock Bottom

Focus: Reflection, honesty, acknowledgment without shame

Intro Paragraph:

Before you can rise, you have to be real. This chapter is your mirror. We're not here to dwell on the past, but to face it boldly — to honor the pain, the lessons, and the woman you are becoming. Failure doesn't define you. It reveals the cracks where the light gets in.

Section Prompts & Activities:

1. My Moment of Truth

Describe the moment you realized something had to change. What happened? What did you feel?

"There came a time when the risk to remain tight in the bud was more painful than the risk it took to blossom." — Anaïs Nin

2. Lies I Believed About Myself

List the beliefs that held you back.

Examples: "I'm not good enough," "It's too late for me," "No one will support me."

→ Then, cross them out and rewrite the **truth** beside each one.

3. What I Lost, What I Gained

Reflect on what you lost during your lowest season — but also what it uncovered in you. *What strength did you find in the fire? What wisdom did the pain leave behind?*

4. The Shift Begins Here

Finish this sentence:

“From this day forward, I refuse to...”

Printable Reflection Page:

With soft borders, affirmations like “I am not broken, I am rebuilding,” and space for journaling — will be included in the final design file.

Chapter Two: Vision in the Valley

Theme: Reimagining Your Life

Focus: Dreaming again, reconnecting with purpose, rebuilding confidence

Intro Paragraph:

Even in the darkest valley, there's a vision waiting to be reborn. You may have lost the map, but you've never lost the calling. This chapter invites you to dream again—not based on your past, but on the promise of who you're becoming. It's time to reclaim your imagination, your desires, your divine direction.

Section Prompts & Activities:



1. My Ideal Life Looks Like...

Describe your dream day. Where are you? What are you doing? Who's with you?

Visualize freely—no limits, no “realistic” thinking. Let it flow.



2. Reclaiming My Why

Answer:

- *What do I feel called to do or create?*
 - *Who do I want to help or serve?*
 - *What legacy do I want to leave behind?*
-



3. My Strengths in Disguise

List 5 things you've survived, and the superpowers you gained from them.

Example:

Survived: Losing my job

Superpower: Resourcefulness, courage to pivot

4. My Vision Board Page (Printable/Insert)

A full-page section with decorative borders where users can write or paste dreams, goals, and visual cues.

✨ Optional Add-On: You can insert magazine clippings, photos, or affirmations here digitally or in print.

Scripture Inspiration (bottom of the page):

“Write the vision; make it plain on tablets, so he may run who reads it.”
— Habakkuk 2:2 (ESV)

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Superpower: Resourcefulness, resilience, courage to pivot

4. My Vision Board Page *(Printable/Insert)*

A full-page space with inspirational borders where you can paste dreams, write out goals, or map out what you're reaching for.

✨ Optional Add-On: Use photos, affirmations, drawings, or magazine clippings to bring your vision to life.

Scripture Inspiration (bottom of the page):

"Write the vision; make it plain on tablets, so he may run who reads it."

— Habakkuk 2:2 (ESV)

Chapter Three: Becoming Them — The Identity Shift

Theme: Becoming the version of you who already has the vision

Focus: Mindset, identity alignment, shedding old stories

Intro Paragraph:

You don't have to "find yourself"—you're becoming yourself. Becoming the version of you who lives boldly, trusts deeply, and makes powerful decisions isn't about perfection. It's about alignment. It's about letting go of who you *were* told to be and stepping fully into who you *were created* to be. The CEO version of you already exists. This chapter is your bridge to them.

Section Prompts & Activities:

1. What I've Been Taught vs. What I Now Believe

Draw two columns. On the left, list the old beliefs you were taught (by family, society, or fear). On the right, replace them with truths you now choose.

Example:

 "I have to struggle to succeed."

 "I am allowed to thrive with ease."

2. Lies I've Told Myself That No Longer Serve Me

Write out the thoughts or labels you've outgrown. Then cross them out.

Bonus: Write a truth to replace each one.

3. Meet Your Higher Self / CEO Self

Write a short letter from the future version of you—the CEO, the visionary, the healed and thriving you.

Prompt:

What do they want you to stop worrying about?

What are they proud of you for already doing?

What do they want you to remember about who you are?

4. My Power Traits

List the 10 qualities your future self embodies with ease.

(Examples: Disciplined, creative, bold, magnetic, clear, consistent, humble, powerful)

Quote at the bottom of the page:

"You must learn a new way to think before you can master a new way to be."
— Marianne Williamson

Chapter Four: CEO Moves — Making Strategy Sacred

Theme: Turning vision into aligned action

Focus: Strategy, execution, consistency, and faith-led direction

Intro Paragraph:

Once the mindset is aligned, the mission must move. This chapter is where clarity becomes momentum. Where we stop waiting on “perfect timing” and realize the timing is perfect because *you’re ready*. Strategy isn’t just about calendars and checklists—it’s about *intentionality*. God honors movement. This chapter is your blueprint to begin.

1. Define Your CEO Vision

Write out your clear business or life mission.

What do you believe you’re here to build, lead, or change?
What results do you want to create—for yourself and others?

2. Set Aligned Goals

Break your vision into 3 categories:

- **Short-term (0–90 days)**
- **Mid-term (3–12 months)**
- **Long-term (1–3 years)**

Make sure each goal is:

- **Specific**
 - **Heart-driven**
 - **Stretching, but possible**
-



3. Identify Your “CEO Days”

Create your own weekly rhythm for:

- Focused planning
- Financial tracking
- Faith + journaling
- Creative time
- Admin work
- Outreach or visibility

What 1–2 days per week will be your sacred CEO days?



4. Choose Your Top 3 Moves This Month

Pick three high-impact actions that would move your vision forward *now*.

Example:

- Launch a new service
 - Build a landing page
 - Register your LLC
 - Reach out to 5 new leads
 - Hire a VA
 - Record 3 videos for your brand
-

5. Invite God Into Your Strategy

Write a short prayer or affirmation asking for divine guidance as you move forward.
Let this be a living reminder that you're not building alone.

Affirmation at the bottom of the page:

"I don't chase—I align. I prepare as if it's already mine. I lead with strategy, and I move in faith."

Chapter Five: Storm-Proof — Building Resilience in Real Life & Business

Theme: Endurance, recovery, and standing firm

Focus: Navigating setbacks, doubt, criticism, and the wait

Intro Paragraph:

Every CEO faces storms. Sometimes it's fear. Sometimes it's finances. Sometimes it's people you thought would clap, but instead they ghosted. And sometimes, the hardest battles are the ones no one sees. But resilience doesn't come from never falling—it comes from *getting back up differently*. This chapter will help you bounce back, not bitter, but better.

1. Name the Storms You've Survived

Take a moment to list past challenges that once felt impossible but didn't break you.

How did you get through it?

What did you learn from it?

What are you proud of yourself for?

2. When Setbacks Hit — What's Your Reset Plan?

Create a recovery ritual for the next time things feel heavy:

- Faith step: Prayer, journaling, scripture
- Mental step: Take a walk, unplug, or breathe
- CEO step: Delegate, reassess goals, or simplify
- Personal step: Therapy, support call, or rest

Your bounce-back plan is part of your strategy.

What does your reset plan look like?

3. Replace the Lies

Write down 3 lies you've believed when things didn't go as planned—then write a truth to replace each one.

Example:

- **Lie:** "I must not be called to this."
 - **Truth:** "If God gave me the vision, He'll provide the way."
-

4. Dealing With Critics & Doubt

Not everyone will understand your path.

What criticism or judgment has stuck with you?

What would you say now, from a stronger version of you?

5. Write Your CEO Comeback Story

You're not the same person who started.

What do you want your comeback to sound like?

Who are you becoming because you chose not to quit?

Scripture for this chapter:

"Though the righteous fall seven times, they rise again." — Proverbs 24:16 NIV

Affirmation at the bottom:

"I am built for the bounce back. Nothing sent to shake me will break me. I rise again, stronger and wiser."

Chapter Six: Money Matters — CEO Finances & Faith

Theme: Alignment, stewardship, and overflow

Focus: Reframing your money story, budgeting like a CEO, and aligning finances with faith

Intro Paragraph:

Money has power, but it doesn't have to have *power over you*. As a CEO, you are being called to handle wealth with wisdom and intention. Whether you're starting with a little or preparing for overflow, it starts with stewardship—managing what you have, while preparing for what's coming. This chapter will help you rethink how you view, spend, and speak about money.

1. What's Your Money Story?

Take inventory of the beliefs you were taught about money—spoken or unspoken.

What did you hear growing up?

What did you see modeled?

How have those beliefs helped or hindered you?

2. Create Your CEO Money Map

Let's organize your financial life like a business:

- **Income:** What's coming in?
- **Expenses:** What's going out?
- **Business Budget:** Tools, marketing, investments
- **Personal Budget:** Bills, giving, saving

What needs to shift in your habits, spending, or pricing?

3. Wealth, Worth, & Faith

Sometimes we tie our self-worth to money—how much we have or don't. Let's break that.

What does being “rich” really mean to you now?

What are 3 ways you already walk in abundance?

4. Invite God Into Your Finances

Have you prayed over your pricing? Your clients? Your money goals?

Write out a prayer for your financial future.

Set an income goal for the next 90 days.

Ask: What does obedience look like financially for me?

5. Overflow Isn't Just About You

What will you do with increase?

How do you want to give?

Who do you want to bless or build for?

Scripture for this chapter:

*“But remember the Lord your God, for it is He who gives you the ability to produce wealth...” —
Deuteronomy 8:18 NIV*

Affirmation at the bottom:

*“I manage money with wisdom. I attract the resources I need. Overflow is my
portion because I steward well.”*

Chapter Seven: Launch Ready — Mapping the Vision Forward

Theme: Clarity, confidence, and commitment

Focus: Solidifying your offer, setting goals, and preparing for execution

Intro Paragraph:

Now that you've done the inner work, it's time to move with vision. This chapter is about packaging purpose into action. Whether you're launching a business, ministry, creative project, or side hustle, it deserves intention and structure. Let's turn your faith into a functional plan.

1. What's the Vision?

Describe your big-picture goal or project.

What are you launching or building?

What problem does it solve?

Why does this matter—personally and to others?

2. Define Your Offer (or Core Message)

Whether it's a service, product, or mission, define it clearly:

- Who is it for?
- What's the transformation?
- What's the cost or commitment?

Bonus: Can you explain it in one sentence?

3. Build the 30-60-90 Day CEO Plan

Start simple. Create 3 focused goals for the next 90 days:

- 30-Day Focus:
- 60-Day Focus:
- 90-Day Focus:

What will you need help with?

What fears could keep you from following through?

4. Systems & Support

What tools will help you stay organized?

Who's in your corner—mentors, friends, advisors, or prayer partners?

5. Stay Rooted as You Rise

Every CEO journey brings highs and lows. Staying rooted will keep you grounded.

What scripture, quote, or phrase will anchor you this season?

What does *faithful* execution look like for you?

Scripture for this chapter:

“Write the vision and make it plain... that he may run who reads it.” — Habakkuk 2:2 NKJV

Affirmation at the bottom:

“I am ready, equipped, and called. My vision is blessed, and my execution is aligned.”

Chapter Eight: The Becoming — Becoming Who You Were Always Meant to Be

Theme: Identity, transformation, and legacy

Focus: Embracing the new you and walking in it boldly

Intro Paragraph:

You didn't come this far just to build a brand or check off goals—you came to become. This is the unfolding of everything that's always been in you. The pain, the pivots, the prayers—they've all shaped the leader, visionary, and CEO you now see rising. Becoming is less about a destination and more about the process of embracing who you truly are.

1. What Have You Grown Through?

Look back and reflect with compassion:

What has life taught you in this season?

What did failure unlock in you?

What parts of your story are you proud of now?

2. Who Are You Now?

Define your new identity in this season.

What do you believe about yourself now?

What do you no longer accept?

Who are you becoming as a leader, creator, or servant?

3. Legacy in Motion

Your purpose is bigger than a title—it's a ripple.

Who are you impacting?

What legacy do you want to leave in your family, community, or industry?

4. A Letter to Your Future Self

Write a letter to the version of you who has already “made it.” Speak with love, gratitude, and vision.

Scripture for this chapter:

“Being confident of this, that He who began a good work in you will carry it on to completion until the day of Christ Jesus.” — Philippians 1:6 NIV

Closing Affirmation:

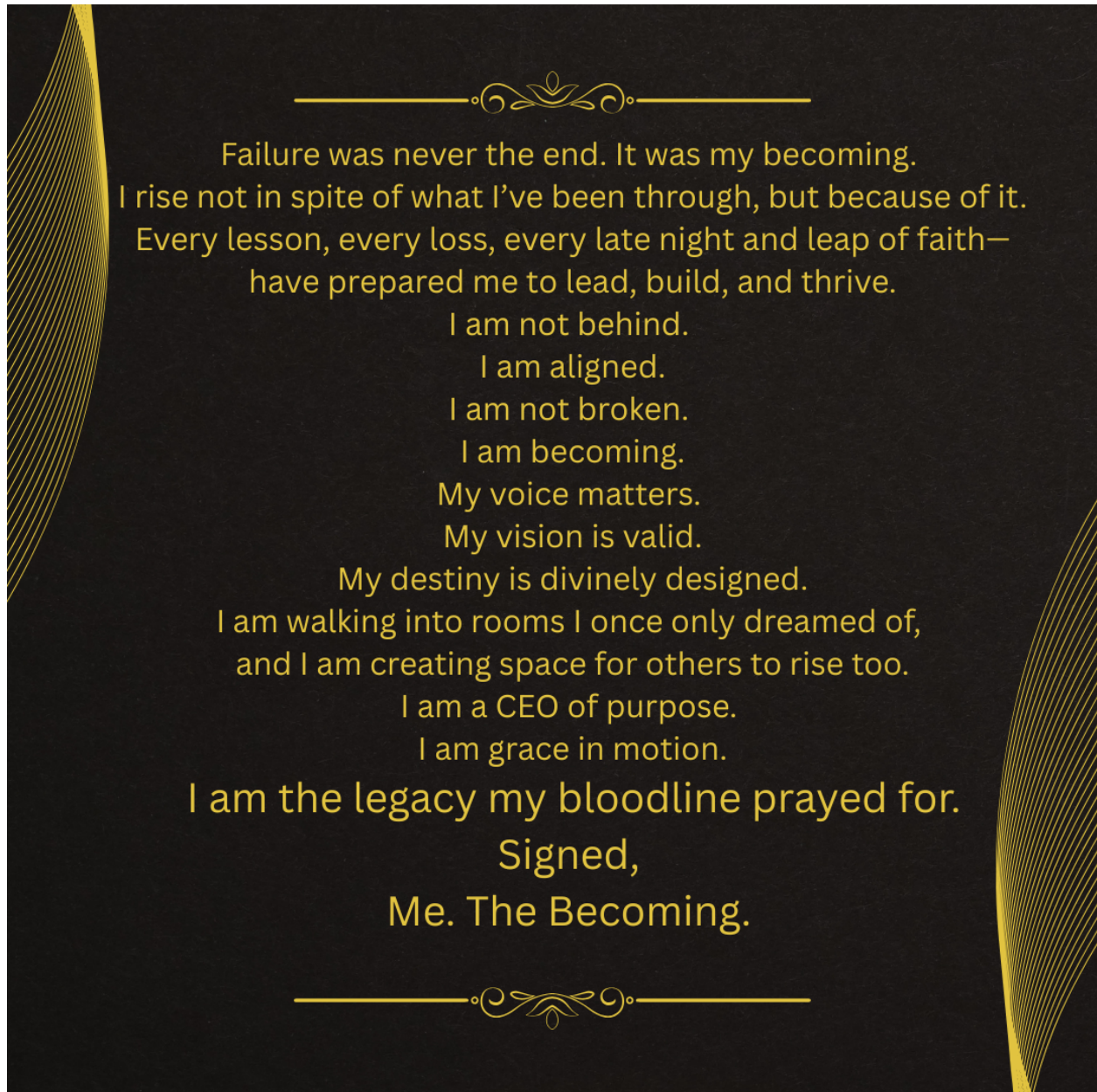
“I am becoming all I was created to be. I move forward with grace, courage, and purpose. The future is already mine.”

Final Words A Letter to You

Now, here's your printable...



☀ **Your CEO Affirmation Page (Print + Frame It)**



AFFIRMATIONS

♥ I release the shame of my past and step into the strength of my purpose.

♥ I am divinely equipped to lead, build, and thrive.

♥ I am not my failure—I am my future.

♥ I think like a CEO, I move like a CEO, I lead like a CEO.

♥ My vision is valid. My process is holy. My momentum is inevitable.

Felicia

