

The Frame. *Start here.*

What the Executive Frame™ is, what the C³ Loop™ does, and why this approach begins with the human rather than the to-do list.

Centre › Clarify › Choose › Repeat

What is the Executive Frame™?

A structured psychological architecture for people navigating pressure — built from three evidence bases: emotional intelligence (how you regulate), executive functioning (how you organise and act), and self-determination theory (why you keep going). Not a personality overhaul. A frame strong enough to hold the life you already have.

What does “human first, then performance” mean?

The order matters. Performance built on a depleted human tends to be expensive and brief; performance built on a regulated, resourced one tends to compound. We don't trade wellbeing for output — wellbeing is what output stands on.

What is the C³ Loop™?

The Frame's operating rhythm: Centre (stabilise), Clarify (organise), Choose (act intentionally) — then return to Centre and go again. On a good day the loop runs in seconds. On a hard day you walk it deliberately, step by step. Both count.

Why that order?

Because biology runs in that order. The systems that organise thinking work best when the nervous system is settled — so we steady the body first, sort the thinking second, and act third. Most approaches start at step two and wonder why the structure keeps washing away. We pour the foundation first.

Is this about being positive all the time?

No — relentless positivity is just pressure wearing a smile. This is positive psychology in the real sense: building on what already works in you — your strengths, your values, the conditions where you flourish. Difficult emotions are welcome; they carry information. We just don't hand them the steering wheel.

Is this therapy?

It's a framework that runs across several formats — psychoeducation, group programmes, workbooks, and individual clinical work where indicated. The architecture is the same throughout; the depth is calibrated to what you need. Group and education pathways are the usual front door.

Who is it for?

People under genuine load — professionals, parents, athletes, neurodivergent adults, whole families and teams. The Frame holds because it isn't built for an idealised person with infinite willpower. It's built for actual humans, on actual Tuesdays.

What if I've tried everything before?

Then you arrive with something valuable: data. Every system that didn't hold tells us something about the conditions you need — and people who have tried many things tend to move fast once the sequence is right. Past attempts weren't failures. They were reconnaissance.

How do I begin?

Small, and in order. Notice your own load rising (Centre), put your commitments somewhere outside your head (Clarify), take one deliberately small step toward what matters (Choose) — and when life interrupts, return without ceremony (Repeat). That's the whole practice. The rest is rests.

IF THINGS FEEL UNSAFE RIGHT NOW

Call **111** in an emergency. Lifeline **0800 543 354** · free call or text **1737**, any hour. You don't need to be in crisis to use these lines.