

THE MOMENTUM LOOP™

Frame 2: Momentum | Chapter 4

The Momentum Loop is a five-stage cycle for building and sustaining forward motion. It works because momentum is not a personality trait — it is a system. Small, timely wins are not cosmetic. They are structural.

From the Book

Jonida didn't ask them to open a restaurant. She asked them to serve one dinner. One table. One guest. 'You're opening tonight,' she said. Silence. 'One table. That one.' She points to the corner two-top by the window. 'Can you do that?' 'Yes,' the son says quietly. 'We can do that.' The magic happens around the third or fourth loop — momentum becomes self-sustaining.

THE FIVE STAGES

1

START

Begin with the smallest viable action that produces a tangible result. Not a plan — an action that changes something in the real world.

Send the first email. Book the venue. Write one paragraph.

2

REDUCE FRICTION

Identify the single biggest obstacle slowing the next step. Not all obstacles — just the biggest one. Eliminate it immediately.

Make a decision someone's waiting on. Remove unnecessary approvals.

3

MOVE FAST

Speed creates its own energy. Compress dead time. Make reversible decisions now rather than studying them for another week.

In emotional cultures, speed communicates commitment.

4

CELEBRATE

Acknowledge progress publicly. Thank the person who pushed it through. Make the invisible visible. This is the step most leaders skip.

Small celebrations close emotional loops.

5

RESTART

Don't wait for perfection. Identify the next START action and begin again. Momentum isn't an event — it's a rhythm.

The loop never ends — it spirals upward.

FIRST LOSS = the setback itself (survivable) | SECOND LOSS = the paralysis that follows (preventable)

Without small wins, energy dissipates. With them, motion becomes self-sustaining.

— **Motion Leadership, Chapter 4**

HOW TO USE IT IN PRACTICE

When a team or project is stalled, run one full loop in a single day. Stage 1 takes five minutes. Stage 4 takes thirty seconds. Most leaders skip Stage 4 entirely — which is why their loops never close. Celebrate visibly, then restart before the energy fades.