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MINDSET & DISCIPLINE

Responsibility Is the Antidote: Finding Meaning in the Grind

The founder's grind can feel like a burden or a calling, and the difference is rarely the work itself. It is whether you have taken full responsibility for it.

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Running a business is hard in a way that is difficult to explain to people who have not done it. The weight of every decision lands on you. Jordan Peterson's recurring theme speaks directly to this: the meaning that makes life bearable, even rich, is found not in comfort or rights but in voluntarily shouldering responsibility. For a founder, that is not a nice idea — it is the whole game.

The burden you choose is different

There is a strange truth here. A burden forced on you crushes; a burden you choose ennobles. The same long hours feel like slavery when you resent them and like purpose when you own them. Responsibility is the hinge. The moment you stop blaming the market, the economy, the clients, or your luck, and say this is mine to carry, the grind changes character.

> **“The purpose of life is finding the largest burden that you can bear and bearing it.”**
>
> **— Jordan Peterson**

Ownership is the founder's superpower

Practically, radical responsibility is also the most effective posture in business. If a problem is someone else's fault, you are powerless. If it is yours to solve — even partly — you have agency. The most resilient founders treat almost everything as their responsibility, not because everything is their fault, but because that is the stance from which you can actually act.

- When something goes wrong, ask first what is mine to own here.
- Trade blame for agency — blame feels good and changes nothing.
- Carry the weight on purpose; a chosen burden builds you rather than breaking you.
- Connect the grind to the why — meaning is what makes hard sustainable.

> **A QUIETER THOUGHT**
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> Scripture frames work as stewardship — we are entrusted with talents and asked to be faithful with them (Matthew 25:14–30). The grind, seen this way, is not meaningless toil but the faithful tending of something we have been given. Responsibility is how the everyday work becomes sacred.

The bottom line

You cannot make the work easy, but you can make it meaningful — and the path runs through responsibility. Stop waiting to be rescued and choose to carry the weight. The burden you willingly shoulder is the one that gives the grind its purpose.

Sources

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Jordan Peterson, 12 Rules for Life and Maps of Meaning — responsibility and meaning.

- Matthew 25:14–30 — the parable of the talents.

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