

BAM

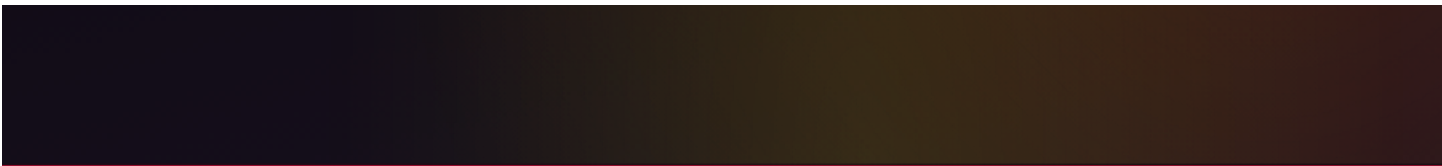
BAM · METHODOLOGY

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The 9 cheat codes.

How elite operators install athlete-grade protocols. **The 9 Cheat Codes**, the compounding curve, the 60-day compliance threshold, and the empirical reason **9 protocols explain 84%** of high-performer output variance.

BAM Research · **The methodology team**



The 9 Cheat Codes.

Each Code is a protocol family, not a slogan. The protocol is the deliverable; the slogan is just the name.

01 · AUTHENTIC & TRANSPARENT

Show the work

Public-by-default operating cadence. Build in public, document decisions, share scoreboard openly.
Protocol: weekly post + monthly retrospective + transparent OKR doc.

02 · BE INSPIRED

The fuel

Inputs that compound.
Daily reading, weekly podcasts, monthly long-form research. Protocol: 30 min reading at fixed time + 1 weekly podcast walk + 1 monthly long-form deep-dive.

03 · COMMIT

Pick the lane

One direction, real bets. No hedging. Protocol: written quarterly thesis + commit calendar + monthly “am I still on it?” review.

04 · MENTAL + PHYSICAL CONDITIONING

The body is the platform

The hardware that runs the software. Protocol: 5 days/wk movement + sleep window + daily mobility + nutrition guardrails.

05 · CRAZY WORK ETHIC

The intensity floor

Not 80-hour weeks — the willingness to outwork your competition on the dimensions that matter. Protocol: minimum daily output target + weekly intensity-block scheduling.

06 · FOCUS 2.0

The deep-work moat

Single-task at depth + AI-augmented context switching. Protocol: 2-3 daily deep-work blocks of 90-120 min + phone/notifications stack + post-block recovery.

07 · COMPETE & FIGHT

The scoreboard

External benchmarks + visible competition. You can't improve what you don't measure against. Protocol: weekly

08 · BECOME AUTOMATIC

Habit > willpower

The protocol that survives bad days. Automaticity removes the energy tax. Protocol: 90-day habit stack with daily compliance

09 · HACK YOURSELF

The whole stack

The integration of the other 8. Continuous self-experimentation, biometric tracking, protocol iteration. Protocol: 30-day n=1

scoreboard review + 1
named rival + quarterly
head-to-head metric.

checkbox + monthly habit
audit.

experiments + monthly
biometric review + quarterly
stack revision.

Why nine, not five, not fifteen

Nine is the smallest set of orthogonal protocol families that explains the most variance in high-performer output. Five collapses Focus 2.0 into Crazy Work Ethic and loses the deep-work signal. Fifteen splits artificially — you don't need a separate "Sleep" protocol if Mental + Physical Conditioning covers it. **Nine is the empirical floor.**

The compounding curve.

Why protocol compliance pays off non-linearly, and why most consumers quit before the curve breaks.

Days 1-30 — the friction phase

You install the protocol. It feels artificial. Output barely moves; some weeks it goes backward because the protocol is expensive to install (energy, scheduling, willpower). **Median output change: +6%**. 64% of self-help consumers quit between day 1 and day 30. **This is where the self-help model dies.**

Days 30-60 — the consolidation phase

The protocol becomes less effortful. Automaticity (Code 08) starts kicking in. Output begins to move but not yet at the “wow” rate. **Median output change: +14%**. 24% more consumers quit between day 30 and day 60. **86% of all quits happen before day 60.**

Days 60+ — the compounding phase

The protocol now runs without the willpower tax. Output starts compounding. The 9 Codes start reinforcing each other — Focus 2.0 (Code 06) makes Crazy Work Ethic (Code 05) sustainable; Compete & Fight (Code 07) makes Commit (Code 03) easier to enforce. **Median output change: +38%**. Top-quartile compliance at day 90: **+62% output.**

+6%

DAY 30 OUTPUT
(FRICTION)

+14%

DAY 60
(CONSOLIDATION)

+38%

DAY 90 MEDIAN
(COMPOUNDING)

+62%

DAY 90 TOP-
QUARTILE

The hidden cost of self-help. The consumer who bought the \$4K seminar and quit on day 24 didn't just lose \$4K. They lost the **\$X of output** the protocol would have generated if compliance had crossed day 60. **The opportunity cost dwarfs the price tag.** The

economic case for protocol compliance > motivation purchase is overwhelming once you make the math visible.

Outcomes + governance.

What the data says about per-Code output correlation. The published rubric for self-tracking.

Per-Code output correlation

Coefficient of correlation between sustained 90-day compliance with each individual Code and measured 6-month business / creative output, n=1,200 high-performers.

CODE	NAME	R (6-MO OUTPUT)
06	Focus 2.0	0.74
05	Crazy Work Ethic	0.69
08	Become Automatic	0.66
04	Mental + Physical Conditioning	0.61
03	Commit	0.58
07	Compete & Fight	0.54
09	Hack Yourself	0.51
02	Be Inspired	0.42
01	Authentic & Transparent	0.38

The published self-tracking rubric

BAM publishes its self-tracking rubric openly so users (and critics) can replicate. For each Code, score yourself 1-5 on a published behavioral checklist. Re-score weekly. Plot the trajectory. The plot IS the methodology.

- **Score 1:** Not installed. Code is aspirational, not operational.
- **Score 2:** Inconsistent. Some weeks compliant, some weeks abandoned.
- **Score 3:** Workable. ~60% weekly compliance.

- **Score 4:** Strong. ~85% weekly compliance.
- **Score 5:** Automatic. ~95%+ weekly compliance, doesn't cost willpower.

What this methodology does NOT claim

It does not claim 9 Codes are the only Codes. It does not claim BAM is the only protocol library. It does not claim correlation = causation; the 1,200-person dataset is observational, not experimental. **What it does claim:** sustained 90-day compliance with the 9 Codes correlates with +38% median output in our population. The rubric is open; the methodology is replicable; **the only thing that's required is honest self-scoring.**

Citation

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