

YOU ARE CAPABLE OF MORE

A NATIONAL SELF-PERCEPTION SURVEY

THE UNTAPPED POTENTIAL REPORT

What 200+ people told us about the gap between where they are and who they know they could be.

200+

Total responses

100+

Leaders

92%

Believe they're capable of more

At a glance

Across 200+ respondents, a clear and consistent signal emerged.

92%

**believe they're capable of
more than they're doing now**

And 63% said they're capable of "significantly more."

71%

**feel they fall short of
their potential daily or
weekly**

Only 7% said this rarely happens to them.

78%

**delay action on things they
know they should do**

Procrastination, not lack of ambition, is the bottleneck.

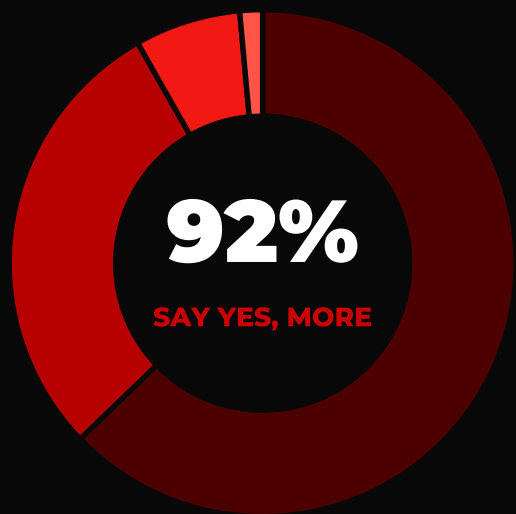
85%

**second-guess themselves
because of their internal
voice**

Self-doubt was the #1 thing holding people back.

Almost everyone senses untapped potential

"Do you believe you are capable of more than you're currently doing?"



- Yes, significantly more **63%**
- Somewhat more **29%**
- About where I should be **7%**
- Not sure **1%**

How often do you feel you're NOT reaching your full potential?

Daily



Weekly



Occasionally



Rarely



The gap is action, not desire

Most people know what to do — and still hesitate to do it.

How often do you delay action on something you know you should do?

Very often



Sometimes



Rarely



Never



How often do you avoid opportunities that feel uncomfortable or uncertain?

Very often



Sometimes



Rarely



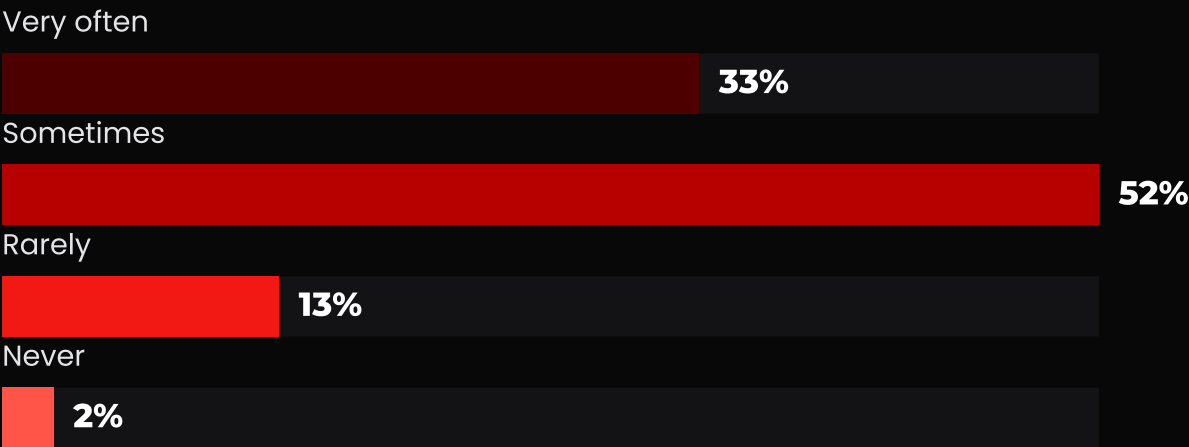
Never



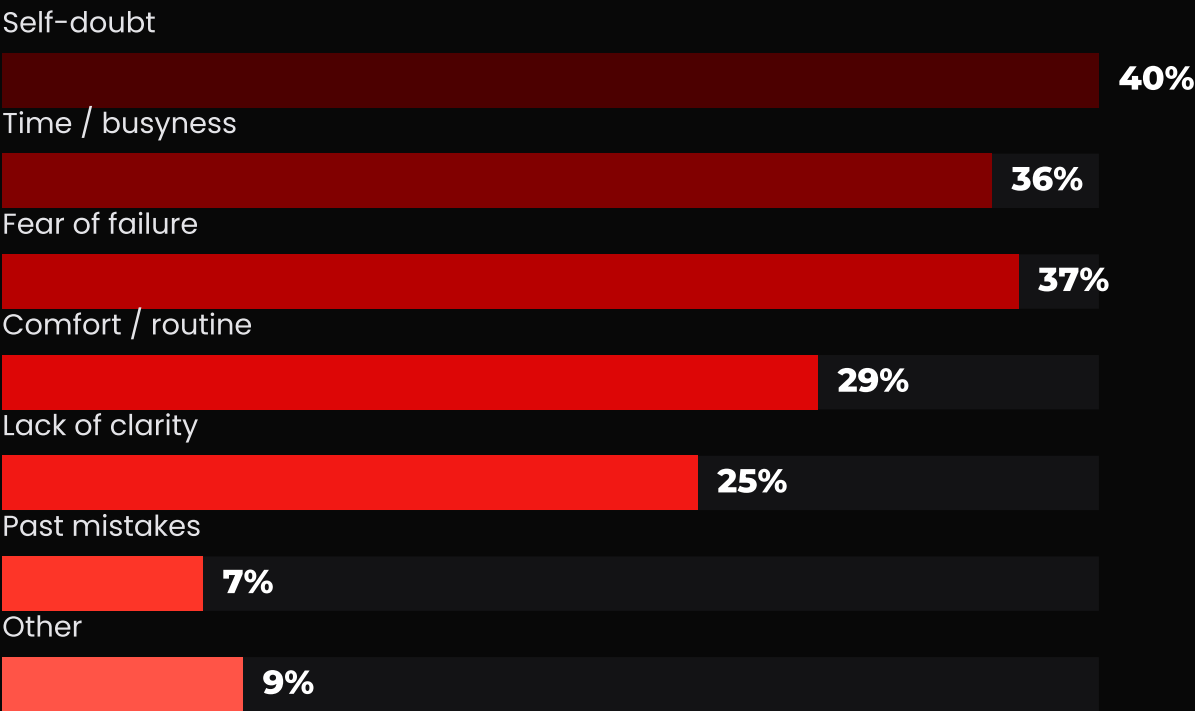
Self-doubt is the loudest barrier

What actually holds people back is internal far more than external.

Does your internal voice cause you to hesitate or second-guess yourself?



What holds you back the most? (each person could select up to 2)



High self-awareness, low intentionality

People own their setbacks — but few run their days on purpose.

When something doesn't go your way, what's your first instinct?

Look at what I could've done differently

45%

Consider both internal & external factors

51%

Blame external factors first

4%

How intentional are you with how you spend your time each day?

Highly intentional

26%

Somewhat intentional

55%

Mostly reactive

17%

Completely reactive

2%

PART TWO

Leaders vs. everyone else

More than 100 respondents identified as Managers, Senior Leaders, or Executives. Here's how their answers compared with everyone else.

 Leaders  Everyone else

Percentages are within each group, so the two are directly comparable.

Do leaders feel more "capable of more"?

Leaders are even more likely to sense untapped potential — rank doesn't close the gap.

Leaders Everyone else

Believe they are capable of more

Yes, significantly more



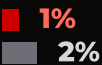
Somewhat more



About where I should be



Not sure



How often they feel they fall short of their potential

Daily



Weekly



Occasionally



Rarely



Procrastination & discomfort hit everyone

Seniority doesn't inoculate against delay — leaders report it at similar rates.

Leaders Everyone else

Delay action on something they know they should do

Very often



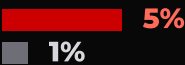
Sometimes



Rarely



Never



Avoid opportunities that feel uncomfortable or uncertain

Very often



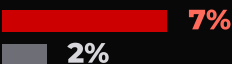
Sometimes



Rarely



Never



The inner voice & intentional time

Even leaders second-guess themselves — but they run their days with more intention.

Leaders Everyone else

Internal voice causes them to second-guess themselves

Very often



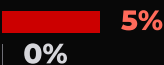
Sometimes



Rarely



Never



How intentional they are with their time each day

Highly intentional



Somewhat intentional



Mostly reactive



Completely reactive



What holds them back

Self-doubt and fear top both lists — leaders cite time/busyness more.

Leaders Everyone else

Self-doubt



Time / busyness



Fear of failure



Comfort / routine



Lack of clarity



Past mistakes



Other



"What I should be doing — but am not"

Themes from 200+ open-text answers — many named more than one.

Discipline, time & focus



Health, fitness & self-care



Career growth & outreach



Learning & education



Build a business / side venture



Goals, challenge & growth



Most-named: discipline & routine, then health/fitness, then learning and career outreach.

"If I reached my potential, what changes?"

Themes from 200+ answers — the dream is rarely just about money.

Career success & impact



Time & balance



Confidence & peace of mind



Financial freedom



Relationships & presence



Health & energy



Career success & impact led, closely followed by reclaiming time/balance and finding peace of mind.

What "more" looks like to them

A few responses, in their own words.

“

*Living the life I choose
rather than the life that just
happens.*

—

A SURVEY RESPONDENT

“

*I would be doing the work I am
most passionate about — developing
leaders — instead of work that
drains me.*

—

A SURVEY RESPONDENT

“

*Self-doubt would decrease.
Confidence would grow.*

—

A SURVEY RESPONDENT

“

*To be 100% honest — the
ability to be a more patient
and present parent to my
children.*

—

A SURVEY RESPONDENT

“

*If I spent time acting on my
own dreams, what would change
most is my energy.*

—

A SURVEY RESPONDENT

“

*Making a difference in
people's lives.*

—

A SURVEY RESPONDENT

WHO RESPONDED

The respondents

Over 200 people completed the survey across a full range of roles.

Executive (Owner, Founder, C-suite)

13%

Senior Leader (VP, Director)

15%

Manager / Team Lead

24%

Individual Contributor

26%

Other

23%

GROUPED AS LEADERS

100+

Managers, Senior Leaders
& Executives · 52%

EVERYONE ELSE

48%

Individual Contributors
& Other

YOU ARE CAPABLE OF MORE

 THE TAKEAWAY

You told us what **“more”** looks like.

More freedom. More confidence. More presence. More purpose.

A life you choose, instead of one that just happens.

92% of you believe you're capable of more — yet most delay action and second-guess yourselves daily. The barrier isn't ability or ambition. It's self-doubt, comfort, and the absence of intentional action. And every one of those is something you can change.

It's time to become *capable of more.*

Turn insight into action

Three ways to close the gap between where you are and who you could be.

USE THE FRAMEWORKS

01

Put the You Are Capable of More tools to work — the Comfort Ceiling Assessment, the Goal Reset Worksheet, and the Playbook. Simple, proven steps to move from intention to action.

READ THE BOOK

02

You Are Capable of More by Chris Sund turns the science of untapped potential into a practical playbook for beating self-doubt and building momentum.

GET TIME WITH CHRIS

03

Bring Chris to your stage or team — or book one-on-one time — to help your people stop hesitating and start reaching their full potential.

START TODAY AT

YOUARECAPABLEOFMORE.COM