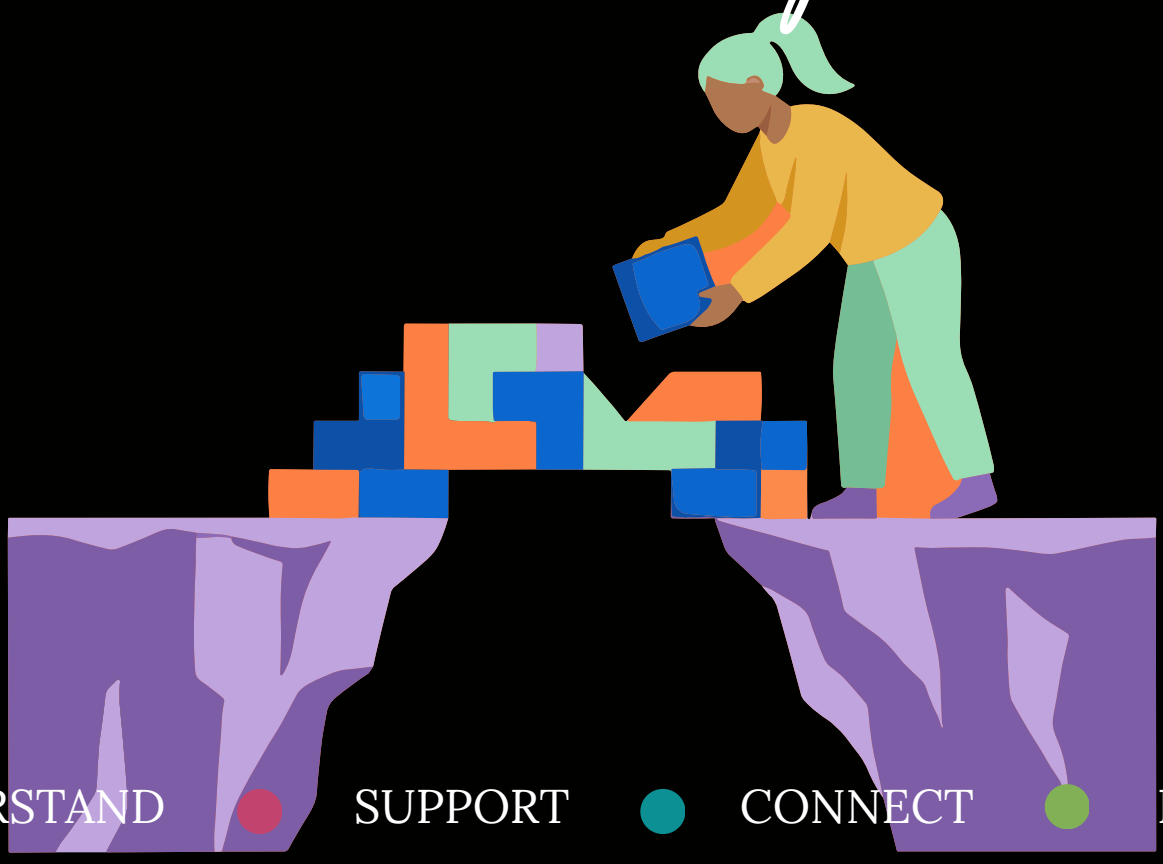
SOLA

A SOFT LANDING SPACE

Why Knowing Isn't Enough

the gap between knowing and doing



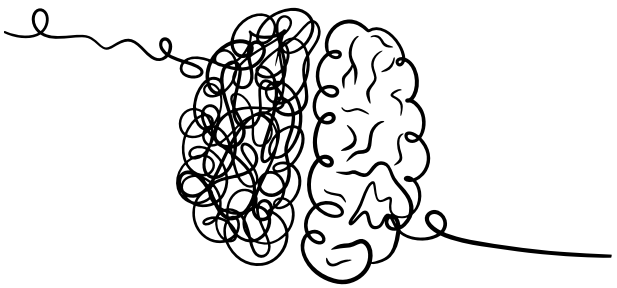
UNDERSTAND SUPPORT CONNECT BUILD

Knowing and doing are different processes.

Information helps us understand what to do, why it matters, and how it might work. But understanding something does not automatically make it accessible in the moment we need to act.

Doing also depends on our ability to begin, remember the steps, manage emotions, shift attention, estimate time, and use the energy and resources available to us. Our environment, nervous system, and current demands can all affect whether we can access what we know.

This is why you can genuinely understand what would help—and still struggle to follow through. The problem is not a lack of intelligence, effort, or care. Knowing provides direction. Support helps your brain turn that direction into action.



The key idea

Knowing is information, doing requires access

The knowing-doing gap

The knowing–doing gap is the space between understanding what to do and being able to do it in real life.

You may know what needs to happen, why it matters, and even the steps involved—but still struggle to begin or follow through. That gap can be shaped by energy, emotions, working memory, task initiation, time awareness, and the environment around you.

The gap is not evidence that you are lazy, unmotivated, or not trying hard enough. It shows us where access is breaking down and where support may be needed.
Instead of asking, “Why can’t I just do it?” we can ask, “What is getting in the way, and what could help me bridge the gap?”

> **The gap is real- and it is bridgeable**

Understand

Why the gap happens.

Moving from knowing to doing requires several brain processes to work together. When one or more of these are strained, accessing what we know becomes harder.

Task Initiation



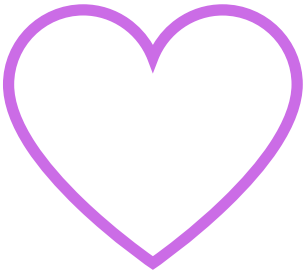
Getting started, even when you want or intend to act.

Working Memory



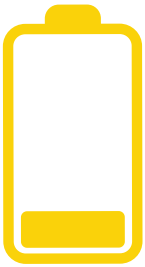
Holding information in mind long enough to use it.

Regulation



Managing frustration, anxiety, shame, or overwhelm.

Capacity



Having enough mental and physical capacity for the task

Time Sense



Noticing time, estimating how long something will take, and recognizing when to begin.

Enviornment



Having the tools, space, cues, structure, and support the task requires.

Where does knowing get stuck?

Think of something you understand but still struggle to do.

What do I know?

What happens when I try?

What do I tell myself about this?

UNDERSTAND

Name the barrier, not the flaw.

Which of these barriers show up for you? Check all that apply

Capacity

- [ ] Hard to start
- [ ] forget in the moment
- [ ] too many steps
- [ ] low energy
- [ ] Other

Access

- [ ] Missing tools or resources
- [ ] Lack of support
- [ ] Information isn't visible
- [ ] Too much at one time
- [ ] Other

Regulation

- [ ] Overwhelm
- [ ] Big emotions
- [ ] perfectionism
- [ ] anxiety/stress
- [ ] Other

Context

- [ ] Unclear timing
- [ ] distractions
- [ ] competing demands
- [ ] unsupportive environment
- [ ] Other

Connect

Insight lives in one moment. Action happens in another.

Our context, energy, and emotions can be different when we make a plan versus when we do the plan.

When i made the plan...

my energy was:

my emotions were:

my environment was:

my available support was:

When I needed to act...

my energy was:

my emotions were:

my environment was:

my available support was:

Understand

More information or more support?

Sometimes we look for more information when what we really need is support. Both can be helpful.

information patterns

- [ ] researching more
- [ ] collecting strategies
- [ ] waiting for certainty
- [ ] trying to understand perfectly
- [ ] reading more about it
- [ ] other

support options

- [ ] a visible cue
- [ ] body doubling
- [ ] fewer steps
- [ ] reduced friction
- [ ] regulation support
- [ ] accountability
- [ ] other

What are you trying to solve with information that may need support?

Support

Build the bridge.

Choose supports that fit your barrier. Try one small change at a time.



Externalize it

Get it out of your head and into the world.
Example: calendar reminders.

My version:



Reduce friction

make it easier to do.
Example: put the item where you will see it.

My version:



Regulate first

support your nervous system.
Example: take 2 minutes to breathe.

My version:



Practice small

Start with a smaller, more doable step.
Example: do just 2 minutes

My version:

Support

Translate insight into support.

Turrn what you've noticed into a plan. There are many possible answers

Instead of telling myself...	The barrier may be...	A support I could try...
I should remember.	working memory access.	A visible cue.

Build

My support experiment

Use this page to design a small, low pressure experiment. You're not aiming for perfection, just gathering information

The knowing-doing gap I'm working with is:

One barrier I notice is

One support I will try is

I will make the first step smaller by

I'll know it helped if:

This week's experiment

One small experiment can create new data for your brain.



One support I will try.



One step I will make smaller



One thing I will observe.



One thing I am curious about.