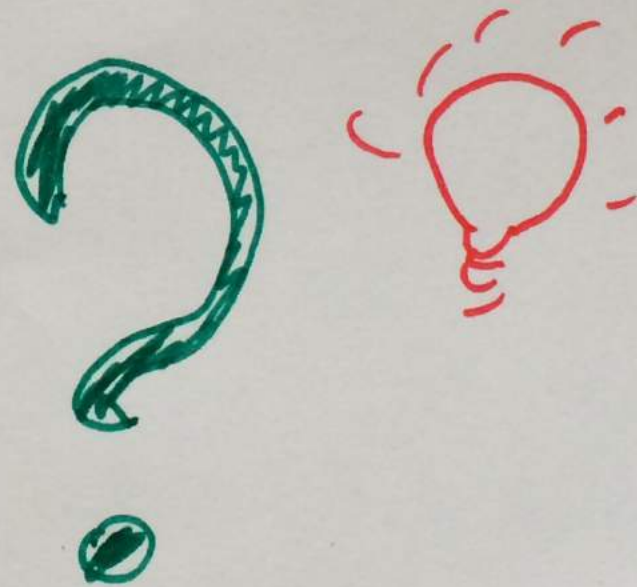
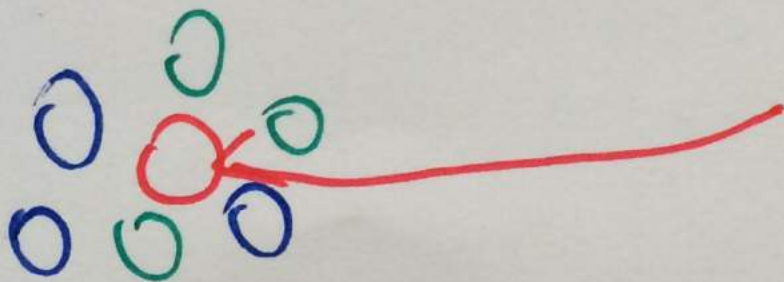


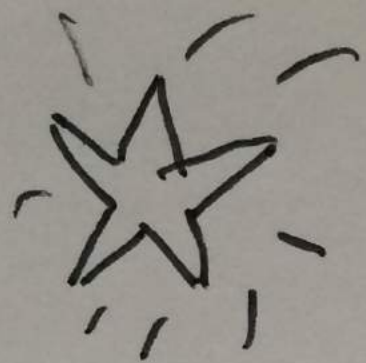
ESSENCE

(())

Is it the very most important
thing I should be doing with
my time and resources
right now?

Connect with
The One Thing

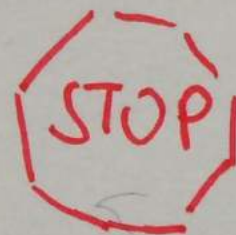


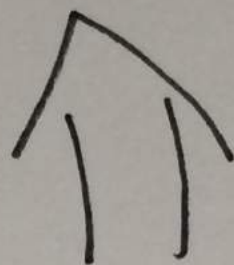
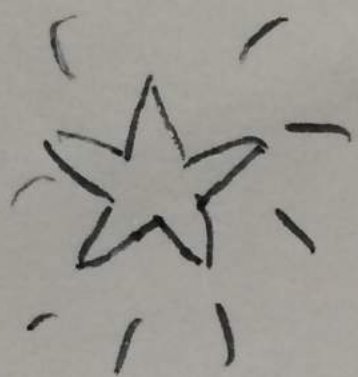


There are three deeply
entrenched assumptions we must
conquer to live the way of the
Essentialist:

"I have to" "It's all important"

"I can do both"



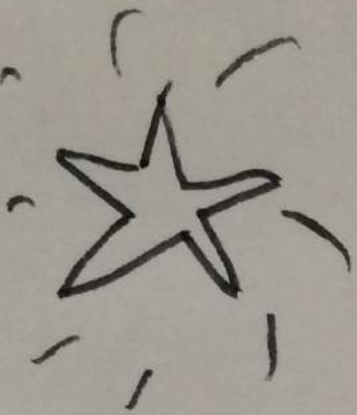


Replace them with
core truths

"I choose to"

"Only a few things really matter"

"I can do anything but not
everything"

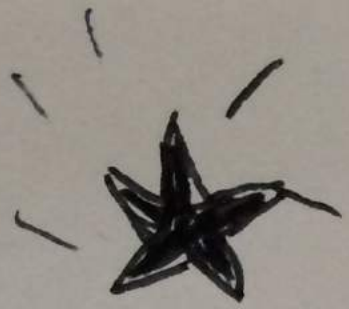


1.

If I didn't have this
opportunity, what would
I be willing to do to
acquire it?

What will I say no to? **2.**

Check of value



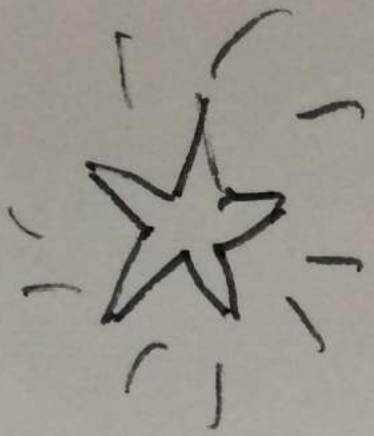
— Essentialism is not about
how to get more things done;
it's about how to get the right things
done.

It doesn't mean just doing less
for the sake of less either.



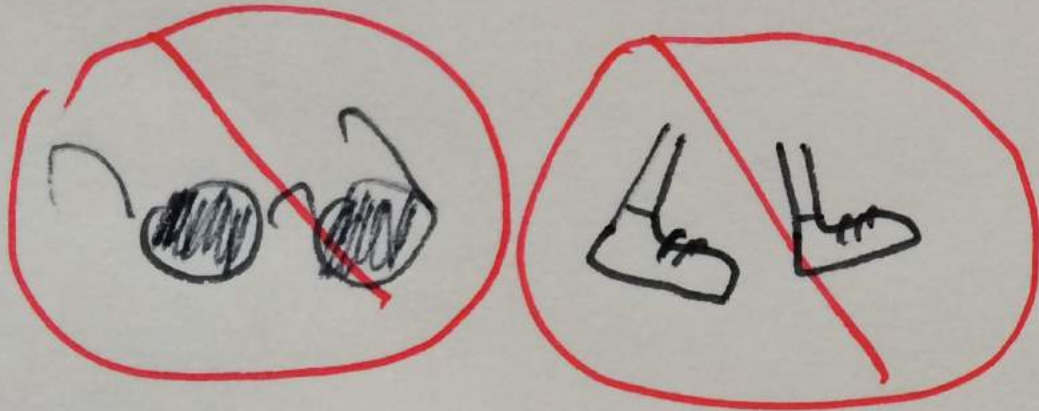
Ask: What is the trade-off
I want to make?

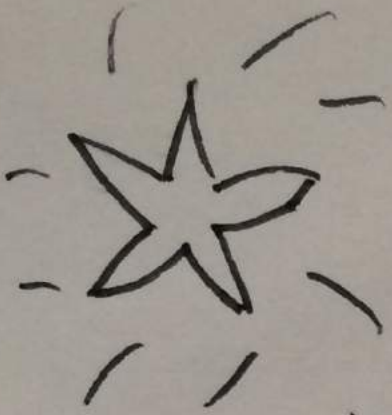
Similar to "The ONE Thing"



// //

We can try to avoid
the reality of trade-offs
but we can't escape them.



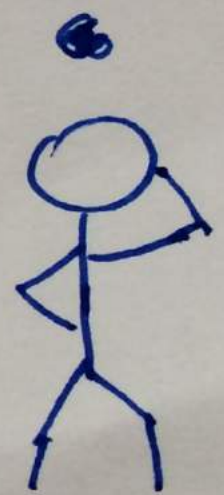


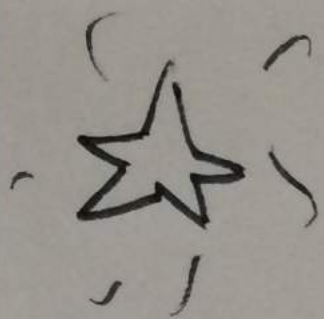
// //

Yes, focus is something
we have.

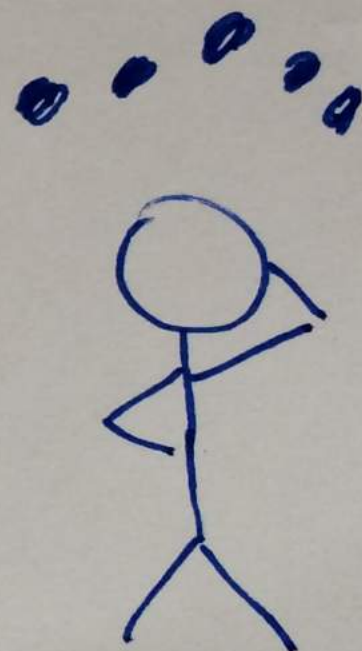
But focus is ~~also~~ something
we **do**.

o.k.

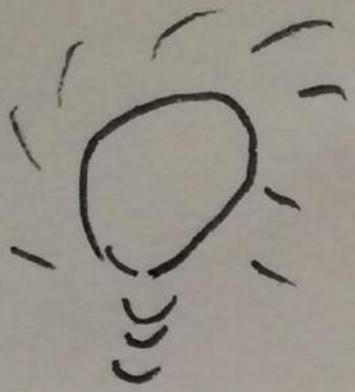




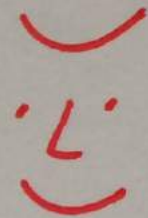
Multi-focus is an evil



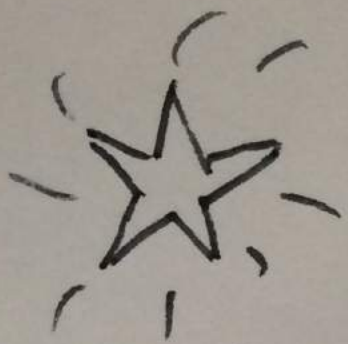
EXPLORE



Life with no regrets



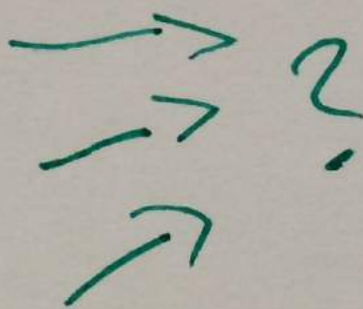
It resonates with me

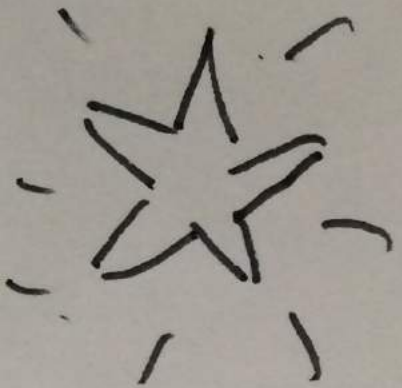


Will this activity or effort
make the highest possible contribution
towards my goal?

// (1)

1. ☐
2. ☐
3. ☐

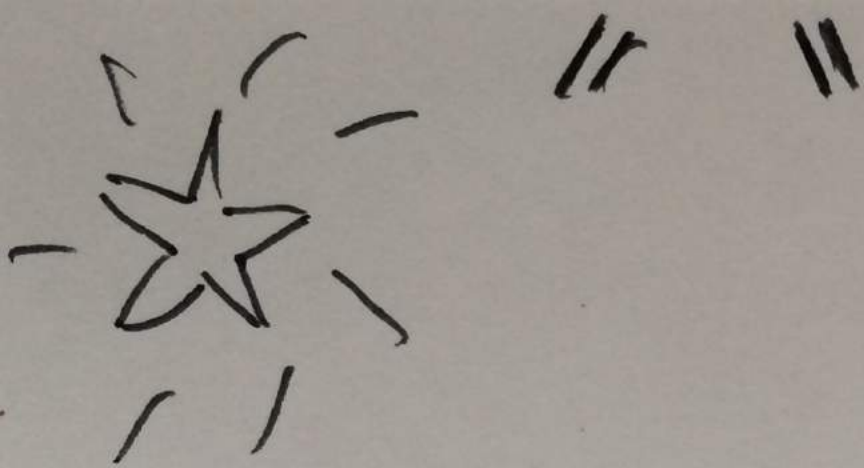




Journalism is about figuring out
the point.

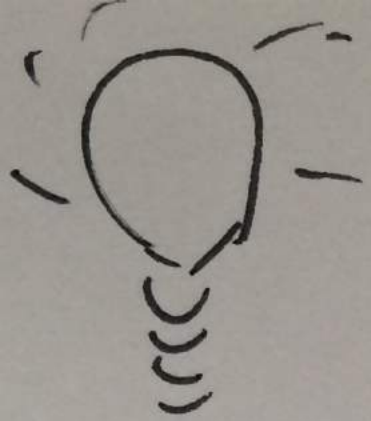
You have to understand
what it means.

And why it matters



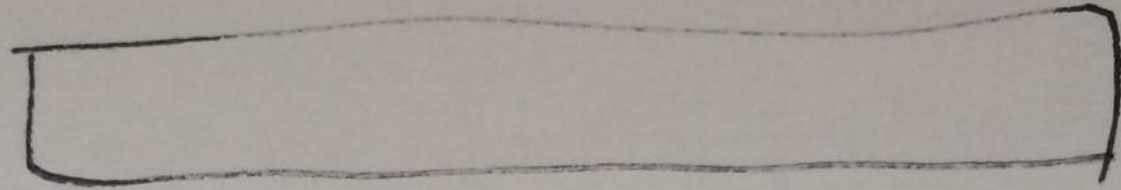
Our highest priority is
to protect
our ability to provide.

ELIMINATE

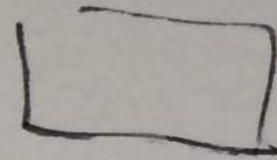
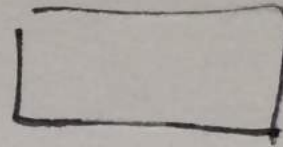
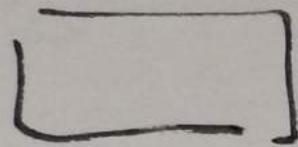


Tool - test of an opportunity

opportunity

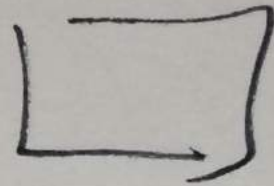
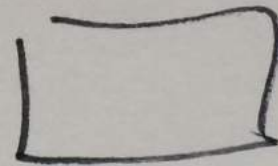
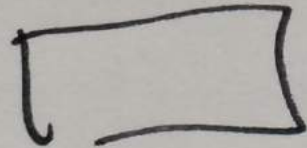


minimum
criteria



to consider

extreme

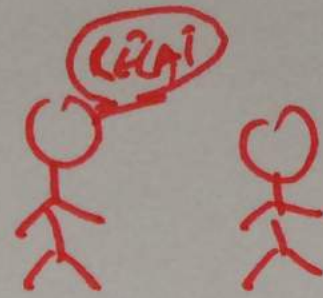


the ideal
criteria
to approve



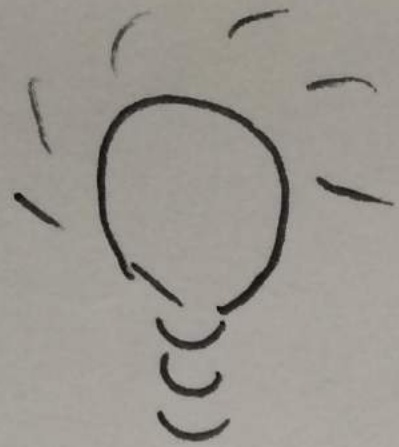
DECISION

$\neq$



SEPERATE THE DECISION
FROM THE RELATIONSHIP

we forget that denying the
request is not the same as
denying the person.



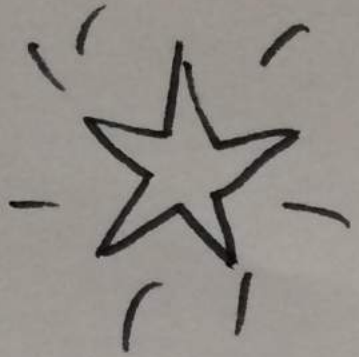
It also says about
time blocking habit



Block your time (distraction-free)
in a distraction-free space

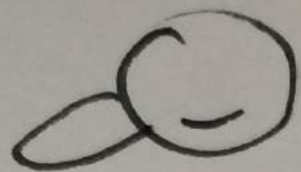
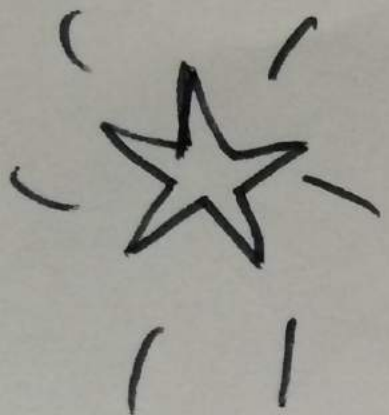
to THINK

On top of blocked time
from "The One Thing"



TRADE-OFFS

We should have a clear
sense of the opportunity
cost

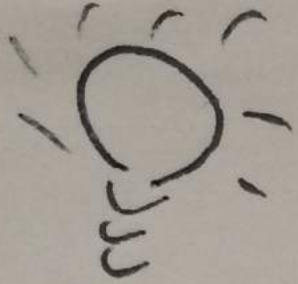


" "

TRADE-OFF

MAKE YOUR PEACE WITH
THE FACT THAT SAYING "NO"
OFTEN REQUIRES TRADING
POPULARITY FOR RESPECT

Essentialists accept they cannot
be popular with everyone all of the time



\$

£

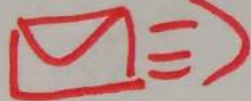


IF I DID NOT HAVE THIS OPPORTUNITY,
HOW MUCH WOULD I BE WILLING
TO SACRIFACE IN ORDER TO OBTAIN IT?

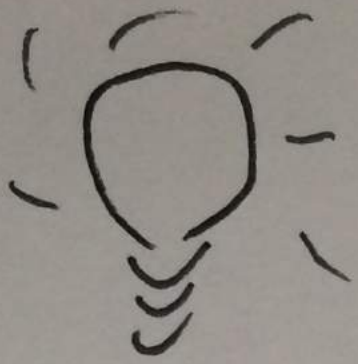
IF I WASN'T ALREADY INVOLVED IN THIS PROJECT,
HOW HARD WOULD I WORK TO GET
ON IT?



THE "NO" REPERTOIRE

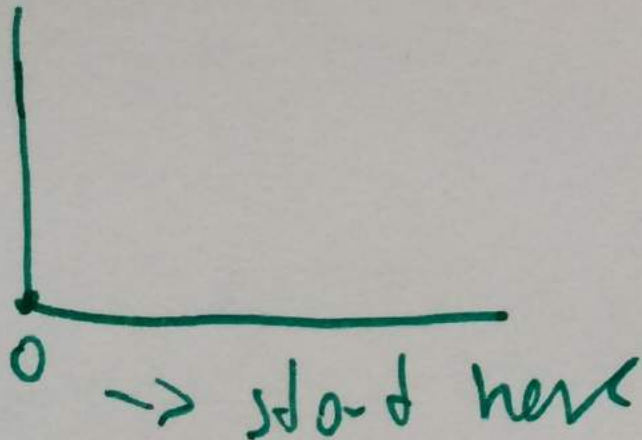
1. THE AWKWARD PAUSE }
2. THE SOFT NO (NO BUT ...) ~~NO BUT ...~~
3. LET ME CHECK MY CALENDAR AND GET BACK TO YOU
4. USE EMAIL AUTOMATIC REPLIES  
5. SAY "YES, WHAT SHOULD I DEPRIORITISE?" $\infty \rightarrow 0$
6. SAY IT WITH HUMOUR 😊
7. USE WORDS "YOU ARE WELCOME TO X. I'M WILLING TO Y"
8. I CAN'T DO IT, BUT Y MIGHT BE INTERESTED

EXECUTE



APPLY ZERO-BASED

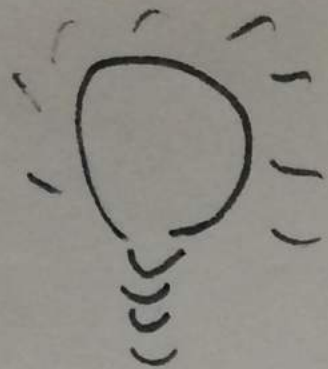
BUDGETING





BE AWARE OF THE STATUS QVO BIAS

the tendency to continue something.
simply because we have
always done it is called
"Status Quo Bias"

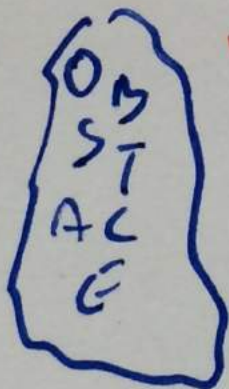


THE END



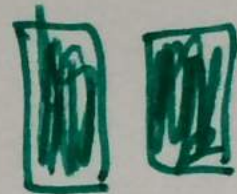
IDENTIFY THE SLOWEST HIKER

What is the obstacle that is keeping
you back from achieving what
really matters ~~for~~ to you?

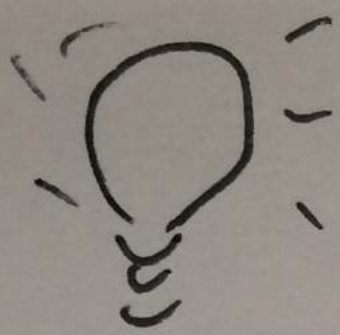




PAUSE BEFORE YOU SPEAK

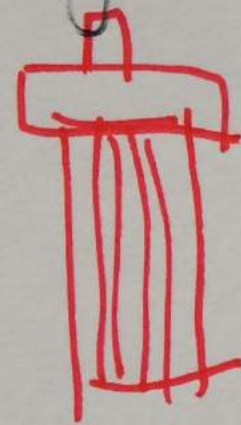


BEFORE YOU AGREE
ON SOMETHING



Remove an initiative or activity
and check if it ~~have~~
will have any negative
consequences.

Do it!





Butter 

5 questions when
attempting to build a butter.

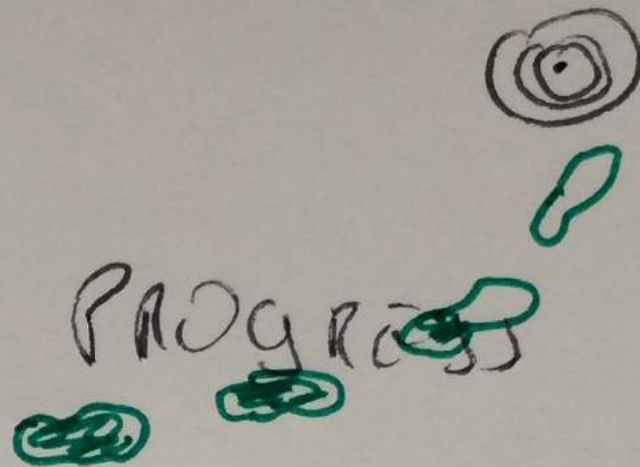
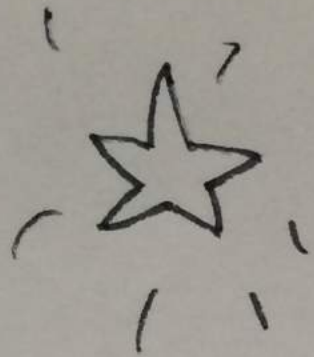
- 1) What risks do you face on this project?
- 2) What is the worst case scenario?
- 3) What would the social effects of this be?
- 4) What would the financial impact of this be?
- 5) How can you invest to reduce
risks or strengthen financial or social
resilience?



What is THE OBSTACLE, that,

if removed, would make

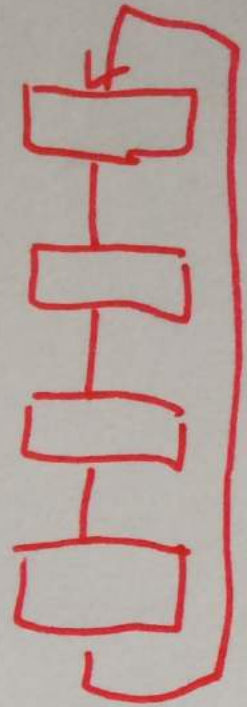
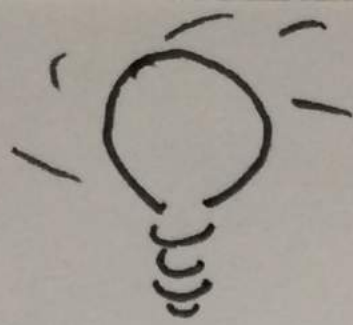
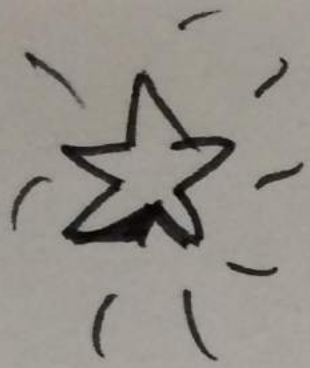
the majority of other obstacles
disappear?



Motivation:

PROGRESS
ACHIEVEMENT

← RECOGNITION



The genius of routines

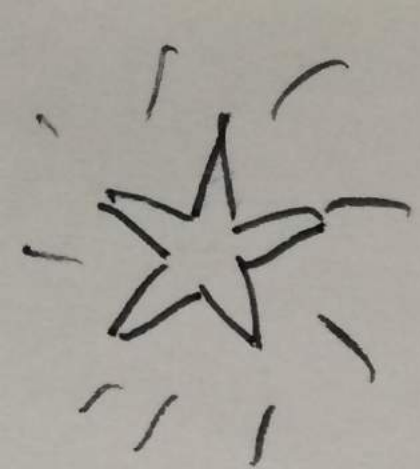
Build routines

→ the one of him

→ power of habit

The essentialists designs a routine
that makes achieving what you want
a default possible

IDEAS



Read something
from classic literature

Find a book (classic)
for yourself



Story about priorities
and priority.

In many books.

Write about that

11 11

I MUST APOLOGISE:

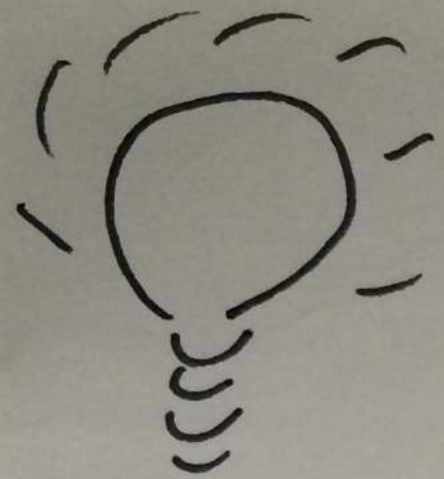
IF I HAD MORE TIME
I WOULD HAVE WRITTEN
A SHORTER LETTER

) (

If you don't prioritize your
Life,

someone else will

”
”



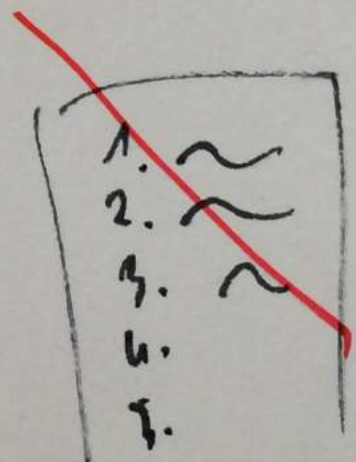
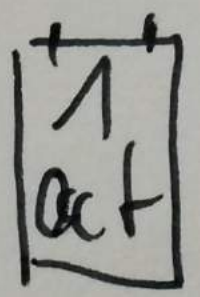
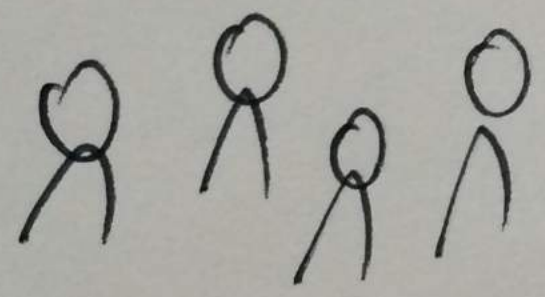
→ Choose one day
each 12 week:

- Goalscape
- What is important

An idea:

Once a month a common
meeting with no agenda.

Time to think





Keep journal
and review it

every 30 days

// //

It is the ability to choose
which makes us human
Madeleine L'Engle

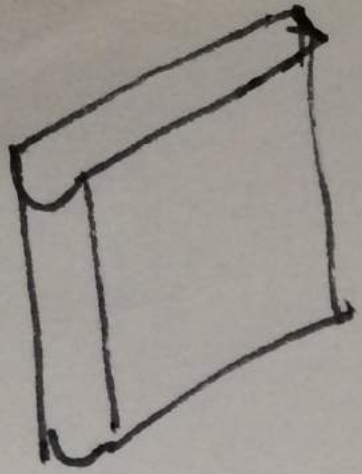
CHECK



Learned helplessness

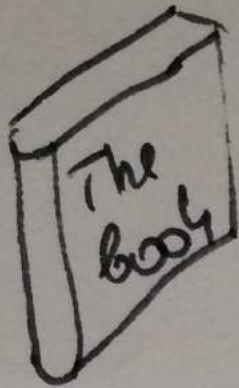


life edited. com



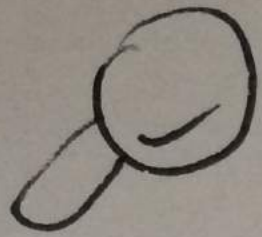
Jim Collins

"Good to Great"



Malcolm Gladwell

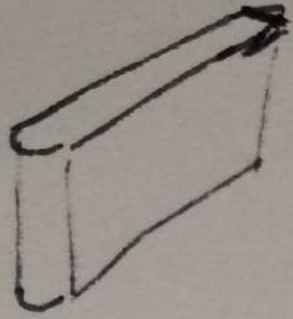
The 10 000 hour rule



The concept of a "lead"

It should contain
the why, what, who and who

Charles O. Simms



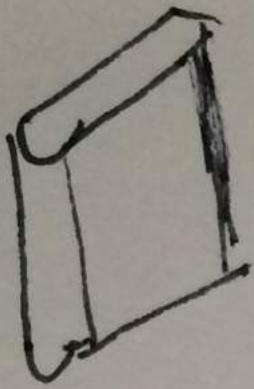
Theory of Constraints



"No More Yes. It's Either
HELL YEAH! Or No."

TED R Derek Sivers

If it isn't a clear yes,
then it's a clear no.

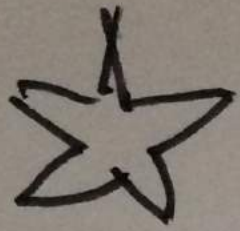


Stuart Brown

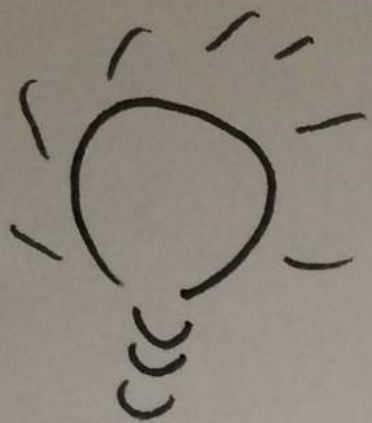
Play



OTHER

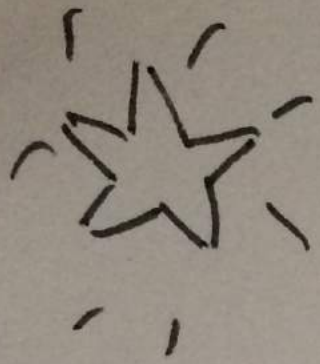


Innate fear of social
awkwardness



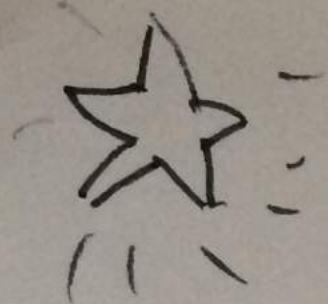
Workshops : don't fill
whole time.

Leave some time at the end
comments, questions

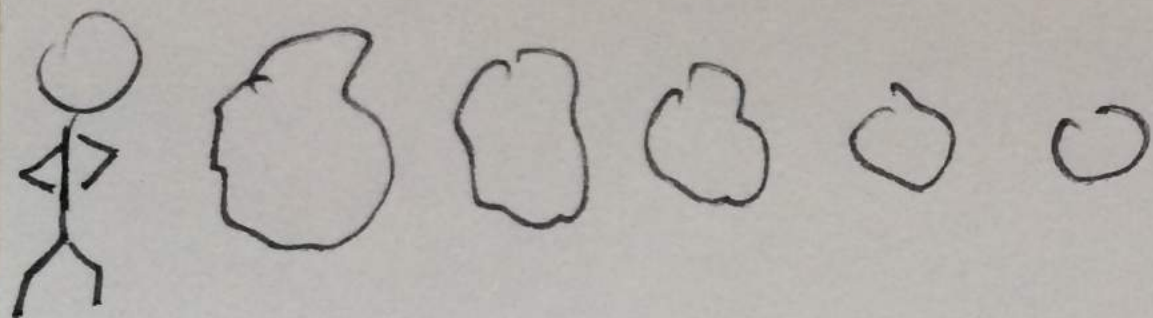


The non-essentialists
tends to always assume
best-case scenario.

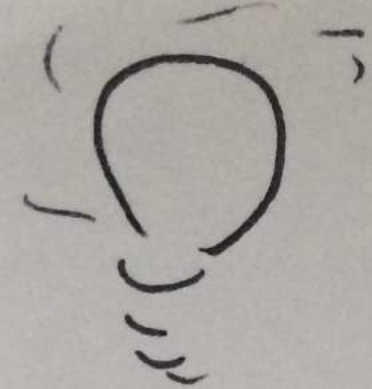
Create the buffer for the best
in good times



M T W T F S S



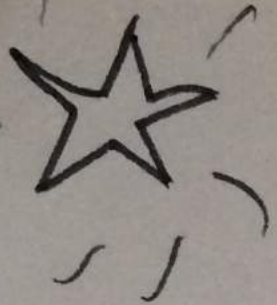
Start your week/day with
the hardest / most
important your work



Divide week into
themes

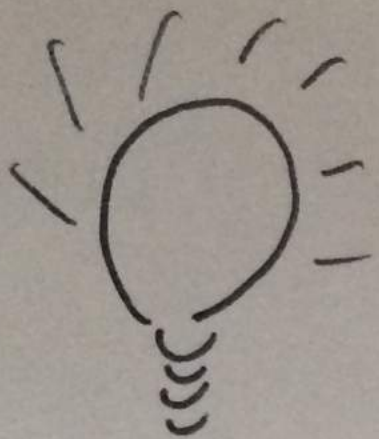


The best asset we have
for making a contribution
to the world is ourselves.



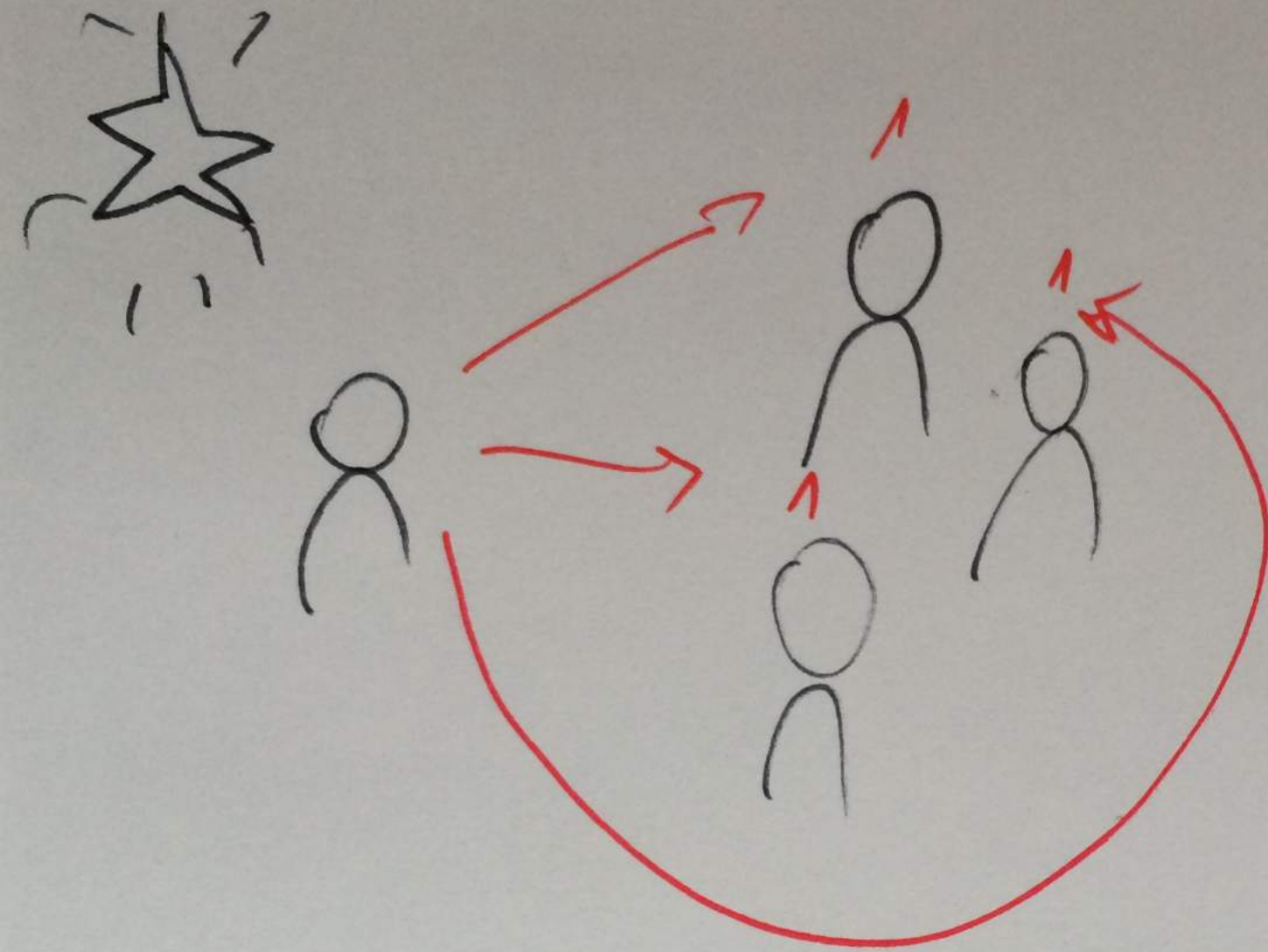
The pause that refreshes.

Leave work, other things
behind.



Who is my dealbreaker?

Write it down.



Focus on each team member's
highest role and goal of contribution