

Rule No. 18 —Your calendar reflects your priorities.

This rule confronts the lie we tell ourselves that “we didn’t have time,” when in reality, we simply didn’t make it a priority. It is not about time management tools. It’s about discipline and alignment. If you want to know what truly matters to a person, don’t ask them—look at their calendar. If it doesn’t reflect their stated priorities, they’re lying to themselves.

Ask Yourself:

If someone audited your calendar for the last 30 days, what would they say your top priorities are—and how does that compare to what you say they are?

The Truth Is:

Where your time actually goes is the most honest strategy document you have. If your calendar doesn't match what you say matters — that's not a scheduling problem. That's a leadership problem.

Don't tell people your priorities. Show them your calendar.

Action Step:

Review next week’s schedule and remove anything not tied to your top priorities. Repeat weekly.

Recommended Reading:

The 7 Habits of Highly Effective People, by Stephen R. Covey

“The key is not to prioritize what’s on your schedule, but to schedule your priorities.” — Stephen R. Covey

What this week revealed:

This week I gained clarity on _____

This week I said no to _____

WEEK 8

MONDAY

DATE _____

- _____
- _____
- _____

TUESDAY

DATE _____

- _____
- _____
- _____

WEDNESDAY

DATE _____

- _____
- _____
- _____

THURSDAY

DATE _____

- _____
- _____
- _____

FRIDAY

DATE _____

- _____
- _____
- _____

SATURDAY

DATE _____

- _____
- _____

SUNDAY

DATE _____

- _____
- _____

STILL UNFINISHED

- _____

TOP 3 PRIORITIES THIS WEEK

- _____
Why now? _____
- _____
Why now? _____
- _____
Why now? _____

Notes:

THIS WEEK I'LL PROTECT TIME FOR