



Rule No. 5 —Make fewer, bolder moves.

A strategy that tries to do everything is not a strategy. It is a wish list.

Focus beats frenzy. Spread too thin, you risk mediocrity everywhere.

Bold, deliberate moves, rooted in strategy, not reaction, create real advantage.

Commit to fewer initiatives, but back them fully. Win where it matters.

The Hard Truth —

Busy isn't strategic. It's just loud.

Most companies lose by making too many safe decisions.

Most businesses dilute themselves into mediocrity by chasing ten directions at once.

The leaders who win pick fewer bets and go all in. Stop spreading thin and start going deep.

Ask Yourself —

- What are we doing that looks productive, but isn't moving the needle?
- Where are we spreading ourselves too thin to avoid hard decisions?
- If we bet on only one initiative this year, what would it be? Why?

Action Steps —

This Week's Task: Conduct a Strategic Elimination Exercise

One of the hardest disciplines in leadership isn't deciding what to start, it's deciding what to stop.

This week, list every significant initiative, project, or strategic priority currently competing for your organization's time and resources.

Then ask a simple question: "If we were starting this business today, would we choose to do this?" Be honest.

Identify the one or two initiatives with the greatest potential to move your business forward over the next 12 months. These become your bold moves.

Now identify at least one initiative to pause, eliminate, or postpone.

Explain why it no longer deserves your team's attention and determine where those freed-up resources, time, money, or people, should be redirected.

Success isn't measured by how much you accomplish this week.

It's measured by what you have the discipline to stop doing.

This Rule Helps You With:

- **Strategic Clarity**
 - It forces you to define what really matters, and eliminate what doesn't.
- **Resource Alignment**
 - Instead of sprinkling effort everywhere, it channels resources into the few battles worth winning.
- **Competitive Advantage**
 - Big moves shake markets and reposition your business above the noise.
- **Leadership Discipline**
 - It builds the courage to say no to good ideas in service of great strategy.
- **Breaking the Plateau**
 - If growth has stalled, this rule helps you stop tinkering and start making moves that change the game.

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Practice the principles.



Recommended Reading —



Playing to Win, by A.G. Lafley & Roger L. Martin

"Strategy...It requires making explicit choices

—to do some things and not others —and building a business around those choices."

Each day, set 2 specific actions
that move this week's Rule into practice
and help complete the Action Step by week's end.

TOP 3 priorities this week:

WEEK 16

monday

☐☐

tuesday

☐☐

wednesday

☐☐

thursday

☐☐

friday

☐☐

saturday

sunday

notes —

this week...