



Rule No. 8 —Don't mistake movement for progress.

We live in a culture that rewards hustle, glorifies busyness, and often confuses motion with momentum. But constant activity isn't the same as meaningful progress. This rule invites you to slow down, get clear, and focus your effort where it actually counts. Because doing more is not the goal —doing what matters is.

The Hard Truth _____

Busy people feel productive. Focused people actually are.

You can be exhausted and going nowhere. Meetings, emails, and activity are not results. If you can't point to a measurable outcome at the end of the week, you were busy, not productive. There's a difference.

Ask Yourself —

Am I spending more time in motion than on meaningful outcomes?

What change could I make this week that would create the biggest forward movement in my work?

Action Steps —

This Week's Edge: Eliminate One. Elevate One.

This week, don't try to accomplish more.
Instead, improve the quality of your focus.

Step 1:

Identify one recurring activity that consumes time but produces little meaningful value.
Eliminate it, delegate it, or postpone it for one week.

Step 2:

Identify one high-impact priority you've been delaying because you've been "too busy."
Block 60 uninterrupted minutes on your calendar this week to work on it, and nothing else.

At the end of the week, ask yourself:
"Did I accomplish more by doing less?"

The objective isn't to have the busiest week.
It's to make measurable progress on what matters most.

This rule calls us to pause, assess, and move deliberately, not reactively. Activity for its own sake —email, meetings, constant "hustling"—can feel productive but often keeps us from what truly matters. Progress only happens when your energy is channeled with purpose and clarity. Leaders who prioritize the essential few over the trivial many, not only free their own time and energy, they enable their teams to achieve more with less distraction. Don't measure progress by activity, measure progress by impact.

the LEDGER

Practice the principles.



Recommended Reading —



Essentialism: The Disciplined Pursuit of Less, by Greg McKeown

"What if we stopped celebrating being busy as a measure of importance?"

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 20

monday

tuesday

wednesday

thursday

friday

saturday

sunday

notes —

this week...