



Rule No. 14 —Know when to let go.

Most leaders are good at starting things. Very few are good at ending them. Good leaders don't just build, they prune. Knowing when to let go of a person, product, process, or plan is a mark of maturity and strategic clarity. Holding on too long stifles progress. Letting go at the right time creates room for growth, health, and innovation. Endings aren't failures—they're often the first step toward something better.

The Hard Truth

What once made the business successful, can quietly become what holds it back.

Holding on to a dead product, a wrong hire, or a failing strategy isn't loyalty, it's avoidance. The cost of staying in something that isn't working is every resource, every hour, and every opportunity you could have put somewhere that might. Endings are part of the business.

Ask Yourself —

What am I keeping alive that's actually holding me back?

What am I holding onto out of comfort, fear, or obligation, rather than value or vision?

What is this costing us—not just in dollars, but in momentum, morale, and missed opportunity?

Action Steps —

This Week's Edge: Cut one thing that no longer serves

This week isn't about starting something new, it's about creating space for what matters most.

Your Action Plan This Week

1. Take Inventory:

Identify one person, process, product, meeting, commitment, or habit that is consuming resources without producing meaningful value.

2. Assess the True Cost

Ask yourself: What is this costing us in time? and money? What opportunities are we missing by keeping it?

3. Make the Decision

Choose one course of action: End it. Delegate it. Redesign it. Or set a firm deadline to make a final decision. Avoid postponing the decision simply because it's uncomfortable.

4. Communicate Clearly

If your decision affects others, explain it with honesty, respect, and confidence. Necessary endings deserve clear leadership, not vague explanations.

5. Record the Outcome

What you chose to let go. Why you made the decision. What space, time, or opportunity it created.

Our Goal

To strengthen your ability to make timely, strategic decisions instead of allowing emotion, habit, or sunk costs to dictate your leadership. Great organizations don't just know how to build—they know what to stop building.

Build the Habit

Create a quarterly "Necessary Endings" review. Schedule time every 90 days to examine your products, priorities, meetings, vendors, systems, and even your own commitments.

Ask one simple question: "If we were starting today, would we choose this again?"

If the answer is no, it's time to seriously consider letting it go. The strongest leaders don't cling to the past. They create the future by having the courage to end what no longer belongs in it.

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Practice the principles.



Recommended Reading —



Necessary Endings, by Dr. Henry Cloud

"If you don't end what needs to be ended, nothing new and better can begin."

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 24

monday

tuesday

wednesday

thursday

friday

saturday

sunday

notes —

this week...