



Rule No. 18 —Your calendar reflects your priorities.

If you want to know what truly matters to a person, don't ask them —look at their calendar. 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.

The Hard Truth

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

Where your time actually goes is the most honest strategy document you have. If your calendar doesn't reflect your stated priorities, you're lying to yourself, and that's not a scheduling problem, that's a leadership problem.

Ask Yourself —

If a stranger looked at my calendar, what would they say my top priorities are?

And, how does that compare to what I say they are?

Where am I letting other people's urgency override my own strategy?

What non-negotiables should be time-blocked, but aren't?

Action Steps —

This Week's Task: Conduct a Calendar Audit

For the next seven days, don't try to change your schedule. Study it.

At the end of each day, review your calendar and categorize every hour into one of these four buckets:

- **Strategic** – Activities that move the business forward.
- **Customer-Focused** – Time spent understanding, serving, or strengthening customer relationships.
- **Leadership** – Coaching, developing people, building culture, and making key decisions.
- **Reactive** – Firefighting, interruptions, unnecessary meetings, and low-value tasks.

When the week is over, ask yourself:

- What percentage of my time was spent creating the future versus responding to the present?
- Does my calendar reflect the priorities I say matter most?
- What should I stop, delegate, or eliminate?
- What one recurring block of time must become non-negotiable?

Your Challenge

Before next Monday, make one permanent change to your calendar.

Choose one recurring block of 60–90 minutes each week and dedicate it to something you've consistently claimed is a priority but rarely protected —whether that's strategic planning, customer visits, leadership development, innovation, or uninterrupted thinking time.

Then protect that appointment with the same discipline you would give your most important customer.

Remember:

A leader's priorities aren't revealed by what they intend to do. They're revealed by what appears on their calendar.

This Rule is important because, intentionality beats reactivity.

Time is the most democratic resource —everyone gets 24 hours.

High performers don't find more time; they allocate it better. They schedule their values.

They protect their most important goals from being swallowed by the urgent but unimportant.

Covey called this “putting first things first” —and it's the difference between being busy and being effective.

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Practice the principles.



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."

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 8

monday

tuesday

wednesday

thursday

friday

saturday

sunday

notes —

this week...