



Top 3 priorities this week

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Do 2 things each day that will move this Rule into practice and help to make it a habit.

monday

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tuesday

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wednesday

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thursday

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friday

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saturday

sunday

Rule No. 4 — Play the long game.

the **principle**: Building a solid business takes time. Don't sacrifice the future just to make today look good. Short-term thinking will get you a rollercoaster company that fizzles out in a few years. Build trust, take care of your customers and make decisions that will still make sense five or ten years from now.

Where are we prioritizing immediate results at the expense of long-term value?

Are we clear on what we're actually building over the next 5–10 years, or are we just reacting year to year?

If we continue operating exactly as we are today, where will this company be in 5 years?

What does 'winning' mean to me, and is that definition sustainable?

Week 4: Conduct a “Long Game Audit”.

Choose one important decision your business is currently facing. It could involve hiring, pricing, customer relationships, product development, marketing, or investment.

The decision:

Ask yourself and your leadership team:

- What is the short-term choice?
- What is the long-term choice?
- If we looked back five years from now, which decision would we be proud we made?

Write down one action that favors the long-term health of the organization, even if it requires more patience, discipline, or investment today.

Your goal this week:

Make at least one decision that your future company will thank you for.

Task to carry forward:

Define one long-term commitment you will protect, no matter the short-term pressure.
As a team, identify a single priority that is critical to your future success. (maybe it's developing talent, customer trust, product innovation, culture, etc.)

Write it down.

Agree on it.

Then set a clear standard: What does it look like to not compromise this, even when it's inconvenient?

Revisit this commitment monthly.

Remember, short-term decisions that hurt businesses usually seem reasonable at the time.

Great companies focus on building something that lasts, not just something that performs today.