



Rule No. 5—Make fewer, bolder moves.

the **principle:** When every project is labeled “critical,” none of them are. Playing to win means saying no more often than yes. Confident decision-making leads to clearer strategy, faster execution and a more measurable impact.

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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What are we doing that looks productive, but isn't actually moving the needle?

tuesday

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If we could only bet on one initiative this year, what would it be?

wednesday

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Why?

thursday

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If we stopped everything else and went all-in on this one move, would it truly change the trajectory of our business?

friday

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saturday

sunday

Week 5: Conduct a strategic elimination exercise.

One of the hardest disciplines for entrepreneurs 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.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

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

- 1.
- 2.

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.