



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. 7 —Momentum beats motivation.

the **principle:** You won't always feel like doing what needs to be done. Who does? Our self-motivation comes and goes. The key is to keep moving, even on the days when you don't feel like it. Small steps taken every day add up, and once you get moving, it's easier to keep moving.

Where am I waiting to feel motivated, when I could be building momentum by taking action?

What daily or weekly discipline should I implement that would compound over time, even if no immediate results are visible?

How can I reinforce the value of discipline and momentum across my team, especially if progress feels slow?

Week 7: Stop waiting for motivation.

Choose one meaningful business priority you've been postponing, and commit to working on it for 30 uninterrupted minutes at the same time every day this week. For example, one specific process you know should be improved and documented.

Don't judge the quality of the work. Don't worry about finishing.

Your only objective is to show up and make progress.

At the end of the week, reflect on two questions:

- Did momentum make the work easier?
- What important task will become your next non-negotiable habit?

Here are five practices that can make this Rule stick.

1. Start Before You're Ready

Identify the one important task you've been putting off. Spend the first 15 minutes of your workday making progress on it before email, meetings, and other people's priorities take over.

2. Make Progress Visible

Choose one meaningful business priority each week. Define the next action, set a deadline, and track whether you moved it forward. What gets measured becomes harder to ignore.

3. Build a Non-Negotiable Routine

Attach an important action to something already on your calendar. Review the numbers every Monday. Call a key customer every Wednesday. Address one lingering problem every Friday. Consistency turns effort into habit.

4. Create Accountability

Tell a fellow executive what you intend to accomplish this week. At your next meeting, report what you actually did. No excuses, no elaborate explanations. Just results, lessons, and the next step.

5. Know When to Persist, and When to Pivot

Momentum isn't about staying busy or following a failing plan. Schedule time to evaluate whether your actions are producing meaningful results. Keep pushing when the resistance is normal; change direction when the evidence demands it.

The Executive Accountability Challenge

For the next 30 days, choose one important business priority you've been avoiding.

Work on it for 15 minutes every business day.

Record your progress.

Share your commitment with a fellow executive.

At the end of each week, assess what moved forward and what needs to change.

At the end of 30 days, ask yourself:

What have I accomplished by consistently acting instead of waiting to feel motivated?

The real turning point comes when you stop treating discipline as something you occasionally need and start making it the way you operate. That's when Rule No. 7 becomes more than something you believe. It becomes something you practice.