



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. 8**—Don't mistake movement for progress.

the **principle:** Being busy doesn't mean you're getting important things done. You don't get extra credit for a full calendar or a long day. Figure out what matters most and put your time and energy there. Doing more isn't the goal. Doing what matters is. Stop "the grind". Slow down, get clear, and focus your effort where it actually counts.

What change could I make this week that would create the biggest forward movement in my work?

## **Week 8:** Eliminate one. Elevate one.

This week, don't try to accomplish more.  
Instead, improve the quality of your focus.

### **Step 1:**

Identify one recurring activity that takes your time but produces little meaningful value.  
Eliminate it, delegate it, or postpone it for one week.

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### **Step 2:**

Identify one high-impact priority you've been delaying because you've been "too busy."  
Block 60 uninterrupted minutes on your calendar this week to work on it, and nothing else.

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At the end of the week, ask yourself:  
**Did I accomplish more by doing less?**  
The objective isn't to have the busiest week.  
It's to make measurable progress on what matters most.

### **Make this Rule a habit.**

#### **1. Start Every Week With Three Priorities.**

Before Monday gets away from you, identify the three outcomes that would make the biggest difference to your business this week. Put them on your calendar before filling the remaining hours with meetings and requests.

Make it a habit:

Start every Monday by asking, "If we accomplish only three things this week, what should they be?"

#### **2. Put Unnecessary Activity on Trial.**

Look at your recurring meetings, reports, routines, and projects. Ask whether each one produces enough value to justify the time it consumes. Stop, simplify, or delegate at least one activity every month.

Make it a habit:

Each month, eliminate one thing that keeps people busy without moving the business forward.

#### **3. Measure Results, Not Effort.**

Don't settle for hearing that everyone worked hard. Ask what actually changed. Did sales improve? Did customers receive better service? Did a problem get solved? Did the business become stronger?

Make it a habit:

End every weekly leadership meeting with one question:

What meaningful progress did we make this week, and what proves it?

The Turning Point:

You don't need to do more things. You need to do more of the things that matter. The moment you start measuring your week by meaningful results instead of hours filled, you begin leading differently.