SIMPLE DETAILS RESOURCE · FOCUS AND MOMENTUM

Protect what matters most.

Most leaders don't have a time problem. They have a focus problem. Decide what deserves your best hours, then guard them.

> *"What's the ONE Thing I can do such that by doing it everything else will be easier or unnecessary?"*
> Gary Keller and Jay Papasan, The ONE Thing

My one thing this week:

Sort before you say yes

Not every request is a yes. Place what's on your plate, and the four Ds tell you what to do with it.

	URGENT	NOT URGENT
IMPORTANT	**Do** — URGENT, IMPORTANT It matters, and it's mine now. Handle it.	**Delay** — NOT URGENT, IMPORTANT It matters, but not today. Put it on the calendar. Most leadership work lives here.
NOT IMPORTANT	**Delegate** — URGENT, NOT IMPORTANT It needs doing, but not by you. Hand it off with clear ownership.	**Delete** — NOT URGENT, NOT IMPORTANT It doesn't need to happen. Let it go.

The 90-minute block

Block 90 minutes of focused work on your calendar each day. Protect it the way you'd protect a meeting with an important client.

- ☐ Same time each day, when your energy is highest
- ☐ Phone, email, and chat closed
- ☐ Name one outcome before you start
- ☐ If it gets moved, it gets rescheduled, not dropped

THIS WEEK I PROTECTED IT ON

☐ MON ☐ TUE ☐ WED ☐ THU ☐ FRI

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Keep momentum.

Momentum stalls in two places: waiting for perfect before you move, and carrying the day home with you.

The 70 percent check

Use it when you're over-editing, over-preparing, or holding a decision past its date. Mostly yes means move.

	YES	NO
Can this be corrected or improved later?	☐	☐
Is the cost of waiting higher than the cost of a small miss?	☐	☐
Do I have roughly 70 percent of what I'd want to know?	☐	☐
Would another round mostly ease my nerves rather than change the decision?	☐	☐

The decision I've been holding, and what moving at 70 percent would look like:

A five-minute shutdown

End the day on purpose. The last five minutes shape the evening and the next morning.

☐ **Capture**
Write down everything still open so it stops circling.

☐ **Choose**
Name tomorrow's one thing.

☐ **Check**
Look at tomorrow's calendar. Nothing should surprise you.

☐ **Close**
Say it out loud, shut the laptop, and leave work at work.

INTEGRATION

Reflect

Where does my best focus leak away: meetings, messages, or my own perfectionism?

Take action

One change I'll make to my calendar this week, and the date I'll check how it went.

> *"There is nothing so useless as doing efficiently that which should not be done at all."*
> Peter Drucker

For a deeper dive: The ONE Thing, Gary Keller and Jay Papasan. Deep Work, Cal Newport. Atomic Habits, James Clear. The urgent and important matrix is commonly credited to Dwight Eisenhower. The 70 percent idea echoes Colin Powell's 40-70 rule and Jeff Bezos.

You're welcome to share this resource, unaltered and with credit.