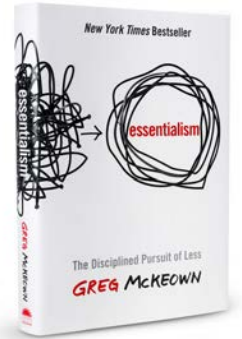
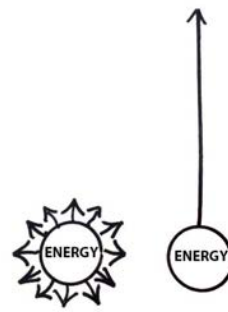


# Essentialism

By Greg McKeown

- ❖ If you don't prioritize your life someone else will
- ❖ Less But Better
- ❖ The **Disciplined** Pursuit of Less
- ❖ Slow Yes, Quick No

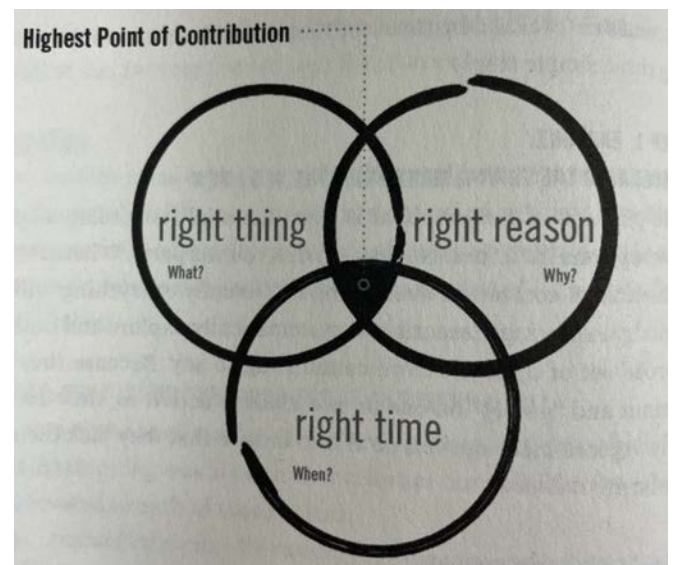
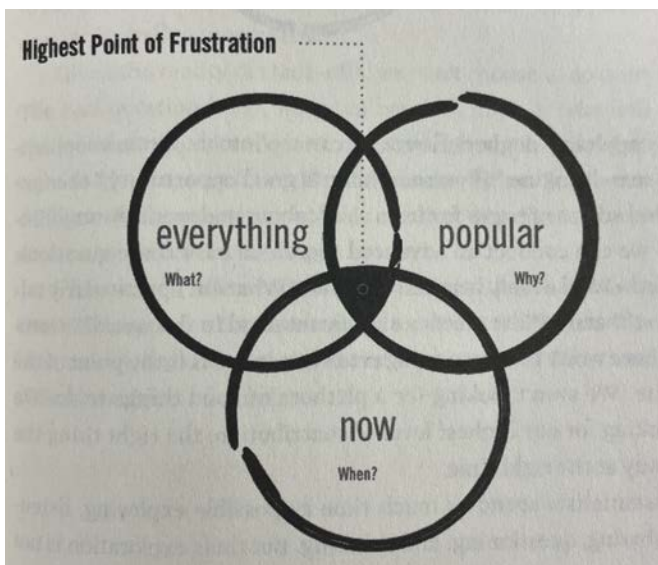


## The "No" Repertoire

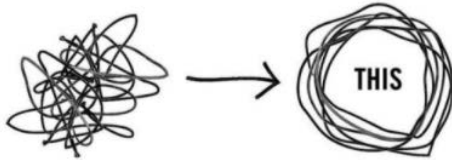
- The Awkard Pause
- The soft no (or the "no but")
- Let me check my calendar and get back to you
- Use e-mail bouncebacks to protect your time
- Say "Yes. what should I deprioritize?"
- Say it with humor
- Use the words "You are welcome to X. I am willing to Y"
- I can't do it, but X might be interested.



**An Essentialist  
produces more  
—brings forth  
more—  
by removing  
more instead  
of doing more.**



# The Model



	Nonessentialist	Essentialist
<b>Thinks</b>	<b>ALL THINGS TO ALL PEOPLE</b> "I have to." "It's all important." "How can I fit it all in?"	<b>LESS BUT BETTER</b> "I choose to." "Only a few things really matter." "What are the trade-offs?"
<b>Does</b>	<b>THE UNDISCIPLINED PURSUIT OF MORE</b> Reacts to what's most pressing Says "yes" to people without really thinking Tries to force execution at the last moment	<b>THE DISCIPLINED PURSUIT OF LESS</b> Pauses to discern what really matters Says "no" to everything except the essential Removes obstacles to make execution easy
<b>Gets</b>	<b>LIVES A LIFE THAT DOES NOT SATISFY</b> Takes on too much, and work suffers Feels out of control Is unsure of whether the right things got done Feels overwhelmed and exhausted	<b>LIVES A LIFE THAT REALLY MATTERS</b> Chooses carefully in order to do great work Feels in control Gets the right things done Experiences joy in the journey

	Nonessentialist	Essentialist
<b>MIND-SET</b>	Everything to everyone	Less but better
<b>TALENT</b>	Hires people frantically and creates a "Bozo explosion."	Ridiculously selective on talent and removes people who hold the team back.
<b>STRATEGY</b>	Pursues a straddled strategy where everything is a priority.	Defines an essential intent by answering the question, "If we could only do one thing, what would it be?" Eliminates the nonessential distractions.
<b>EMPOWERMENT</b>	Allows ambiguity over who is doing what. Decisions are capricious.	Focuses on each team member's highest role and goal of contribution.
<b>COMMUNICATION</b>	Talks in code.	Listens to get to what is essential.
<b>ACCOUNTABILITY</b>	Checks in too much or is so busy he or she checks out altogether. Sometimes does both: disrupting the focus of the group and then being absent to the group.	Checks in with people in a gentle way to see how he or she can remove obstacles and enable small wins.
<b>RESULT</b>	A fractured team that makes a millimeter of progress in a million directions	A unified team that breaks through to the next level of contribution