

## Housekeeping Items

- The session is being recorded, the PowerPoint and other materials will be sent out after the session.
- Engagement/Participation is very welcome! We love seeing an active chat as you all share your experiences and resources with each other.
- Please mute yourselves to make sure that speakers can be heard and we do not experience feedback. Video on is your choice, whatever you're comfortable with!
- You will be able to ask questions using the chat function
  - If you'd like to ask your question live, raise your hand using the Zoom feature.

# Key Perspectives for Takeaways

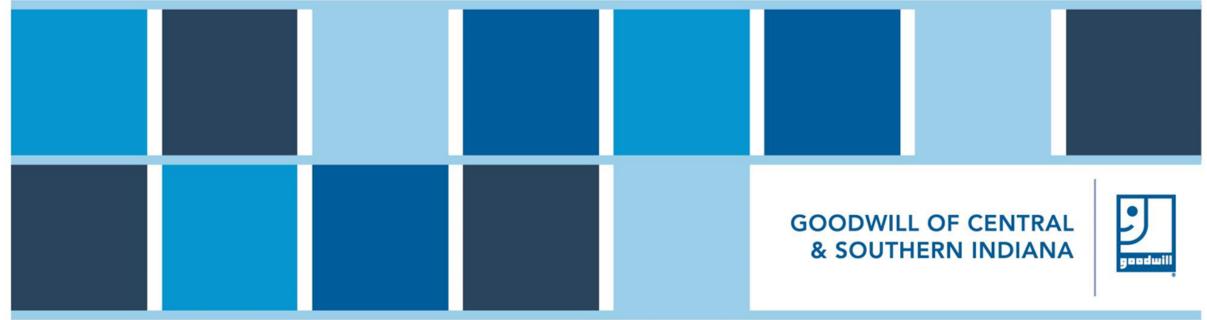
A few ways to think about this:

- 1. In your professional settings with clients, partners, and businesses
- 2. In your personal life with priorities that determine how you spend your time and energy

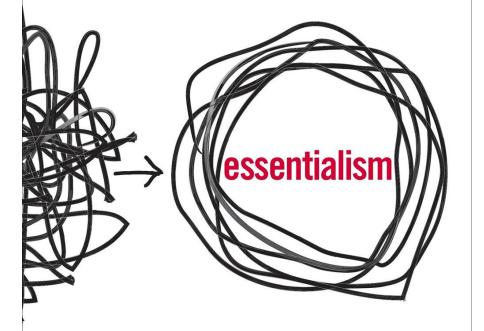




# **Essentialism**

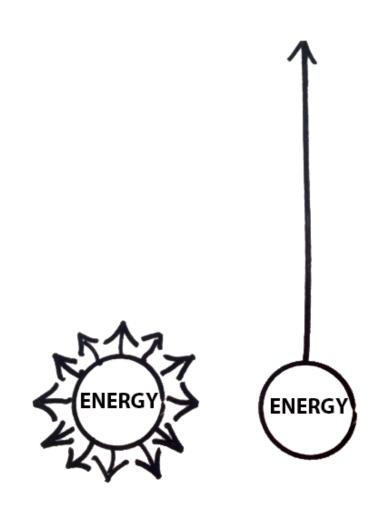


#### **New York Times** Bestseller



**The Disciplined Pursuit of Less** 

GREG MCKEOWN



#### outcomes.

#### Participants (You) should be able to:

- Define essentialism.
- Differentiate between the mindset of nonessentialists and essentialists.
- Discuss the benefits of pursuing the lifestyle of an essentialist and the challenges of living and working as a nonessentialist.
- Identify ways that essentialism could be applied in your personal/professional lives.
- Devise a plan to begin incorporating essentialists principles into your life and/or work.

#### The Idea behind it all

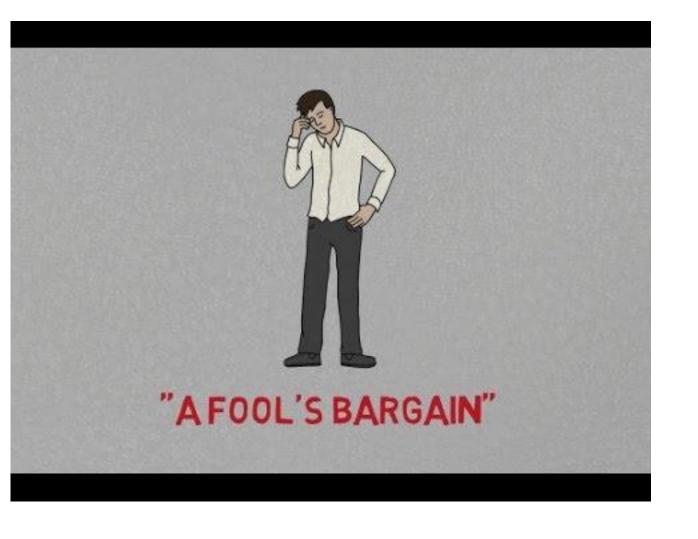


"Is this the very most important thing I can be doing right now?"

"It may seem self-indulgent at first"

"Less but better"

"If you don't prioritize your life, someone else will"



We have the power and ability to choose

#### **How Essential are we?**

What is the ultimate Goal of The Program?

What are our ultimate career plans?

Do our efforts match our outcomes?

"There are three deeply entrenched assumptions we must conquer to live the way of the essentialist:

I have to
It's all important
I can do both

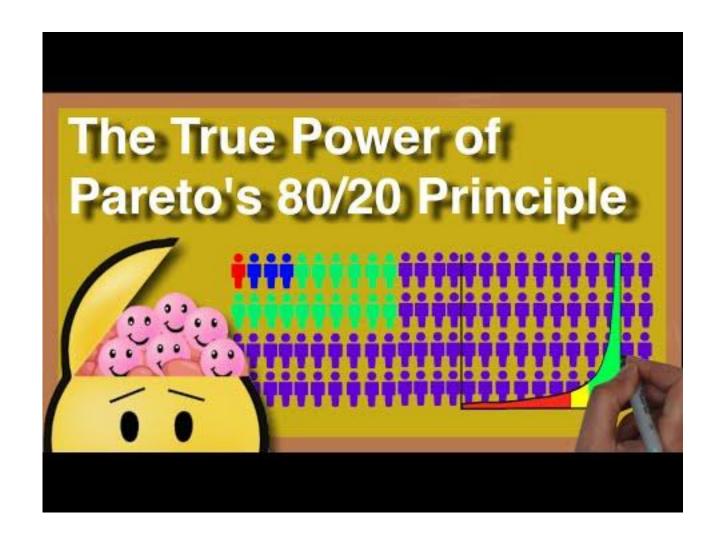
To embrace the essence of essentialism requires we replace these false assumptions with three core truths:

I choose to
Only a few things really matter
I can do anything but not everything

# A non essentialist thinks almost everything is essential.

# A essentialist thinks almost everything is nonessential.

#### 80/20 Rule



## **Warren Buffett**

90%



10

Have you ever felt like you've made an important decision simply by not actively choosing a path?

How did you realize it wasn't the path you needed to be on?

Have you ever been in a situation where you ever felt like the solution to every problem is "I must work harder"

What was the result?

What is your reaction to the 80/20 rule, or the concept that "practically everything is unimportant"?

Do you agree with this assessment? Can you give examples of why you do or do not?

How might you apply the "power of choice" and the idea that "most things/efforts are not essential" to improve the quality of our service for participants?

What would you identify as an absolutely essential activity?

What is an activity you suspect may not be entirely essential?

Tasks we feel are most bang for the buck

Tasks we feel are good, but not the most bang for the buck

Store Visits	Other Department Meetings
Mock Interviews	Tabe Test
Long Staff Meetings	Eto Documentation
Public and Personal Celebration of Success	Visiting Classes
Resume Reviews	Driving Time
Overall Emotional Intelligence	

# Efforts matter. But there are Trade Offs.

#### **Trade Offs**



- Point to Point Flights.
- Not offering meals because it caused costs to go up.
- Only Coach seats and choose your own.
- Single most profitable investment you if put money in S&P in 1972

Abandon the question "what will I have to give up?", and instead adopting the new question "what can I go big on?"

#### Nonessentialist

#### CHOOSE

"I have to."

#### DISCERN

Everything is essential.

#### TRADE-OFF

"I can do both." & "How can I do it all?"

#### **Essentialist**

#### CHOOSE

"I choose to."

#### DISCERN

Thinks almost everything is nonessential.

#### TRADE-OFF

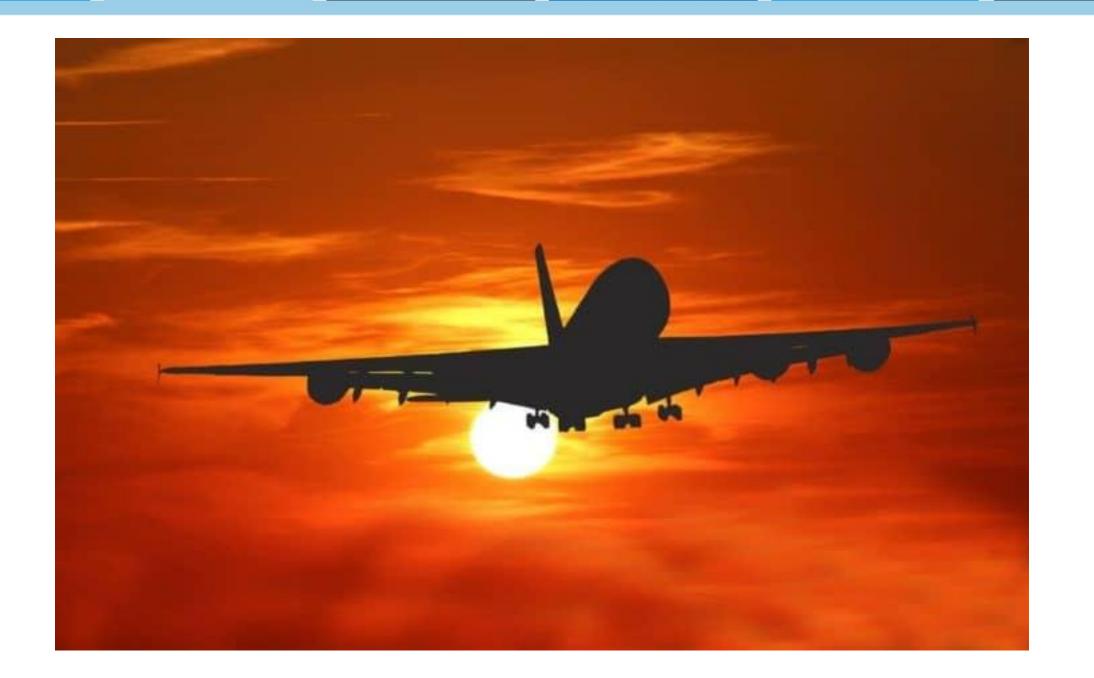
"What is the trade-off I want to make?" &
 "What can I go big on?"

# Having figured out you want to find the essential you must escape.

## **Escape - The Perks of Being Unavailable**

Non Essentialist:	Essentialist:
Is too busy doing to think about life	Creates space to escape and explore life

In order to have focus we need to escape to focus



- 1. Give an example of a trade off you've consciously made recently at work. Did you find yourself starting with the question "What do I have to give up?" or were you thinking about "What you might go big on?"
- 2. What is the hardest part about making a trade-off? How do you usually go about making a decision to "cut something out"? Why is it hard to develop and stick to a focused strategy that involves consistent trade offs?
- 3. What, if anything, do you do in order to give yourself time to think and plan? When/how are you "unavailable?
- 4. If you have a regular "unavailable" time, why do you have it? What do you think you've accomplished. If you don't, can you explain why not? What might be gained?

### Review

Choice
Effort - 80/20
Being Unavailable

## Find the Value

## Find the Lead -

What matters to most people

Non Essentialist:	Essentialist:
Pays attention to the loudest voice	Pays attention to the signal in the noise
Hears everything being said	Hears what is not being said
Is overwhelmed by information	Scans find the essence of the information 30

 Keep a journal; we're forgetful, so make it a habit, keep it simple, and review every 90 days to "capture the headline"

 Get out into the field; go out, fully explore, and clarify the problem in order to provide highest contribution to the problem.

Keep your eyes peeled for abnormal or unusual details; first requires
deep understanding of the topic in order to pick out what really
matters/connects all players

What problem are you trying to solve?

At Work

At Home

# Solving problems is great...but you need sleep.

# Sleep

Non Essentialist:	Essentialist:
One hour of sleep equals one more hour of productivity.	One more hour of sleep equals several more hours of much higher productivity
Sleep is for failures	Sleep is for high performers
Sleep is a luxury	Sleep is a priority
Sleep breeds laziness	Sleep breeds creativity
Sleep gets in the way of doing it all	Sleep enables the highest levels of mental concentration.

- 1. Give an example of when you chose activity over sleep. Did you feel as productive the next day? Have you had multiple days of little sleep? Did that change the way you worked?
- 1. How does sleep fit into the essentialist mindset of less but better?
- Do you feel there is a stigma about sleep at your organization? In your friend/family circle?
- 1. What practical ways can we encourage a better sleep culture?

#### What have we learned?

- Define essentialism.
- Differentiate between the mindset of nonessentialists and essentialists.
- Discuss the benefits of pursuing the lifestyle of an essentialist and the challenges of living and working as a nonessentialist.
- Identify ways that essentialism could be applied in your personal/professional lives.

You have to decide what your highest priorities are and have the courage - pleasantly, smilingly, nonapologetically - to say 'no' to other things. And the way to do that is by having a bigger 'yes' burning inside. — STEPHEN COVEY

## The power of extreme criteria



# **Opportunity Chart**

Opportunity: What opportunity is being offered here?		
Minimum: What are the minimum criteria for this option to be considered?		
Extreme: What are the ideal criteria for this option to be approved?		39

As you evaluate an option, think about the single most important criterion for that decision and then simply give the option a score between 0 and 100. If you rate it lower than 90% then automatically change the rating to 0 and reject it.

1. Where have we applied Selection with our work? At home?

1. Where do we struggle the most with selection? Home/Work

1. What criteria do you apply in your own life?

## Review

Choice.

Effort - 80/20
Being Unavailable
Find the Value
Sleep
Extreme Criteria

## **Clarify Why**

### Make a personal mission statement.

#### **TED.COM**

Spread ideas.

#### **UBER**

Evolving the way the world moves.

### **GO PRO**

To help people capture and share their lives' most meaningful experiences with others—to celebrate them together.

#### NIKE

To bring inspiration and innovation to every athlete in the world.

### **LEGO**

Inspire and develop the builders of tomorrow.

## Why Clarity is important

When there is lack of clarity, people waste time and energy on the trivial of many.

Can you relate?

Two common patterns that typically emerge when teams lack clarity of purpose.

Pattern 1- Playing Politics

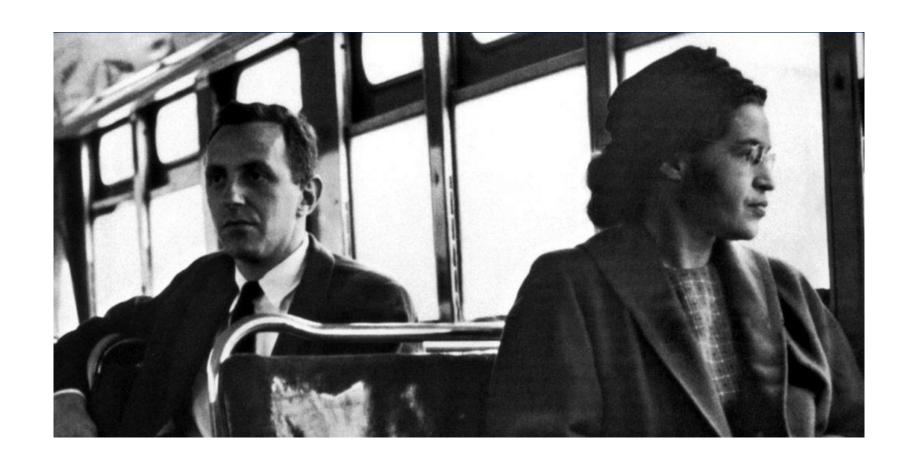
Pattern 2: It's all good (Which is bad)

## Why Clarity is important

Non Essentialist	Essentialist
Has a vague, general vision or mission statement	Has a strategy that is concrete and inspirational
Has concrete quarterly objectives but ones that that fail to energize	Has an intent that is both meaningful and memorable
Has a value set but no guiding principle to implement them	Makes one decision that eliminates a thousand decisions later. Ex Retail Guides Buckets

# Once you have clarity you have the power to say no

## Dare- the power of a graceful no



## Saying no

Does anyone have an example of when they said yes when they should have said no?

Would anyone be willing to share a time when they stood up and said no because they had a bigger yes?

## Review

Choice.
Effort - 80/20
Being Unavailable
Sleep
Extreme Criteria

Clarity
Saying No

# How do you say no? What stops us from saying yes?

## **Uncommit**

**Sunk Cost Bias** 



**Endowment trap** 



## Other Ways to Avoid Commitment Traps

- Pretend you don't own it yet
- Get over the fear of waste
- Admit failure to begin success
- Stop trying to force a fit
- Get a neutral second opinion
- Be aware of the status quo bias- continue doing something simply because we have always done it that way. "If you always do what you always done then you will get what you have always gotten"
- Stop making casual commitments- it's either hell yeah! or No
- Pause before you speak Do not say yes because of social pressure
- Get over the fear of missing out
- Run a reverse pilot- test whether removing an initiative or activity will have any negative consequence

# Limits and Boundaries create freedom

## **Limits and Boundaries**

Non Essentialist	Essentialist	
Thinks if you have limits you will be limited	Knows that if you have limits you will become limitless	
Sees boundaries as constraining	Sees boundaries as liberating	
Exerts effort attempting the direct "no"	Sets rules in advance that eliminate the need for the direct "no"	

### **Buffers**

Essentialist build in buffers to protect what is important.

Add 50 Percent to your time estimate - "Planning Fallacy" – Underestimating how long a task will take even if you have done it before

### **Buffers**

### Conduct Scenario Planning

Everyone should have a risk management strategy. - If you have decided this is the most important thing protect it!

- What risks do we face on this project?
- What is the worst-case scenario?
- What would the social effects of this be?
- What would the financial impact of this be?
- How can you invest to reduce risks or strengthen financial or social resilience?

## Review

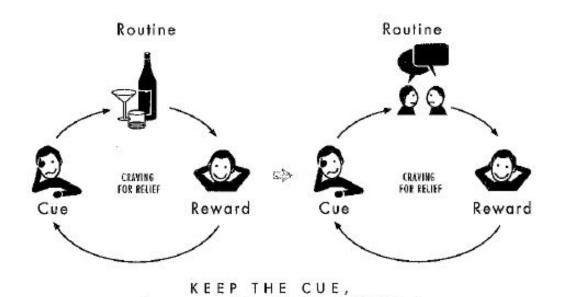
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# Boundaries Buffers

## The Flow



## The Flow



PROVIDE THE SAME REWARD, INSERT A NEW ROUTINE

## Routines

Non Essentialist	Essentialist
To think the essentials only get done when they are forced.	Designs a routine that makes achieving what you have identified as essential the default position.
That execution is a matter of raw effort alone. You labor to make it happen. You push through	In some instances an essentialist still has to work hard, but with the right routine in place each effort yields exponentially greater results

## Review

Choice.

Effort - 80/20

Being Unavailable

Sleep

**Extreme Criteria** 

Clarity

Saying No

Boundaries

**Buffers** 

## The Flow - Routine

## A lot of information

What is Essential?

At Work?

At Home?

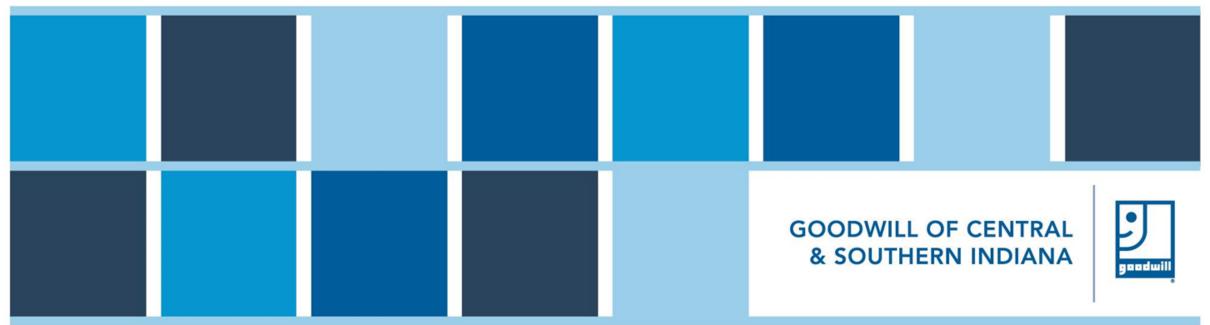
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# Questions?





Wrap-Up



Next Session: July 22<sup>nd</sup>, Essentialism

<u>Register Here</u>



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