

# ESSENTIALISM™ 21-DAY CHALLENGE

**DAY 1.** Write down the most important six activities for today. Put them in priority order. Now cross off the bottom five.

**DAY 2.** Spend one day watching for when you use the words, “I have to.” Replace them with, “I choose to.”

**DAY 3.** Pause once today and ask, “Is this the most important or valuable thing I could be doing right now?”

**DAY 4.** Catch yourself when the thought crosses your mind, “I will do both.” When you do: stop, pause and pick one of the choices.

**DAY 5.** Ask, “How can I double my results with half the effort?” Answers will come.

**DAY 6.** Create a room at home where there is no technology.

**DAY 7.** Spend time playing with a child for 20 minutes. Lose yourself in the magical exploration that comes so easily to children.

**DAY 8.** Take a 6 minute nap. Add 5-10 minutes to fall asleep.

**DAY 9.** Today, if it isn't a clear yes then make it a clear no.

**DAY 10.** Before going into your next meeting, pause and ask yourself, “What is the one thing I really want to achieve coming out of this meeting?”

**DAY 11.** Identify a person you find it particularly hard to say no to. Script a graceful no. Carefully word it. Practice it.

**DAY 12.** Look at each commitment on your calendar for today. Ask “If I wasn't already involved how hard would I work to get involved now?”

**DAY 13.** Establish a new rule for today: if you want to add a new activity you need to edit out two existing activities.

**DAY 14.** Next time anyone asks you for anything, just pause. I'm not saying you have to say no. But at least just pause first.

**DAY 15.** Design a bedtime routine that relaxes you.

**DAY 16.** Design a morning routine that invigorates you.

**DAY 17.** Start your next meeting with the question: “What has gone right since we last met?”

**DAY 18.** Today, stop what you are doing every 30 minutes to write down what you did in the last half an hour.

**DAY 19.** Once today, pause and ask yourself three questions: Where am I right now? What is happening right now? What is important right now?

**DAY 20.** Start an essentialist journal: you're only allowed one sentence for the whole day.

**DAY 21.** Schedule a Personal Quarterly Offsite to reflect on the big picture.