

What we learned **working with clients** this week

One sentence on each idea. Then write how you will put it to work.

1**TRUST IS CHOSEN FIRST, THEN VERIFIED**

Extend trust first, then verify it with actions and data, because trust that is demanded and enforced by contract isn't trust.

HOW WILL I IMPLEMENT THIS? _____

2**DATA SHOWS THE LEAK. IT'S NOT A WEAPON.**

Let the numbers show where the gap is in the pipeline, and never use them as a weapon to push your agenda.

HOW WILL I IMPLEMENT THIS? _____

3**REAL TREND OR A ONE-OFF?**

Before changing anything in the business, ask whether it's a real trend or a one-off someone is talking about in absolutes.

HOW WILL I IMPLEMENT THIS? _____

4**DON'T IGNORE THE MIDDLE OF THE FUNNEL**

The problem isn't always the top or bottom of the funnel, so even when those are broken, still check the middle.

HOW WILL I IMPLEMENT THIS? _____

5**EVERY CHANGE PULLS ENERGY**

Energy you put here is taken from over there, so before you make a change, check that it's worth the trade.

HOW WILL I IMPLEMENT THIS? _____

6

SEPARATE AWARENESS FROM CONCERN

Not every issue you notice needs an immediate fix, and raising it at the wrong time can turn it into an urgent one.

HOW WILL I IMPLEMENT THIS? _____

7

SUCCESS WITHOUT FULFILLMENT IS SLAVERY

Fulfillment (the internal) has to match success (the external), because all the success in the world without fulfillment isn't true success.

HOW WILL I IMPLEMENT THIS? _____

8

REST IS THE MULTIPLIER OF WORK

Rest is an action, not the absence of work: rest comes before the work, and recovery comes after it.

HOW WILL I IMPLEMENT THIS? _____

9

90-MINUTE DEEP DIVES, 20-MINUTE BREAKS

Stop grinding it out and work in 90-minute blocks, then take a break that truly lets your brain breathe.

HOW WILL I IMPLEMENT THIS? _____

10

CHOOSE WHEN TO REST, OR YOUR BODY WILL

Rest intentionally, because if exhaustion is the trigger, your body picks the time for you, and it's rarely convenient.

HOW WILL I IMPLEMENT THIS? _____