

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

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

1**FIX THE TRUE CONSTRAINT, NOT WHAT'S LOUDEST**

The loudest thing isn't always what needs to be done, so ask why five times and find the main constraint.

HOW WILL I IMPLEMENT THIS? _____

2**PRIORITIZATION, NOT TIME**

Time isn't the roadblock. You always have time for the things you actually put first.

HOW WILL I IMPLEMENT THIS? _____

3**GOALS FROM WHO YOU ARE**

Set your goals on your core values, who you are, not just on what you do for a living.

HOW WILL I IMPLEMENT THIS? _____

4**EFFECTIVE BEFORE EFFICIENT**

If you get bad things done fast, you just do more bad things. Convenience can quietly kill results.

HOW WILL I IMPLEMENT THIS? _____

5**TRUTH AT THE CENTER**

Your opinions and thoughts aren't truth. Keep truth at the center of every role you play: seller, leader, creator.

HOW WILL I IMPLEMENT THIS? _____

6

WALK AWAY FROM BAD YESES

Say no to the wrong things so you're available for the right yes, instead of becoming a slave to opportunity.

HOW WILL I IMPLEMENT THIS?

7

REAL TESTIMONIALS WIN

Don't wait for professional production. When something happens with a client, hit record, because authenticity wins.

HOW WILL I IMPLEMENT THIS?

8

WRITE TO THINK, TYPE TO DO

Digital tools are amazing for execution, and handwriting is more powerful for thinking and planning.

HOW WILL I IMPLEMENT THIS?

9

PLAN ON PAPER, THEN DIGITAL

Plan on paper first, then mirror the key pieces into digital for daily execution: better results that scale.

HOW WILL I IMPLEMENT THIS?

Pick one. Put it to work this week. **New recap every week.**