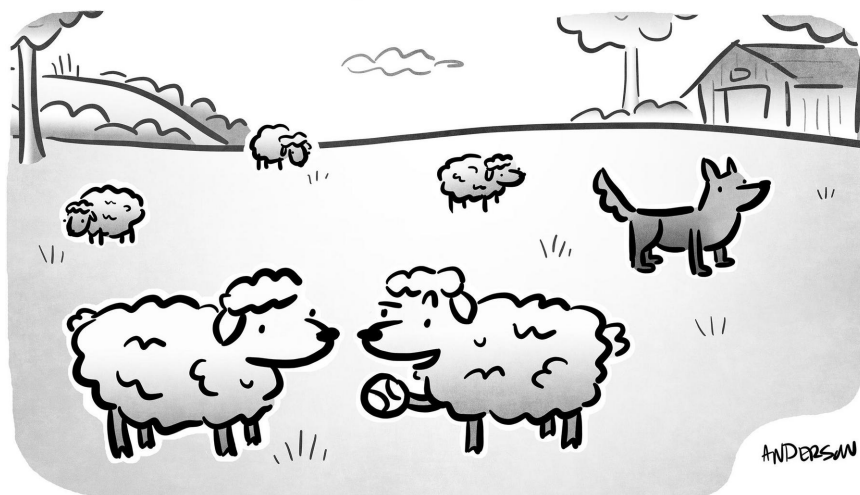


The one-word advice given to all startups, and to CEOs of large companies, and they in turn to their teams:

## Creating space



"With this humble tennis ball, Phil, we shall forever change the status quo."

credit<sup>1</sup>

## "Focus!"

But what does that mean, precisely? And why is it important; isn't quantity sometimes in fact better than quality?

Because only when we stop doing some things, do we have the time and energy to fully, deeply execute the most important things. And the important things are the difference between thriving and perishing.

When you stop trying to sell people who aren't a good fit,<sup>2</sup> you create space for 3x more sales pitches, each with 3x the close-rate.

When you help draining customers exit the business,<sup>3</sup> you create space to spend time with 3x more easy, happy ones, who want to spend more every year while giving you positive energy.

When you stop trying to win over everyone, you create space to win over the right ones.<sup>4</sup>

When you stop trying to shore up every weakness, you create space to leverage<sup>5</sup> your strengths.

When you stop trying to schedule all work, you create space for impactful work.<sup>6</sup>

When you stop trying to do everything in a novel way (UX, coding, pricing, org structure), you create space for a few truly impactful ways the product or culture is differentiated.

When you stop using lazy, generic words in marketing, you create space on the page to communicate what you actually do,<sup>7</sup> or who you actually are,<sup>8</sup> or why anyone should care.<sup>9</sup>

When you end toxic relationships, you create space for healthy ones. Personal or professional. For you and the teams around you.

When you stop trying to control every last detail, you create space for empowered teams to flourish,<sup>10</sup> and for you to work on things that only you can, or only you ought.

When you stop reading garbage, you create space to read something meaningful, or useful, or enjoyable, or inspiring, or refreshing.

When you stop trying to improve everything by 1%, you create space to improve the biggest thing by 30%.<sup>11</sup>

When you stop trying to please every ill-fitting customer, you create space to convert “satisfied” customers into “fanatics”<sup>12</sup> who increase word-of-mouth growth, leave positive reviews, and never cancel even if something bad happens.

When you stop checking email and social media every 11 minutes, you create space to become enveloped in the flow of creativity and productivity.

When you stop trying to maximize every metric,<sup>13</sup> you create space to maximize the few metrics that matter most.<sup>14</sup>

When you stop pursuing every opportunity, you create space to fully capitalize on the one with the thickest intersection<sup>15</sup> of upside potential and ability to execute.

When you stop trying to win every battle with every competitor, you create space to win the ones that matter most to the people in your ideal market segment.

When you stop trying to “find the balance” in everything, you create space to maximize the one choice<sup>16</sup> that creates clarity and strength.

When you optimize for good sleep, you create the space for 3x higher productivity and better ideas and interactions during the time you are awake.

When you stop trying to “have it all,”<sup>17</sup> you create the space to deeply experience the few things that are most important.

We don’t have unlimited time or energy, but we can better spend the limited time that we have.<sup>18</sup>

That’s why: *Focus*.

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