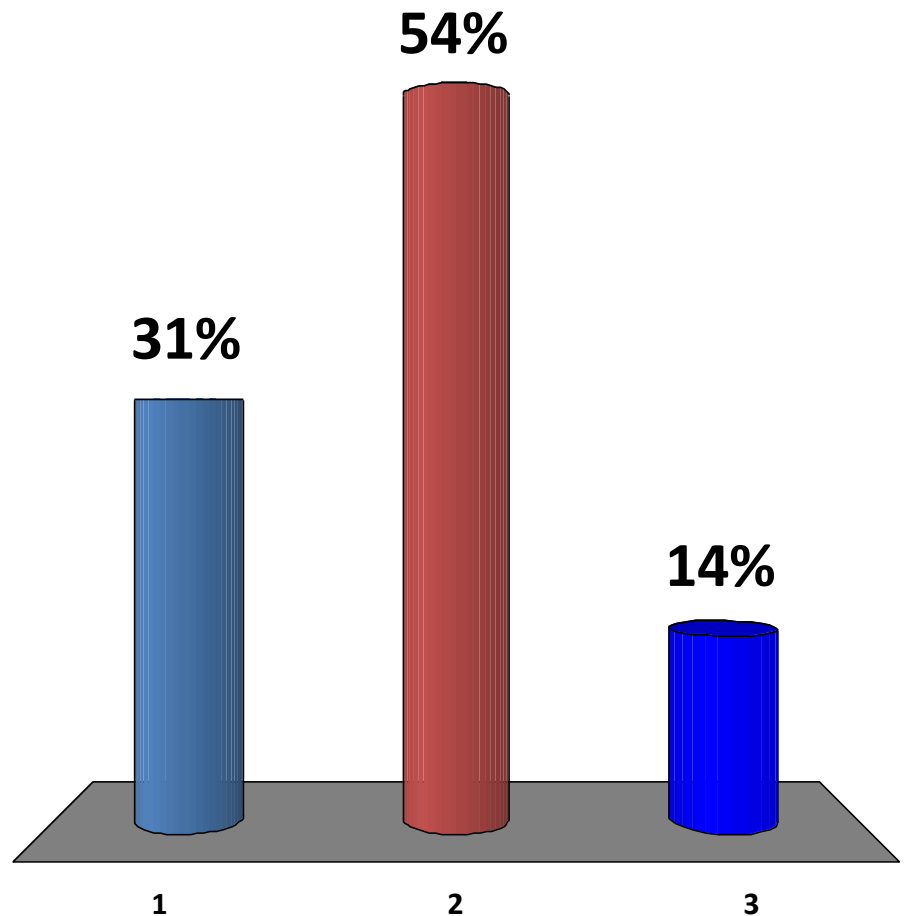


THE POWER OF THE ESSENTIALIST

GREG MCKEOWN

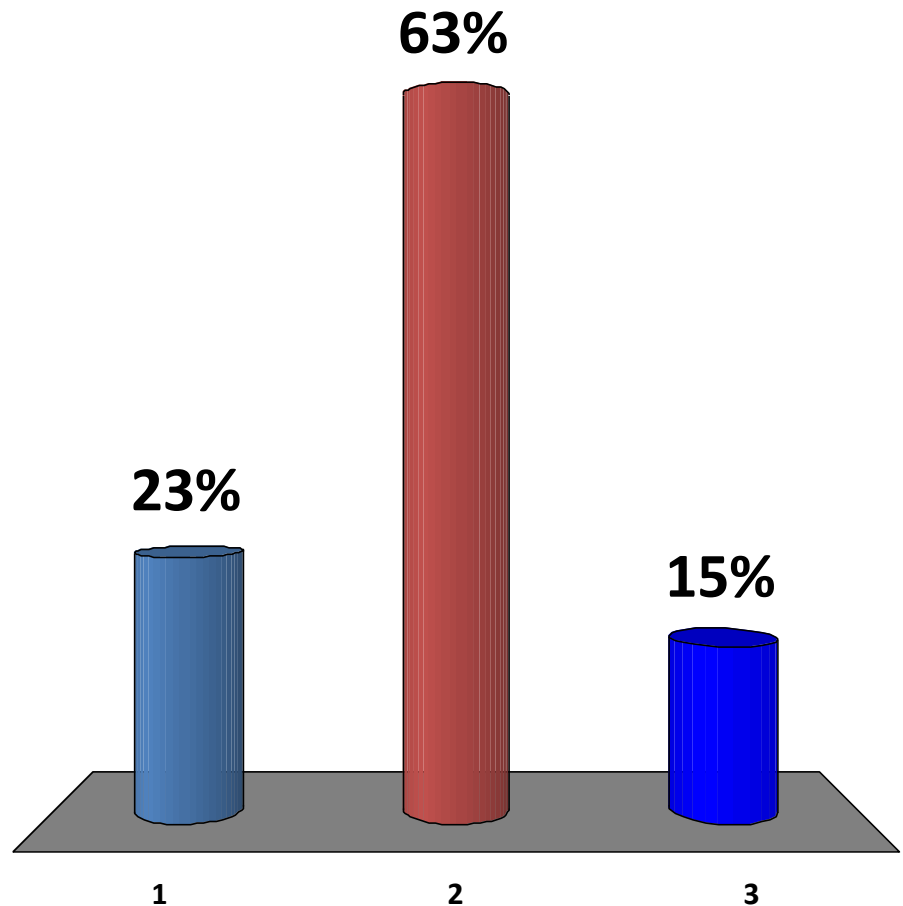
The Beatles are the best band ever?

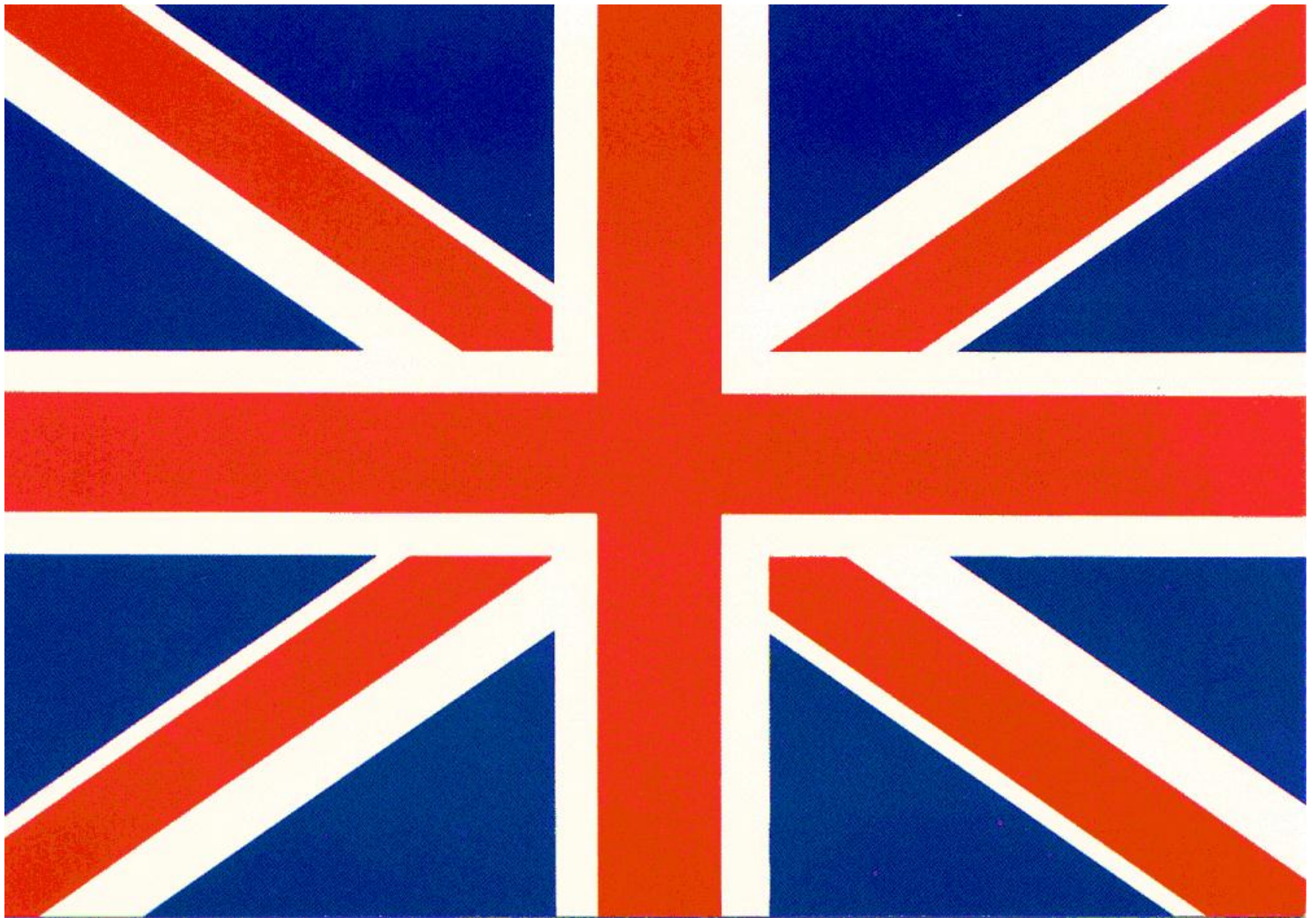
1. Yes
2. No
3. Abstain

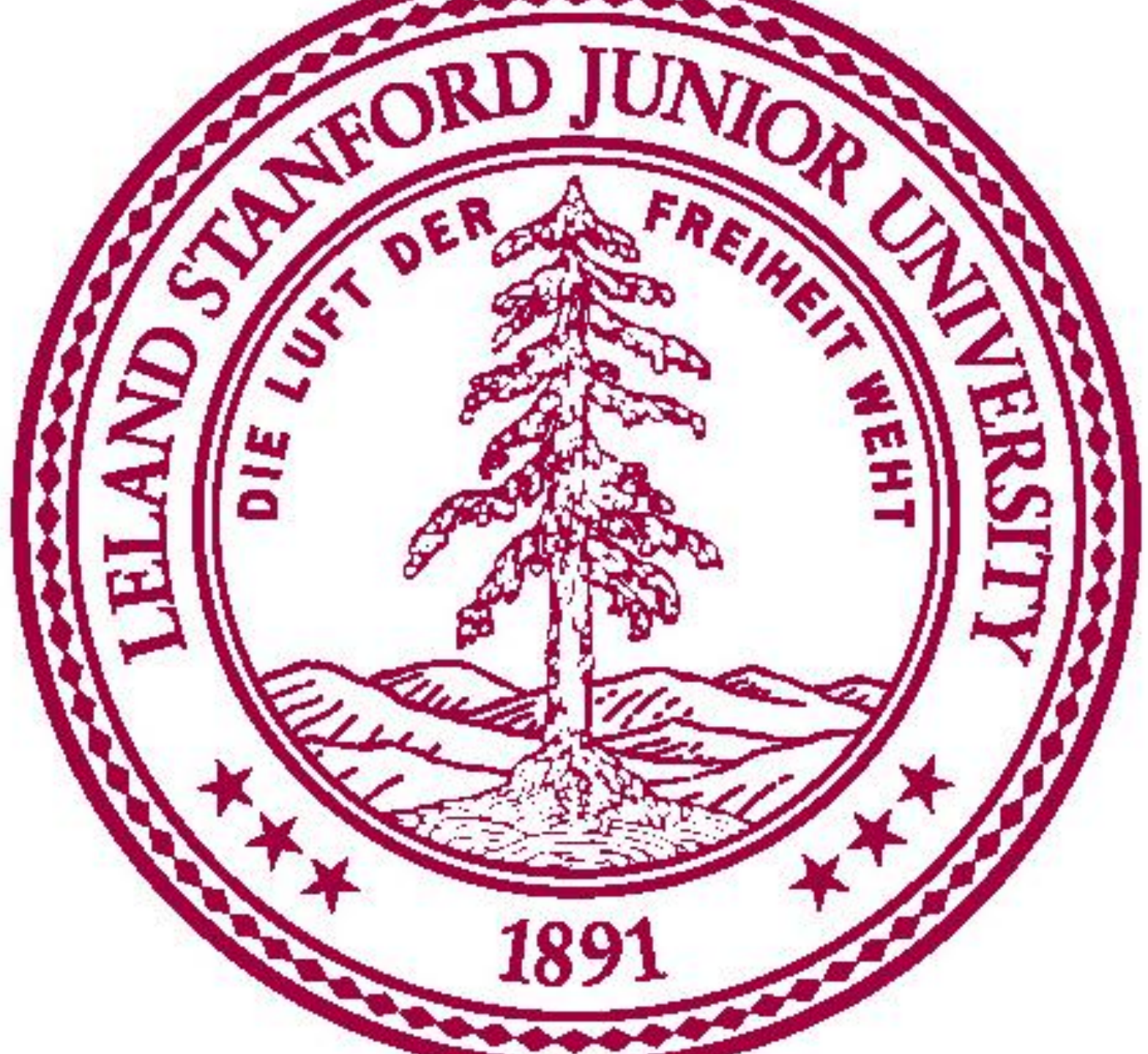


England is the world's greatest country?

1. Yes
2. No
3. Abstain

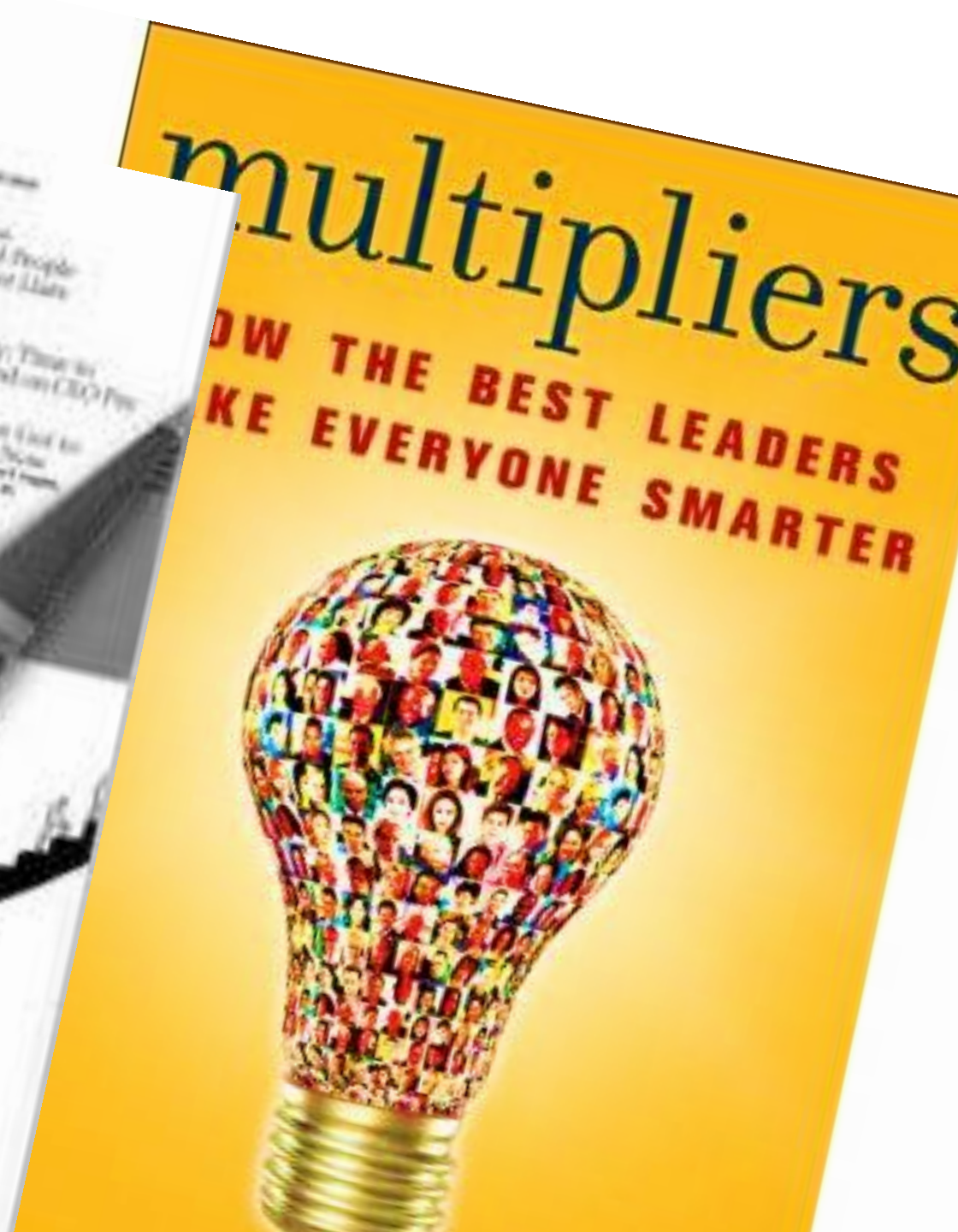


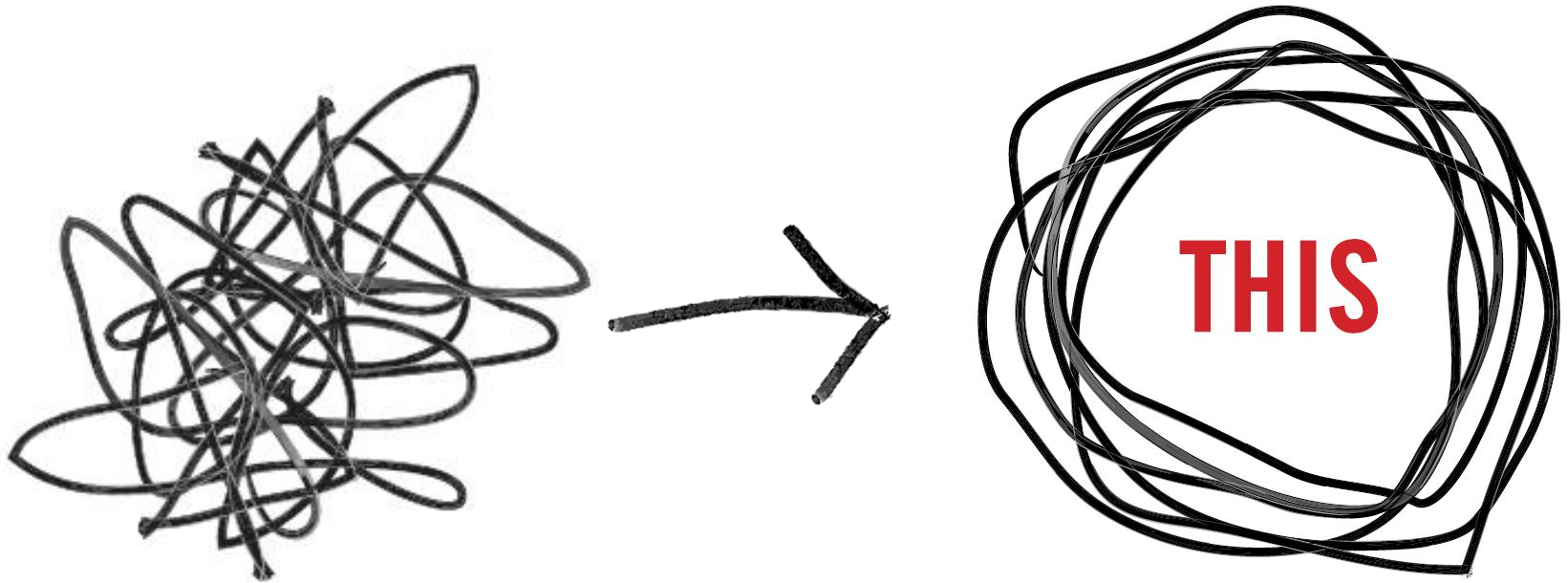




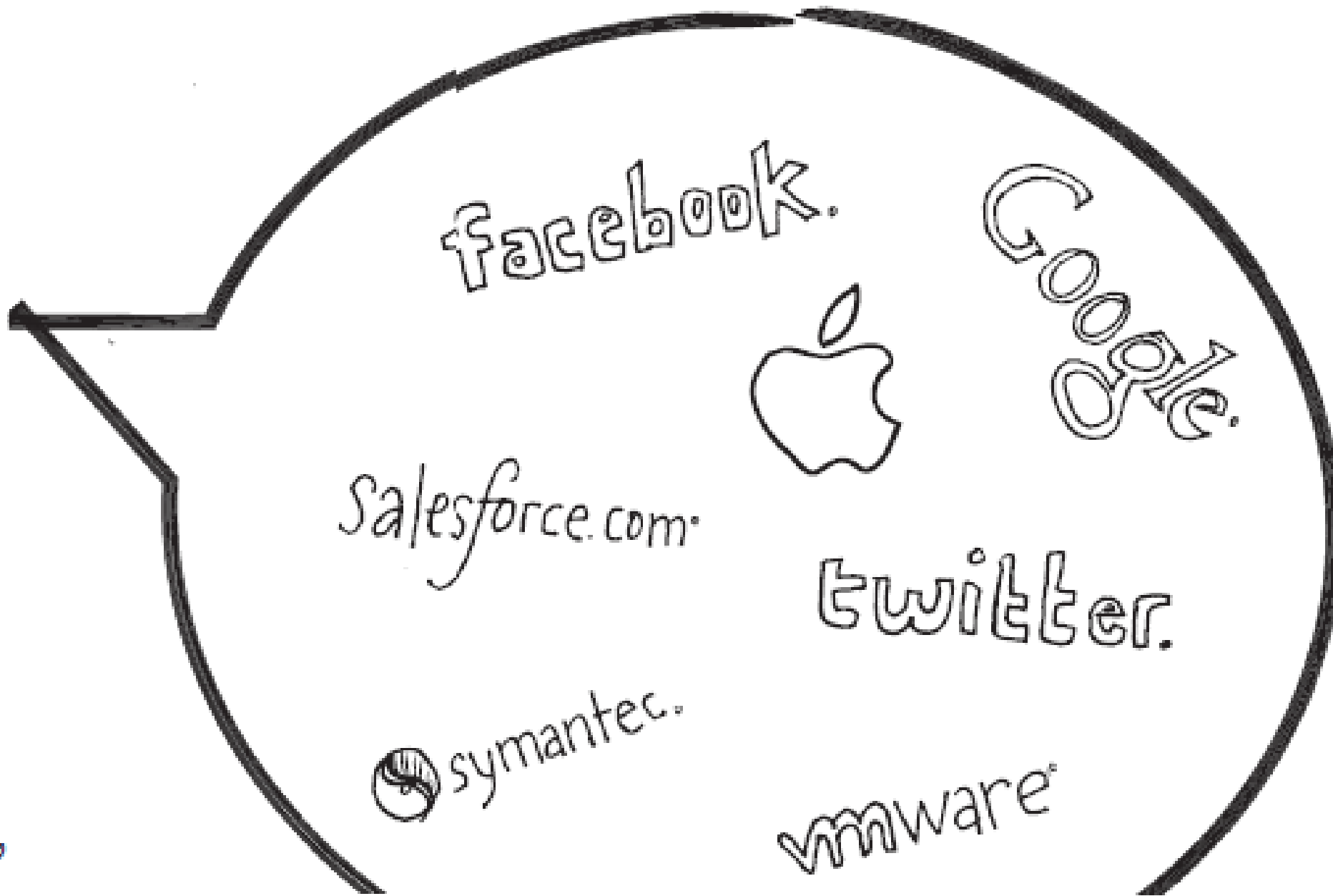


HEIDRICK & STRUGGLES





a **GREG** McKEOWN company





Harvard Business Review

WORLD
ECONOMIC
FORUM

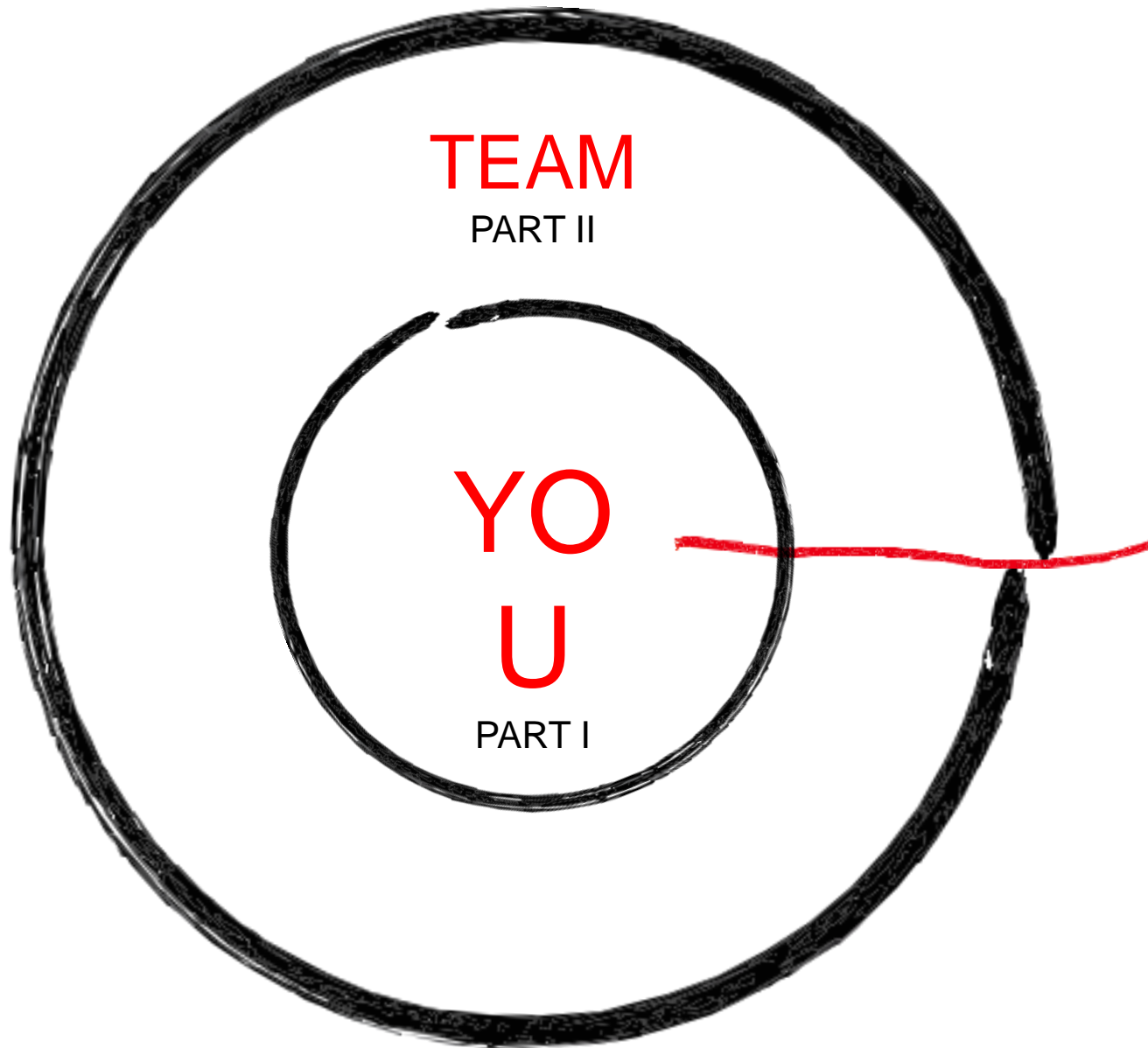
The logo of the World Economic Forum, featuring a stylized white arc that forms a partial circle, intersecting the text.

One Rule

Really participate in the conversation:

Zero tolerance on smart

devices
~~Price =~~ X currency per minute
or 5 pushups



The Story of An Idea

What explains the
difference between
successful people and
very successful people?

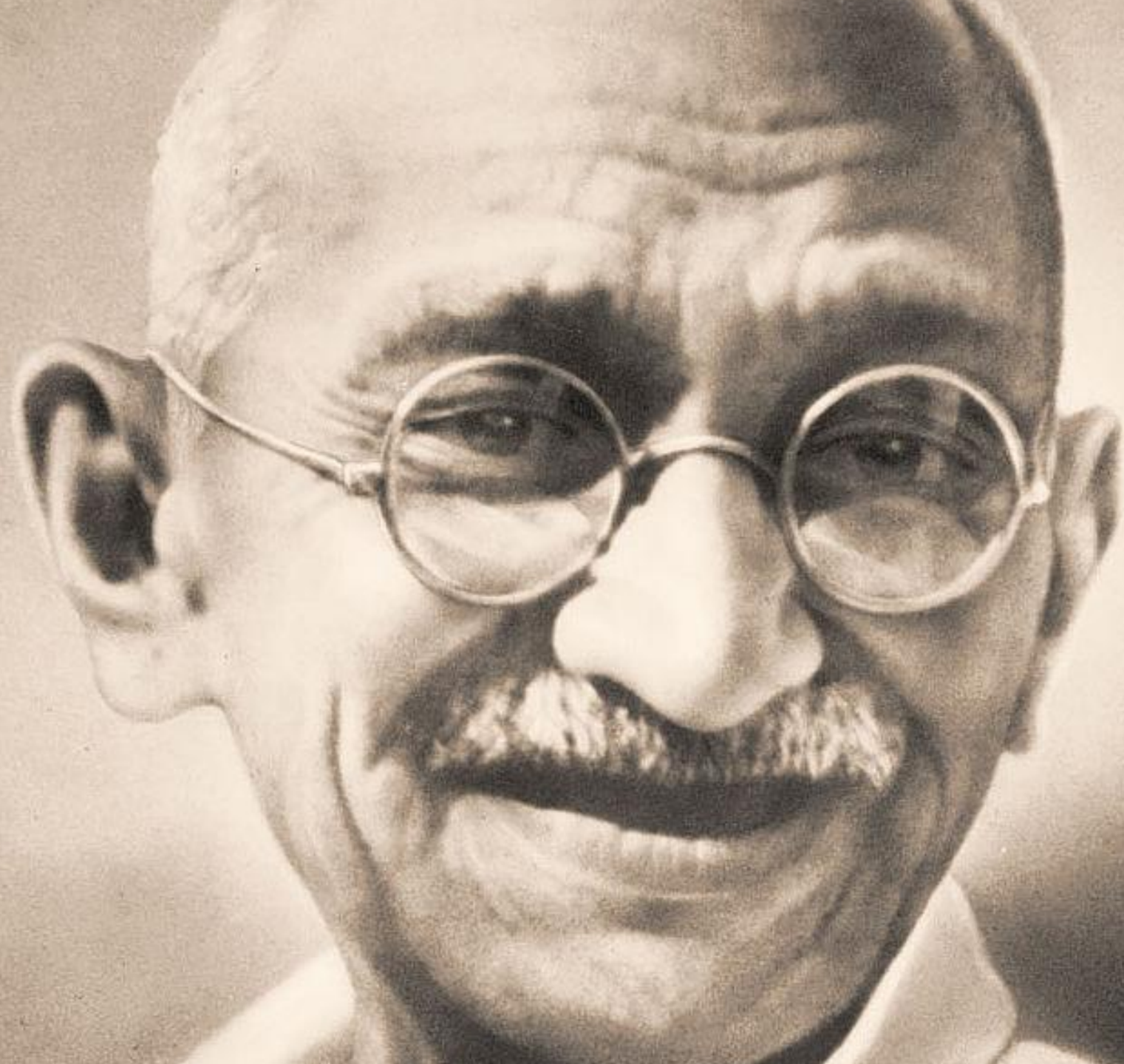






7053





A **No** uttered from the
deepest conviction is better
than a **Yes** merely uttered to
please, or worse, to avoid
trouble.



Why do otherwise
intelligent people
say yes when they know
they should say no?

1: When have you said yes when you knew you should say no?

2: Why did you do it?

3: What was the result?

4: When have you successfully said no when you knew you should say no?

5: Why did you do it?

6: What was the result?



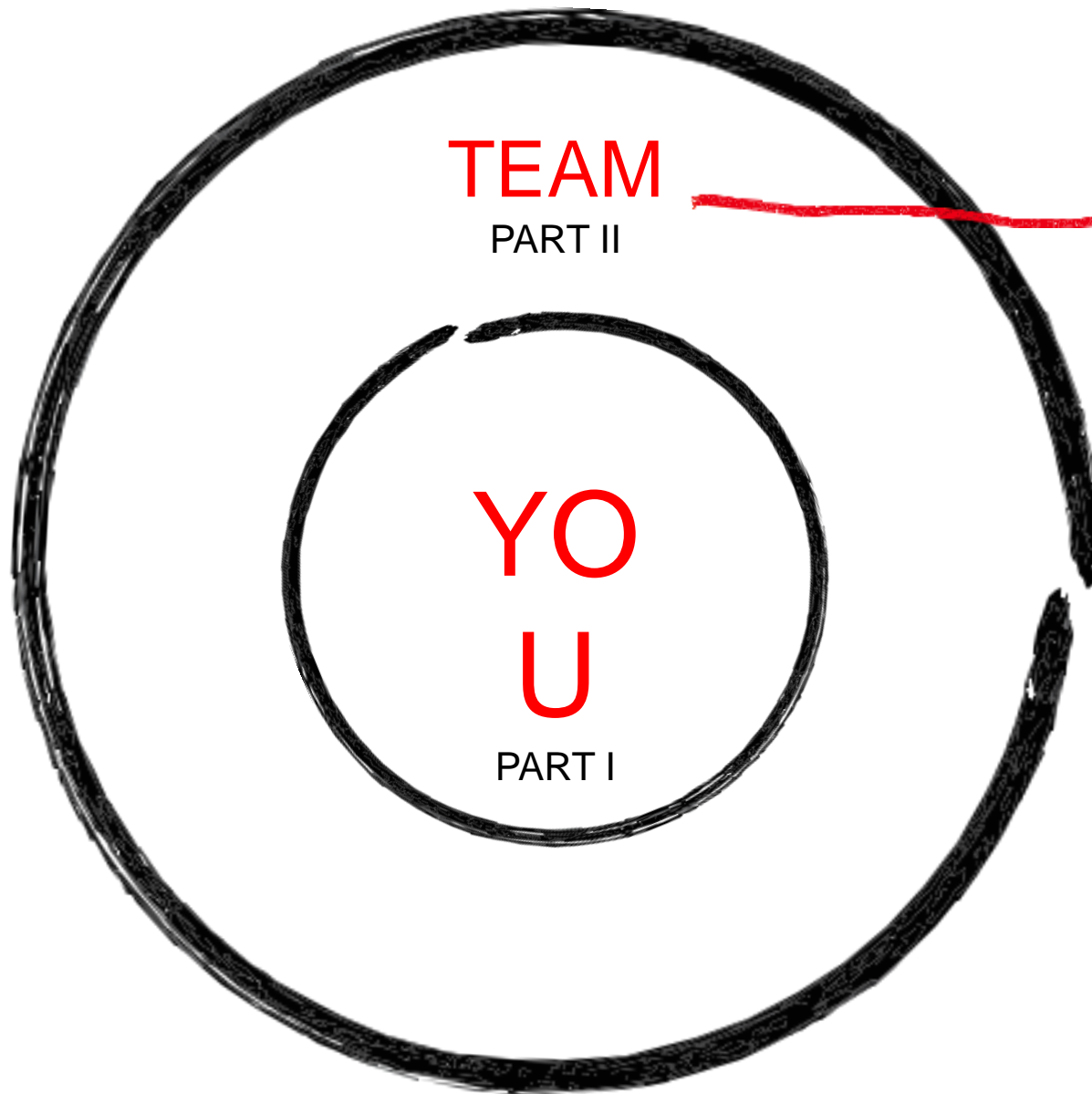
Less, but Better.

How can you personally
apply less, but better?

First, separate the decision from the relationship. Ask, “What is the right decision?” *then* “How can I communicate this as kindly as possible?”

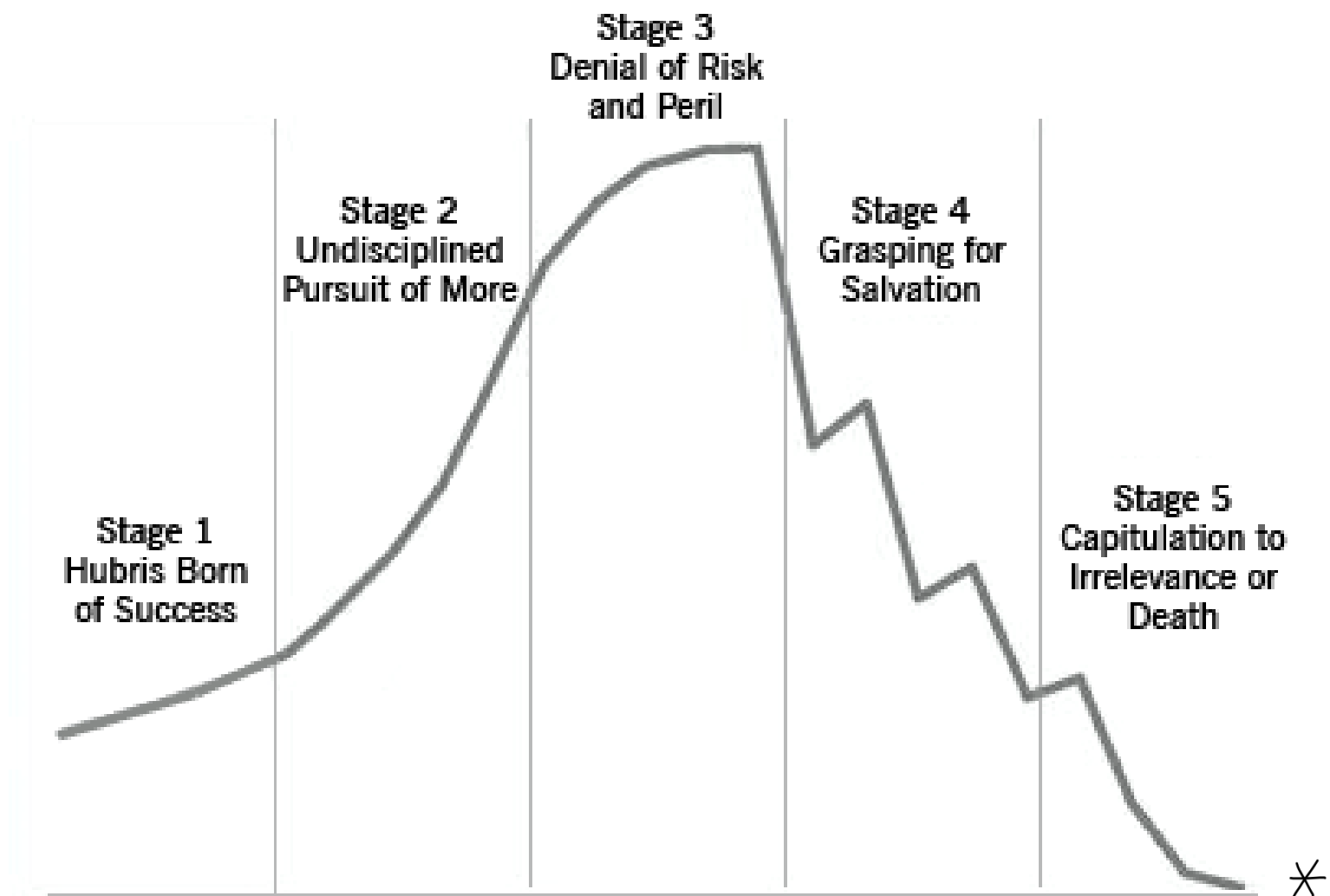
Second, watch your language.

Replace “I have to” with “I choose to.”



Why do
organizations
plateau?

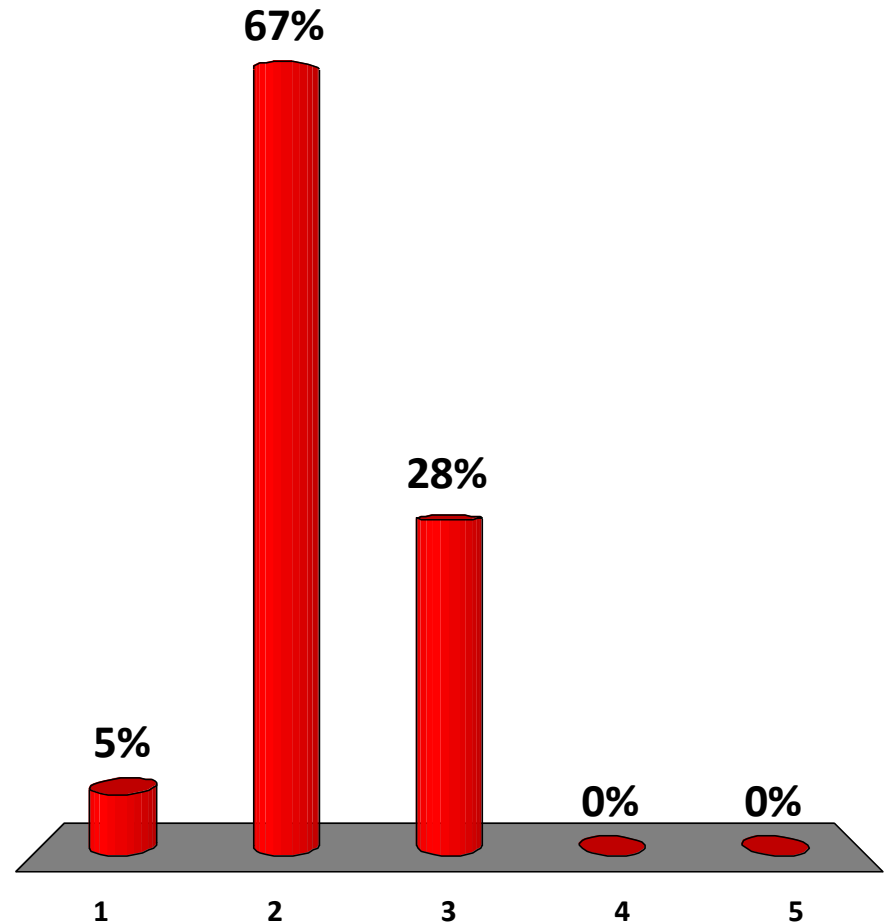
Why do **intelligent**, driven
people make decisions that
cause their organizations to
plateau?



✱ Source: Jim Collins, How the Mighty Fall: And Why Some Companies Never Give In

What stage are we are right now?

1. Hubris born of success
2. Undisciplined pursuit of more
3. Denial of risk and peril
4. Grasping for salvation
5. Capitulation to irrelevance or death



1 WHEN HAVE YOU
WORKED ON
A TEAM THAT
SERIOUSLY LACKED
CLARITY?
(WHAT COMPANY?)

2 WHAT WAS IT
LIKE?

3 HOW MUCH
CAPABILITY
WERE YOU ABLE
TO USE? (0-100)

4 WHAT WAS THE
OUTCOME?

5 WHEN HAVE YOU
WORKED ON A
TEAM THAT HAD
CLARITY?
(WHAT COMPANY?)

6 WHAT WAS IT
LIKE?

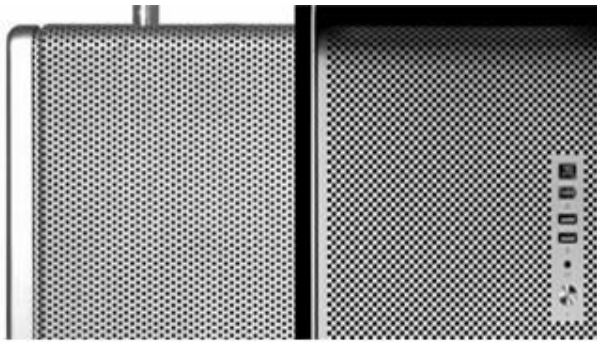
7 HOW MUCH
CAPABILITY
WERE YOU ABLE
TO USE? (0-100)

8 WHAT WAS THE
OUTCOME?

“After my first company died, I did an inventory of the projects I had worked on in the last year. There were something like 30 projects that I had started on and not finished. My total weakness was focusing on things.”

Twitter co-founder Ev Williams, as quoted by Andy Cook in “How to Kill Start Up Distractions”





BRAUN



BRAUN



BRAUN





How can we apply
less, but better
to your organization?

First, give permission to eliminate the nonessentials.

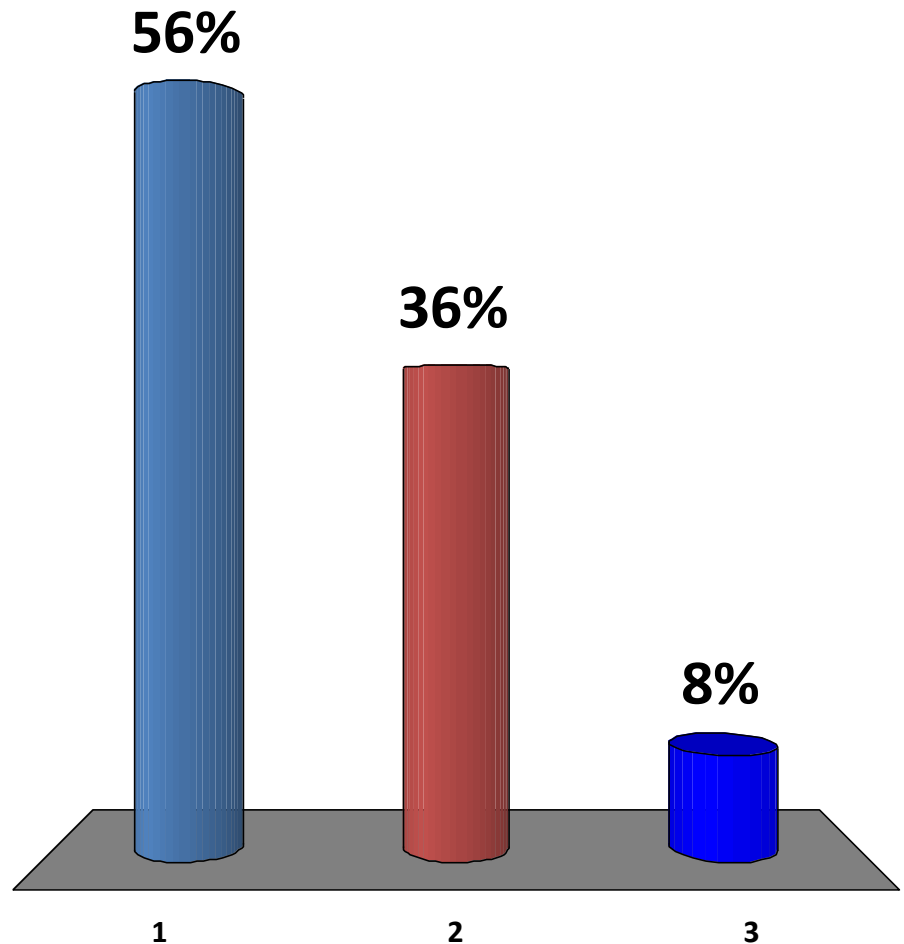
At your next offsite debate,
“What should we say no to?”

Second, define your Strategic Intent.

Make the one decision that makes 1,000 decisions.

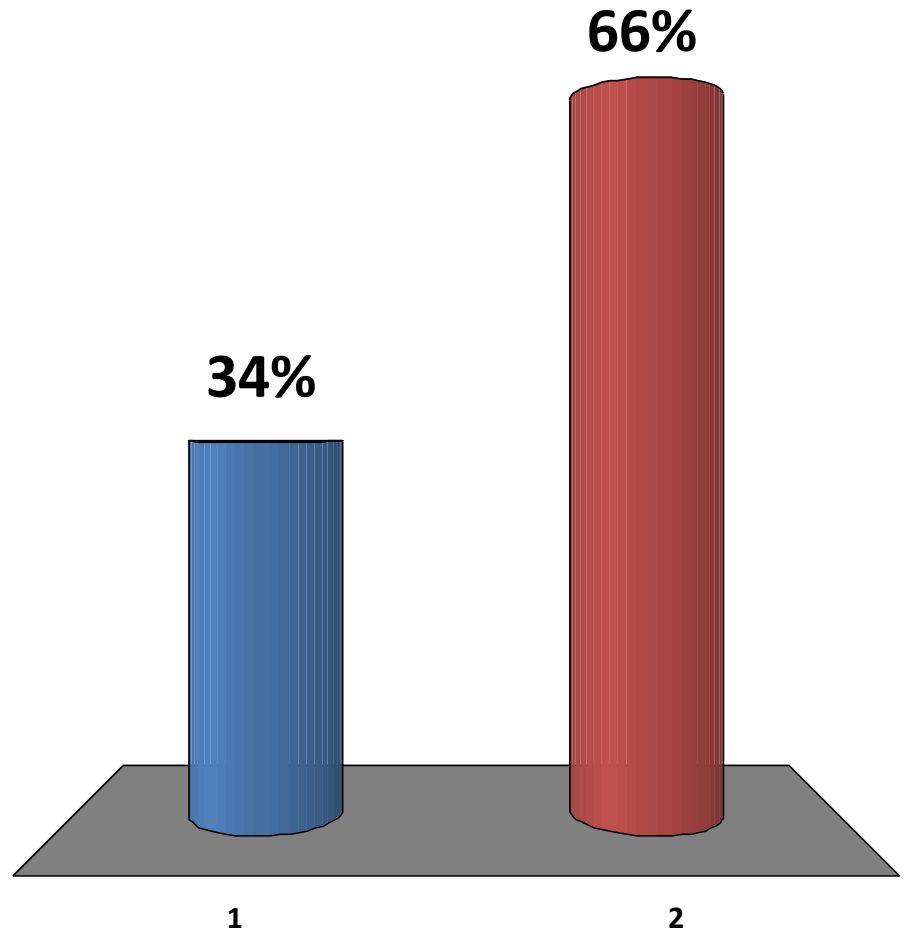
Does your organization have a mission statement?

1. Yes
2. No
3. I think so, but I am not 100 percent sure



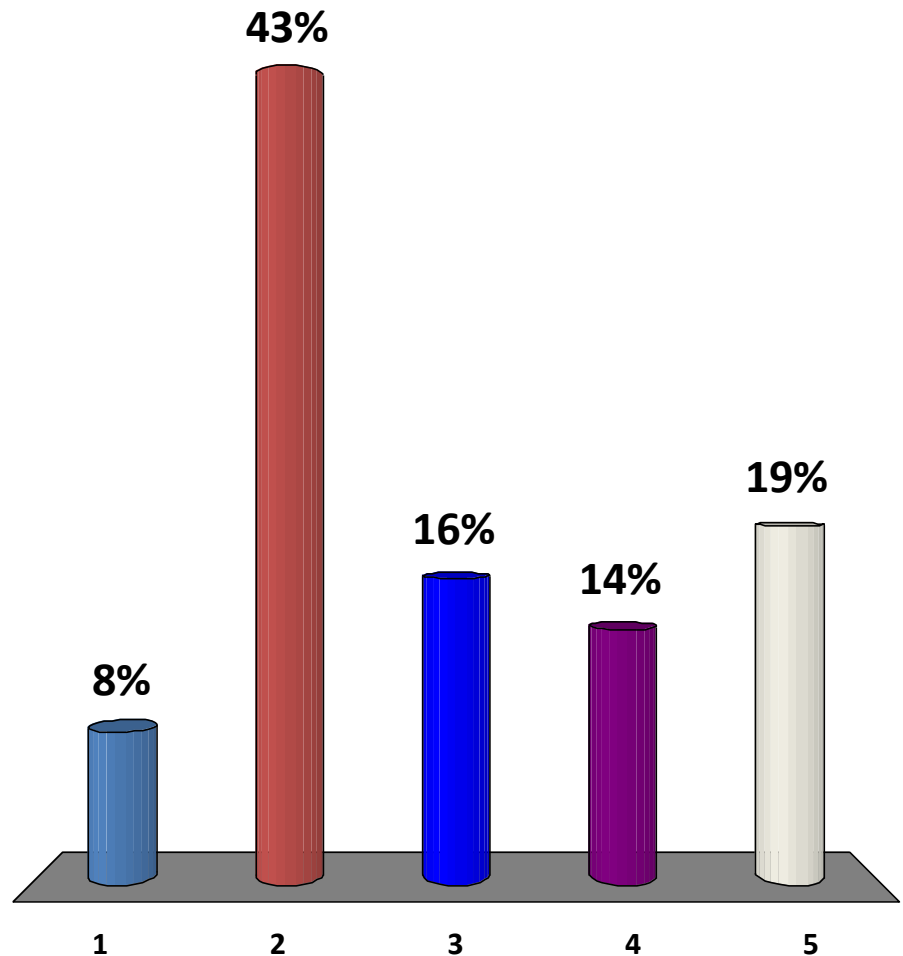
Can you quote it verbatim?

1. Yes
2. No



How often do you use it to make decisions?

1. Always
2. Often
3. Sometimes
4. Rarely
5. Never



Inspiration
al

Vision/Mission
Statements

**Strategic
Intent**

Bland

Value
Statement

Short
Term
Objective

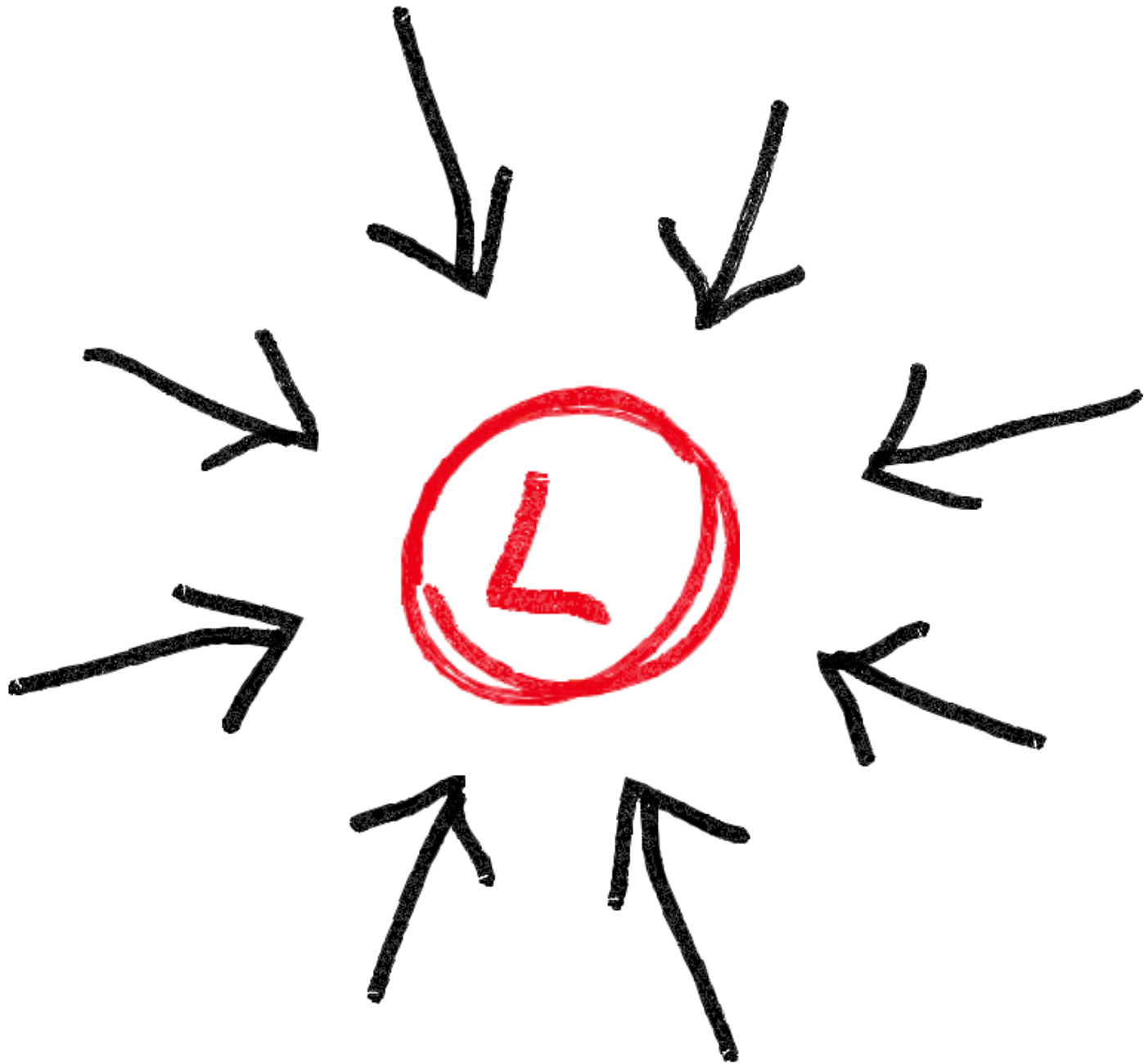
General

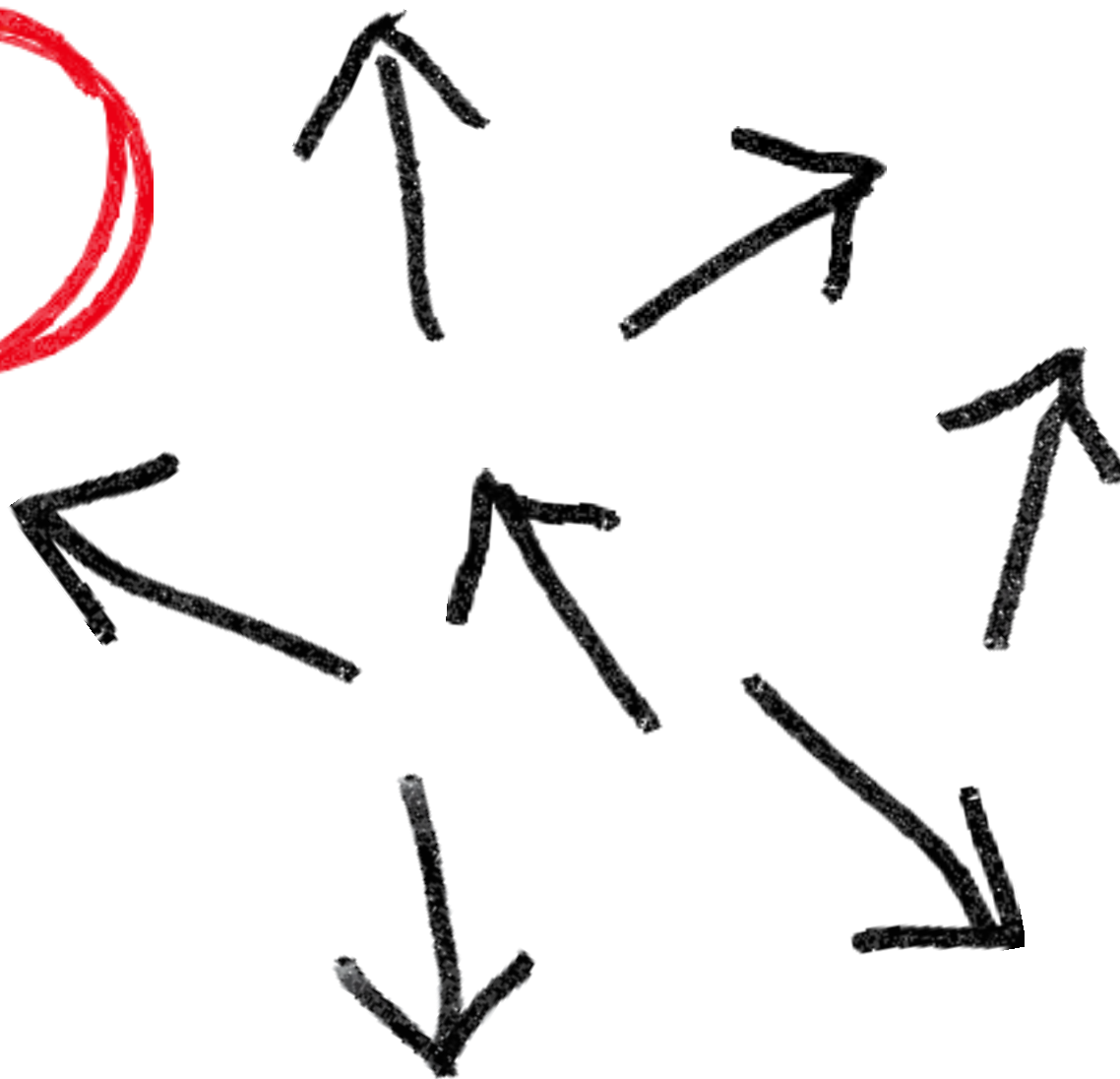
Concrete

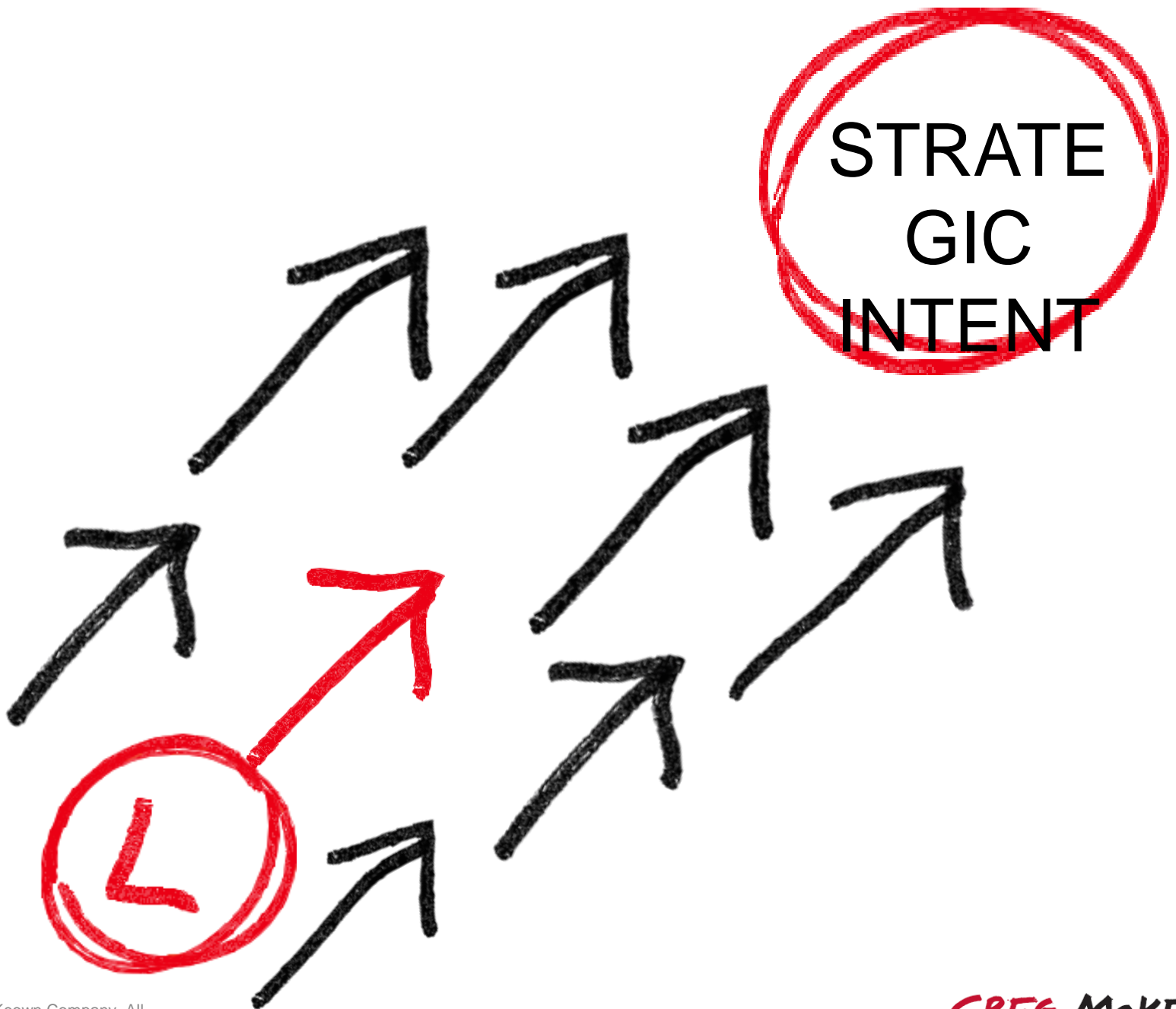


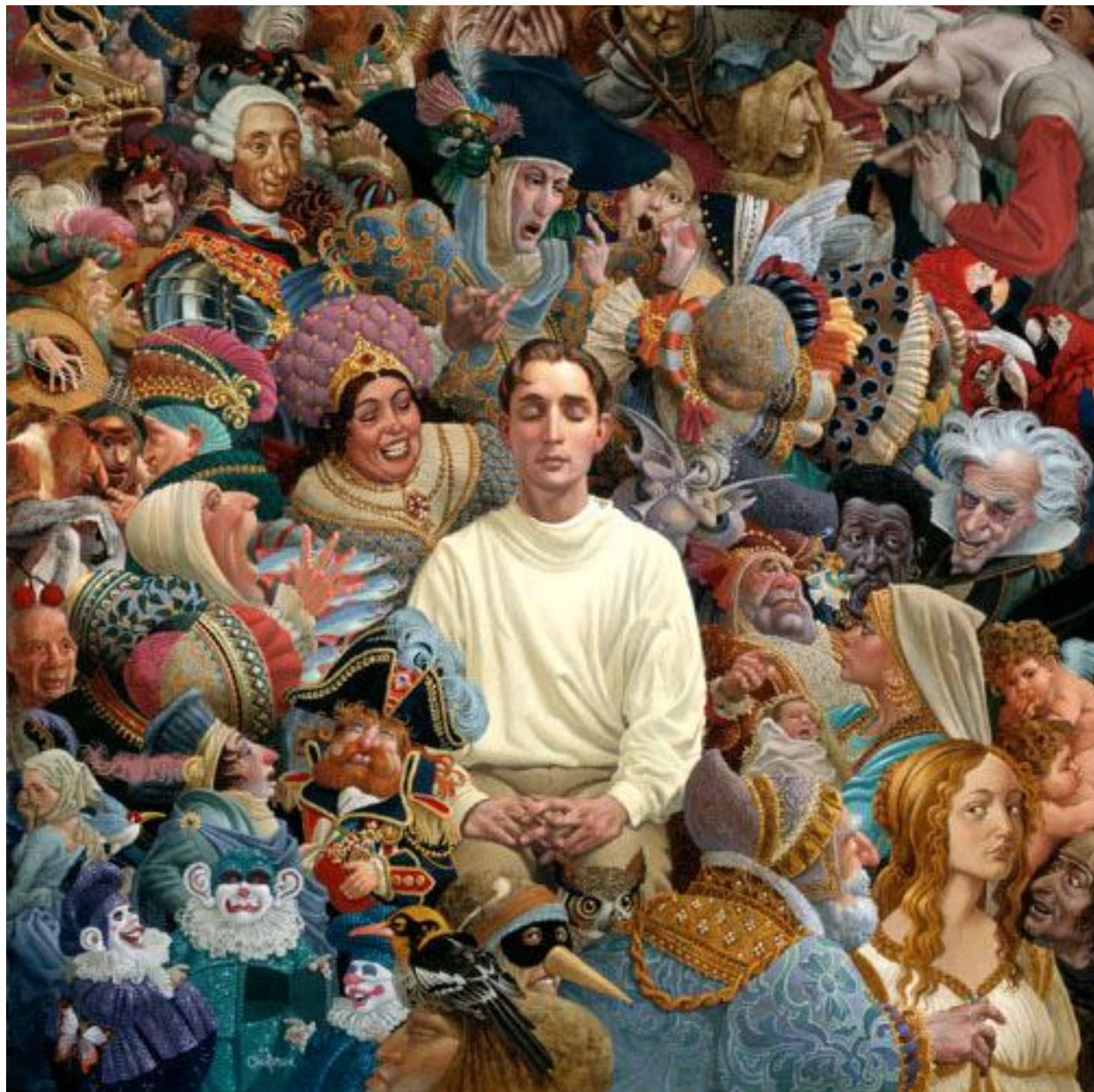
Martha Lane Fox

Founder, LastMinute.com
UK's Digital Champion









What is one
way you can
apply “less,
but better”
personally?

What is one
way you can
apply “less,
but better” to
an
organization?

Situation **Life is fast and full of
opportunity.**

Complication We think we have to do everything.

Impact We plateau in our
progress.

Position We can make a different
choice.

Action We can eliminate the
nonessentials.

Benefit Do something *truly* great

THE POWER OF THE ESSENTIALIST

**greg@gregmckeown.
com**

