

# ESSENTIALISM™ 21-DAY CHALLENGE

## 01 THE ESSENTIALIST

CH.1, P.33

Find an accountability partner and read Ch. 1 together. Invite them to do the *21-Day Challenge* together with you.

## 02 CHOOSE

CH.2, P.33

Catch yourself one time saying the words, “I have to.” Replace them with, “I choose to because if I don’t [fill in the blank].”

## 03 DISCERN

CH.3, P.41

Ask, “What’s the most important thing I can do today?”

## 04 TRADE-OFF

CH.4, P.49

When the thought crosses your mind, “I will do both” stop, pause, and pick one of the choices.

## 05 ESCAPE

CH.5, P.63

Create a room at home where there is no technology. Put your phone to sleep at a set time in a different room to where you sleep.

## 06 LOOK

CH.6, P.73

Start an essentialist journal: write only one sentence a day answering the question, “What’s the most important thing that happened today?”

## 07 PLAY

CH.7, P.83

Spend time playing a game with a child for ten minutes. Lose yourself in the magical exploration that comes so easily to children.

## 08 SLEEP

CH.8, P.91

Take a twenty-minute nap.

## 09 SELECT

CH.9, P.103

One time today, when something isn’t a clear yes, make it a clear no.

## 10 CLARIFY

CH.10, P.119

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?”

## 11 DARE

CH.11, P.131

Write out how to say no gracefully. Word it carefully and practice it.

## 12 UNCOMMIT

CH.12, P.145

Look at each commitment on your calendar for this week. Ask, “If I wasn’t already involved, how hard would I work to get involved now?”

## 13 EDIT

CH.13, P.155

Use this rule for today: If you say yes to a new activity, then edit out an existing activity to make space for it.

## 14 LIMIT

CH.14, P.163

Next time anyone asks you to do something, pause and say, “Let me check my calendar and get back to you.” Buy yourself some time to think about it against your current commitments.

## 15 BUFFER

CH.15, P.175

Add four, thirty minute “appointments” on your calendar every day for buffer. You don’t know ahead of time what you will do with that time. It exists to help you handle the unexpected problems and opportunities that come your way.

## 16 SUBTRACT

CH.16, P.185

Design a morning routine that invigorates you.

## 17 PROGRESS

CH.17, P.193

Start a meeting today with the question “What has gone right since we last met?”

## 18 FLOW

CH.18, P.203

Starting with a blank, one-week calendar, design your Dream Routine. This is how you want, ideally, to spend your time each week over the next quarter.

## 19 FOCUS

CH.19, P.215

Pause once today and ask yourself, “What’s important now?”

## 20 BE

CH.20, P.225

Schedule a personal quarterly offsite to explore, talk, reflect, dream and plan. The goal is to see the big picture: to see what will matter in the end, to set long-term goals from that perspective and to break that down into plans for the next quarter.

## 21 SHARE

APPX, P.239

Invite your team to read Essentialism as a book club. It will give you a shared language to speak about the things that really matter.