

Asymmetric Warfare, Power Moves and Extreme Intentionality

Today's Gameplan

- 1** The Art of Asymmetric Warfare
- 2** Becoming Sickeningly Strategic
- 3** Separating Strategy from Execution

Today's Gameplan

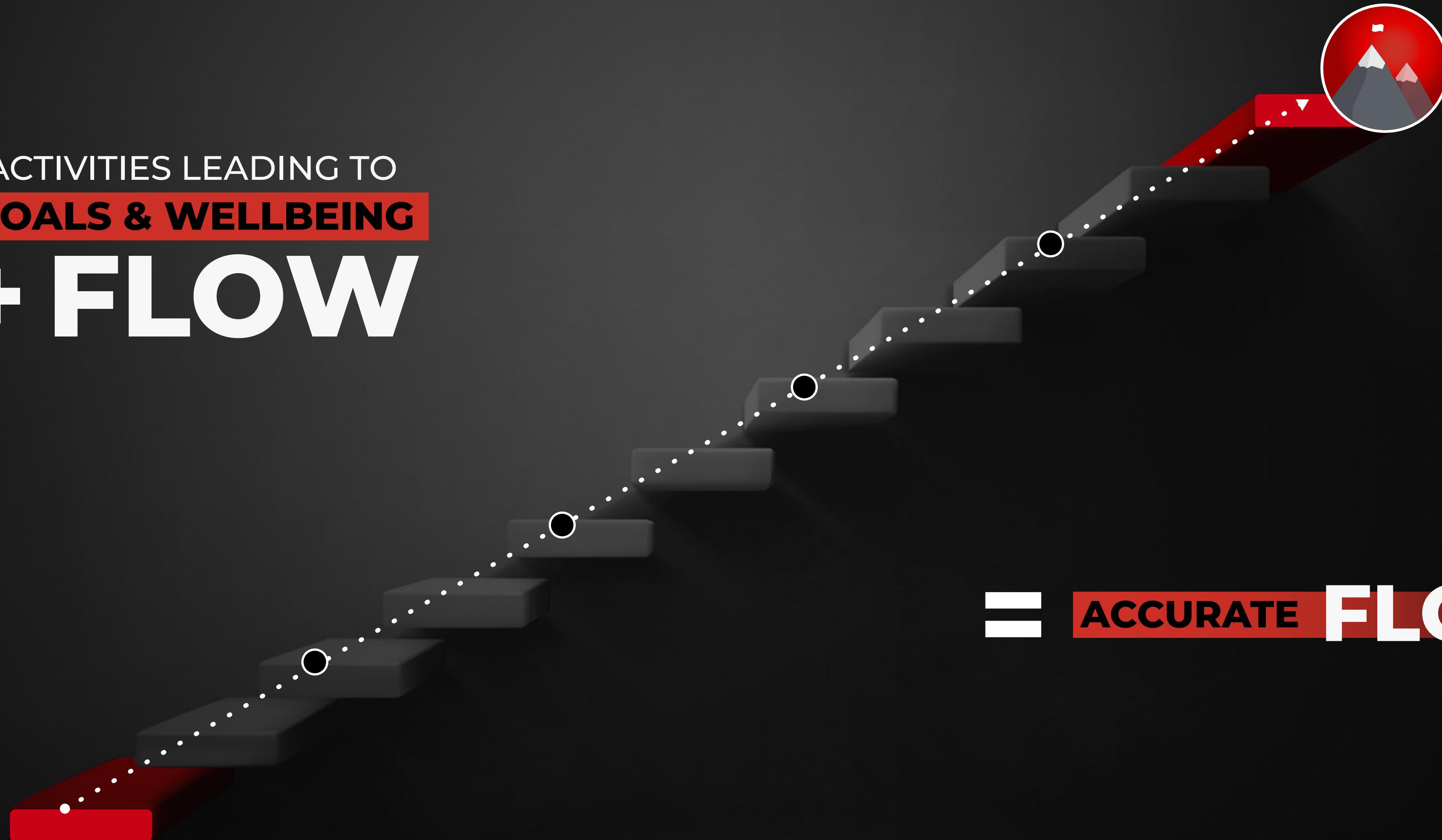
- 1 The Art of Asymmetric Warfare
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Becoming a Sniper Is the Key to Elite Productivity



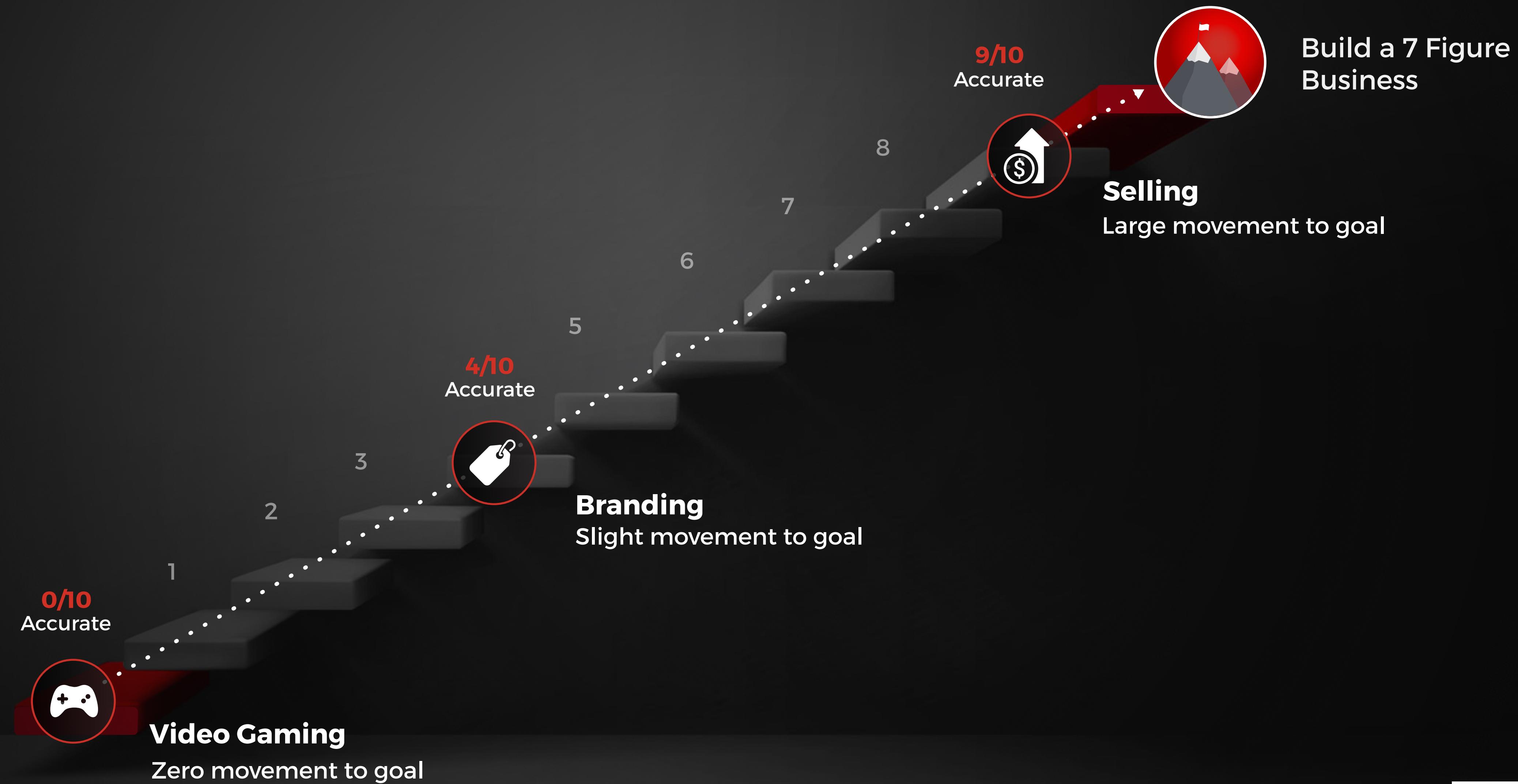
The Importance of Accurate Flow

ACTIVITIES LEADING TO
GOALS & WELLBEING
+ FLOW

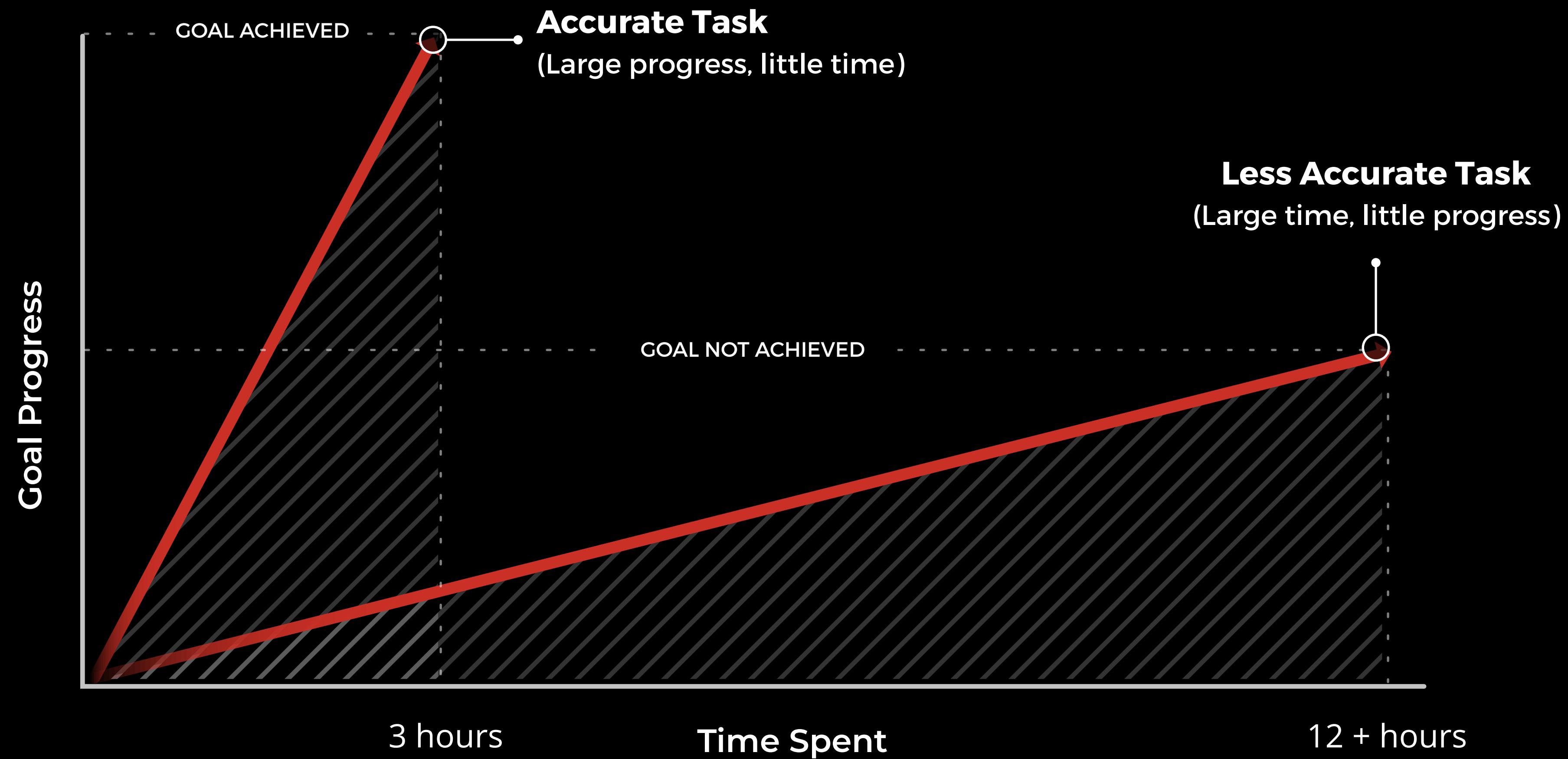


= **ACCURATE FLOW**

Accurate Work Moves You Toward Your Goal, Flow Accelerates the Process



Task Management Trumps Time Management Every Time



Step 1

Prioritizing Accurate Tasks Above All Else



The Wise Professor: Rocks, Gravel, Sand and Coffee



Big Rocks First

Gravel Second

Sand Third

**There's always room for
coffee with a friend**

Rocks → Gravel → Sand → Coffee

If you fill your jar with gravel and sand first,
you won't have space for the big rocks



The Eisenhower Decision Matrix

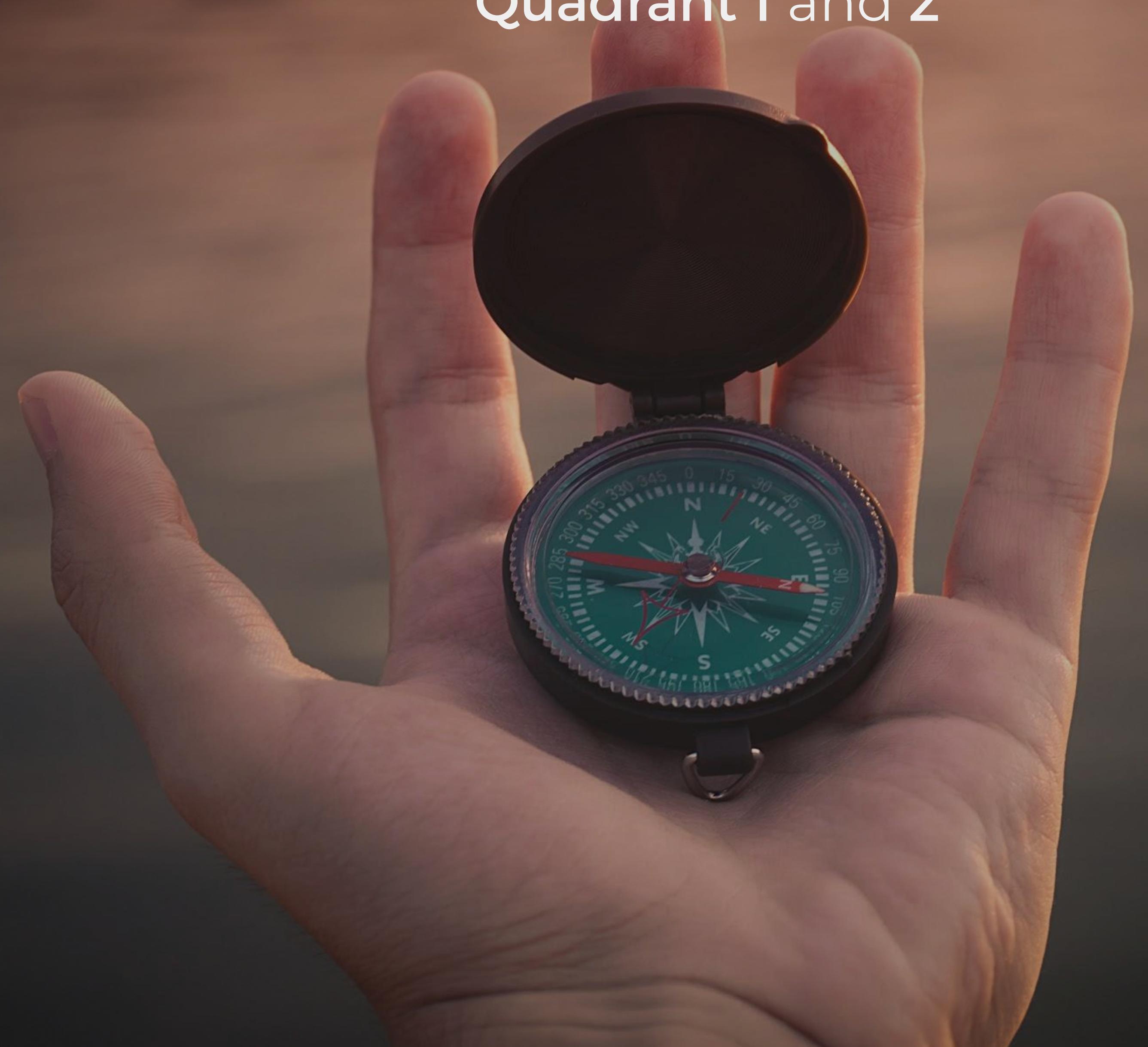
“ What is important is seldom urgent and ”
what is urgent is seldom important.

— Dwight D. Eisenhower

Mapping the Eisenhower Decision Matrix



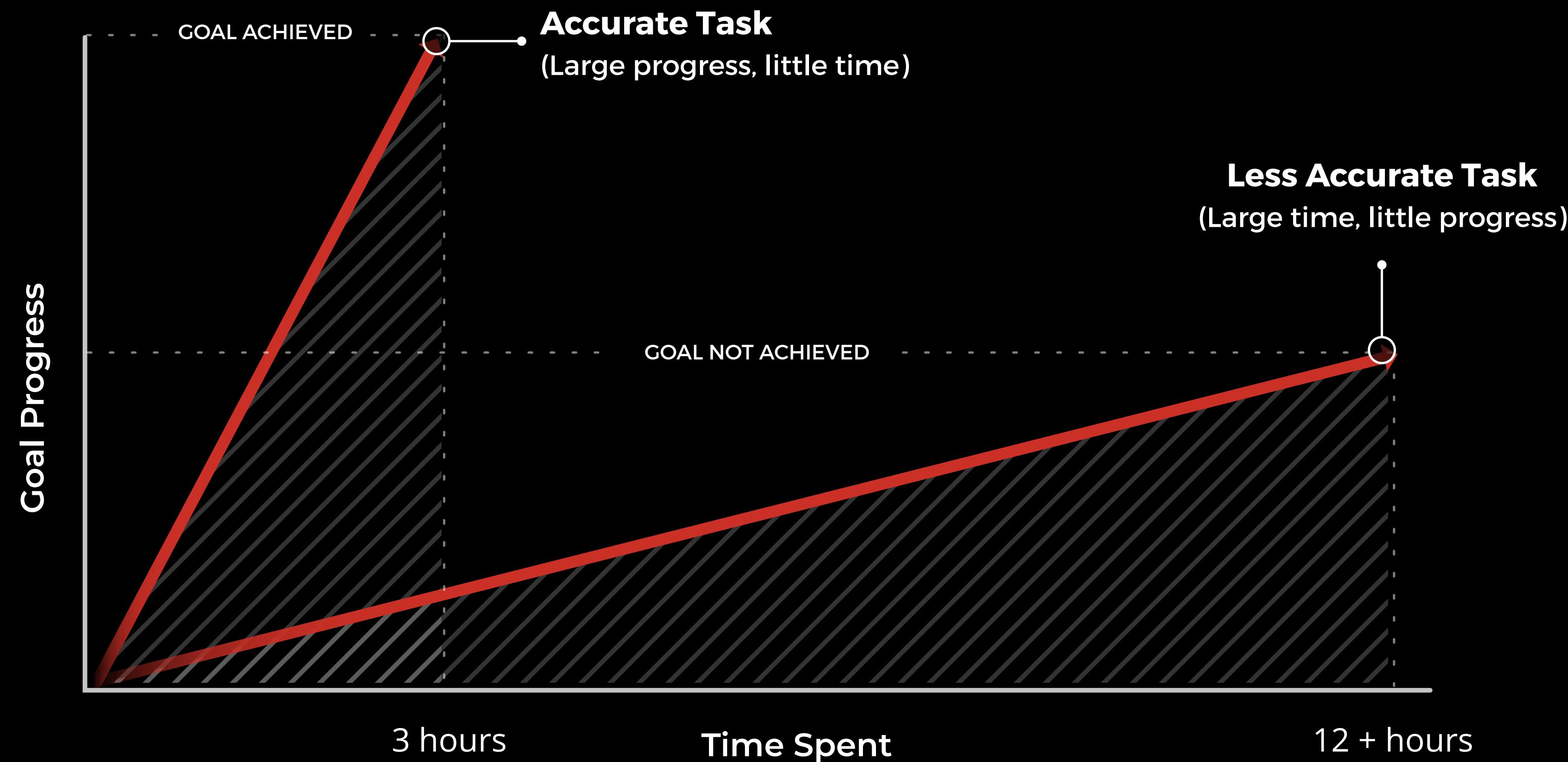
Curing Priority Blindness with Quadrant 1 and 2



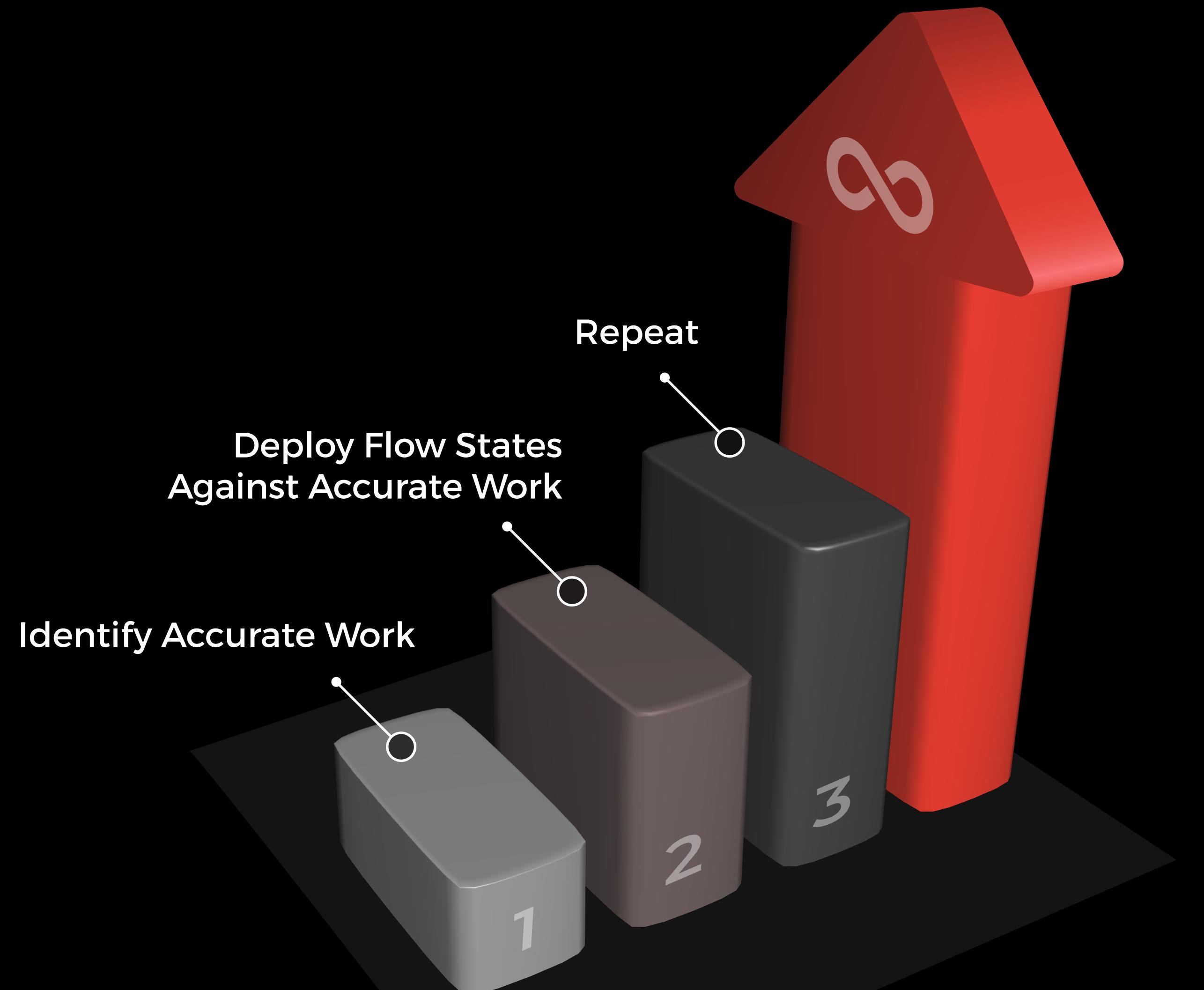
Over Time We Want to Live in Quadrant 2 Only



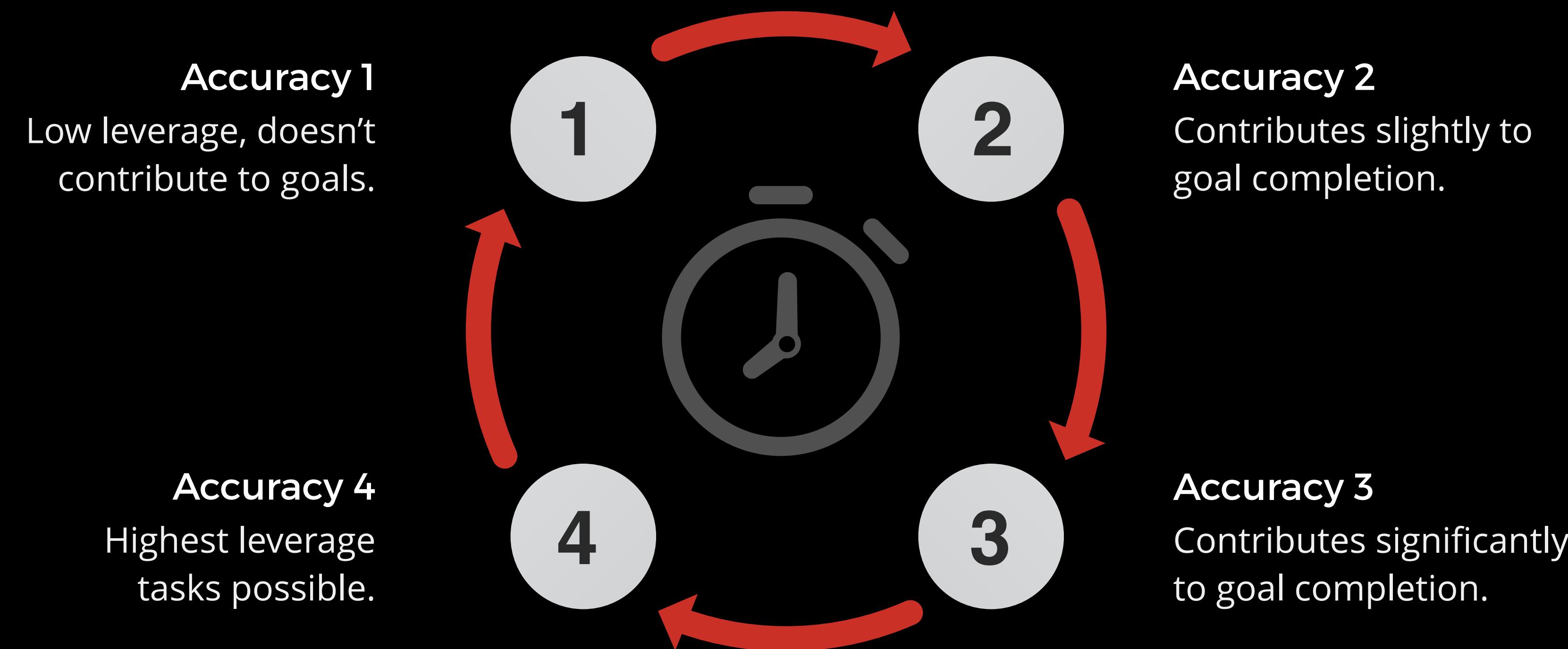
Rocks & Quadrant 2 = Accurate Work



The Ladder to Impossible



Track Time Based on Accuracy



Hour x Accuracy = Effectiveness.

Track total hours worked in Accuracy 4 zone per day, per week.

Step 2
**Identifying Accurate
Work!**



The Art of Identifying Accurate Work for Asymmetric Returns

Becoming a Sniper

Machine Gun



Quantity

Action

Chaotic

Urgent

The trivial many

Sniper



VS

Accuracy

Precision

Intentional

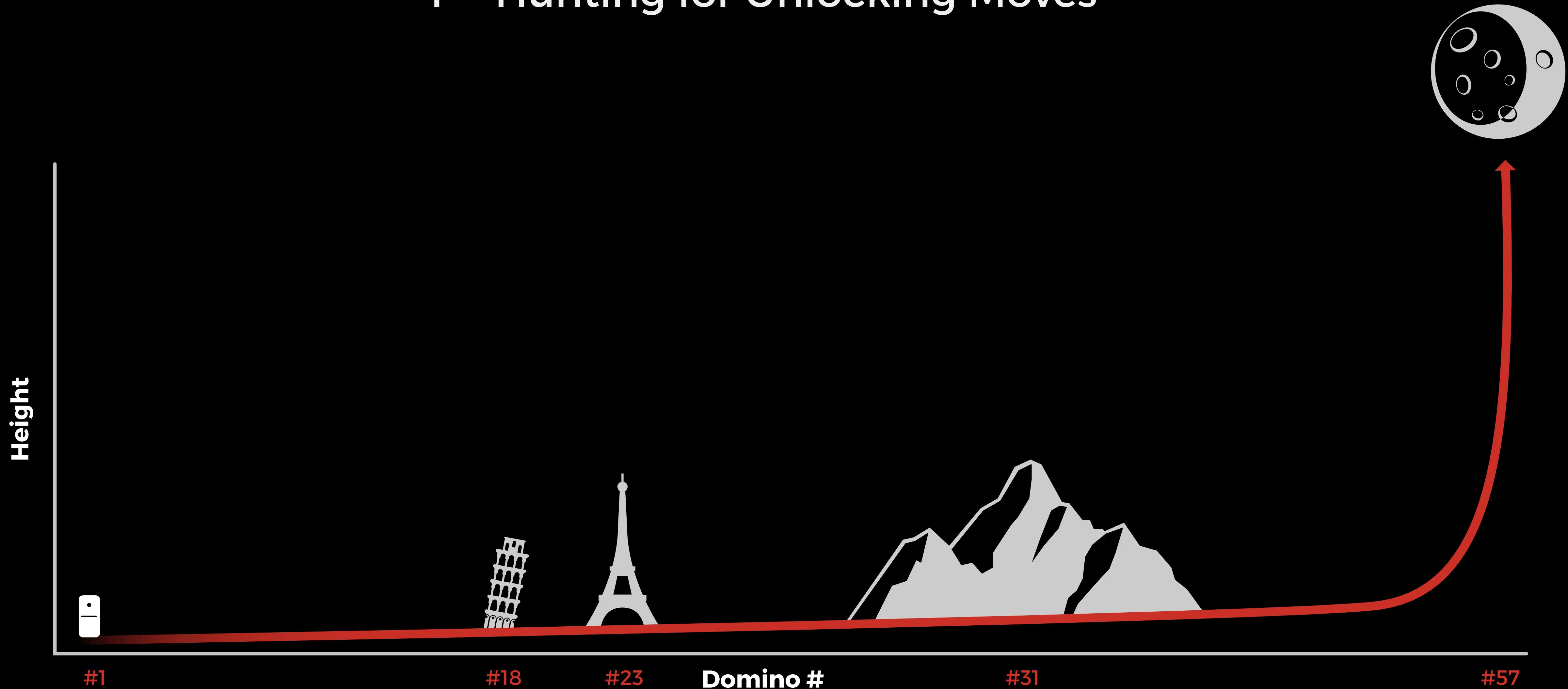
Important

The vital few

Six Ways to Identify Accurate Work for Asymmetric Returns

- 1 Hunting for Unlocking Moves**
- 2 Identifying YOUR Power Moves**
- 3 Reverse Engineering and the Goal Proxy**
- 4 Extreme Output Orientation**
- 5 Embracing the Sacrifice of the Trivial**
- 6 Avoiding Duplicate Work and
Shining Light on Redundancy**

1 – Hunting for Unlocking Moves



What's My One Thing?

What's My One
Thing Right Now?



Right Now Daily Goal Weekly Goal Monthly Goal One Year Goal Five Year Goal Someday Goal

2 – Identifying Accurate Actions

Accurate Actions Move You Toward Your “Unlocking Move” Rapidly.

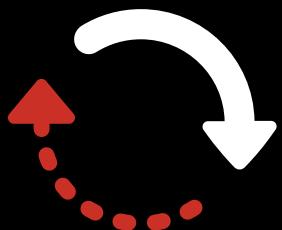
Attack the Power Moves Until the Outcome Is Achieved.



Obsessively ask yourself: What actions maximally contribute to the outcome I want?



Identify the accurate actions.



Repeat until 1 and 2 until outcome exists in reality.

2 – Identifying Accurate Actions

Outcome



A Written Book

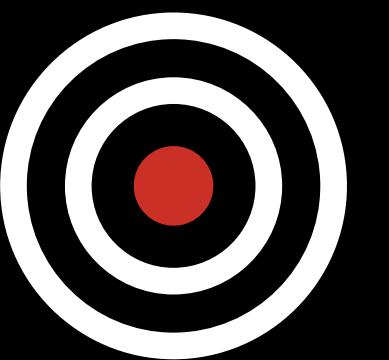
Increased Revenue

Public Speaking Skills

Six Pack Abs

A New COO Hired

Accurate Work



Time Writing

Sales Calls

Speaking to Groups

Exercising and Eating Right

Finding and Interviewing Candidates

Inaccurate Work



Speaking to Other Authors

Web Design

Reading About Charisma

Researching Fitness Equipment

Redesign Project Management System

Live in the Accurate Zone



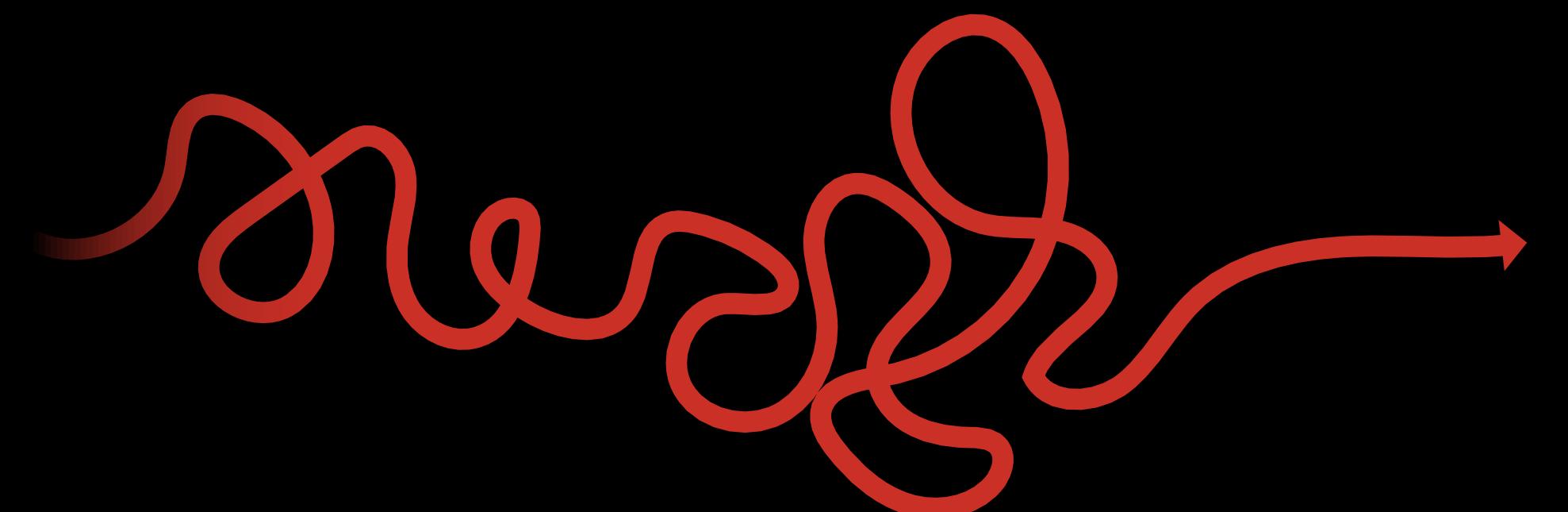
Task



Outcome

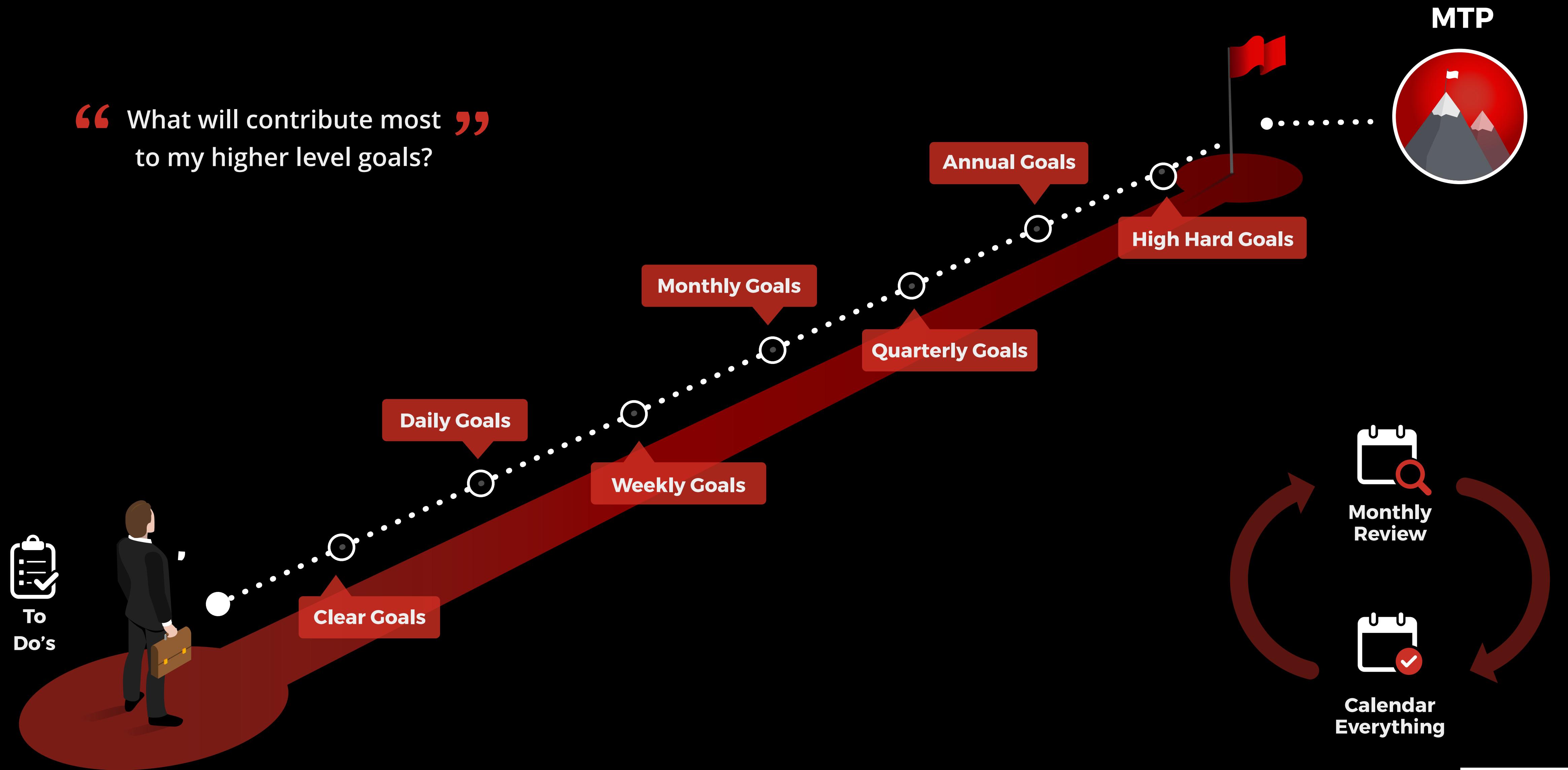


Task



Outcome

3 – Reverse Engineering and the Goal Proxy



4 – Extreme Output Orientation

**“ What outcome am I optimizing for ”
and is this the most effective route?**

5 – Embracing the Sacrifice of the Trivial

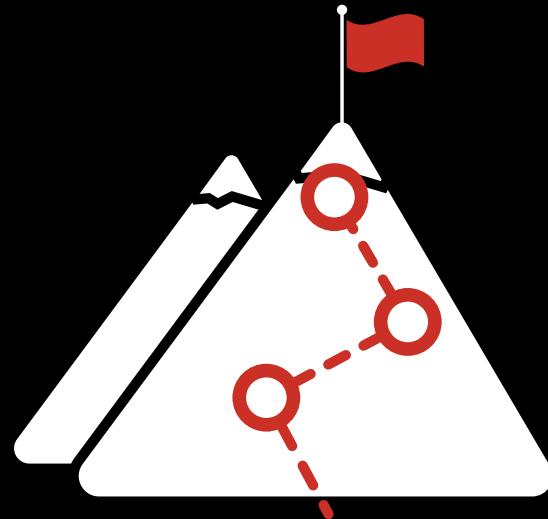
Keep up with your normal person tasks



Email, social media, blogs, news, catch-ups, dinners, panics, events, group chats, friendly calls.

OR

Make progress with your dreams



Focused learning, building mandatory things, doing the important but not urgent, working on your mindset, being alone.

When you focus here you keep on top of your normal person tasks, nothing gets chaotic, you keep the normal people happy but you never make progress on your goals and your dream dies.

When you focus here the other side turns chaotic, the ball gets dropped, people get angry at you and there's a feeling of guilt.

6 – Avoiding Duplicate Work and Shining Light on Redundancy



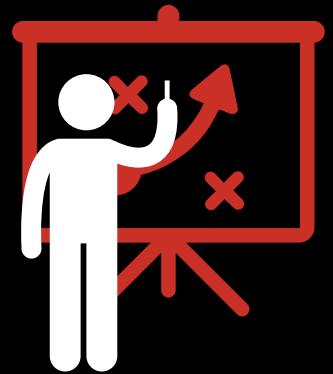
By increasing your **rocks** and **important work**, you by default decrease redundant, duplicate, nonsense work that contributes to nothing.

Step 3

Making Strategy Your Most Important Task



Separating Strategy from Execution Is the Key



You need to separate deciding what to work on, from actually working.



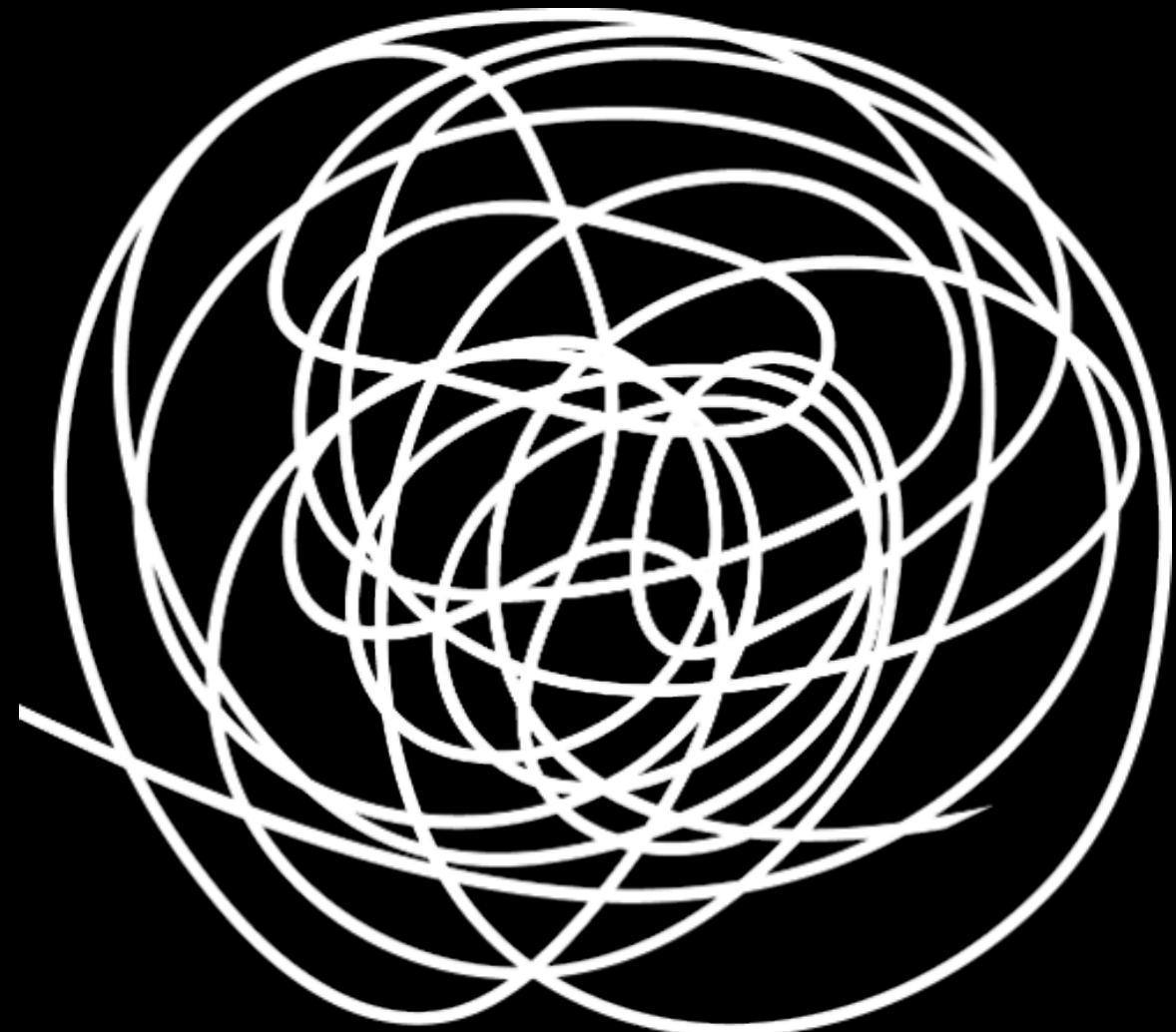
Monthly → Weekly → Nightly Cadence

Why Is It Important to Separate Strategy from Execution?

- It is a massive flow hack — leverages clear goals, heightens convergent/divergent, jacks up complete concentration.
- Automatizes the Habit of Ferocity Lean-in Instinct.
- Eliminates reactivity entirely and allows you to live in Quadrant 2.
- Heightens mindfulness, focus and flow.
- Fosters EXTREME intentionality and strategy as a skill.
- Improves batch processing and flow blocks.
- Reduces stress, anxiety, overwhelm and excessive hours and improves quality of life — A LOT!

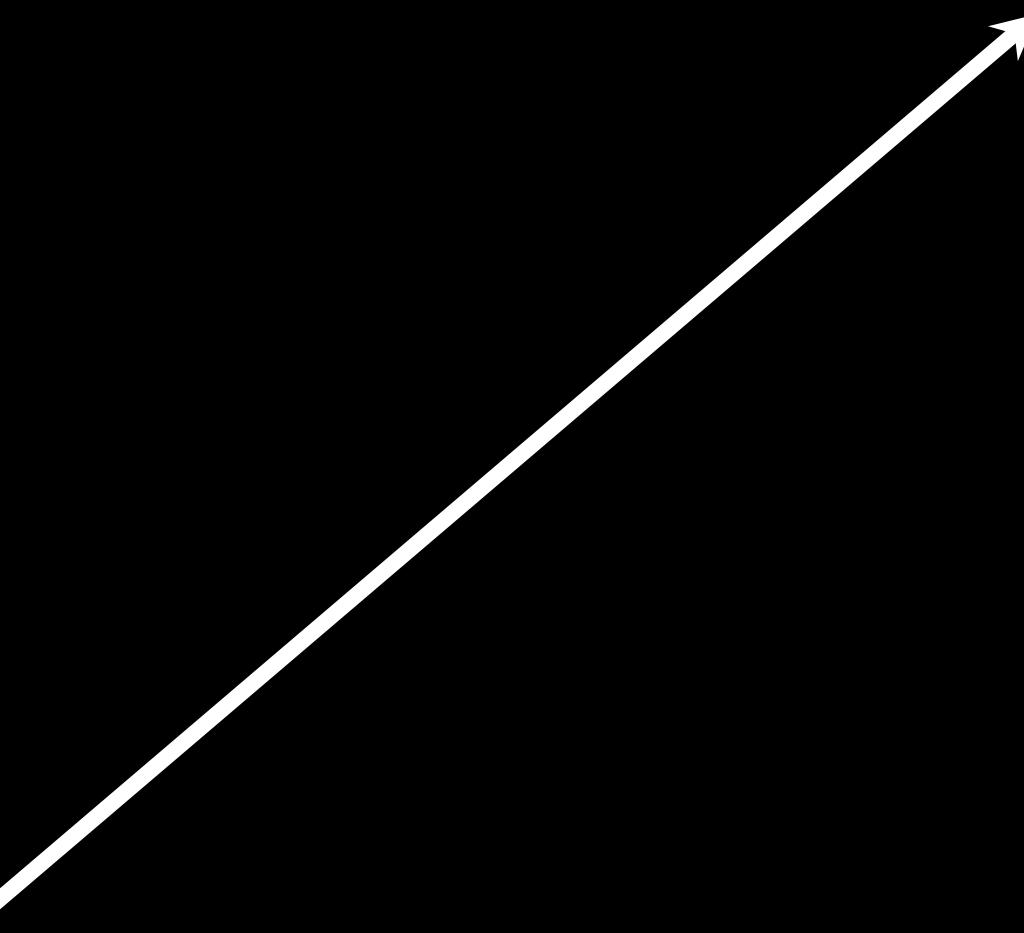
Why Is It Important to Separate Strategy from Execution?

Average person



Person with a plan

vs



What We've Covered:

- 1 The Art of Asymmetric Warfare
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Exercise:

Asymmetric Warfare Audit

- 1 Identify YOUR power moves
- 2 Identify 1 unlocking move for the next three months
- 3 Ask yourself: what % of my time is spent in Quadrant 2, working on important ROCKS in flow? It's likely less than 10%, our goal is to get it to 80%.



Download Workbook
to Get Started