



**20%  
MORE**  
IN JUST 15 MINUTES



# **Klemchuk**

**IP and Commercial Litigation**

**Anti-Counterfeiting and Enforcement**

**Patents, Trademarks, and Copyrights**

**eCommerce**

**Business and International Trade**

**20%  
MORE**



**: FOCUS  
: LEVERAGE**

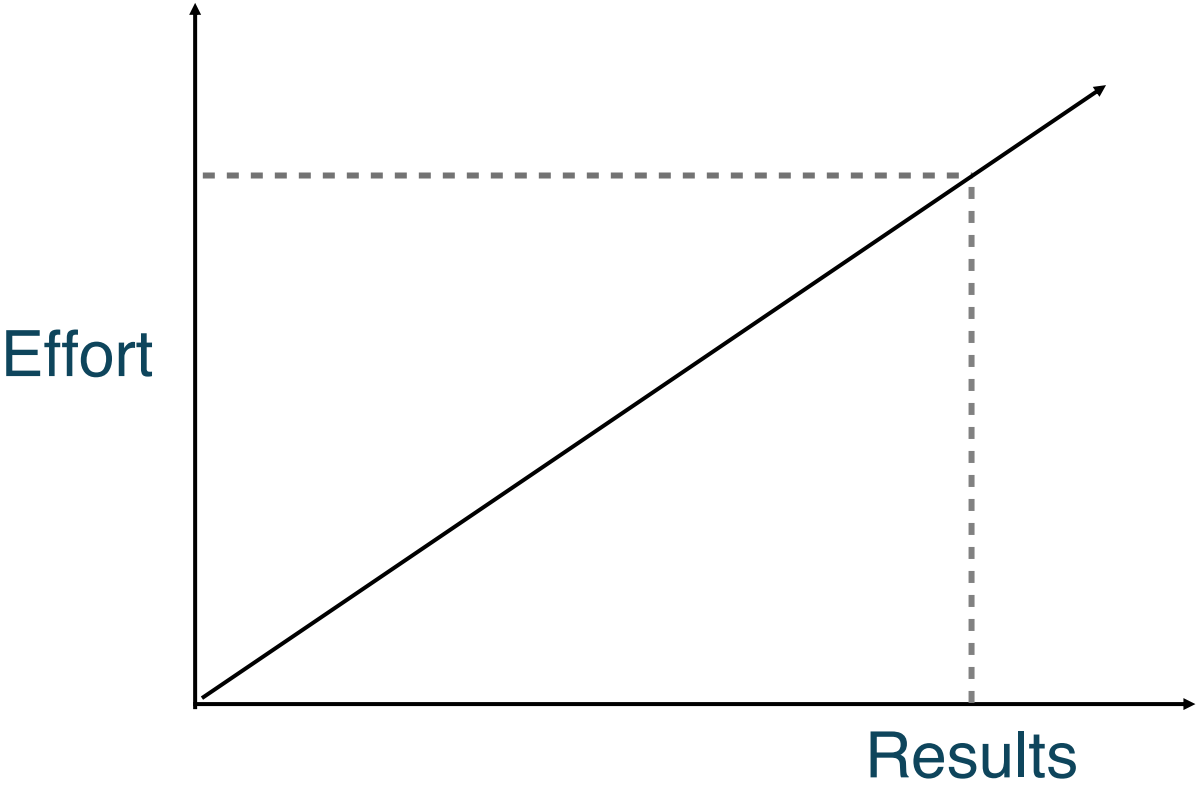
**15 MINUTES  
A DAY**

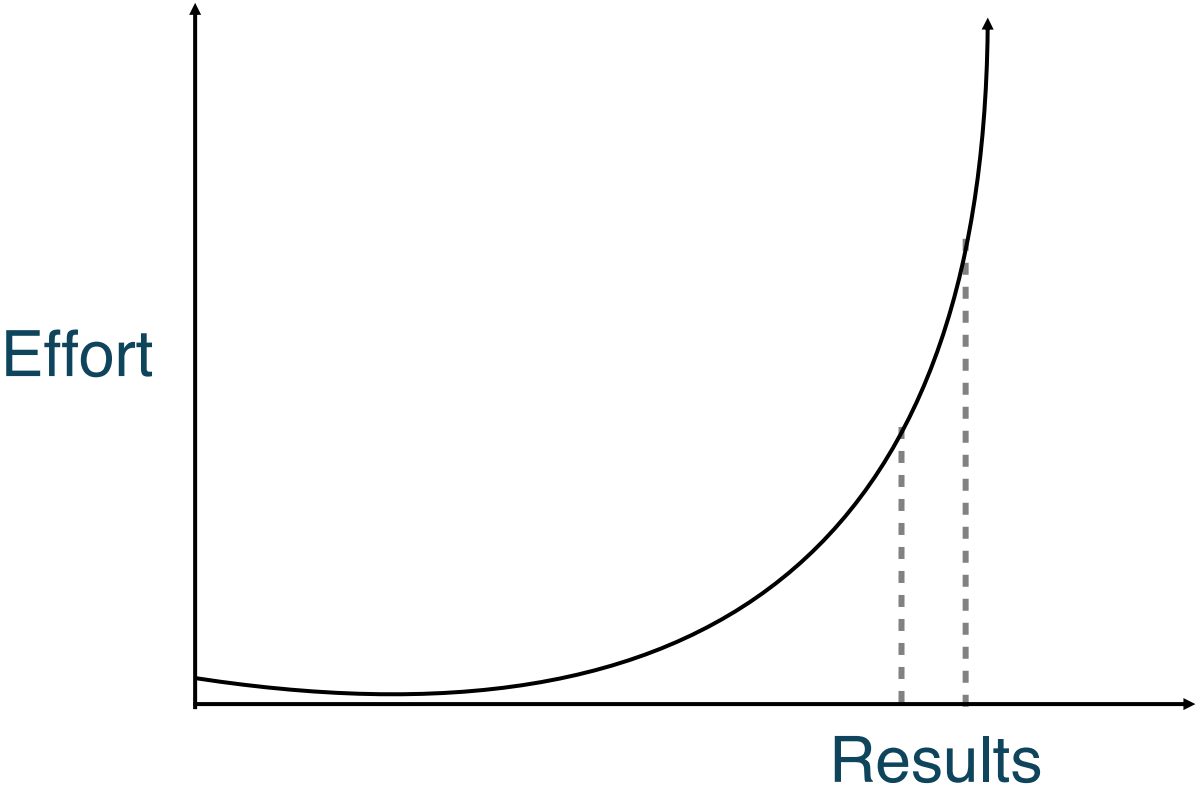


**Productive versus Busy-ness**

**Focus Is the  
Key to Great  
Performance**









**ONE THING**



# TOOLS

## ONE THING

Do the one thing that will have the most impact first.



# FOCUSING QUESTION

What's the one thing I can do such that by doing it, everything else will be easier or even unnecessary?

*The One Thing: The Surprisingly Simple Truth Behind Extraordinary Results.* By Jay Papasan and Gary Keller

# TOOLS

## ONE THING



SUNDAY

MONDAY

TUESDAY

# WEEKLY PLAN

**TOOLS**

## **WEEKLY PLAN**

### **Big, High-Value Lever Activities**

Important, Not Urgent

2-3 Targets (Sunday Planning)

Make Priority for Important Things



# TIME BLOCKING

# TOOLS

## TIME BLOCKING

- ❖ Focus Time
- ❖ Buffer Time
- ❖ Free Time



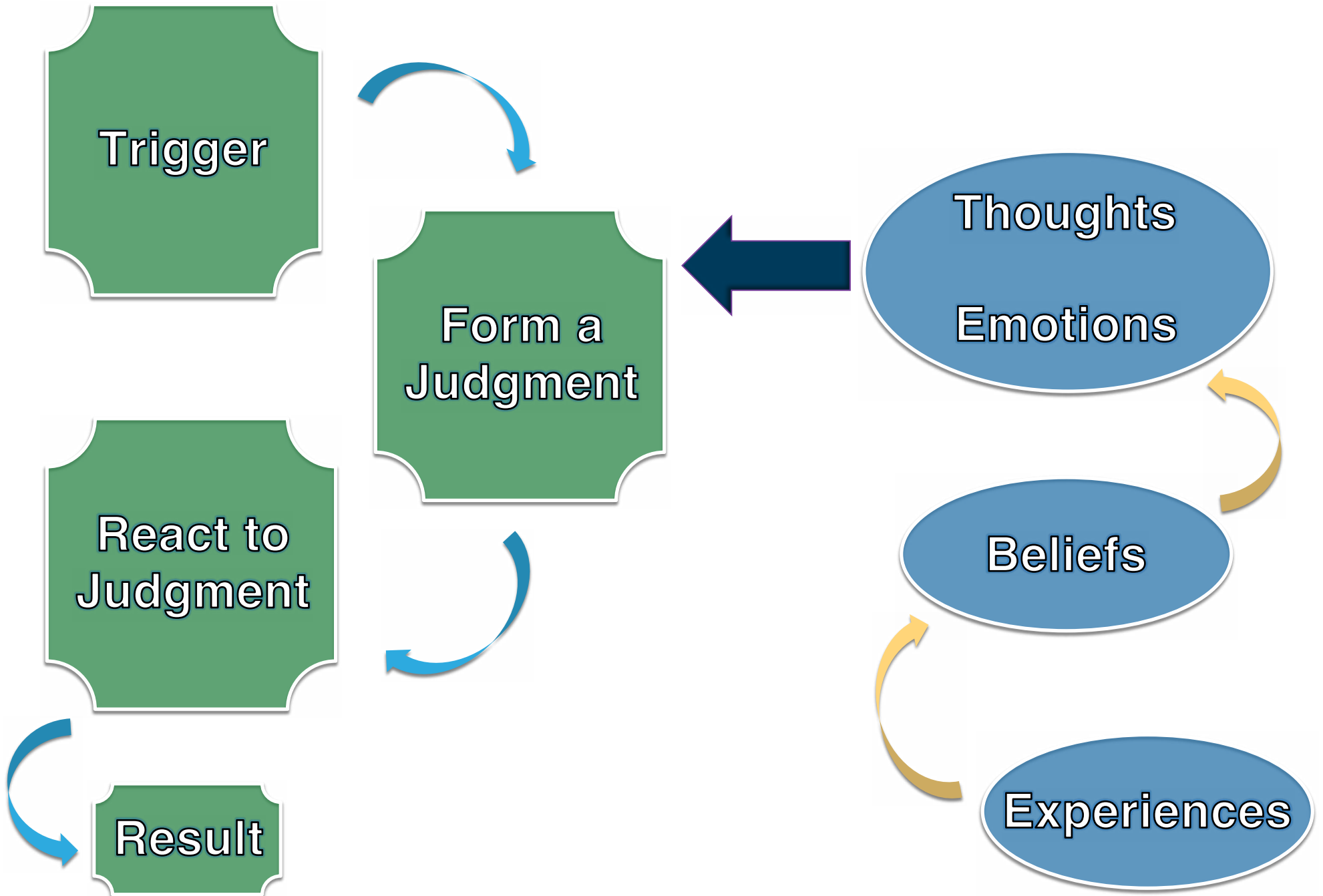
RESISTANCE



# SIMPLE MODEL OF HUMAN BEHAVIOR



# WHAT'S REALLY GOING ON?



# HABIT LOOPS CAN BE STACKED

Trigger – Uncomfortable thought  
Behavior – Worry  
Result – Distract from  
uncomfortable thought



Trigger – Worry  
Behavior – Problem solve  
Result – Distract from worry

Trigger – Co-worker doesn't return  
an email

Behavior – Send aggressive follow-up

Result – Feel better

Trigger – Aggressive email

Behavior – Passive-aggressive  
behavior

Result – Got even

Trigger – Passive-aggressive  
behavior

Behavior – Gossip to co-worker

Result – Feel vindicated

# ESCAPING THE TRIGGER-BEHAVIOR-RESULT LOOP

- 1) Awareness
- 2) Reevaluate the reward
- 3) Get curious
- 4) Break the pattern with “WIRM”
  - Witness
  - Interdict
  - Redirect
  - Mantra

A small green seedling with several leaves is growing out of a crack in a grey concrete surface. The background is a soft, out-of-focus light blue and white gradient.

# Overcoming Resistance

- 5-Minute Commitment
- Curiosity + Surrender
- Big 5 of Mental Toughness
- Leverage Willpower



**Change Your  
Story, Change  
Your Life**



# MIND SWEEP

# TOOLS

## MIND SWEEP

- ❖ Paper, pad, and no distractions
- ❖ Empty all thoughts without editing
- ❖ Start with stream-of-consciousness journaling
- ❖ Consider a portable journal
- ❖ When done, extract action items and insights
- ❖ Helpful to “close out the day”





**PURPOSE  
AND  
PRIORITIES**

# TOOLS

## PURPOSE & PRIORITIES

**Purpose:** Overall Life Mission or Role Mission

**Priorities:** Most Important Areas/Things to Accomplish

1.)

2.)

3.)

**Production:** Getting Meaningful Results

The image features a dark, textured background with several circular targets. Each target has concentric blue rings and a central bullseye. Three blue arrows with white shafts and blue fletching are positioned in the upper left, with their tips pointing towards the bullseye of the target in the lower right. The lighting creates highlights on the edges of the targets and the shafts of the arrows.

# QUARTERLY GOALS

# TOOLS

## QUARTERLY GOALS

3 Most Important Things to Accomplish in the Next 13 Weeks

Translate Into Weekly Tactics

Score Progress

Have an Accountability Partner

Great for Employee-Employer Sync



# PROJECT MANAGEMENT

# TOOLS

## PROJECT MANAGEMENT

Projects Lists

Task List (sortable by due date and owner)

Project Report with Tasks, Team, and Status Comments

Periodic Same-Page Meetings

**TOOLS**

# **PROJECT MANAGEMENT**

Personality Profile and Psychology of  
Project Management:

Visionary – Futuristic Goal Thinkers

Social – Socially Oriented

Research - Technical, Detailed



# MORNING ROUTINE



# TOOLS

## MORNING ROUTINE

- ❖ Set Wins You Can Control
- ❖ Activities With Compounding Rewards
  - Meditation
  - Journaling
  - Reading
  - Sending Messages
  - Gratitude
  - Exercise
- ❖ Do Something Uncomfortable



# EVENING ROUTINE

# TOOLS

## EVENING ROUTINE

- ❖ Gratitude
- ❖ Record 3 Wins
- ❖ Set Tomorrow's 3 Wins
- ❖ Let Go of Frustration
- ❖ "Attention To" Journaling
- ❖ Pre-Sleep Question

# ANNUAL GOALS

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2025  
2024

# TOOLS

## ANNUAL GOALS

- ❖ 2-3 Audacious Goals That Radically Move the Needle
- ❖ Be Clear on Your “Why” as Well as Your Sacrifice
- ❖ Enlist an Accountability Partner
- ❖ Visualize Daily
- ❖ Break Into Quarterly Goals



**TWO MINUTES**

# 2-MINUTE CANNOT FAIL SYSTEM

Ask the Focusing Question

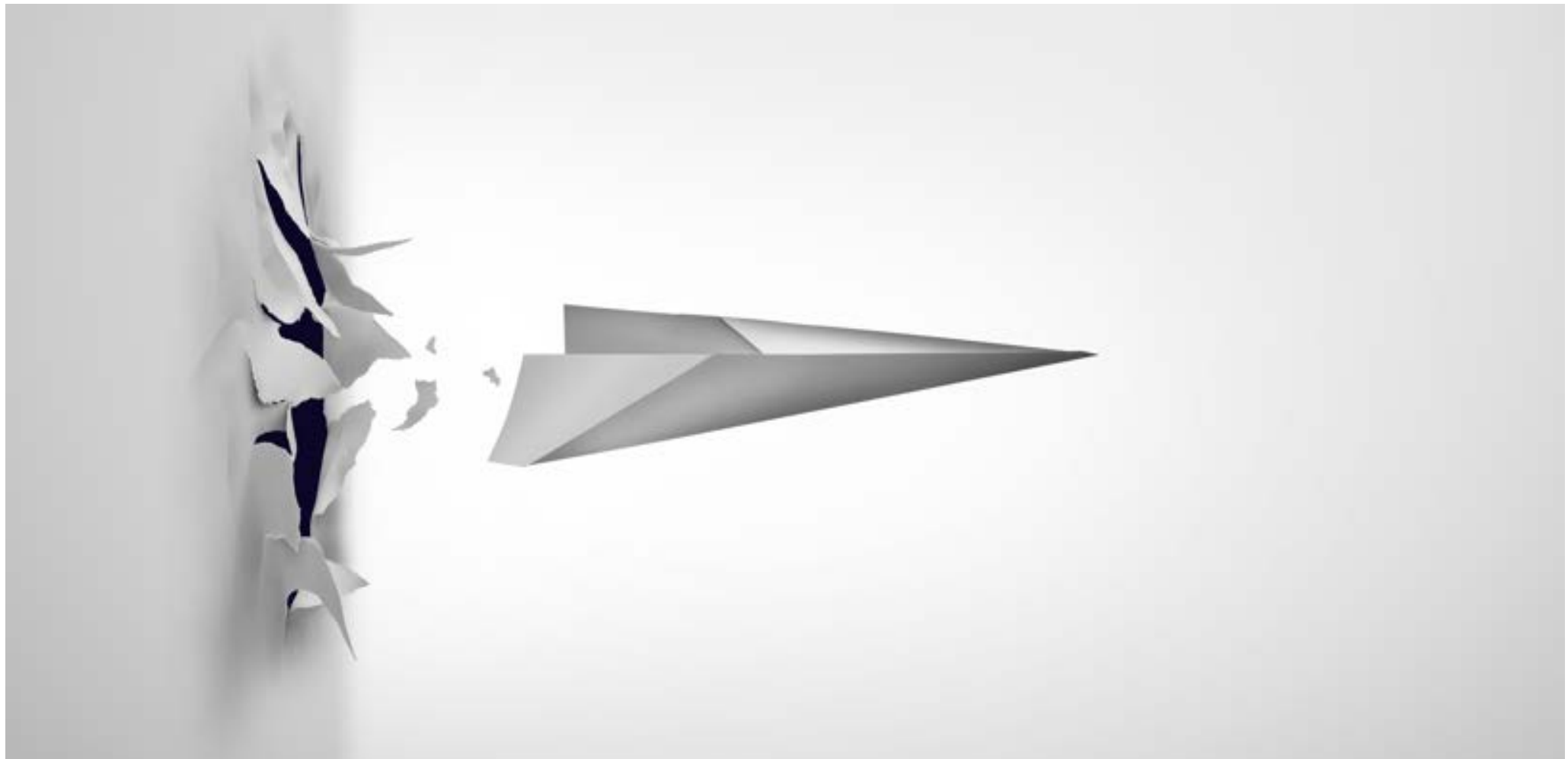
Write Down Your “One Thing” for the Day

Visualize Succeeding on Your “One Thing”

Do It First Thing

Take a Short Break

Repeat



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## RELATED PRESENTATIONS



Increasing Resilience for  
Better Performance – and  
a Better Life

Building a High-Performing  
Team Workshop

Basics of Effective  
Leadership

Communication Skills for  
Better Understanding

# Thank You



**klemchuk**