

ZE.

ZENA EVERETT
THE SMARTEST MOVE



CRAZY BUSY™



ASAP



39%
REAL WORK

61%
CRAZY BUSY WORK

Source Bain: Time, Talent & Energy

- 1. BUREAUCRACY, COMPLICATIONS, PROCESS**
- 2. EXCESSIVE COLLABORATION - TOO MANY PEOPLE IN THE TENT FOR DECISIONS**
- 3. TOO TECH CENTRIC PLUS DIGITAL DISTRACTIONS**
- 4. OVER SERVICING, SAYING YES TOO MUCH**



**WHERE
CAN I ADD
THE MOST
VALUE?**

**WHY
AM I DOING
THIS?**

A dark-colored horse is grazing in a lush green field. The horse is positioned in the center-left of the frame, facing right. Its head is lowered towards the ground. In the background, there is a wire fence and a line of green trees. The overall scene is bright and natural.

**MULTITASKING IS
SWITCH-TASKING**

INTERRUPTIONS & DISTRACTIONS



Microsoft Corporation taped 29 hours of people working. They were interrupted, on average, 4 x per hour



40% did not resume the task



The more complex the task, the less likely they were to finish it.



Takes about **25 minutes** to refocus

SYNCHRONOUS VS ASYNCHRONOUS

A high-angle, top-down view of a spiral staircase. The treads are made of dark wood with a visible grain, and the balustrade is a clean, white, curved structure. The staircase spirals downwards from the top right towards the center. The lighting is soft, creating subtle shadows and highlights on the wood and the white railing. The overall composition is geometric and modern.





5X

MORE PRODUCTIVE IN

FLOW



**POWERFUL
NEUROTRANSMITTERS**

P **I** **N** **M** **P**

PRIORITY

INSERT

MEAN

PROMPT



YOUR TIME



A close-up, profile view of a gazelle's head, facing left. The gazelle has light brown fur and a dark eye. The background is a blurred natural setting with green and brown tones. Overlaid on the image is the text "GO FOR THE ANTELOPES" in a bold, white, sans-serif font. The word "GO" is significantly larger than "FOR".

**GO FOR
THE ANTELOPES**

URGENT

NOT URGENT

IMPORTANT

**JUST
DO IT**

**BLOCK
OUT TIME**

NOT IMPORTANT

**SEQUENCE
IT**

**JUST
DON'T DO IT**

ANY **FIRES** TO
PUT OUT?



PURPOSE

PROCESS

PAYOFF

**All truly great
thoughts are
conceived while
walking**

Friedrich Nietzsche



A man in a dark suit is seen from behind, standing in a dark room. He has his right hand on his head, suggesting frustration or stress. On the wall behind him is a large, dark shadow of a muscular man flexing his arms. The scene is lit from the side, creating strong shadows and highlights.

**WHAT
GOT YOU
HERE**

**WON'T
GET YOU
THERE**

WHAT WILL YOU SAY

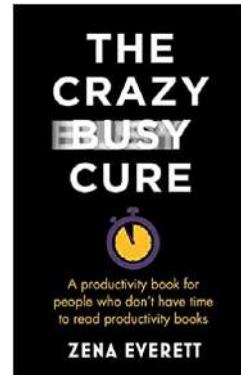
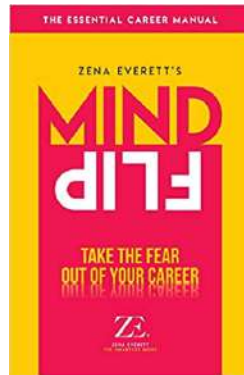
NO TO?



CONNECT



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