



Coaching Culture Podcast Coaching Notes

Episode 142 and 143: Essentialism by Greg McKeowen

Episode 142 What's Keeping You From Breaking Through to the Next Level with Essentialist Greg McKeowen

Episode 143 How to Be Less Busy and More Discipline in the Pursuit of Less with Greg Mckeown

Buy Greg McKeowen Book [Essentialism](#)

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[5 Minute Video with Stanford Graduate School of Business](#)

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“You cannot overestimate the unimportance of practically everything.

[Episode 18 Essentialism in Coaching](#): My initial thoughts on how to apply in coaching from 2018 Coaching Culture episode.

The Paradox of Success: In order to break through to the next level you must increase your selectivity as more opportunities come your way.

Start with Exploring: Create space between you and your team.

[Forever Strong Film](#): Story of Larry Gelwix and Highland Rugby.

What's Important Now? W.I.N.

Every player and staff member must only focus in that moment on what that is.

Letter to Your Jersey: Whence you become a player you receive past letters from players who wore your number. The letter talks about what it meant to play on that team and play in that position. Passes on the lessons.

Post Game Talks: Did we WIN? Create success criteria, did we do the most important thing throughout the game.



Identify Your Primary Purpose and Identity as a Team: It is one decision that will help you make all the other future decisions. If someone violates the culture they will be removed from the team.

Essentialism Disciplines

- Daily Huddle
 - What's essential today?
 - Review long term goals.
 - Put them in priority order.
 - Cross off the bottom.
 - Invest in the top item.
- Weekly Huddle
 - 1 Hour a Week
 - List things you are grateful for from the previous week.
 - Essential Projects for the Week.
 - Protect the Asset
 - 1 or 2 things.
 - Not all the habits, but extra invest.
 - Protect the Family Asset
 - 1 or 2 things.
 - Relationships that need to be worked on.
 - Protect the Other
 - 2 or 3 projects outside of that sphere.
 - No more than 7 projects total for the week.

Replace FOMO (Fear of Missing Out) with JOMO (Joy of Missing Out)

Southwest Airlines: Knew who they were and who they weren't very clearly, that it allowed them to make decisions quickly.