

A Minute to Think (the course)

Executive Summary

If you're a leader who wants their team to have **more time for creativity, strategy and meaningful work**, you'll want to consider enrolling your group, department, or organization in *A Minute to Think*, the course, based on the popular teachings of Juliet Funt's book, *A Minute to Think*. This nimble and user-friendly program, providing **lasting behavior change and measurable results** – has been enjoyed by global clients such as Spotify, Sephora, Anthem, Vanguard, Sysco, Morgan Stanley, and Vans.

COURSE GOALS

To help dedicated teams reduce busywork and burnout, attrition, and to create more thoughtful time that amplifies results, engagement, retention, strategic thinking, and creativity.

COURSE FORMAT

A three-month blended program of live and digital micro-learning which covers email, meetings, balance, saying no, creativity, team effectiveness, and more. Assessments, workshops, executive sessions, and course customization added upon request. Total learner commitment, including our accountability process, is under 35 minutes per week and each of 12 weekly modules contain:

- A three-minute video
- An interactive exercise to deepen learning
- A one-page memory sheet
- A small group accountability huddle

OPTIMAL GROUPS

Because our work involves building new norms, we typically teach to an intact population: a team, division, segmented geography, department, or ideally a whole organization.

COST

The cost of our initiatives runs between 550–950 per head, with some economy of scale in larger engagements.

GIVING

We believe nonprofits contribute more when powered by a culture of efficiency and thoughtfulness. We donate our services to select nonprofits and would love to help your favorite cause.



**OUTCOMES:
THE DATA**

- 19%** reduction in email time in a global food-services group
- 20%** decrease in work piling up in a large pharma company
- 14%** increase in creative time in a global health care company
- 15%** decrease in employees working after dinner for a technology company
- 21%** increase in engagement through meaningful work for a global accounting firm
- 15%** reduction in cost of talent-waste in an international energy company

**OUTCOMES:
THE PEOPLE**

“This has been the most useful training that I’ve had in twenty-plus years of being in the industry.”

“I’ve had significant time received back to my schedule.”

“When I am in the company of others now, I am present with them.”

“The course has created a common language on my team and amongst my colleagues that we all now speak. THANK YOU for this initiative.”

“This was the first time in my entire seventeen-year career that I felt it was safe to disconnect from work during the holidays.”

“It’s given me more time to focus on high-value items and the ability to graciously say ‘no.’”

“I’ve seen an immense reduction in weekly update meetings.”

“This course has transformed my approach to repetitive/recurring tasks.”

“Our team became stronger, and the course led to some really great conversations where everyone was engaged and learned from each other.”



Lessons Summary

LESSON 1

THE WEDGE

Learning to insert critical pauses into your day

We can begin replacing busyness and burnout with thoughtfulness and engagement by simply taking a minute to think. This lesson presents an incredibly simple but powerful tool for creating that time to think—the Wedge. You'll learn what it is, when you should use it, and how it can dramatically change the way you work.

LESSON 2

THE THIEVES OF TIME

Identifying the drivers that are robbing you of time to think

Much of our frenzy, busyness, and overload is fueled by four attributes that tend to overgrow: Drive, Excellence, Information, and Activity. Each of these can be an asset, but when taken to extremes they steal our time. The first step in controlling the thieves is to be aware of them, so in this lesson you'll learn to recognize each one and find out which are the most problematic for you.

LESSON 3

THE SIMPLIFICATION QUESTIONS

Using four powerful questions to conquer the thieves

Once you've recognized the thieves that are sneaking into your day, it's time to start controlling them. This lesson introduces four amazingly nimble questions to ask yourself to redistribute effort away from thief-dominated waste and toward work that is meaningful and valuable. You'll apply the questions to whatever you're currently working on, and start thinking about how they can be applied at the team or organizational level.

LESSON 4

HALLUCINATED URGENCY

Figuring out what's truly time-sensitive, and what can wait

Much of what we consider urgent actually isn't. But "hallucinated urgency"—a chronic condition where "now" is the default timeframe for everything—causes the illusion that everything is time-sensitive. In this lesson you'll learn how to use the three urgency categories to identify what truly needs your immediate attention. You'll also begin using the Yellow List, a simple but transformative tool for managing non-urgent communications.



LESSON 5

THE HOURGLASS

A tool that will help you choose to the right times to say no

We often have a tendency to say yes to everything—unnecessary work, tight deadlines for requests that aren't actually urgent, and even personal plans we would rather avoid. But creating white space requires saying no more often, so in this lesson you'll learn about the Hourglass, a tool that will help you bring thoughtfulness to every yes/no decision you have to make.

LESSON 6

2D VS. 3D

Using the right communication method for the message

It has become common for us to default to digital messages for all of our communication. Email, IMs, and texts are so easy and accessible, but they're not always the right tools for the job; some messages require a phone call or in-person conversation. In this lesson you'll learn about a simple framework that will help you choose the right method for any message you want to share, paving the way to more effective and efficient communication.

LESSON 7

EMAIL: INTERVAL CHECKING

Making email productive instead of distracting

Email can be a continual, seemingly inescapable well of distraction. We check our inboxes constantly and revisit messages multiple times, causing us to waste time that could have been used for thinking, planning, or doing meaningful work. In this lesson you'll learn how to touch your email less often, making the times you do touch it more efficient and productive.

LESSON 8

EMAIL: CLARITY, BREVITY, PUNCH

Writing emails that are streamlined and easy to read

Once we understand how to touch our email less, we need to think about how to better compose the emails we send. Emails that are easy to read save us time and allow us to put more effort into our best work. In this lesson you'll learn about (and practice!) the three critical elements that will allow you to streamline every single email you write.



LESSON 9

MEETINGS: SHOULDN'T BE HERE

Using boredom to identify meetings that aren't a good use of your time

Most of us attend way too many meetings, and we often know that not all of them are good uses of our time. Solving this problem requires identifying and eliminating the meetings that don't truly matter, so in this lesson you'll learn how to raise your awareness of the meetings that you shouldn't be in—and you may be surprised at how many there are!

LESSON 10

MEETINGS: INVITATIONS

Inviting, responding, and scheduling tactics to free up precious time

In Lesson 9 you identified meetings you shouldn't be in, and in this lesson you'll learn how to respond to invitations for those meetings—the options are broader than just accept or decline. You'll also consider the meeting invitations you send, learning how to make sure you're not over-inviting and applying a critical meeting calendaring tool called “hall time.”

LESSON 11

WHITE SPACE AT HOME

Reducing and simplifying in your personal life

In this lesson we focus on being reductive at home to make time for what is most important and meaningful to us. You'll identify the people and activities you want to make more time for, and those that deserve less of your attention. You'll then learn tried-and-true processes for extending the white space mindset to your personal life, and modeling that mindset for your children or other family and friends.

LESSON 12

A WHITE SPACE FUTURE

Protecting the time you've created

A white space practice isn't a cure, it's a regimen. To be successful we have to keep its principles top of mind and weave them into everything we do. The last lesson of the program looks to the future to help you answer the question, “How will I continue to walk the road of simplification to reclaim creativity, conquer busyness, and do my best work?”



A Minute to Think (the book)

- * *Wall Street Journal*+ Audio Book of the Month Selection
- * Nominated for the Next Big Idea Club curated by Malcolm Gladwell, Adam Grant, Susan Cain and Dan Pink
- * Porchlight Staff Pick



“This smart, funny business book is brimming with actionable tools. It’s certain to make any team stronger.”

– Patrick Lencioni, president, The Table Group; *New York Times* bestselling author of *The Five Dysfunctions of a Team*

**Do you wish you could stop the mayhem of work and life and just take a minute?
Do you sense you could contribute more if there were a little more room in the day?
Does busyness deprive you and your burnt-out team of the oxygen your talents need to catch fire?**

Many have felt that way, yet taking a pause has seemed impossible—until now. In *A Minute to Think*, Juliet Funt, a globally recognized warrior in the battle against busyness, provides a powerful guide that will give you the permission, framework, and specific direction you need to do the following:

- Regain control of your overloaded, caffeinated, inbox-worshiping workday
- Liberate yourself and your teams from burnout and busywork
- Reclaim creativity and focus despite the chaos around you
- Bring thoughtfulness into designing your next work norms
- Tame the beast of email and escape the mire of meetings
- Find your precious minute to think

You’re not alone in your yearning for freedom from constant reactivity. The global workforce today is so fried that it belongs in the food court of a county fair. We’re relentlessly behind the curve, dousing fires everywhere, and our 3 a.m. insomnia provides the only unscheduled thinking time of the day.

What we need reinserted in our lives is the missing element of white space—short periods of open, unscheduled time that, when recaptured, change the very nature of work. White space is the stepping back, the strategic pause, the oxygen that allows the sparks of our efforts to catch fire. White space has the power to radically—and simply—reinvent the way we approach work in this maxed-out, post-COVID 21st-century world.

