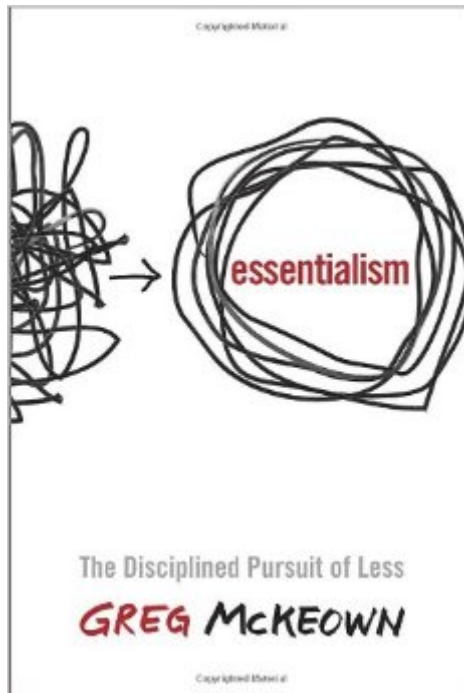


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# Essentialism: The Disciplined Pursuit Of Less



## Synopsis

INSTANT NEW YORK TIMES AND WALL STREET JOURNAL BESTSELLER Have you ever felt the urge to declutter your work life? Do you often find yourself stretched too thin? Do you simultaneously feel overworked and underutilized? Are you frequently busy but not productive? Do you feel like your time is constantly being hijacked by other people's agendas? If you answered yes to any of these, the way out is the Way of the Essentialist. The Way of the Essentialist isn't about getting more done in less time. It's about getting only the right things done. It is not a time management strategy, or a productivity technique. It is a systematic discipline for discerning what is absolutely essential, then eliminating everything that is not, so we can make the highest possible contribution towards the things that really matter. By forcing us to apply a more selective criteria for what is Essential, the disciplined pursuit of less empowers us to reclaim control of our own choices about where to spend our precious time and energy – instead of giving others the implicit permission to choose for us. Essentialism is not one more thing – it's a whole new way of doing everything. A must-read for any leader, manager, or individual who wants to do less, but better, and declutter and organize their own lives, Essentialism is a movement whose time has come.

## Book Information

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## Customer Reviews

Doing more by doing less is a seductive concept. But is it possible? Yes, says this how-to manual on essentialism. The formula for doing more by doing less is to discern what is absolutely essential, eliminate the rest, and get those things done with as little effort as possible writes author Greg

McKeown. McKeown is CEO of a strategy company in Silicon Valley, co-created a course at Stanford titled "Designing Life, Essentially" and speaks at companies including Apple, Google, Twitter, Facebook, Salesforce, and LinkedIn. This book may not be for everybody. If your life is manageable, filled with satisfying activities, and you're progressing at the pace you want, you may not need this book. But for those who feel overloaded, distracted, stuck in the mire of doing a lot but not progressing on what matters to you, you might find it of interest. Although there are time and life management books by Stephen Covey, Brian Tracey, Julia Morgenstern, David Allen etc., this book approaches life management from a fresh angle: essentialism. It is filled with contemporary examples which are relevant in 2014. Four E's constitute the process of essentialism says McKeown: Essence, Explore, Eliminate and Execute. The goal is to do less, but better writes McKeown. It's a disciplined pursuit of less he writes. "If you don't prioritize your life, someone else will," McKeown says. He recommends asking yourself continually: "Is this the very most important thing I should be doing with my time and resources right now?" Or, to discern what is essential to you, how about this question: "If you could do one thing with your life right now, what would it be?" The aim is to live by design, not default. You practice distinguishing between the trivial many and the vital few.

The theme of this book is to simplify your life. Books or self improvement lectures along this theme are hardly new or rare. The slight twist here is that rather than the material, the author ignores possessions and instead concentrates on tasks. Initially the author goes on about how busy people often don't get that much done because they are distracted by unimportant tasks impeding their work on vital tasks by being distractions. This harks back to advice to separate your work into urgent, non-urgent, important and non-important - advice many have heard before. The book, as these often are, is anecdotal. In most books, anecdotal tales consist of anonymous and probably apocryphal, such as, "Lisa S came into my office carrying her saxophone. She denied to me she had her sax with her which confirmed my diagnosis that she was musically delusional" and so forth. Here, the tales are almost always attributed to not only an identifiable person, but one who is at least slightly a public figure - usually a player in the tech industry. The author clearly thinks we'll be impressed not only that he knows these folks but that their having simplified their lives will impress us to follow suit. At several points, the author shows how employees, in an effort to become an 'essentialist' (the goal here) tells their boss something like, "No, I won't do as you say because I want to finish what I'm working on". This defiance, the author tells us, earned the respect of that boss with no adversity or blow back. I think that rather optimistic outside of the high tech Bentley /

BMW / Audi / Benz circles this author seems to orbit about within. The gist of the book is about 20 pages.

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