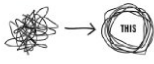


[PDF] Essentialism: The Disciplined Pursuit Of Less

Greg McKeown - pdf download free book

The Model



	Nonessentialist	Essentialist
Thinks	ALL THINGS TO ALL PEOPLE "I have to" "It's important" "Because it's a job!"	LESS BUT BETTER "I choose" "Why this thing really matters" "What are the trade-offs?"
Does	THE IMMEDIATELY-NEEDED PRIORITY OF NOW Reacts to what's most pressing Does what's most urgent without weighing things Tries to keep pace with the fast-moving	THE ESSENTIALS PRIORITY OF LIFE Plans to do what really matters Does what's most important The essential Intentionally ignores unnecessary things
Gets	LIVES A LOT MORE EFFICIENTLY Saves time, effort, and resources Reduces clutter Is better at making the right things get done Feels more in control	LIVES A LOT MORE INTENTIONALLY Chose carefully to make the most of his time Feels focused Gets the right things done Experiences joy in his journey

The way of the Essentialist is the path to being in control of one's own choices. It is a path to new levels of success and meaning. It is the path on which we enjoy the journey not just the destination. Despite all these benefits, however, there are too many forces conspiring to steer us from applying the disciplined pursuit of what matters, which may be why so many end up on the traditional path of the Nonessentialist.

The Way of the Nonessentialist

On a bright, winter day in California I visited my wife, Anna, in the hospital. Once in the hospital Anna was a patient. But I also knew she was exhausted. It was the day after our previous daughter was born, healthy and happy as possible a newborn.

So when should have been one of the happiest, most serene days of my life, I was actually filled with tension. There was my beautiful new baby boy in my wife's hand arms, I was on the phone and on e-mail with work, and I was feeling pressure to go to the client meeting. My colleague had written, "Thanks because I should be about time to have a baby because I need you to come to the meeting with me." I was now in pain and though I was going to come for at least I hoped the e-mail had been written in jest. I still felt pressure to attend.

Instantly I knew what to do. It was clearly a time to be there for my wife and newborn child, so when asked whether I planned to attend the meeting, I said with all the conviction I could muster ...

"No."
I know, while my wife lay in the hospital with our beautiful baby, I went to the meeting. Afterward, my colleague said, "The client will respect you for making the decision to be here." But the look on the client's face did not reflect respect. Instead, they

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Description:

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 their lives, Essentialism is a movement whose time has come.

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