

3 on 13

3 things from EP
to make life
better.

JANUARY 13 · 2025

Emanuelson-Podas produces the **3on13 Newsletter** on the 13th of every month in the hopes of putting in your hands three things that will help make your life better. Entries may include quotes, reminders, jokes, random recipes, book recommendations, advice, or anything else that might make you think, make you smile, or make you a better, happier human being. **Got something worth sharing? Send it to 3on13@epinc.com**

1 | Overheard in a Coffee Shop

SCENE: a coffee shop in the first week of January. What looks to be an employer chatting with what looks to be a potential employee. Employer is mid-40's. Potential employee is mid-30's. Casual conversation. Smiles. Good body language. Positivity. Then: potential employee asks, "So... what's the one thing your team has to do this year to be successful?"

How many of us have that answer? How many — in the midst of our strategic planning and organizing and list-making for the year — have given any real thought to the *one most important thing* that will most effectively move the needle for our company or department?

Leadership expert John Doerr emphasizes the importance of prioritization through [Objectives and Key Results \(OKRs\)](#). He advocates for leaders to identify their "North Star" — a single, overarching goal that drives clarity and alignment across the organization. [See also [The One Thing](#) by Gary Keller.]

Listen: this is hard. And it doesn't mean ignoring other responsibilities. Instead, it's about channeling your energy into one transformative initiative. Whether it's crushing a critical project, improving a client relationship, or investing in team development, your *one thing* sets the tone for focus and achievement. As January unfolds, ask yourself: If we achieve only *one thing* this year, what will make the biggest impact? Let the answer guide your decisions and energy.

[Semi-Related But Fun: Anyone out there old enough to remember the movie [City Slickers](#)? From the 90s? With Billy Crystal and Jack Palance? The whole *one thing* concept from above had us [flashing back to this scene](#).]

OKRs
Explained
with
John Doerr



WhatMatters.com

2 | Grinding Ain't Easy

The following two passages of text caught our eyes. They seem in contrast to each other, but they made us smile, think, and reflect a bit.

"He was nine years climbing the slow hill of Wyoming Street and there was not a single medal pinned to his chest for it."

— Kevin Barry, from the novel [The Heart in Winter](#)

"If you keep showing up, you'll almost certainly break through — but probably not in the way you expected or intended. You need enough persistence to keep working and enough flexibility to enjoy success when it comes in a different form than you imagined."

— James Clear, from his [3-2-1 newsletter](#)

3 | Your Assignment: Three Simple Things

Want to be more productive? Happier? Just *better* in general? Don't make it harder than it needs to be, says EP Performance Coach Matt Groves. He cites the book *The Slight Edge*, which illustrates that small wins stack up. Here are your simple assignments:

- **Move daily.** A short workout. A walk. Stretching. It all counts.
- **Hydrate.** Start your day with water and keep it flowing.
- **Sleep Smart.** Late nights happen. Balance them out with naps and early evenings.



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