

# 3 on 13

3 things from EP  
to make life  
better.

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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](mailto:3on13@epinc.com)**

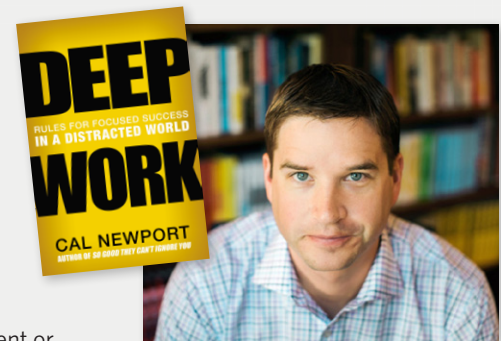
## 1 | Chase the 20

All leaders must manage their time wisely. The reality is that your time — and just as important, your attention — are finite and infinitely valuable.

In his book *Deep Work*, author and computer science professor [Cal Newport](#) reviews what he calls *The Law of the Vital Few*. (Note: he acknowledges that the concept has several forms and names, including the [80/20 rule](#), [Pareto's principle](#), and the [principle of factor sparsity](#)). While we've likely all heard of the concept, most of us could stand to periodically review it and re-apply it to our daily work lives.

Newport says: "The Law of the Vital Few reminds us that the most important 20 percent or so of our work provides the greatest bulk (80ish percent) of the benefit. Assuming that any of us could list somewhere between 10 and 15 distinct and potentially beneficial activities for each of our goals, the reality is that it's the top two or three that make the most difference."

Give it some thought. Do the review. Where should you be spending your time?

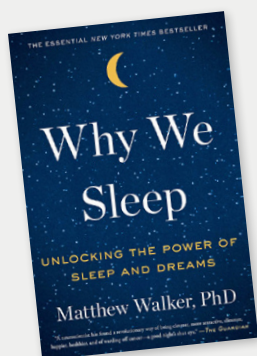


Newport covers The Law of the Vital Few in a chapter called "Quit Social Media." In it, he challenges us to "adopt a tool only if its positive impacts substantially outweigh its negative impacts."

## 2 | Never Quit! Oh, Wait a Sec...

From *Leadership Strategy and Tactics* by Jocko Willink, a 20-year Navy Seal who rose through the ranks to become the commander of Task Unit Bruiser, the most decorated special operations unit of the Iraq War. He's [authored a number of books on leadership](#).

*"There is a time to quit. There's a difference between a strategic objective and a tactical one. It's OK to quit a tactical plan if it's not working, especially if not quitting a tactical plan or objective will actually hurt the ability to reach the strategic objective. Sometimes you have to retreat first in order to ultimately reach your long-term strategic goal."*



## 3 | Gettin' Those Zzzzz's...

Matt Groves, EP's Performance Coach, swears by Matthew Walker's "[Why We Sleep](#)," and offers up a simple-but-highly-effective checklist to improve your sleep (even during the summer months).

- Kill the screens. Turn them off 1-2 hours before bed.
- Make it dark. REALLY dark. Eliminate all light in your bedroom.
- Cool it down. 67 degrees is optimal, according to research.
- Find a routine. Stretching, reading, chamomile tea, etc. Stick to it.
- Find a schedule. Maintain a bed time. Yes, even on weekends.



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