

# 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)**

## Leadership and a Well-Organized Garage

Here's the sitch: It's suddenly springtime. The sun is out. The wind is light and warm. Your motivation is strong. You open your garage door and suddenly it's all there: the half-used paint cans, a sled or two, tangled extension cords, empty propane tanks, the 3/8" hex wrench you forgot you even owned.... In the workplace, clutter is sometimes less visible (especially leadership clutter), but it's just as real. Priorities and processes get buried and blur (or flat out disappear). Strong leaders bring order to the chaos by:

- **Prioritizing:** Sorting what matters and naming it clearly. As [Greg McKeown](#) reminds us, "If you don't prioritize your life, someone else will."
- **Eliminating:** Clearing what doesn't — even when it's been there awhile. [Peter Drucker](#) put it bluntly: "There is nothing so useless as doing efficiently that which should not be done at all."
- **Clarifying:** Making the next step obvious so no one has to guess. [James Clear](#) writes, "You do not rise to the level of your goals. You fall to the level of your systems."

Your team needs clarity; what matters, where to focus, and what comes next. *Let's clean it up.*



## Let it be Remarkable

This has been on our minds for a bit, so we thought we'd share. Lately, in our work lives, we've noticed some... sameness. Hard-to-name-but-definitely-there boringness. Blahness. Ugh-ness. Ho-hum-ness. It's everywhere — in presentations, case studies, ads, social media, even conversations. Maybe it's AI. Maybe it's copycatting. Maybe it's just playing it safe. But it's there. So, we remind ourselves (and you) what [Seth Godin](#) has long argued: **remarkable things get noticed**. Not because they're perfect, but because they're different.

The things that actually land tend to be: **Emotional + Personal**: you can feel it and it sounds like someone. **Different**: it breaks a pattern. **Authentic**: it's real and it's not trying too hard.

Bring back some personality. Take a chance. Let's do this, people!

## What Makes Good Art?

"It's hard enough to define what art is, much less 'good art.' I wonder if there is such a thing.

Maybe there are just good responses. But I guess if a work of art makes us see something familiar in a new way or makes us feel something we ought to have felt all along or shows us our place in the world more clearly, maybe then it qualifies as 'good.' If it makes us better somehow, maybe that's what gives it value." — Asher Glissen in [Theo of Golden: A Novel](#) by Allen Levi



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