

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**

1 | A Sleep Framework for Those Who Can't Remember... Stuff

Not sure about you, but our memories are kinda junk. How is it that we can't remember our own phone numbers but we can somehow recall every last word to [Livin' on a Prayer](#)? (Well, because *Livin' on a Prayer* is and will always be awesome, that's why.)

In any event, this idea — about building better sleep — is so sticky, so simple, that even we can conjure it up on a moment's notice.

Introducing the 10-3-2-1 rule, often credited to [Craig Ballantyne](#) and recently popularized by [Dr. Jess Andrade](#). The concept? Pick your bedtime and work backward, eliminating the things that wreck your sleep.

- **Bedtime minus 10 hours:** no more caffeine. It hangs around for a loooong time.
- **BT-3:** no more food or alcohol. These don't mix well with digestion or sleep cycles.
- **BT-2:** no more work. Your brain needs a break. Give yours time to wind down.
- **BT-1:** no more screens. Blue light = bad for sleep. Stop scrolling. STOP SCROLLING!

Rested leaders think clearer, respond better, and show up stronger. Better sleep starts with what you stop doing before bed. 10-3-2-1. Simple, repeatable, and effective. Even engineers can do it!



2 | Stop Living in the Gap

[Shout out to Matt Groves (the EP Performance Coach) for bringing this one to light in [his excellent newsletter](#). Ordinarily we try not to give Matt credit for anything (smirking elbow jab in ribs), but this one was so good we thought we'd throw him a bone.]

In [The Road Less Stupid](#), Keith J. Cunningham explains that the real problems in our lives — the things holding us back, that we can't quite solve — live in the "gap" between our starting point (Point A) and where we want to be (Point B).



But *distance* between A and B isn't the issue. There is always one thing — sometimes uncomfortable, sometimes inconvenient — that is actually preventing movement. **A bad assumption. A tough conversation avoided. A decision postponed. A skill not yet developed. A bad habit. Waiting to "feel ready." Protecting harmony. Ego.** The list goes on.

Great leaders don't stare at the gap. They identify the obstacle. Because once you remove the obstacle, the gap closes on its own.

3 | Brass Bands and Brushstrokes

Maybe you've seen this on the internets: a [scrappy little brass band](#) sneaking up behind unsuspecting joggers and blasting the *Rocky* theme while running alongside them. It's ridiculous and delightful, and somehow reminded us of the electric, colorful work of [LeRoy Neiman](#) — especially his iconic *Rocky* paintings, all motion and color and swagger. A little music and color up in our heads today. Not bad.



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