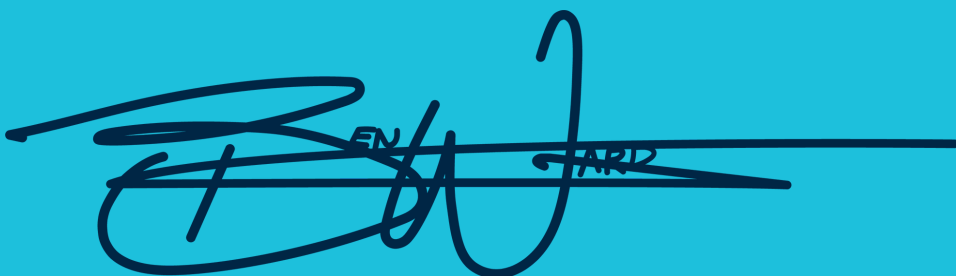


SWIPE —————>



GAME-CHANGING RULES FOR BUSY LEADERS.

Feeling overwhelmed? Simplify your
life with these proven strategies.



@BENWARDLEADERSHIP

SWIPE —→

RULE

#1

If it doesn't have to be done, it **HAS TO** not be done.

Constantly ask yourself what I call the \$248,000 question:

What's Most Important Right Now?

A stylized, handwritten signature in light blue ink. The signature is fluid and cursive, with the name 'BEN WARD' faintly visible within the loops of the letters.

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SWIPE →

RULE

#2

**The worst use of time
is doing something
really well that
doesn't need to be
done at all.**

Busyness $\neq$ Success.

Eliminate everything non essential.

A stylized, handwritten signature in light blue ink. The signature is fluid and cursive, with the name 'BEN WARD' faintly visible within the loops of the letters.

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SWIPE —→

RULE #3

**Only Do
What Only
YOU Can Do.**

Delegate or eliminate everything else.
Harness your unique strengths.

A stylized, handwritten signature in light blue ink. The signature is fluid and cursive, with the name 'BEN WARD' faintly visible within the loops of the letters.

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SWIPE →

RULE

#4

There's never enough time to do everything, but there's **ALWAYS enough time to do the most important thing.**

Apply the 80/20 rule.

Focus 80% of your effort on actions that have the greatest impact.

A stylized, handwritten signature in light blue ink. The signature is fluid and cursive, with the name 'BEN WARD' faintly visible within the loops of the letters.

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SWIPE —→

RULE

#5

**Every minute you
waste at work, you
take from the
people you love.**

Work all the time you are working...

**then when you're at home, be fully
present with those you love.**

A stylized, handwritten signature in light blue ink. The signature is fluid and cursive, with the name 'BEN WARD' faintly visible within the loops of the letters.

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SWIPE →

BOOK *Tip*

Essentialism

**The disciplined pursuit
of less but better!**

by Greg McKeown



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FOLLOW THESE RULES

TO TRANSFORM YOUR LEADERSHIP AND YOUR LIFE!



**Connect with me
for more insights.**

A stylized, handwritten signature in black ink, which appears to read 'BEN WARD', is positioned above the social media handle.

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