

The Measure

*Six prompts for drafting the talk you'd give —
and checking it against where your time actually goes.*

FROM THE LAST LECTURE · RANDY PAUSCH

1 Title your last lecture

If you had one last talk to give, what would it be called? The title tells you what you think matters.

THING TO TRY *Write the title before you write anything else.*

2 Find the head fake

Everything you build says it's about something. Name the subject on the poster, then who it's for.

THING TO TRY *Pick one thing you're working on and name the person it's really for.*

3 Name the brick wall

The wall in front of you may be showing you how badly you want what's behind it.

THING TO TRY *Write down the wall, then what you'd lose if you stopped climbing.*

FROM HOW WILL YOU MEASURE YOUR LIFE? · CLAYTON CHRISTENSEN

4 Audit the allocation

Your real strategy is where your time and energy actually go, not what you say matters.

THING TO TRY *List three things you say matter. Then check last week's calendar against them.*

5 Pay what pays later

The visible pays you now. What matters pays you later, so it's the first thing to get starved.

THING TO TRY *Make one investment this week in something that won't pay you back for years.*

6 End "just this once"

Small exceptions look cheap one at a time. Holding a line every time is easier than renegotiating it.

THING TO TRY *Name the exception you keep making. Hold the line for the rest of October.*

Choose your measure

One metric that would tell you, at the end of this month, that it mattered. Not one that counts at you — one that knows who you are.
