Subject: Change the way you work forever

Dear ………..,

Learning from mistakes is overrated, learning is always built upon what worked. The authors (founders and owners of Basecamp), real entrepreneurs, champion a simpler, cheaper, and less labor-intensive way to run a business. Since they began their entrepreneurial journey, they consistently rejected old-school business thinking. They deconstructed convential business wisdom, advice and behavior, rewriting the rules according to today’s working circumstances.

They identified 8 operating themes and come up with BOLD advises, like: *‘Make decisions – don’t sit on them’*. *‘Realize that planning is guessing, as it often has no relationship with the reality’*. ‘*Working more doesn’t mean you care more or get more done; it just means you work more’.* These are some of the business philosophies how to move forward in today’s working environment. The authors encourage people to try new, potentially unconventional, approaches to business challenges.

Here we go. Don’t waste time fixating on inconsequential details, instead of moving on to the next task. Make other people’s life better. You want people to say: *“This makes my life better*”. If you’re solving someone else’s problem, you’re constantly stabbing in the dark. When you solve your own problem, the light comes on. You know exactly what the right answer is.

No time is no excuse. There’s always enough time if you spend it right. When you want something bad enough, you make the time—regardless of your other obligations. The truth is most people just don’t want it bad enough. It’s entirely your responsibility to make your dreams come true. When you don’t know what you believe, everything becomes an argument and is debatable. Decisions are obvious when you stand for something. Standing for something is about believing it and living it.

Progress never comes easy. Embrace constraints. Constraints are advantages in disguise. Limited resources force you to make do with what you’ve got. There’s no room for waste and that forces you to be creative. Lots of things get better as they get shorter. Always start at the epicenter of your assignment.

Swap thinking and talking for making decisions. Commit to making decisions. Whenever you can, swap *“Let’s think about it”* for *“Let’s decide on it”*. Don’t wait for the perfect solution. Decide and move forward. Be a curator. It’s the stuff you leave out that matters. So, constantly look for things to remove, simplify, and streamline. Stick to what’s truly essential.

Ensure you’re doing work that matters. Here are a few questions which will help you to move forward with what you’re busy with:

1. Why are you doing this?
2. What problem are you solving?
3. Is this actually useful?
4. Are you adding value?
5. Will this change behavior?
6. Is there an easier way?
7. What could you be doing instead?
8. Is it really worth it?

Your day is under siege by interruptions. It’s on you to fight back interruptions. You are most productive in long stretches of *alone time*. Phone calls and face-to-face meetings are interruptive comms tools. Use mail or What’s App instead. Interruptive comms tools interrupt your flow. Meetings are the worst interruptions of all. Here are some simple rules for productive meetings:

1. Set a timer. When it rings, the meeting is over. Period.
2. Invite as few people as possible.
3. Always have a clear agenda.
4. Begin with a specific problem.
5. Meet at the site of the problem instead of a conference room.
6. Point to real things and suggest real changes.
7. End with a solution

These are just a few of the many examples how the authors share their experiences in the book ReWork. One more important learning: Have the courage to say ‘NO’. You rarely regret saying *‘NO’*, but you often wind-up regretting saying *‘YES’*. Deal with the brief discomfort of confrontation up front. Avoid the long-term regret of saying *‘YES’*.

Listen to the engaging conversation in the *Podcas*t, study the *Mindmap* and the *Actions for Impact*, then read the *Summary* and you will change the way you will work far more efficiently and effectively. Forever.

<https://globalreadingclub.com/books/rework>

Enjoy listen and reading.

(Your name)

P.S. Attached is the Newsletter, covering the book *ReWok*