**Draft letter**

Subject**:** Simplicity in Design, Technology, Business and Life

*“Simplicity is about subtracting the obvious and adding the meaningful.”*

How often are you listening to a presentation, hearing things that are obvious or generally known by people? The presenter is wasting your time, by not coming to the point strait away. How often must you dig through a user manual to get to the instructions how to operate the machine? They don’t respect your time. They lack an emphatic insight by going to stand in your shoes.

Technology has enriched our lives to a more, full life, but we’ve become *uncomfortably ‘full’.* The *‘always on’* world has offered us great joy, comfort, and efficiency. Never seen before in history, but at a price. The price is our and other people’s valuable time. Therefore, we must communicate in a much simpler way by *subtracting the* obvious and focus on what is *meaningful* to learn and act on.

Simplicity = Sanity, meaning: *‘Showing good judgement and understanding by stepping into the shoes of others*.’ To make things simpler requires hard thinking according the *10 laws of Simplicity.* The hunt is on for simpler solutions, and you must be part of it, every day. People love what make their lives simpler.

The main point to achieve simplicity is through thoughtful reduction. If something is not needed somewhere or not related to the aim of activities, remove it. People are looking for things without any distraction. The fundamental question always is, where the balance is between simplicity and complexity? What to reduce or hide. Notice that the perception of quality becomes a critical factor when making the choice of *less over more*.

Simplicity is about *Time*. Savings in time feel like simplicity. Time is the essence. Both business and personal time. When people are forced to wait, life seems unnecessarily complex. Saving people’s time is showing care, as it lies at the heart of living an efficient but fulfilling daily life. And if you cannot make the time spent shorter, give the audience extra attention, making waiting more tolerable.

Framing the complexity by understanding people. The human aspects must be the center of our thinking when framing the complexity. Most things can be made simpler if we consciously spend time on it.

*More care*, *more love*, and *more meaningful actions* help to overcome complexity.

The only foreseeable solution for humanity is to collectively use less energy, and to use it more wisely by framing complexity. Remember: *‘Simplicity is about subtracting the obvious and adding the meaningful.’*

Here is the link that will take you to the book on the Global Reading Club website.

<https://globalreadingclub.com/books/the-laws-of-simplicity>

Enjoy reading.

(Your name)

P.S. Attached is the Newsletter, covering the book The Law of Simplicity