

LEADING THROUGH DISRUPTION

How Simplicity in
Leadership Drives
Strategic Growth



LET'S
CONNECT!



EVERY DAY...

2 million
articles added

100,000,000 photos



Over 500,000,000 tweets





In 2010
1000x Bigger

In 2020
30X Bigger

In 2025
5x Bigger

In one generation, we've multiplied the world's information 90,000 times.

The background is a solid blue color. Scattered across the surface are approximately 15 rectangular sticky notes in various shades of blue, purple, and teal. Some notes are slightly offset or folded, creating a layered effect. A dark blue, semi-transparent horizontal banner is positioned in the center of the image, containing the title text in white.

THE PRIORITY PRINCIPLE



THE PRIORITY PRINCIPLE

**Priorities Take
Precedence**

**Pursuits Fill
the Gaps**

**No Compromise
Commitments**

THE PRIORITY PRINCIPLE

41% of professionals admitted they failed goals simply because they didn't block the time

*Leaders who schedule their top priorities are
74% more likely to achieve them.*

Source: American Psychological Association & HBR



DO LESS, BETTER.

POVERTY OF CHOICE

For every 10 additional investment options, participation rates dropped by 2%

(Source: Iyengar & Benartzi, 2004)

Medicare Part D prescription drug plans saw significant under-utilization and poor decision-making as the options for coverage increased

(Source: Abaluck & Gruber, 2011)

DOES THE ACTIVITY ALIGN?

If yes,



Keep Doing.

If no,



Reduce.
Delegate.
Eliminate.



GO WILD!



WHAT IF?

What if it doesn't work?

What if it does work?

What if we do nothing?

What is the risk of inaction?

Get the Resources



[MattHavens.com/NTEA](https://matthavens.com/NTEA)