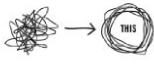


# [PDF] Essentialism: The Disciplined Pursuit Of Less

Greg McKeown - pdf download free book

## The Model



	Nonessentialist	Essentialist
<b>Thinks</b>	ALL THINGS TO ALL PEOPLE "I have to" "It's important" "Because it's a job!"	LESS BUT BETTER "I choose" "Why does this really matter?" "What are the trade-offs?"
<b>Does</b>	THE IMMEDIATELY-NEEDED PRIORITY OF NOW Reacts to what's most pressing Does what's most urgent without weighing things Spends his time reacting to the urgencies	THE ESSENTIALS PRIORITY OF LIFE Plans to do what really matters Does what's most important Proactively Intentionally chooses to do nothing
<b>Gets</b>	LIVES A LOT MORE BUSY BUT LESS Spends more time and resources Individuals of control In control of their lives The right things get done Not overwhelmed or stretched	LIVES A LOT MORE SIMPLE BUT MORE EFFICIENT Chosen carefully to make the most of Feels in control Gets the right things done Experiences life to the fullest

The way of the Essentialist is the path to being in control of one's own choices. It is a path to new levels of success and meaning. It is the path on which we enjoy the journey, not just the destination. Despite all these benefits, however, there are too many forces conspiring to steer us from enjoying the disciplined pursuit of what we believe, which may be why so many end up on the traditional path of the Nonessentialist.

### The Way of the Nonessentialist

On a bright, winter day in California I finished my work, went to the hospital, drove to the hospital Annex for a routine, but I also know she was exhausted. It was the day after our previous daughter was born, healthy and happy as possible a newborn.

Who should have been one of the happiest, most contented of all the new arrivals filled with love. There was my beautiful four-year-old boy in my office's hand area, I was on the phone and on a small baby's head, and I was feeling pressure to go to the client meeting. My colleague had written, "Thanks because I should be about time to have a baby because I need you to come to the meeting with me." I was new to the job and thought I was going to be at least I heard the e-mail had been written in just, I still felt pressure to attend.

Instantly, I knew what to do. It was clearly a time to be there for my wife and newborn child, to whom I had been "planned to attend" the meeting, and with all the connections I could muster...

"This" is the choice, while my wife lay in the hospital with our beautiful baby, I went to the meeting. Afterward, my colleague said, "The client will respect you for making the decision to be here." But the look on the client's face did not reflect respect. Instead, they

## Books Details:

Title: Essentialism: The Disciplined

Author: Greg McKeown

Released: 2014-04-15

Language:

Pages: 272

ISBN: 0804137382

ISBN13: 9780804137386

ASIN: 0804137382

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pdf, mobi, epub, azw, kindle

## Description:

INSTANT NEW YORK TIMES AND WALL STREET JOURNAL BESTSELLER

Have you ever felt the urge to declutter your work life?

Do you often find yourself stretched too thin?

Do you simultaneously feel overworked and underutilized?

Are you frequently busy but not productive?

Do you feel like your time is constantly being hijacked by other people's agendas?

If you answered yes to any of these, the way out is the *Way of the Essentialist*.

The Way of the Essentialist isn't about getting more done in less time. It's about getting *only the right things* done. It is not a time management strategy, or a productivity technique. It is a *systematic discipline* for discerning what is absolutely essential, then eliminating everything that is not, so we can make the highest possible contribution towards the things that really matter.

By forcing us to apply a more selective criteria for what is Essential, the disciplined pursuit of less empowers us to reclaim control of our own choices about where to spend our precious time and energy - instead of giving others the implicit permission to choose for us.

Essentialism is not one more thing - it's a whole new way of doing everything. A must-read for any leader, manager, or individual who wants to do less, but better, and declutter and organize their own their lives, Essentialism is a movement whose time has come.

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