

# EFFORTLESS

**Make It Easier to Do What Matters Most**

**GREG McKEOWN**

**GREG McKEOWN** is an accomplished public speaker and author. He has spoken at Apple, Facebook, Google, LinkedIn, Pixar, Salesforce.com, as well as at Stanford University and the World Economic Forum. His first book, *Essentialism*, was a *New York Times* and *Wall Street Journal* bestseller. Greg McKeown is also the coauthor of *Multipliers*. His blog for the *Harvard Business Review* is consistently ranked highly, as is his podcast *What's Essential*. He is a graduate of Brigham Young University, Stanford University's Graduate School of Business, and Harvard University.

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**MAIN IDEA**

Lots of people feel burned out at work today – they have too much to do. If that's you, consider for a moment that the solution probably isn't to work harder. A better approach might be to make your most essential things easier, and your distractions harder to do. That's the essence of "effortless".



Specifically, to achieve more, and to stack the deck in your favor, take the three effortless steps:



*"Discovering the effortless way of living is like using special polarized sunglasses while fly-fishing. Without them, the glare on the water makes it difficult to see anything swimming below the surface. But as soon as you put them on, their angled surface filters out the horizontal light waves coming off the water, blocking the glare. Suddenly, you can see all the fish underneath. When we're accustomed to doing things the hard way, it's like being blinded by the glare coming off the water. But once you start putting these ideas into practice you will start to see that the easier way was there all along, just hidden from your view. Of course, you can't make everything in your life effortless. But you can make more of the right things less impossible—then easier, then easy, and ultimately effortless."*

– Greg McKeown

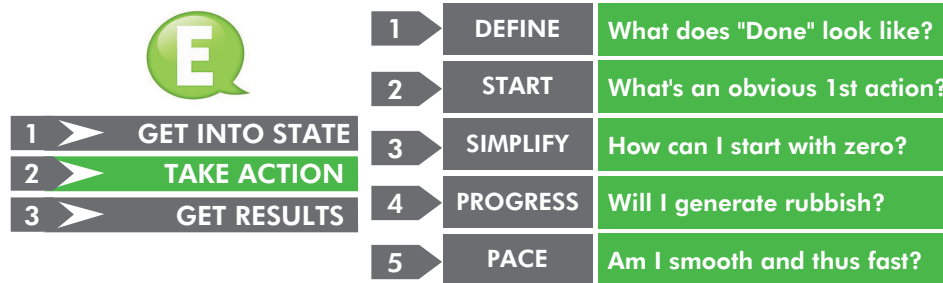
**Step #1 – Get into the EFFORTLESS state.** . . . . . Pages 2 - 3

The first step towards making the right things effortless is to clear the clutter in your head and heart. Simplify your processes to make your work easier to do. To feel more fully present in each moment:



**Step #2 – Take EFFORTLESS action.** . . . . . Pages 4 - 5

Once you're in the effortless state, you then simplify processes to make the work easier to do consistently. Do that by:



**Step #3 – Achieve EFFORTLESS results.** . . . . . Pages 6 - 8

Most effortless actions will generate linear results, but if you're smart, you'll work towards generating residual or exponential results. To produce great results again and again:

