

Trademark Week

Curated by Simon De Los Rios

WHO IS THIS FOR

This practice is for founders, coaches, CEOs, HR directors, operations managers, or anyone else whose week mixes deep work, meetings, admin, and client or stakeholder time with nothing holding the structure together.

PAIN

Starting each day from scratch, switching between types of work so often that none of it gets real attention, until the sheer amount of context-switching wears you down.

SOLVES

Gives you a personalized, theme-based weekly schedule that batches similar work into the same day, so short-term demands and long-term goals both get dedicated focus.

TOPIC

BURNOUT & OVERWHELM

BUSINESS & ENTREPRENEURSHIP

LIFE & MEANING

READ TIME
2 minutes

TIME REQUIRED
20 min

WHAT YOU NEED
notebook, pen

BEFORE YOU START

My invitation, take some time for yourself. Put your phone somewhere else and avoid distractions. Put on music you like and if you feel like it, brew yourself a nice cup of coffee or a tea. And lastly, but most importantly, try to have fun... this must be an activity to be enjoyed.

Step 1: See your week as it actually is

Write down every type of work you do in a typical week: admin, focused solo work, meetings, client or stakeholder work, and anything growth-oriented like planning, learning, or content.

- Which of these types of work do I switch between too often in a single day?

Step 2: Learn the Theme Block structure

A Trademark Week structures your week around a handful of core themes, strategy, team meetings, 1:1s, planning, marketing, client work, admin, rather than treating every day the same. Each morning and afternoon gets one dominant theme, with room left for the ad-hoc events that inevitably come up, but everything still orbits around those main themes instead of scattering across the whole week.

- Which of these themes already exists somewhere in my week, even if I have not named it?

Step 3: Adapt the blocks to your role

The themes bend depending on what you actually do. Time-block each morning and afternoon so that theme gets real, protected focus, while still leaving space for what comes up unplanned.

- What would each of these themes look like specifically in my role?

Step 4: Protect it for real

Treat your new structure as a real commitment, not a suggestion you abandon the first time something urgent comes up.

- What does my ideal Thursday actually look like, and what is currently sitting in that slot instead?

Example. A founder builds a workable starting point: Monday mornings for strategy, afternoons for content. Tuesday mornings for team 1:1s and team calls, afternoons for admin. Wednesday mornings for deep work, afternoons for client meetings. Thursday mornings for client projects, afternoons for cross-functional meetings. Friday mornings for growth and learning, afternoons for review and wrap-up. An HR Director takes the same skeleton and turns Wednesday afternoons into every recurring meeting she owns, freeing the rest of the week for actual strategy work. An operations manager turns Monday mornings into the only block he touches dashboards and reports, so the rest of the week is not constantly interrupted by monitoring. Same themes, three different weeks, with room left in each for whatever comes up along the way.

BEFORE YOU CLOSE THIS

Give this one full week before you judge whether it works. The first week always feels like friction.

CONTINUE WITH

The Energy Audit, once your week has structure, this tool helps you check whether the structure is actually giving you energy back.

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Source: Adapted from Joel Burgess