PRACTICE

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 your full 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 block, so short-term demands and long-term goals both get dedicated focus.

TOPIC

BURNOUT & OVERWHELM | BUSINESS & ENTREPRENEURSHIP | LEADING A TEAM | LIFE & MEANING

READ TIME	TIME REQUIRED	WHAT YOU NEED
2 minutes	30 min, then one week to test	notebook, pen, your calendar

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 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 do. Fill in the grid: give each block one theme from your Step 1 list so it gets protected focus, and leave one or two blocks open for what comes up unplanned.

	MON	TUE	WED	THU	FRI
MORNING					
AFTERNOON					

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

Step 4: Protect it

Put the blocks in your calendar this week. Pick the one block you will defend.

– *What sentence will I say when someone asks for that block? Write it down.*

– *What does my ideal Thursday afternoon look like, and what is currently sitting in that slot instead?*

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 Delegation Map, once your week has structure, this tool helps you hand off the work that keeps taking over your protected blocks.

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Source: Adapted from Joel Burgess