

Self-Help Tools: Trademark Week

Curated by Simon De Los Rios

Source: Adapted from Joel Burgess

A Trademark Week is your own version of the weekly schedule, built around how you actually work best, not around how everyone else thinks a week should look.

Instead of reacting to whatever the week throws at you, you design it in advance. You batch similar tasks on the same day, protect time for the work that matters most, and stop treating every day like it should contain everything.

Someone stops scheduling meetings on Mondays and Fridays. Monday becomes their planning and thinking day. Friday becomes the day they review the week and prepare for the next. Tuesday through Thursday are for people: calls, meetings, collaboration. Within a month, they stop dreading Mondays and stop leaving Fridays feeling like they achieved nothing.

Design yours:

Start by asking what types of work you do in a given week. Group them into categories. Then assign each category a home. A simple starting point:

- One day for planning and admin
- One or two days for deep, focused work
- One or two days for meetings and people
- One day to review, rest, and prepare

Ask yourself:

- What types of work drain me when mixed with everything else?
- What would I protect if I could design my week from scratch?
- What does my ideal Thursday afternoon look like?