



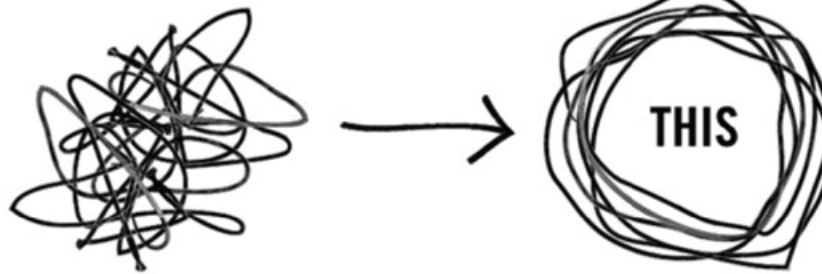
# Work/Life Blend?

Greg McKeon, author of “Essentialism: The Disciplined Pursuit of Less,” makes a case for eliminating everything that is not essential in order to make the highest possible contribution toward the things that really matter. McKeon’s company, THIS, Inc., is located in Menlo Park, CA with neighbors such as Adobe, Apple, Google, Facebook, Pixar and other Silicon Valley giants. The irony of being in this location isn’t lost on McKeon; he’s well aware of the tech world’s heavy demand on workers where they are renowned for swapping out work/life balance for work/life blending.

Essentialism to McKeon is not about giving activities up so much as it is about the “satisfying experience of making significant progress in the things that matter most.” In a recent article in Sales and Marketing Magazine, he is quoted as saying “Essentialists see trade-offs as an inherent part of life, not as an inherently negative part of life. Instead of asking ‘What do I have to give up?’ they ask ‘What do I want to go big on?’ The cumulative impact of this small change in thinking can be profound.”

Below is the Essentialist model that McKeon espouses. You can read a sample chapter of this book [here](#).

## THE MODEL



### Nonessentialist

### Essentialist

#### Thinks

##### ALL THINGS TO ALL PEOPLE

“I have to.”  
“It’s all important.”  
“How can I fit it all in?”

##### LESS BUT BETTER

“I choose to.”  
“Only a few things really matter.”  
“What are the trade-offs?”

#### Does

##### THE UNDISCIPLINED PURSUIT OF MORE

Reacts to what’s most pressing  
Says “yes” to people without really thinking  
Tries to force execution at the last moment

##### THE DISCIPLINED PURSUIT OF LESS

Pauses to discern what really matters  
Says “no” to everything except the essential  
Removes obstacles to make execution easy

#### Gets

##### LIVES A LIFE THAT DOES NOT SATISFY

Takes on too much, and work suffers  
Feels out of control  
Is unsure of whether the right things got done  
Feels overwhelmed and exhausted

##### LIVES A LIFE THAT REALLY MATTERS

Chooses carefully in order to do great work  
Feels in control  
Gets the right things done  
Experiences joy in the journey