

Key Takeaways  
Start Finishing: Chapter 1

## **“Someday” Can Be Today**

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Why it's time to focus  
on projects rather than ideas

The link between your best work and thriving

How living in project world gives us  
freedom, but at the cost of uncertainty

How to better organize your interests

Why projects are bridges and mirrors

The different between  
change-makers and sideliners

# Key Takeaways

## Start Finishing: Chapter 2

### **Getting to Your Best Work**

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What's really getting in the way of your big picture goals  
vs. your day-to-day reality

What does it all mean? (feat. Marc and Angel Chernoff)

Unlocking your best work

How to set healthy boundaries

How we confuse courage and clarity

Why discipline creates freedom

The difference between professionals and amateurs  
(feat: James Clear)

Why figuring out your priorities can help you  
to make better plans and commitments

How to gain more courage (feat. Ishita Gupta)

Key Takeaways  
Start Finishing: Chapter 3

## **Pick an Idea that Matters to You**

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Why thrashing is a sign that something matters to you

How not doing your best work leads to creative constipation

We're built to slay dragons

Failure can be a gift – here's why

What to do when life changes your plans  
(feat: Chelsea Dinsmore)

How to accept not being able to do it all

Can you let go some ideas  
to get to only your greatest ones?

Should you break up with your idea?  
(feat: Susan Piver)

Questions to help you sort through what matters most

Key Takeaways  
Start Finishing: Chapter 4

## Convert Your Idea Into a Project

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Convert your ideas into SMART goals

Why you can't do everything at the epic level

No date, no finish

What kinds of people will you put  
in your success pack?

How will you enroll your guide? (feat. Pamela Slim)

How will you activate your success pack?

Key Takeaways  
Start Finishing: Chapter 5

## Make Space For Your Project

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You can make time and space for your best work

What playing with building blocks taught us  
about managing our time

How to use the project pyramid to break down  
your big projects into smaller ones

These 34 common verbs will make planning easier

Use the Five Projects Rule  
to prioritize and plan your work

The 4 kinds of blocks that power your  
best work and life

How can you avoid a thrash crash?

Key Takeaways  
Start Finishing: Chapter 6

## Build Your Project Road Map

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The difference between a flat list and a road map

How your GATES can fuel your projects

Your GATES point to a deeper spark  
(feat: Jonathan Fields)

5 categories for every project budget

How to use your money to guide your decisions  
(feat: Jacquette M. Timmons)

How deadlines and capacity can better  
guide and drive your project

7 steps to building your project road map

Key Takeaways  
Start Finishing: Chapter 7

## Keep Flying By Accounting for Drag Points

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Why every plan has drag points

The 3 kinds of no-win scenarios we often don't  
realize we're telling ourselves

Being a starving artist is a myth (feat: Jeff Goins)

What does choosing mediocrity really cost us?

Only the tall poppy gets full sunlight (feat: Seth Godin)

Don't be down with OPP (other people's priorities)

How do you handle derailers and naysayers?

Let wonder intervene with derailers  
(feat: Jeffrey Davis)

What to ask during your project premortem

Key Takeaways  
Start Finishing: Chapter 8

## Weave Your Project Into Your Schedule

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Use momentum planning to keep you going

How your environment shapes how you work

How being a minimalist enhances focus  
(feat: Joshua Becker)

Become more efficient with batching and stacking

The relationship between frogs and your dread-to-work ratio

When you're working can be more important  
than what you're working on

Why you can sleep in and still be productive (feat: Mike Vardy)

Rethinking "first things first"

Make daily planning a breeze with the 5/10/15 split

Are you planning too far in advance?



Key Takeaways  
Start Finishing: Chapter 9

## Build Daily Momentum

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Do you celebrate your small wins?  
Here's why you need to.

Don't break the chain (feat: Srinivas Rao)

How to minimize decision fatigue

What Hansel and Gretel taught us  
about project management

10 ways to mitigate distractions and interruptions

Why projects get stuck  
and what you can do to handle them

How to get your projects through  
the creative red zone

Key Takeaways  
Start Finishing: Chapter 10

## Finish Strong

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The unlikely reasons why  
we need to run our victory laps

Here's what you can do  
to avoid burnout

Curating and trimming your relationships  
(feat: Todd Kashdan)

The value of CAT time

Make your next project easier  
with an after-action review

What doors you can unlock  
when you complete a project?