

2020

12 WAYS TO SUPER-CHARGE YOUR YEAR

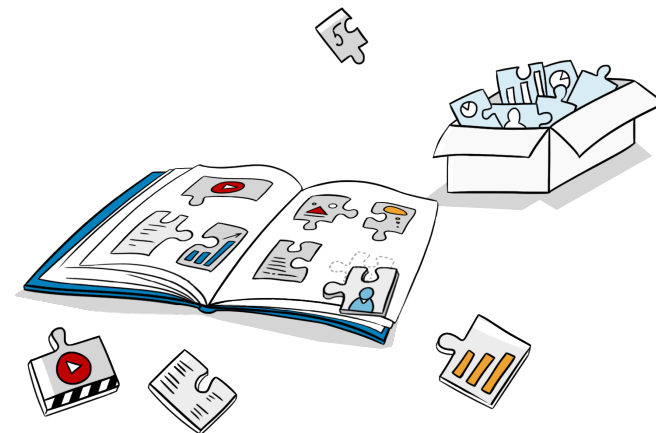
Take these 12 research-based ideas for up-leveling yourself, your company, and your world — and use them to reinvent the heck out of the new year. GO!



01. JANUARY

Get super-clear (and super-real) about your purpose

Forget glossy mission statements — it's time to get real. If you get truly clear about your purpose, you'll [add years to your life](#) and bring in [three times the growth](#) of your industry average for your company.



02. FEBRUARY

Prioritize your personal and professional non-negotiables

Separate your [“non-negotiables”](#) for the year, month, or week from other tasks — and from there, prioritize by thinking about [sequence](#), not importance.



03. MARCH

Run a “fail party” to share stories of embarrassment and failure

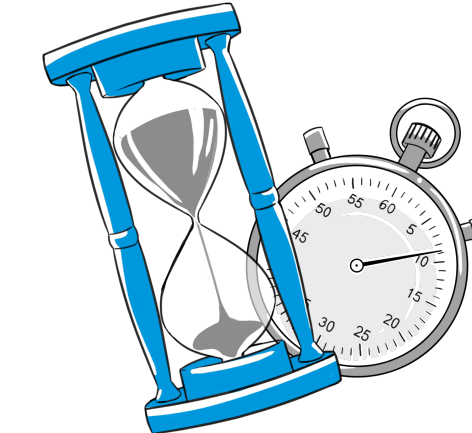
Get together over some food to share mistakes, failures, and embarrassments — the research tells us it can help your team [generate 26% more ideas](#) than sharing stories of pride.



04. APRIL

Set up your personal advisory board

Find [a diverse group of people](#) to give you honest feedback and fresh ideas on a regular (yes, scheduled and set in stone) basis.



05. MAY

Make sleep your superpower (and that of your team's)

Finally start listening to [hoards of research](#) on how lack of sleep affects you and trickles down to your team — and transform hours of sleep into a valuable capital you protect and grow.



06. JUNE

Hold a mid-year “Are we on the right track?” meeting

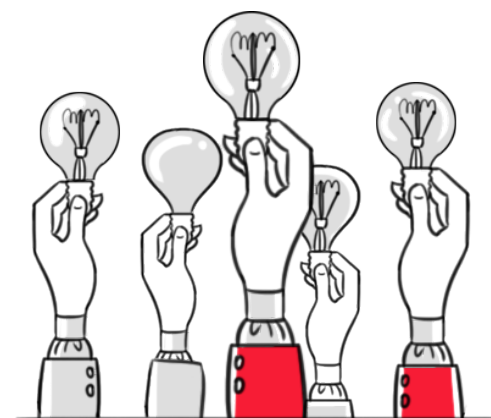
Do serious [analysis of peak experiences](#) of the first 6 months of the year — focusing on what projects, efforts, and moments generated most energy, momentum, and ease.



07. JULY

Run a reading challenge

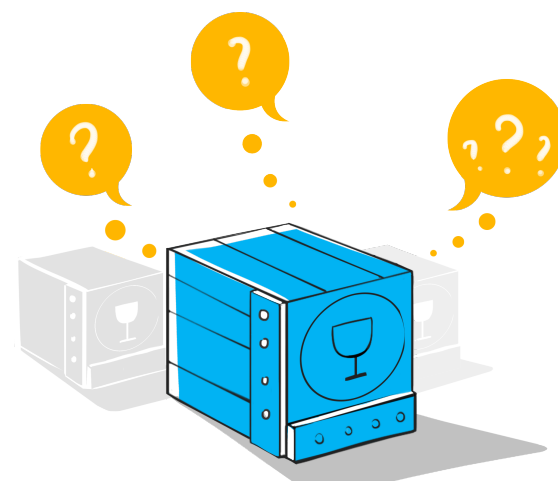
Get your team or group of friends to read the hottest books and articles of 2020 and share a short summary over drinks to spot key trends and solutions. It turns out, teaching others is [the best way to learn](#).



08. AUGUST

Do first-hand in-depth interviews with people you don't talk to

Before the busy Fall season, dive into first-hand research of what's going on for your customers, partners, and more — so that you can [spot trends](#) before they become active threats or lost opportunities.



09. SEPTEMBER

Actually launch that thing

A new product, a new project, a new internal process, a new way of running your meetings — anything!!! — it's time to launch. Key: don't wait until it's perfect. [Launch your MVP](#) — the Minimal Viable (and Lovable) Product — and then improve based on real feedback.



10. OCTOBER

Run a “Kill My Company” exercise to wake everyone up

Organize [a simple team competition](#) for the best ideas of how your company or community can be destroyed — and then use these ideas to reinvent risks into opportunities.



11. NOVEMBER

Decide on what should be reinvented for the following year

Products, processes, market positions, business models, leadership practices: [what is asking to be reinvented?](#) What needs to be dropped? Kept? Added? improved?



12. DECEMBER

Celebrate like you mean it!

Research tells us that to optimize performance, we need to [get praised 3 to 6 times for every one criticism](#) received. So, use this month to get that ratio right.