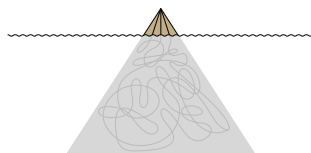


TURN OUT YOUR POCKETS

Restore deep work by exposing the hidden workload



REMEDY FOR: Hidden work that's distracting and draining team focus.

THE REASONING: The most dangerous work is the work you can't see. When people assume they're the only ones drowning, they suffer in silence instead of surfacing the work that's pulling them under.

Use the Hit-or-Miss Matrix

STEP 1: GET EVERYTHING ON THE TABLE Have each team member list everything they're committed to. Transfer the list to a board with sticky notes for easy sorting.

STEP 2: MAP EACH ITEM TO A QUADRANT Draw a 2×2 on a board or in virtual tool. Label the axes—vertical: Impactful/Trivial; horizontal: Off Target/On Target—creating four quadrants: Hits, Near Hits, Misses, and Misfires. For each sticky, ask two simple hit-or-miss questions:

- Does this directly support a priority target?
- Is it more important than what we are already doing?

Place each item into a quadrant:

- **Hits** (top right): On-target and valuable—protect these and ensure they're well resourced
 - **Near Hits** (bottom right): On-target but low-impact—simplify or automate to reduce time consumption
 - **Misses** (top left): Impactful but off-target, often legacy priorities—reduce, delegate, or eliminate
 - **Misfires** (bottom left): Off-target and trivial—eliminate or drastically reduce
-

STEP 3: TAKE ACTION BASED ON PLACEMENT Respond to each to separate signal from noise.

Create the Conditions for Transparency:

- **Make it Frequent:** Hold weekly or biweekly meetings specifically designed for your team to list everything they're working on.
 - **Make it Safe by Going First:** List new work you've taken on and place each item in the appropriate quadrant.
 - **Give People a Heads Up:** Send an email before the meeting asking team members to prepare their list in advance.
 - **Affirm Participation:** When someone surfaces hidden work, affirm it: "Because of you, we won't waste time on this project."
-

IMPACTFUL

**GOOD BUT
WRONG DIRECTION
(MISS)**

**BEST WORK
(HIT)**

TRIVIAL

**GARBAGE TASKS
(MISSFIRE)**

**BETTER BUT
WANTING
(NEAR HIT)**

OFF TARGET

ON TARGET