Introduction

KYMBERLY BUTTS
Executive Advisory Committee
The Surprising Solution To Overthinking

JON ACUFF
Bestselling Author
Soundtracks
soundtracks
I’m a goal nerd.
A goal is the fastest path between where you are today and where you want to be tomorrow.
STARTING IS FUN, BUT THE FUTURE BELONGS TO FINISHERS.
Overthinking
OVERTHINKING IS THE MOST EXPENSIVE THING COMPANIES INVEST IN EVERY YEAR WITHOUT KNOWING.
Overthinking steals time, creativity and productivity.
OVERTHINKING IS WHEN WHAT YOU THINK GETS IN THE WAY OF WHAT YOU WANT.
WE ASKED 10,000 PEOPLE IF THEY STRUGGLE WITH OVERTHINKING ...
... more than 99.5% said, "Yes."
EVERYTHING IS A "THING."
A SOUNDRACK IS A REPEETITIVE THOUGHT.
Culture is a collection of soundtracks playing consistently at a company.
Great thoughts lead to great actions.
Great thoughts lead to great actions. Great actions lead to great results.
GREAT COMPANIES DO THREE THINGS:
GREAT COMPANIES DO THREE THINGS:

1. RETIRE BROKEN SOUNDTRACKS.
GREAT COMPANIES DO THREE THINGS:

1. RETIRE BROKEN SOUNDTRACKS.
2. REPLACE THEM WITH NEW SOUNDTRACKS.
GREAT COMPANIES DO THREE THINGS:
1. RETIRE BROKEN SOUNDTRACKS.
2. REPLACE THEM WITH NEW SOUNDTRACKS.
3. REPEAT UNTIL AUTOMATIC.
That’s not how we do things here.
THERE’S NEVER BEEN A DAY THAT TURNED OUT THE WAY IT WAS SCHEDULED, SO WHY DO WE TALK ABOUT THE SCHEDULE?
WE NEVER REACH OUR GOALS, SO WHY DO WE SET THEM?
ASK THE LOUDEST SOUNDTRACKS THREE QUESTIONS:
1. IS IT TRUE?
One of the greatest mistakes is assuming all your thoughts are true.
2. IS IT HELPFUL?
DOES IT PUSH US FORWARD OR PULL US BACK?
PREPAREDNESS ALWAYS LEADS TO ACTION.
PREPAREDNESS ALWAYS LEADS TO ACTION.

Overthinking always leads to overthinking.
3. IS IT KIND?
Google wondered, “What do our most successful teams have in common?”
Google:
1. Spent millions of dollars.
2. Measured 180 different teams.
3. Used 35 statistical models.
PSYCHOLOGICAL SAFETY
“A SHARED BELIEF HELD BY MEMBERS OF A TEAM THAT THE TEAM IS SAFE FOR INTERPERSONAL RISK-TAKING.”

- AMY EDMONDSON, HARVARD
On great teams you can:
1. ASK QUESTIONS
2. SUGGEST NEW IDEAS
3. ADMIT YOU ARE WRONG ...
... WITHOUT BEING TREATED UNKINDLY BY THE TEAM.
STOP SAYING, "THAT WILL NEVER WORK HERE."
START SAYING, "I WONDER HOW THAT COULD WORK HERE?"
CURIOSITY BEATS CRITICISM.
Replace
THOUGHTS COME BY CHOICE OR CHANCE.
ACTIONABLE
WHERE DO I WANT TO WIN THIS WEEK?
YOU HAVE A SOUNDTRACK FOR EVERY PERSON IN YOUR LIFE.
EMPATHY
Understanding what someone needs and acting on it.
Care about what the people you care about care about.
WHAT DO THE PEOPLE YOU CARE ABOUT, care about?
CRISIS MAGNIFIES KINDNESS.
READ LESS MINDS.
ASK MORE QUESTIONS.
When you ask someone what they need, they become visible and valuable.
YOU HAVE A SOUNDTRACK FOR EVERY PROJECT IN YOUR LIFE.
WHERE DO I WANT TO WIN THIS WEEK?
I’m somebody’s LEGO.
ONCE YOU DISCOVER THE POWER OF SOUNDTRACKS, YOU’RE GOING TO HEAR THEM EVERYWHERE.
INDIVIDUALS HAVE SOUNDTRACKS.
INDIVIDUALS HAVE SOUNDTRACKS. COUPLES HAVE SOUNDTRACKS.
INDIVIDUALS HAVE SOUNDTRACKS. COUPLES HAVE SOUNDTRACKS. FAMILIES HAVE SOUNDTRACKS.
SCAN TO GET
2 CHAPTERS FOR FREE!
The best companies turn overthinking from a super problem into a super power.
Retire.
Replace.
Repeat.
Repeat.
HOW TO RETIRE, REPLACE AND REPEAT
ASK YOUR SOUNDRACKS THESE 3 QUESTIONS
SCAN THIS QR CODE FOR FREE RESOURCES