

— THE —



HOUR

CEO

WORKWEEK

PLANNING GUIDE

# Unlock Limitless Growth

## WITH FOCUS AND BOUNDARIES

You didn't start your business just to work more — you started it to make an impact, grow something meaningful, and still show up for what matters most in life. Yet, as your company scales, traditional leadership strategies pull you into a cycle of working more hours to achieve more. But what if the real key to growth is doing less — much less?

**The 40-Hour CEO Workweek Planning Guide** is designed to help you break that cycle. By placing intentional limits on your time, you unlock the power of focus—and with focus comes limitless growth for your business and personal life.

As a CEO leading a fast-growing company, you might feel the pressure to always be "on," pushing boundaries and expanding your workweek beyond what's sustainable. However, the most successful leaders know this: setting boundaries doesn't hinder growth — it accelerates it. By focusing on your top priorities and eliminating what doesn't align with your values, you can lead your company's success and still have time for the people and experiences that mean the most to you.

### Through this guide, you'll learn how to:

1. **Identify your values** and translate them into practical, time-bound rules.
2. **Create intentional limits** for both your personal and professional life.
3. **Focus on the right things** — so you can grow your business without sacrificing the quality of your life.

Just like you, I know the tension of balancing ambition with family. For 15 years, I've led a fast-growing company, BELAY, while being a present spouse and parent. I discovered the key: designing a 40-hour workweek laser-focused on what truly matters. This guide will help you do the same.

By using this tool, you're not just planning your week. You're investing in a framework that aligns your time with your most important goals. Let the guide show you how intentional limitations can unlock your full potential — in business and life.

Ready to create a schedule that drives growth while leaving space for what's most important? Let's get started.

## HOW TO USE THE WORKWEEK PLANNING GUIDE

My planning guide will introduce a simple tool to help you convert your values and goals into concrete, specific scheduling rules or habits. Turning your priorities into actionable ways to manage your schedule will give you a customized framework for balancing your personal and professional life and leading your organization in 40 hours a week.

When you're done, you'll use these rules to create a fixed calendar, which I refer to as an Ideal WorkWeek. [\*\*Click here\*\*](#) to view an example of my Ideal Workweek and access a blank template to create your own using the 40-Hour CEO Ideal Workweek Builder.

## INSTRUCTIONS TO COMPLETE THE PLANNING GUIDE

I've provided **24 completed examples of the tool** illustrating how to transform values and goals into scheduling rules. For instance:

- A goal like "I want to be present for my family" might translate to a scheduling rule of ending your workday by 5:15 p.m. and blocking family time from 6 to 8 p.m.
- A value like "I value good sleep and relaxation" might result in a rule of a 30-minute wind-down routine at 9 p.m.

Each example displays a checkbox. You can select examples you want to follow or adapt them to fit your needs. However, I've also included **blank templates** for building your own rules.

To create your own scheduling rules from scratch, follow the steps to fill out each section thoughtfully and create a schedule that reflects your priorities.

### STEP 1:

## Articulate Your Values

In the **"I Value..."** section, write down the value that drives your decisions in this area of life.

**Example:** *I value my family.*

### STEP 2:

## Clarify What You Want to Achieve

In the **"And Want to Achieve..."** section, describe the specific goal tied to this value.

**Example:** *I want to be present for my spouse and children.*

### STEP 3:

## Identify What Action is Needed

In the **"So, I Need To..."** section, think about the actions you must take to achieve the goal. What do you need to do regularly, systematically, or differently?

**Example:** *I need to spend quality time with my family regularly.*

### STEP 4:

## Describe the Commitment

In the **"As a Result, I've Decided To..."** section, turn the action into a specific commitment or resolution. What have you chosen to do with your time that will enable you to do what's needed?

**Example:** *I've decided to eat dinner with family every evening that I'm not out of town for work.*

### STEP 5:

## Create a Scheduling Rule

In the **"Which Requires..."** section, specify the detailed scheduling requirement. Choose a clear time block or routine that aligns with your values and goals. Write down the exact times and days this rule will apply to make it a concrete guideline your assistant can assist you with implementing and enforcing.

**Example:** *This requires me to end my workday by 5:15 p.m., block 6–8 p.m. every weekday for family time, and say no to all dinner meeting requests.*

# Time Blocking

## CLIENT SERVICE BLOCKS

### I VALUE...

I value building strong client relationships

### AND WANT TO ACHIEVE...

I want to ensure I give enough attention to our key accounts while still focusing on growing the business

### SO, I NEED TO...

I need to better balance client attention with business growth

### AS A RESULT, I'VE DECIDED TO...

I've decided to block two hours twice a week exclusively for client services, which ensures I'm available without interrupting other priorities

### WHICH REQUIRES...

Which requires reserving Tuesdays and Thursdays from 2-4PM, exclusively for client services

## DEEP WORK BLOCKS

### I VALUE...

I value innovation and growing my company

### AND WANT TO ACHIEVE...

I want to launch two new products next year and increase revenue by 25%

### SO, I NEED TO...

I need to dedicate time to strategy and product development

### AS A RESULT, I'VE DECIDED TO...

I've decided to schedule two 90-minute deep work sessions daily

### WHICH REQUIRES...

Which requires I block 9-10:30 AM and 2-3:30 PM for focused work on product development and strategic planning

# Theme Days



## DESIGNATED MEETING DAYS

### I VALUE...

I value clarity and alignment with my leadership team

### AND WANT TO ACHIEVE...

I want to ensure that we communicate effectively to achieve our company goals

### SO, I NEED TO...

I need to improve team collaboration and decision-making

### AS A RESULT, I'VE DECIDED TO...

I've decided to batch all internal meetings on a couple days per week and keep the rest of the week focused on execution

### WHICH REQUIRES...

Which requires I schedule all internal meetings on Tuesdays and Thursdays



## ADMIN DAY

### I VALUE...

I value organization and order

### AND WANT TO ACHIEVE...

I want to keep all of our operations running smoothly while freeing up creative time

### SO, I NEED TO...

I need to maintain operational excellence without getting bogged down

### AS A RESULT, I'VE DECIDED TO...

I've decided to dedicate one day per week to administrative work like reviewing contracts, managing payroll, etc.

### WHICH REQUIRES...

Which requires I dedicate Wednesdays to administrative work

# No-Meeting Zones

## MORNING FOCUS RULE

### I VALUE...

I value deep focus

### AND WANT TO ACHIEVE...

I want to stay on top of key business decisions and product development and make high-impact decisions earlier in the day

### SO, I NEED TO...

I need uninterrupted mornings

### AS A RESULT, I'VE DECIDED TO...

I've decided to focus on my top priorities from 8-11 AM every day

### WHICH REQUIRES...

Which requires I don't hold meetings before 11AM

## NO-MEETING DAY

### I VALUE...

I value mental clarity and emotional well-being

### AND WANT TO ACHIEVE...

I want to keep our business on track with growth targets while also staying mentally refreshed

### SO, I NEED TO...

I need thinking time to reflect and reset for the upcoming week

### AS A RESULT, I'VE DECIDED TO...

I've decided to use one day a week to review progress, adjust priorities, and plan ahead for the next week

### WHICH REQUIRES...

Which requires not scheduling meetings on Fridays

# Prioritized Task Windows

## END-OF-DAY REVIEW

### I VALUE...

I value preparedness

### AND WANT TO ACHIEVE...

I want to ensure that I stay organized and proactive about the upcoming day

### SO, I NEED TO...

I need to maintain a consistent rhythm of planning and execution

### AS A RESULT, I'VE DECIDED TO...

I've decided to block the last 30 minutes of each workday to review the day's achievements and plan the next day's priorities

### WHICH REQUIRES...

Which requires blocking 4:30-5PM every day to review each day and plan the next day

## WEEKLY STRATEGY SESSION

### I VALUE...

I value alignment with my leaders and team

### AND WANT TO ACHIEVE...

I want to make sure we're working together toward our company's growth goals

### SO, I NEED TO...

I need to ensure the entire team, especially my leaders, are on the same page about our priorities

### AS A RESULT, I'VE DECIDED TO...

I've decided to host a weekly strategy session with my leadership team

### WHICH REQUIRES...

Which requires meeting with my leadership team every Wed. from 11 AM to 12 PM

# Spiritual & Reflective Practices



## WEEKLY GRATITUDE SESSION

### I VALUE...

I value reflection and personal growth

### AND WANT TO ACHIEVE...

I want to stay grounded

### SO, I NEED TO...

I need to be intentional about expressing gratitude

### AS A RESULT, I'VE DECIDED TO...

I've decided to spend at least 30 minutes every week reflecting on the week, journaling my thoughts, and focusing on what I'm grateful for

### WHICH REQUIRES...

Which requires scheduling 30 minutes every Sunday evening at 8:00 PM to reflect and journal



## SUNDAY MORNING PRACTICE

### I VALUE...

I value my spiritual well-being

### AND WANT TO ACHIEVE...

I want to stay connected to my faith and values

### SO, I NEED TO...

I need to create a consistent practice of reflection, gratitude, and character/faith development

### AS A RESULT, I'VE DECIDED TO...

I've decided to set aside an hour every Sunday morning for spiritual reading, prayer, or attending a church/worship service

### WHICH REQUIRES...

Which requires I reserve every Sunday morning from 9-10 AM for spiritual development

# Rest & Recreation

## TECH-FREE SUNDAYS

### I VALUE...

I value being present

### AND WANT TO ACHIEVE...

I want to fully engage with my family, friends, and personal interests and reset before the workweek

### SO, I NEED TO...

I need to regularly disconnect from screens and work

### AS A RESULT, I'VE DECIDED TO...

I've decided to make Sundays tech-free

### WHICH REQUIRES...

Which requires setting my phone on 'Do Not Disturb' every Saturday night before bed so I don't receive notifications and unsolicited calls

## MONTHLY GETAWAY

### I VALUE...

I value rest and rejuvenation

### AND WANT TO ACHIEVE...

I want to ensure that I truly rest and rejuvenate

### SO, I NEED TO...

I need to regularly spend time away from work and the daily grind

### AS A RESULT, I'VE DECIDED TO...

I've decided to schedule a monthly 3-day weekend getaway to unwind, recharge, and enjoy quality time with loved ones

### WHICH REQUIRES...

Which requires selecting and blocking off one Friday or Monday with two full weekend days every month

# Buffers Between Tasks

## 15-MINUTE BUFFER RULE

### I VALUE...

I value mental clarity and emotional well-being

### AND WANT TO ACHIEVE...

I want to avoid burnout and the stress of a frenetic pace and back-to-back commitments

### SO, I NEED TO...

I need to ensure smooth transitions between meetings and tasks

### AS A RESULT, I'VE DECIDED TO...

I've decided to schedule a 15-minute buffer between each meeting

### WHICH REQUIRES...

Which requires blocking 15 minutes before and after every meeting in my calendar

## MIDDAY RESET

### I VALUE...

I value maintaining my energy throughout the day

### AND WANT TO ACHIEVE...

I want to stay sharp for my afternoon obligations, ensuring I'm productive all day (not just the mornings)

### SO, I NEED TO...

I need time to recharge midday

### AS A RESULT, I'VE DECIDED TO...

I've decided to take an hourlong break every day for lunch and a mental reset

### WHICH REQUIRES...

Which requires I block a full hour for lunch and a mental reset every day, ideally 12:30-1:30 PM

# Limit on Meeting Durations

**30-MINUTE MEETING MAX**

**I VALUE...**

I value efficient and effective communication

**AND WANT TO ACHIEVE...**

I want to reduce unnecessary time spent in meetings

**SO, I NEED TO...**

I need to ensure that meetings are focused and productive

**AS A RESULT, I'VE DECIDED TO...**

I've decided to limit all meetings to a maximum of 30 minutes, start every meeting on time, and end promptly when time is up

**WHICH REQUIRES...**

Which requires I create clear agendas for my meetings (and require them of others) and communicate that I have hard stop times

**STRATEGIC MEETINGS ONLY**

**I VALUE...**

I value my time and the time of others

**AND WANT TO ACHIEVE...**

I want to only be involved in discussions that contribute to the company's growth

**SO, I NEED TO...**

I need to delegate effectively and minimize my meeting load

**AS A RESULT, I'VE DECIDED TO...**

I've decided that I will only attend meetings that are directly related to strategic decision-making

**WHICH REQUIRES...**

Which requires that I allow my team to handle operational meetings without me or ask my executive assistant (or Chief of Staff) to attend meetings on my behalf

# Personal Hobbies & Interests

## CREATIVE OUTLET BLOCK

### I VALUE...

I value creativity

### AND WANT TO ACHIEVE...

I want to recharge and stay inspired amidst my busy work schedule

### SO, I NEED TO...

I need spend consistent time with a personal hobby

### AS A RESULT, I'VE DECIDED TO...

I've decided to set aside two hours every weekend for creative projects like painting, writing, or photography

### WHICH REQUIRES...

Which requires I schedule every Sunday afternoon from 3-5 PM for work on my creative projects

## WEEKLY SPORTS ACTIVITY

### I VALUE...

I value staying active and enjoy friendly competition

### AND WANT TO ACHIEVE...

I want to unwind after work while staying physically active

### SO, I NEED TO...

I need a competitive, recreational sport that I can enjoy year round after work

### AS A RESULT, I'VE DECIDED TO...

I've decided to play tennis again at least one night a week

### WHICH REQUIRES...

Which requires joining the local, community tennis league to play on Wednesday evenings from 6-7:30 PM

# Energy Management

## REJUVENATION WINDOW

### I VALUE...

I value sustained high performance

### AND WANT TO ACHIEVE...

I want to prevent burnout and ensure I'm at my best

### SO, I NEED TO...

I need high energy and mental clarity throughout the day, especially during high-stress periods

### AS A RESULT, I'VE DECIDED TO...

I've decided to take a walk or stretch in my office every afternoon

### WHICH REQUIRES...

Which requires me to block 2:30 PM on my calendar for my daily afternoon walk or stretch

## LUNCHTIME EXERCISE

### I VALUE...

I value my health

### AND WANT TO ACHIEVE...

I want to stay physically fit and boost productivity

### SO, I NEED TO...

I need to prioritize my well-being

### AS A RESULT, I'VE DECIDED TO...

I've decided to workout for 45 minutes during my lunch break at least 3 days a week

### WHICH REQUIRES...

Which requires me to schedule a 45-minute workout during my lunch break (12-12:45 PM) three days a week

# Delegation & Team Empowerment

## DELEGATION REVIEW BLOCK

### I VALUE...

I value the growth and development of my leadership team

### AND WANT TO ACHIEVE...

I want to free up 10 hours per week for strategic initiatives

### SO, I NEED TO...

I need to reduce my involvement in day-to-day operations, delegate more tasks to my team, and ensure they're equipped to succeed

### AS A RESULT, I'VE DECIDED TO...

I've decided to schedule a weekly 60-minute review to go over tasks delegated to my team, ensuring they're equipped to succeed

### WHICH REQUIRES...

Which requires me to say no to meeting on Fridays after 3 PM and reserve 3-4 PM for my review

## ONE-ON-ONE MEETINGS

### I VALUE...

I value leverage and strategic growth

### AND WANT TO ACHIEVE...

I want to launch our new service division next year and generate \$500K in sales within the first 12 months

### SO, I NEED TO...

I need to delegate my existing operational responsibilities & make sure my team is properly supported and equipped to execute w/out my day-to-day involvement

### AS A RESULT, I'VE DECIDED TO...

I've decided to delegate all of my client services and operation responsibilities

### WHICH REQUIRES...

Which requires that I meet with my direct reports and departmental leaders every week for 45 minutes

# Family & Relationships

## DINNER TIME BLOCK

### I VALUE...

I value my relationships with my family

### AND WANT TO ACHIEVE...

I want to be present for my spouse and children, especially as my kids grow older

### SO, I NEED TO...

I need to disconnect from work at the end of each day and focus fully on my family every evening

### AS A RESULT, I'VE DECIDED TO...

I've decided to be home with my family for dinner and quality time every weekday I'm not out of town traveling

### WHICH REQUIRES...

Which requires me to leave the office by 5:15PM and block 6-8 PM every weekday exclusively for my family

## WEEKEND DATE NIGHT

### I VALUE...

I value my relationship with my spouse

### AND WANT TO ACHIEVE...

I want to strengthen and deepen my relationship with my partner

### SO, I NEED TO...

I need to ensure that we regularly spend quality time alone together

### AS A RESULT, I'VE DECIDED TO...

I've decided to schedule weekly date nights for us to focus on each other without work, children or distractions

### WHICH REQUIRES...

Which requires scheduling a weekly date night for every Friday or Saturday evening from 6-9 PM

**I VALUE...**

**AND WANT TO ACHIEVE...**

**SO, I NEED TO...**

**AS A RESULT, I'VE DECIDED TO...**

**WHICH REQUIRES...**

**I VALUE...**

**AND WANT TO ACHIEVE...**

**SO, I NEED TO...**

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