

The BOLD MOVES brief

EPISODE 20 MILLION POUND FINGERS AND THE CAREER FLYWHEEL

THE CORE TRUTH

Busy isn't the same as valuable. You don't get promoted for looking busy; you get promoted for spotting what matters, fixing what's broken, and creating clarity in the chaos.

Your daily actions either move the dial or just make noise.

The real power comes when you Mind the Gap - between what's expected of you and what you're truly capable of.

KEY TAKEAWAYS

- **Mind the Gap.** Your job description is your entry ticket - not your ceiling. The magic lives in the space between "what's expected" and "what's possible."
- **Add value, not motion.** Every click, call, or comment either builds momentum or wastes energy. Choose wisely.
- **Clarity is your new currency.** The people who rise are the ones who can turn complexity into clear next steps.
- **Chasing shiny doesn't build careers.** Progress comes from finishing the work that matters; not rebranding it again in version 6.3.

ACTION MOVES TO TRY

- At the start of your week, ask: "What will genuinely move the dial?", then protect 90 minutes to do just that.
- Audit your calendar. If a meeting doesn't add value, decline or shorten it. Create friction to challenge how you spend your time.
- Pick one task this week (something small but high-impact) and give it your full attention.
- Ask your team in your next meeting: "What are we improving?"
- Catch yourself chasing the shiny. Ask: "Is this useful, or just exciting?" Then refocus on what matters.

MIND
THE
GAP

CONVERSATION STARTER WITH YOUR BOSS

- "I want to make sure we're focusing on what really moves the dial. What's feeling like noise right now, and what's truly valuable?"

ADD THIS TO YOUR BOLD MOVES BANK

- Pin this line: "The people who rise are the ones who bring clarity, not chaos."
- Celebrate every time you finish something instead of finessing it.
- Keep a "value log" - one line per week capturing how your work actually made a difference.