THE FINISH LINE

CHOOSE WHAT MATTERS. FINISH WHAT YOU START.

ORIGIN

What will exist at the end?

Write a result that someone could inspect. "Improve my business" is too broad. "Save a two-page service guide with accurate contact details" has a boundary.

Name the intended user and where they will receive or use the result. Decide what must be true for it to be useful. Avoid treating effort or hours spent as evidence that it is ready.

The result and its intended user

Three things that must be true when it is finished

Decide what belongs

Divide possible work into three groups: required for the result, useful later and outside this project. A task can be valuable without belonging here.

If removing a task would not make the agreed result unusable, ask whether it can wait. Keep a parking list so reducing scope does not depend on forgetting an idea.

Required for this result

Useful later / outside this project

Save the part worth reusing

Keep a useful template, acceptance check or lesson where you can find it. Reusing a structure is different from assuming the next project has the same requirements.

Look at the parking list before choosing another project. Some ideas can remain parked. Choose the next result because it is useful and fits your capacity.

A reusable part / where I will save it

What can wait / one possible next result