

# Index

- Achieve, 5
  - levels of, 5
  - meaning of, 5
- Achievement, 6, 168
- Action, 13, 92
  - enemy of, 92
- Altruism, 139
- An Intimate History of Humanity book*, 139
- Analogy, 34
- Anti lists, 48
- Anticipation, 116
  - art of, 116
- Apogees achievements, 136
- Attention deficit syndrome, 72
- Attitude, 70, 103
  
- Bad lists, 91
- Belbin system, 64
- Best-laid plans, 2
- Big brother state, 23
  - language of, 23
- Birtspeak, 22, 24
- Black belt management, 94
- Blink, 93, 127
- Blueprint, 104
- Boxy minds, 46, 82
- Brain, 47
- Brevity, 40, 168
- Brilliant additional resource, 74
  
- Brobdingnagian achievement, 136–137
- Business, 156
  - fiction, 30
  - intelligence, 2, 167
  - new manifesto for, 156
  - tick, 163, 170
- Businesspeople, 7
  - accountants, 8
  - builders, 8
  - consultants, 7
  - lawyers, 8
  
- Cause and effect, 13
  - first principles, 13
- Center for Work-Life Policy, 9
  - 2007 survey by, 9
- Chronological sift, 88
- Colloquialisms, 4
- Company, 12, 152, 154
  - person, 12
  - policy, 152
  - workforce, 154
- Completer finisher, 65, 174
  - profile of, 174
  - search of, 174
- Compulsive controllers, 142
  - list of, 142
- Constructive pirates, 153
- Consulting fantasyland, 7
  - fuzzy concepts, 7

- Continent-sized peninsula, 137
- Control, 122
  - locus of, 122
- Corporate culture, 152
- Corporate double-speak, 27
- Crisis bombs, 158–159, 171
- Crucial point, 60
- Cyclists, 72
  
- Dangerous company, 7
- Debate hard, 52
- Deceit, 31
  - seven degrees of, 31
- Decent coping strategies, 105
- Decent system, 54, 116
- Decision windows, 157–158
- Depth mind, 54, 75, 168
  - trust, 54
- DIRECTS, 65
- Disorganization, 123
- Displacement activities, 13
- Duckspeak, 22–23
- Dyspeptic diversions, 145
  
- Easter Island, 61
  - massive moai on, 61
- Effective activity, 102
  - art of, 102
- Efficiency, 104, 173
- Email, 66, 76
  - sending, 76
  - trails, 66
- Embody, 53
  - broader concept, 53
- Emotional importance, 86
- Energeia, 102
- Energetic approach, 108
  - alternative to, 108
- English disease, 9
- English playwright, 152
- Epic journey, 63
- Essay crisis
  - approach, 159
  - crisis syndrome, 127
- Europeanization, 155
- Everyone else's priorities, 87
- Everything last minute, 124
- Exclusional reasons, 88
- Excuse culture, 117
- Experimentation, 107
  - joys of, 107
- Experts, 94
  - views of, 94
- Extraneous extraction, 44
  
- Failing, 117, 120
  - facing up 120
  - mini-admission of, 117
- False arguments, 32
- Finance directors, 155
- Financial value, 87, 89
- First In First Out (FIFO), 94
- Five-point plan, 103
- Five-stage system, 94
- Four-part system, 143
- Four-point plan, 106
- French teenagers, 109
  
- Get-out clause, 24
- Grand panjandrum, 152
- Great list writing, 83
  - art of, 83
- Grumpiness, 145
- Guilty parties, 8
- Gulliver's Travels novel, 137

- Halo effect, 30, 151
- Hand-held device, 72–74, 168
- Harvard Business Review, 138
- High Impact Speeches book, 23
- Hurry up, 101
- Idealism, 139
- Inconsistency, 33
- Incorrect conclusions, 32
- Index-linked jobs, 109
- Instinct, 93
  - power of, 93
- Internal waffle, 22
  - curse of, 22
- Irritating over-achievers, 4
  - mantra for, 4
- Kick bad habits, 55
- Kidology, 125
  - three pieces of, 125
- Killer questions, 44, 56
- Language, 33
  - fundamental benefits, 33
- Laws of simplicity, 40–42, 159
- Laziness, 173
  - sophisticated form of, 173
  - vs. liveliness, 108
- Learning, 43
  - possible benefits of, 43
- Leave it out, 77
  - summary mantra, 77
- Liar's Paradise book, 31
- Liminal limits, 144
- Lingua franca 66
- Long-term fiction, 157
- Luxury goods, 132
- Manager, 163
  - cult of, 163
- Managing machines, 72
- Meetings, 70, 161
  - problem, 161
- Metaphor, 34
- Microsoft workers, 72
- Mind, 100, 169
  - liveliness of, 100, 169
- Mini steps, 62–63
- Mobile phone, 72
  - texting on, 72
- Modern business, 66
  - unmentioned deceptions of, 66
- Modern excuse culture, 169
- Modern technology, 71, 76
  - curse of, 71
- Monkey-free leisure time, 159, 160, 171
- Multitasking behaviour, 64
- Never-ending cycle, 69, 151
- Non-interventionist style, 111
- Obfuscation, 8
- Offlish, 26, 152
  - A-Z of, 26
  - rise of, 26
- One-page personal plan, 48, 175
- One-touch approach, 65, 67
- One in a row, 77
  - summary mantra, 77
- Organizational system, 53

- Orwell's vision, 24
- Outthinking 121, 129, 169  
 art of, 121
- Over-doer, 140
- Over-organized person, 140
- Overnight test, 75
- Overworked administrator, 6
- Oxymoron, 35
- Panjandrums, 151
- PERFECT system, 80, 83, 85,  
 88, 169
- Perfection, 132, 135, 170  
 fundamental problems, 135  
 qualitative, 133  
 quantitative, 133  
 relevance of, 132
- Personal priority, 85, 86
- Phrenologists, 82
- Physical products, 132
- Pirates inside, 153
- Plaintive cries, 160
- Pointless person, 21
- Post-retirement, 175
- Presentation, 41  
 first draft of, 41
- Prevaricators, 49
- Priority matrix, 80, 90–91
- Private eye magazine, 24
- Professional time wasting, 6
- Psychologically healthy  
 people, 128  
 consistent characteristics, 128
- Psychologists, 64
- Quality, 134  
 element of, 134  
 scales of, 134
- Quantity, 112, 169  
 substitute for, 112
- Quotidian, 105, 169
- Rapid sequential tasking,  
 63–64, 168  
 beauty of, 64
- Ratiocination, 127
- Rational response, 51
- Red mist, 8–10
- Reductionism, 40, 46, 168
- Responsibility, 172
- Ricardo Semler's reverse  
 psychology, 111
- Robust debate, 52
- Say no politely, 50  
 ways to, 50
- Self-deception, 119  
 A-Z of, 119
- Self-discipline, 118  
 degree of, 118
- Self-editing, 111  
 value of, 111
- Self-employed people, 11–12,  
 167
- Shrink, 35, 53
- SIMPLICITY Consortium, 42
- Simply Brilliant book, 10, 94,  
 159
- Smaller chunks, 157
- SMOG plan 69
- Social learning theory, 122
- Sort, Label, Integrate,  
 Prioritize (SLIP), 54
- SPAM count, 73
- Split-second judgement, 93,  
 127

- Spotting deceptive waffle, 32
  - ten-point guide to, 32
- Spotting waffle, 32
- Spurious sources, 33
- Staff morale comparisons, 31
- Sublime accountant, 60
- Sun Tzu, 25
  
- Talk straight, 20–21, 36, 38,
  - 40, 167
  - main points, 38
  - permission to, 36
- Temporal reasons, 88
- Ten-point manifesto, 156
- The Art of Creative Thinking
  - book, 54
- The Father of Cognitive Psychology, 47
- Therapeutic process, 48
- Thin slicing, 93, 127
  - theory of, 93, 127
- Three-point scale, 134
- Three-step plan, 142
- Three final critical questions, 177
- Tick achieve method, 3–6, 8,
  - 14–15, 27, 32, 37, 40–42, 44, 49, 60–61, 63–64, 80, 88, 95, 96, 102, 106, 117, 132, 139, 143, 150, 154, 156, 158, 163, 166, 168, 170, 177
  - heart of, 80
  - manifesto for, 49
  - meaning of, 3
  - principles of, 163
  - spirit of, 63
  - way of life, 95
- Tick achiever, 14, 61, 65
  - armoury, 136
- Time-consuming exercise, 106
- Time management, 69, 140
  - long-standing guru of, 140
- Top-performing
  - businessperson, 138
- Trevor's sledgehammer, 74
- Tripwires, 123
  - prearranging, 123
- Two-way equation, 105
  
- Under-confident manager, 112
  - safety blanket for, 112
- Untidy desk, untidy mind
  - principle, 67
- Useless brainstorming, 160
  
- Vagueness, 33
- Verbal nonsense, 167
  - degree of, 167
- Vital, Preferable and Nice (VPN), 80, 89
  
- Waffle, 20
  - new world of, 20
- Walk TALL, 104, 105
- Weak-willed people, 73
- Weak points, 33
- WIP, 10
  - modern curse of, 10
- Word dump strategy, 111
- Workaholics anonymous
  - groups, 9
    - aim, 9
- World-beating ideas, 101
- World class, 7
  - fuzzy concepts 7