



KYLE BROST

Escalate 3<sup>3</sup>  
The 7 Escalations

ESCALATION  
#1

**The 2 Minute Approach:** This escalation is used for the most basic of tasks. It simply states that if a chore will take you less than 2 minutes, do it now.

ESCALATION  
#2

**The 10 Minute Approach.** This escalation is used for tasks that you do not want to do or have procrastinated. Using this method, you give yourself 10 minutes to work on a task, when the 10 minutes are up, you give yourself permission to stop. As long as you hold yourself accountable to this rule on a regular basis, you will continue to make progress.

ESCALATION  
#3

**The Power Session.** This escalation is used when neither the 2-Minute nor the 10-Minute Approach will not or have not worked. Power sessions are specific blocks of time set apart to work intensely on completing a task. They can range from 1-4 hour blocks of time and require strict isolation and focus.

ESCALATION  
#4

**Accountability & Rewards.** This escalation is used when you have not carried out prior escalations as you said you would. It involves creating a level of accountability and rewarding yourself when you do make progress, no matter how small the progress. In fact, if you're just starting, you would have someone hold you accountable for carrying out tasks, not for accomplishing goals. You start by holding yourself accountable and rewarding whether or not you actually DO escalations 1-3, not whether those escalations achieve your desired results. This is key, because ultimately the only thing you can control are your efforts, not the results.



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#5

**Collaboration.** When escalations 1-3 either will not or have not worked, then you need to find someone to collaborate with. There are several reasons that you may need to escalate a task to Collaboration. First, is when escalations 1-3 have not worked and therefore you need someone to hold you accountable. This form of collaboration involves finding someone who will hold you accountable for completing a task and giving them permission to do so. Second is when you don't have the skill or capability to accomplish a task but need to participate or learn it. In this case, you find someone who has the skill and expertise to collaborate with you. Most often in Power Session format, inviting them to work with you for a specific block (or blocks) of time to accomplish a task. Collaborations work well for clearly defined tasks that need either accountability or a limited level of expertise and capability that you do not possess, to complete.

ESCALATION  
#6

**Outsource.** There are three primary reasons to outsource, the first being that you simply have not completed the task or activity on your own. The second being that you need it done quickly. The third being that someone else can do it better, more efficiently, and for less money than you could yourself.

ESCALATION  
#7

**Partnership.** Where Collaboration has either failed or is not a good fit, you should consider Escalating the activity to Partnership. The distinction between Collaboration and Partnership is the nature of the task. For tasks that are short-term and finite in nature, Collaboration is typically the most suitable approach. For tasks that are long-term, ongoing, or indefinite, Partnership is often the better approach. You should never form a Partnership for one-off, temporary, or very minor task specific activities. Partnerships should be reserved for Level 1 or potentially Level 2 Boxes of activities OR for like activities that must repeatedly be performed across boxes.