

**velocity
work.**

Monday Map

Friday Wrap

Reclaim Hours Each Week While
Achieving Your Goals Faster



**Foundational
Concepts**



Full document read time: 18-20 minutes

CHOOSE YOUR OWN ADVENTURE...

If you're the kind of person who prefers the bottom line, read the **Key Takeaways** at the top of each section.

If you're the type of person who likes to **dive into all the details**, feel free to read each section in its entirety.

No matter your preference, we want to make sure you can easily digest and apply the valuable information in this workbook.

Introduction+ Principles

KEY TAKEAWAYS

- **Three key principles for success: know your goals, make a strong plan, and honor the plan.**
- **We work with law firm owners from two angles: macro (annual and quarterly planning) and micro (weekly planning).**
- **The Monday Map/Friday Wrap process is a game-changer that saves our clients a full day each week on average.**
- **By reclaiming valuable time and achieving greater success, you can transform your law firm and your life.**



Our founder Melissa Shanahan has worked closely with hundreds of business owners, leading her to identify three crucial factors for breakthrough success. Each of these factors is essential, and without even one of them, progress will not be made in the way it should or could. This insight was the impetus for building Velocity Work, a company centered around these key principles for law firm owners, exclusively.

At Velocity Work, our aim is to help you accelerate your law firm's progress and growth, ultimately increasing time and financial freedom for both your firm and personal life.

We abide by three key principles to achieve success:

- **Knowing what you're aiming for**
- **Making a smart, strong plan**
- **Honoring the plan**

Focusing on these important factors sets us apart and helps law firm make progress and keep moving forward.

To effectively implement these three crucial factors, we work with law firm owners to apply them from two distinct angles:

01 THE MACRO APPLICATION

We facilitate annual and quarterly planning to ensure your goals and objectives are in line with your firm's long-term vision. To fully unlock the benefits of this approach and revolutionize your law firm's trajectory, consider joining Mastery Group or becoming a private client.

02 THE MICRO APPLICATION

We zoom in on the upcoming weeks, helping you align your short-term actions with your broader goals to maximize productivity and efficiency.

As part of the micro approach, we introduce one of our most powerful tools to our clients - the Monday Map/Friday Wrap process. This game-changing weekly routine puts you in the driver's seat of your time and results, allowing you to accomplish more in less time and with greater ease.

The Monday Map/Friday Wrap process typically takes just one hour a week to implement, but it yields incredible results. On average, our clients save a full day each week by practicing this method - that's an extra 8 hours

every week. And the best part? Often, these extra hours typically hold, meaning that the time you get back is not just a one-time gain, but a recurring benefit week after week so that you can continue to focus on the things that matters most to you and your firm.

Who wouldn't want to reclaim valuable time and achieve greater success? By embracing the Monday Map/Friday Wrap process, you'll be well on your way to transforming your law firm and your life.

Planning Your Time

KEY TAKEAWAYS

- **Time is a valuable resource, and effective planning is crucial for success in any area of life, personal or professional.**
- **Strategically planning your time isn't just about completing tasks. It's about aligning your actions with your long-term goals.**
- **Without effective time management, opportunities are missed, productivity declines, and progress towards goals is hindered.**
- **To maximize your time, plan strategically by setting clear goals and deadlines, breaking down larger tasks into smaller steps, and creating a flexible schedule.**
- **Incorporating downtime into your schedule is essential for long-term success, and downtime doesn't necessarily mean doing nothing, but can involve engaging in leisure activities, spending time with loved ones, pursuing hobbies, or taking care of your physical and mental health.**
- **Once you've planned your time effectively and aligned your actions with your long-term goals, the next step is to honor your plan by staying focused on the tasks that matter most and avoiding distractions.**

Generally speaking, effective planning is crucial for success in any area of life, whether it be personal or professional. Thoughtful planning can help you stay organized, focused, and on track, ultimately leading to greater productivity, success, and fulfillment.

TIME IS YOUR CURRENCY

The way you allocate the minutes of your day is of paramount importance.

Each minute contributes to the hours that make up your day. In turn, these hours construct your days, which become weeks, months, and eventually years.

USING TIME

We can't control time, but we can control how we use it. Make the most of every minute by being intentional.

When it comes to planning your time, the stakes are high. Time is a scarce commodity and once it's gone, it's gone for good.

Strategically planning your time isn't just about completing tasks. It's about aligning your actions with your long-term goals.

Without effective time management, opportunities are missed, productivity declines, and progress towards goals is hindered. With effective time management, you can dedicate enough time to the activities that matter most and move towards

your goals with greater ease and success.

To maximize the time you have, plan strategically. Setting clear goals and deadlines, breaking down larger tasks into smaller steps, and creating a schedule that allows for flexibility and unexpected events can all help you make the most of your limited time.

The Monday Map / Friday Wrap process will not only help you achieve your goals, it will also have a positive impact on your overall well-being. By managing your time well, you can reduce stress, increase feelings of control and confidence, and have more time for yourself.

A NOTE ABOUT DOWNTIME

As a law firm owner, there will be times when you feel the need to push yourself harder and work longer than usual, especially during critical phases such as launching a new service, growing your client base, or preparing for a high-stakes trial. In such situations, it may be necessary to devote more time and energy to your work to achieve your goals.

But even during these busy phases, it's crucial to make time for rest and rejuvenation. Burnout and exhaustion can lead to decreased productivity, creativity, and negative physical and mental health consequences. That's why incorporating downtime into your schedule is essential for your long-term success.

Just like athletes need rest and recovery periods to perform at their best, business owners need downtime to recharge and maintain peak performance.

It's essential to recognize that downtime doesn't necessarily mean doing nothing, but it can involve engaging in leisure activities, spending time with loved ones, pursuing hobbies, or taking care of your physical and mental health through exercise, meditation, or therapy.

Once you've planned your time effectively and aligned your actions with your long-term goals, the next step is to honor your plan by staying focused on the tasks that matter most and avoiding distractions.

Honoring your plan

KEY TAKEAWAYS

- **Following through on your plan is just as important as making the plan itself.**
- **Honoring your plan involves dedicating time and energy to your most important tasks and avoiding distractions.**
- **Consistently honoring your plan builds momentum and motivates you towards your goals.**
- **Failing to honor your plan can lead to missed opportunities and delays, potentially hindering your personal and professional growth.**
- **The Monday Map / Friday Wrap process is designed to counteract poor planning habits and transform how you operate.**
- **By implementing the Monday Map process, you take a proactive approach to planning and time management, ensuring that your priorities align with your long-term goals.**

The significance of honoring your plan cannot be understated.

It's not enough to simply make a plan. It's equally important to follow through on that plan. This involves dedicating the necessary time and energy to your most important tasks, and avoiding distractions or other tasks that are not aligned with your goals.

When you consistently honor your plan, you build momentum and make steady progress towards your goals. This progress can be incredibly motivating and can help you stay on track even when things get tough.

On the other hand, when you fail to honor your plan, you risk losing momentum and missing out on valuable opportunities for growth and success. Procrastination, distraction, and poor time management can all lead to missed deadlines, decreased productivity, and a lack of progress towards your goals.

For example, let's say you've designated 11am on Tuesday as the time to focus on an important priority for your business. However, when the time comes, you neglect your plan and instead, get caught up in checking emails or attending to minor tasks.

This seemingly small lapse in honoring your plan can have a ripple effect. By failing to prioritize and focus on that important task, you may miss out on a valuable opportunity for growth, or delay the progress of a project that would have otherwise propelled your business forward.

Over time, these missed opportunities and delays add up, potentially stunting your business's growth and your personal success. By not honoring your plan, you inadvertently sacrifice the long-term goals you've set for yourself and your business, all because of poor planning habits in the short term.

Monday Map / Friday Wrap is specifically designed to counteract poor habits and transform how you operate, setting you up for success in both your personal and professional life. By implementing the Monday Map process, you take a proactive approach to planning and time management, ensuring that your priorities are clearly defined and aligned with your long-term goals.

Understanding the relationship between your brain and productivity

KEY TAKEAWAYS

- Focusing solely on output for the sake of output can lead to burnout, decreased motivation, and worse performance.
- Delayed gratification is a skill that can help increase productivity and achieve long-term goals.
- Self-discipline is a key component of developing delayed gratification and increasing productivity.
- To develop self-discipline, it's important to set clear goals, avoid procrastination, and focus on one task at a time.
- Instant gratification can have a detrimental impact on our brain's reward system, and it's important to understand the mechanics of this system to develop the self-discipline necessary to delay gratification.
- The prefrontal pause can help interrupt the brain's natural desire for immediate gratification and allow us to fully process emotions before moving forward with our intended course of action.
- Embracing discomfort is key to achieving our goals and living a fulfilling life.

Unfortunately, many people fall into the trap of thinking that the key to productivity is simply cranking out more work. They push themselves harder and harder, counting on the sheer effort to lead to better results. This approach of focusing on output for output's sake is ultimately counterproductive, leading to burnout, decreased motivation, and even worse performance.

Instead, the key to true productivity lies in **focusing on the precursors to output** - understanding how our brain works and using that knowledge to create significant change in our productivity.

Our brain is the ultimate productivity tool, and learning how to optimize it can help us achieve our goals and live a more fulfilling life.

One aspect of the brain that has a significant impact on productivity is the ability to delay gratification. This skill involves resisting the temptation of immediate pleasures in order to receive greater rewards in the future.

Instant Gratification

Instant gratification is a common default setting of our brains. We are wired to seek immediate satisfaction, avoid discomfort, and conserve energy.

We are instinctively inclined to give into the urge of "now."

The more repeatedly we give into immediate gratification, the more likely we are to be derailed from longer-term, more meaningful goals.

None of this really matters if you don't aspire to create remarkable results for yourself. But you do aspire to create remarkable results for yourself. You wouldn't be reading this if you didn't.

Delayed Gratification

Delayed gratification refers to the act of postponing immediate satisfaction in order to prioritize long-term rewards or more meaningful outcomes.

To cultivate delayed gratification, we must strengthen resilience to our brain's impulses, and instead focus on the bigger picture.

This necessitates an override of what our **brain** wants at any given moment.

You must train your brain to take this unnatural course of action:

- Pursue delayed gratification
- Move towards discomfort
- Put the effort in

Many scientific studies prove that delayed gratification is among the most effective personal traits of professionally successful people. And while delayed gratification can be challenging to master, the rewards are immense.

The ability to forego immediate satisfaction in favor of a larger, more significant reward down the line, is a skill that many of us find challenging to cultivate. This begs the question: what underlying quality or characteristic allows a person to consistently practice delayed gratification?

Ultimately, it is self-discipline.

Self-discipline

Most people have a warped understanding of self-discipline. It's not willpower - willpower looks like self-discipline, but it's the knock-off version. And self-discipline is not about being rigid or having an internal drill sergeant; it's more sophisticated than that.

Self-discipline involves overriding the brain's natural desire for immediate gratification, and this requires engaging and strengthening the brain's prefrontal cortex.

The prefrontal cortex is responsible for executive functioning, which includes things like decision-making, planning, and impulse control.

When we engage in self-discipline, we are essentially training our prefrontal cortex to override the brain's natural reward pathways.

When we avoid self-discipline, we reinforce these default reward pathways, making it more difficult to engage in self-discipline in the future. This is a losing loop.

The more often you delay gratification, the more you strengthen your prefrontal cortex and the more you are able to withstand the urge to give in to immediate pleasure.

Procrastination vs Laziness

Laziness is often seen as a negative quality, with many people using the word to critically describe themselves. However, it's important to understand that laziness is simply the quality of being unwilling to work or use energy. It's not the same thing as procrastination, which is the act of delaying or postponing a task.

Procrastination can be a result of various factors such as anxiety, fear of failure, or lack of motivation.

Developing self-discipline is a key factor in overcoming procrastination and becoming more productive overall. This involves learning to tune out distractions, stay focused on your goals, and endure discomfort or resistance when necessary.



“The mind is infinite in wisdom. The brain is a stupid, little dog that is easily trained. Do not confuse the mind with the brain.”

-Jerry Seinfeld



Laziness

The kind of people drawn to me and to Velocity Work are not lazy people. That's never the case.

In my observation, the only time people in my world (including me at times) objectively exemplify laziness is when they understand the concepts to cultivate more self-discipline, but don't do the uncomfortable work to get better at it. This is the thing that matters the most. And if this all feels too abstract to wrap your

head around, don't worry - it will click once you apply the Monday Map / Friday Wrap process.

Remember: If you don't feel like doing something and you do it anyway, you have defeated laziness. The more times you defeat laziness, the less times you have to overcome it. Your default brain literally gives up and your prefrontal cortex begins to be in charge more of the time.

UNDERSTANDING YOUR BRAIN'S REWARD SYSTEM

The brain has a reward system that is responsible for motivating us to seek out things that bring us pleasure or relief. This system is activated by a neurotransmitter called dopamine, which is released in response to rewarding experiences that provide relief or pleasure.

In short, we are wired to continue behaviors that trigger the release of dopamine.

Understanding the mechanics of our brain's reward system can offer insight into how we can develop the self-discipline necessary to delay gratification.

The reward system is composed of three key components:

- 01** The Trigger
- 02** The Behavior
- 03** The Reward
- 04** Dopamine is released.

Consider how these components work together when we give in to instant gratification:

Trigger

Discomfort (dread, resistance, temptation, frustration, anxiety, etc. when dealing with something unpleasant or challenging)

Behavior

Abandon planned effort (this is answering the urge)

Reward

Relief (a feeling of lessening or removal of pain, distress, anxiety, or difficulty; a sense of comfort and freedom from a burden, something unpleasant or challenging)

Dopamine is released.

But here's the thing: Repeatedly indulging in instant gratification can have a detrimental impact on our brain's dopamine reward system, where just giving in to the urge of immediate satisfaction (behavior), our reward system is triggered, releasing a surge of dopamine before we even receive the reward. Here's what that would look like:

Trigger

Discomfort (dread, resistance, temptation, frustration, anxiety, etc. when dealing with something unpleasant or challenging)

Behavior

Abandon planned effort (this is answering the urge)

Dopamine is released.

Reward

Relief (a feeling of lessening or removal of pain, distress, anxiety, or difficulty; a sense of comfort and freedom from a burden, something unpleasant or challenging)

This anticipatory dopamine release can lead to chronic rash decision-making in the short-term, which can have significant long-term effects on our goals and well-being.

Understanding this gives you the power to take control.

HOW TO TRADE INSTANT GRATIFICATION FOR DELAYED GRATIFICATION

The Prefrontal Pause

To develop self-discipline, it's important to deal with feelings of discomfort, dread, temptation, resistance, and frustration.

When you face an urge to avoid a task, try saying "STOP" out loud to interrupt your brain's natural desire for immediate gratification. This gives space to breathe and allows the discomfort to arise so that you can fully process the emotions and then move forward with your intended course of action.

Allowing an emotion to arise and be fully felt is an important aspect of dissipating the emotion because it allows the emotion to run its natural course. This may be the hardest part of the process, but it's a key part of developing emotional resilience and cultivating self-discipline.

If you feel like giving up on your plan, pause and ask yourself:

- What is the feeling state I'm experiencing that makes it hard to stick with the plan? (urgency, fatigue, resistance, frustration, etc.)
 - What are the long-term consequences of giving in to this urge? How will it affect my future goals and well-being?
 - How can I break down this task into smaller, more manageable steps to make it less overwhelming?
 - How can I reframe my mindset to view discomfort as a necessary and valuable part of the growth process?
 - Who can I reach out to for support or accountability in sticking to my plan?
 - Do I choose to embrace the suck now, or have it descend upon me later in the form of disappointment, regret, discouragement, and/or frustration when I didn't create the results I said I would?
- What questions would you add here?

This kind of training is what changes your brain, reshaping your dopamine rewards system.

It's about learning to **experience urges** detrimental to your best long-term interest - **without giving in to the urge**. Time and time and time again.

Embrace Discomfort

Embracing the discomfort is key. When faced with the urge to abandon your plan, negative emotions will arise. This is natural, as discomfort often accompanies new or challenging tasks. By remaining committed to the task anyway, you experience the negative emotions on the front end.

On the other hand, giving in to the urge to abandon your plan may provide temporary relief, but the negative emotions will resurface on the back end in the form of regret, guilt, and self-criticism.

Simply put, there's no avoiding the discomfort. It's better to face it head-on and have something to show for it in the end. So go ahead, do the thing.



“Discomfort is the currency for your dreams.”

-Brooke Castillo

In summary, by understanding the foundational concepts of productivity and time management, you can gain insight into your own behavioral patterns and make deliberate choices about how to spend your time. The Monday Map process is an effective tool for developing self-discipline and a deeper understanding of yourself, ultimately leading to greater freedom of time and money. With a clear sense of purpose and a commitment to following through on your plans, you can achieve your goals and live a fulfilling life. Now you’re armed with the right understanding to effectively begin implementing Monday Map. Turn to the Monday Map / Friday Wrap Playbook next.