

The 10-Minute Priority Audit

Find out what's actually getting your energy this week

Every quarter, good operators sit down and ask “what are we actually prioritizing, versus what’s on the roadmap doc.” The gap between the two is usually where the company is quietly losing. Your week runs the same way. There’s the to-do list you’d show someone, and then there’s what’s actually eating your hours and attention, and those two lists rarely match. This audit takes 10 minutes and it exposes the gap before Friday does it for you, badly, at 9 PM.

What you need: 10 minutes, a pen, and your actual calendar for the week ahead.

The steps

1. **Write down your top 3 priorities right now.** (3 minutes) Not your to-do list. Actual priorities, across every domain: work, parenting, health, partner, yourself. Three, not five. Five is a way of avoiding the choice.
2. **For each one, write a single specific action.** (3 minutes) Not “be more present with the kids.” Try “no phone during dinner this week.” One concrete thing, not the whole aspiration.
3. **Say out loud what you’re deprioritizing.** (2 minutes) Everything not on the list is a “not yet.” Naming it removes the guilt of not doing it, because you decided, you didn’t just drop it.
4. **Check it against your actual calendar.** (2 minutes) Do your three priorities show up as time blocks this week? If not, you’ve found your first refraction: the gap between what you say matters and what your week is built around.

Your audit

Priority 1

One specific action

Priority 2

One specific action

Priority 3

One specific action

What I'm saying "not yet" to

When it goes sideways

You can't narrow it to 3. That's the actual problem the audit is surfacing. Force it anyway. Whatever falls off the list when you're forced to pick is useful information about what you've been avoiding deciding.

Your calendar doesn't match your priorities and you can't fix it this week. Fine, you can't always move a deadline or cancel a meeting. But now you know the mismatch is real instead of a vague feeling, and next week you can build the calendar around the list instead of the other way around.

You do this once and then forget about it. It's not a one-time fix, it's a weekly gut check. Ten minutes on Sunday night or Monday morning, same as checking your bank balance.

Did your priorities match your calendar? If not, you just found the prism's first refraction, and now you can do something about it.



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