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*The secret of getting ahead is getting started.*

— MARK TWAIN

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### **THE 2-MINUTE CATALYST**

Identify the smallest possible first step for your biggest project. Do it right now. Total time: 60 seconds.

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*Your time is limited, so don't waste it living someone else's life.*

— STEVE JOBS

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### **THE 2-MINUTE CATALYST**

Delete one app from your phone that consistently steals your time without giving you value.

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*Don't watch the clock; do what it does. Keep going.*

— SAM LEVENSON

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### **THE 2-MINUTE CATALYST**

Set a timer for 10 minutes. Work on your #1 priority with zero distractions until the bell rings.

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*It always seems impossible  
until it's done.*

— NELSON MANDELA

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### **THE 2-MINUTE CATALYST**

Write down the 'impossible' goal.  
Break it into 5 tiny pieces. Complete  
piece number one today.

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*The only way to do great work  
is to love what you do.*

— STEVE JOBS

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### **THE 2-MINUTE CATALYST**

List three things you are grateful for in your current work/situation. Shift your state instantly.

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*Quality is not an act, it is a habit.*

— ARISTOTLE

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### **THE 2-MINUTE CATALYST**

Drink a full glass of water and take 5 deep breaths. Excellence starts with your physical state.

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*Start where you are. Use what you have. Do what you can.*

— ARTHUR ASHE

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### **THE 2-MINUTE CATALYST**

Instead of waiting for the 'perfect' tool, use whatever you have within reach to make progress for 2 minutes.

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*Action is the foundational key  
to all success.*

— PABLO PICASSO

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### **THE 2-MINUTE CATALYST**

Send one 'bold' email or text you've been procrastinating on. Type it, count to 3, and hit send.