

Great
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Business

EP8

Season 3

Cheat Sheet

How Stupid Rules are Holding Your Business Back

Featuring Lisa Bodell

By Rob Levin, Creator of [Greattalentpodcast.com](https://greattalentpodcast.com)
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Feeling overwhelmed by chaos and complexity in your business? Lisa Bodell makes the case for subtraction. In this episode, she shares how removing outdated rules, bloated processes, and unspoken norms can reignite focus, retention, and performance.

This playbook brings her framework to life—so you can lead simpler, smarter, and stronger.

1. Complexity Audit

Let's start by naming the chaos. Which of these are getting in your team's way?

Check all that apply:

- ☐ Endless email chains that could be a quick call
- ☐ Recurring meetings with no clear purpose
- ☐ Outdated reports no one reads
- ☐ Approval processes that stall good work
- ☐ Tools or software no one fully uses

Pick one and ask: *What's the cost of keeping this? What would happen if we stopped?*

2. Kill a Stupid Rule

Lisa's favorite team exercise = business therapy.

Try this:

- Ask your team: *If you could kill 1 rule, process, or task in your control, what would it be?*
- Collect anonymously or live
- Vote on which to pilot removing next quarter

Bonus: Share one of your own first.

3. From Pain to Priority

Every complaint reveals a hidden priority.

Reflection prompt: "I'm frustrated by _____
because I wish I could spend more time _____."

What emerges from this?

- A cultural shift?
- A team-wide friction point?
- A personal clarity insight?

Highlight one thing to act on.

4. How Ready Are You to Use AI for Simplicity?

AI isn't just a time-saver—it's a clutter-cutter. But only if your mindset is ready.

On a scale of 1 to 10, rate your team:

Question	Score (1–10)
We actively look for ways to simplify our work	
We test tools like AI to cut unnecessary steps	
We treat AI as a thinking partner, not just automation	

Action: Pick the lowest score. What's one small experiment you could try this month to improve it?

5. How Ready Are You to Use AI for Simplicity?

Your actions speak louder than your org chart.

Think about how your behavior shapes what your team believes is important.

Check any that feel true:

- ☐ I say “simplify,” but still praise speed over focus
- ☐ I hold meetings that feel more like updates than decisions
- ☐ I rarely question old habits or reports
- ☐ I multitask in 1:1s or team calls

Now finish this prompt: “My team might believe _____ is most important—because of how I show up.”

What signal do you want to send instead?

"If you want to be more innovative, start by being less busy."

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