



The world is moving fast. And if you're a leader, you're probably moving even faster.

It can feel like you're carrying the weight of everything—your team, your vision, your community—all while the pace of change keeps accelerating. One of the great strengths of leadership is your ability to see the whole system, to care deeply, and to act boldly. But every strength has a shadow side. When everything feels important and everyone counts on you, it's easy to fall into the trap of trying to do it all. You start to react instead of lead. You move from inspired to exhausted.

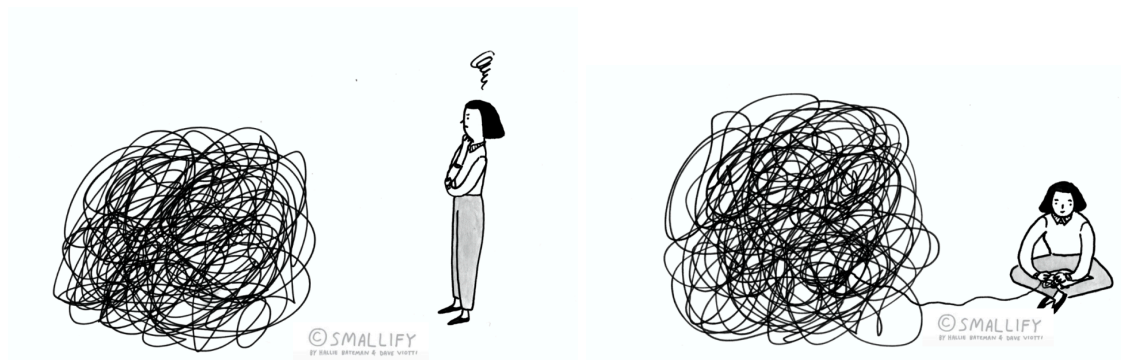
Here's the truth: you *can't* do everything at once. And that's not a failure—it's a fact of being human.

The antidote to overwhelm isn't working harder. It's *smallifying*. That means breaking down the big stuff into smaller, doable pieces so you can see what really matters *right now*. It means giving yourself—and your team—permission to focus. To choose. To move forward, one small win at a time.

Keep, Stop, Start is a simple, powerful exercise that helps you do just that. It brings clarity to your strategy, your workflow, your relationships—so you can lead with intention, not just urgency. It's a practice used by some of the most effective leaders and teams around the world. It builds momentum. It prevents burnout. And it helps keep your organization strong, sustainable, and aligned with what matters most.

Giving yourself and your team permission to focus on a smaller set of priorities—in service of your most important goals—will help you reach those goals faster.

Here's an exercise you can do on your own or with your team to start *smallifying* right away.





Keep, Stop, Start Workshop

60-Minute Team Reflection and Alignment Session

Purpose:

This session is designed to create a space for teams to reflect on what is working well (**Keep**), what should be discontinued (**Stop**), and new ideas or approaches to adopt (**Start**). It's a skill, tool and mindset of "smallifying" that helps you cut through overwhelm by focusing on what truly matters, let go of what's not serving you, and align around meaningful, achievable goals, ensuring your energy and efforts are directed toward what's possible and impactful.

Session Overview:

- **Duration:** 60 minutes
- **Format:** In-person (Post-its and posters) or Online (Google Slides)
- **Materials Needed:**
 - In-person: Three large posters (labeled Keep, Stop, Start), sticky notes, Sharpie pens, stickers for voting (optional)
 - Online: Shared Google Slides or Miro board with Keep, Stop, Start columns

Session Flow:

1. Introduction (5 minutes)

- Welcome the team and share the purpose of the session.
- Be explicit about how decisions will be made (e.g., input session with the leader making final decisions, or consensus-based).
- Set the tone for open, respectful, and constructive feedback (e.g., short energizer or check-in question at the beginning to warm up the group).

2. Individual Reflection (10 minutes)

- Give each participant 10 minutes to reflect individually on the following prompts:
 - **Keep:** What is working well that we should continue?
 - **Stop:** What isn't serving us or is holding us back?
 - **Start:** What should we try or do differently to improve?
- Encourage honest, actionable insights.

3. Round-Robin Sharing (20 minutes)

- Each person shares their Keep, Stop, and Start reflections.
- Everyone listens actively, without interrupting, as each person shares.
- Capture ideas on the posters (in-person) or on the shared document (online).



4. Theme Identification and Group Discussion (10 minutes)

- Once everyone has shared, facilitate a discussion about emerging themes.
- Look for areas of alignment and conscious difference.
- Note any surprises or patterns that arise.

5. Voting and Prioritization (10 minutes)

- Provide each participant with 2 votes per category (Keep, Stop, Start).
- Participants can place both votes on one item if it's particularly important to them.
- Use stickers (in-person) or digital voting (online) to prioritize the most impactful ideas.

6. Close and Next Steps (5 minutes)

- Summarize the top themes and priorities.
- Reiterate how decisions will be made based on this input.
- Thank the team for their contributions and outline next steps.

Tips for Success:

- Set a positive, constructive tone from the start. Remember, growth mindset.
- Keep the pace moving but allow space for meaningful reflection.
- Be clear about decision-making to avoid misunderstandings later.