

THE UNSTUCKIFIER CHEAT SHEET

Clarity x Energy x Commitment = Momentum

If one drops to zero, the others can't compensate. Diagnose what's missing. Apply a tool.

do I know what to do? → **CLARITY**

NAME THE OUTCOME

What does done look like? One sentence, then work backwards.

IMMEDIATE NEXT ACTION

What is the first thing you need to do? Don't plan beyond that. Just get started.

WRITE IT BADLY

Write a bad first draft. Dictate it. Use AI as a thinking partner. Delegate it. Editing is easier than writing.

BREAK IT DOWN

"Write the strategy doc" is a project, not a task. Map the components before you start moving.

do I have energy to start? → **ENERGY**

GET A QUICK WIN

Eat the cake, then eat the frog. Finish something easy first, then start the harder thing.

MOVE YOUR BODY

Two minutes. Walk, stairs, pushups. Change your physiology. If you're tired, rest and recover

CHANGE THE SCENE

Same old space equals stuck. Go to a cafe, a library, change rooms or desks.

MAKE IT FUN

Add novelty, urgency, constraint, sensory input, or someone else. Give your brain what it needs

do I keep finding reasons not to? → **COMMITMENT**

EMBRACE AMBIGUITY

What would actually change your decision? Get that one thing. Then move without waiting for certainty.

MAKE IT REVERSIBLE

Is this really a one-way door? Limit scope, limit audience, set a review date. Shrink the door.

DONE BEATS PERFECT

Lower the bar, set a timebox, or write a fix list. Does this do the job? Stop. Ship it.

BURN THE BOATS

Take the smallest action that makes it real. Make the call. Send the message. Start.

once started, can I keep going? → **MOMENTUM**

REMOVE THE EXITS

Good intentions don't work. Remove the opportunities to get distracted, don't rely on willpower.

PROTECT THE RUN

Once you're moving, keep moving. Capture stray thoughts on paper for later. Don't switch contexts.

BUILD A BRIDGE

Stop mid-sentence or mid-thought. Leave yourself a clear place to pick up next time.

WORK IN SPRINTS

25 minutes on, 5 off. Recovery time every week. Split quarters or years into shorter sprints.

download the full guide at richardrussell.co/unstuck

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