

2-HOUR PROFOUND WORK PROTOCOL



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GOAL

To shift into proactive creativity by being briefly away from reactive responses to inputs, inbounds, and interrupts.

To create the future and not just react to the recent past.

CONTEXT

Challenges:

- It's more comfortable to respond to the inbox or stare at a screen analyzing than to ponder the profound questions of strategy, leadership, and life.
- Being online and available makes us feel like we are demonstrating presence and commitment but may signal a lack of trust in the rest of the team to operate without you.

Solution:

- **Profound Work Sessions** - regularly scheduled times to do the profound thinking required to be an effective leader.
- You will embrace boredom to create mental and physical space. This will allow you to ideate unique solutions to outstanding problems, engage in long-term strategic decision-making, ponder the known unknowns, and may illuminate the unknown unknowns.

STEP 0: SCHEDULE

- Consider the time of day when you are most energized and mentally switched on.
- Open your calendar and schedule a 2-hour **Profound Work Session** for that time.

STEP 1: PREPARE

(5 MINUTES)

- Take a notebook and pen: physically writing is more somatic, slows the pace of thinking, and engages more of the mind.
- Set any notifications and send any messages necessary to ensure your key stakeholders are aware of your disconnection. This is to remove your potential worry that someone may be trying to reach you.
- Leave behind everything else: no phone, no computer, no smartwatch. Airplane/silent mode is not sufficient. The presence of the possibility of inputs will distract you and undermine creativity. If possible, take an analog watch for timekeeping purposes.
- Call to mind that the purpose of this walk is not only about business strategy. It is also about reconnecting with vision, values, identity, and meaning. Leaders often jump straight to "business problems," but the greatest leverage often comes from revisiting who they want to be as leaders.
- Recognize that this may be uncomfortable the first few times, as your brain will crave a distraction or another hit of addictive cortisol. That's ok. You're not trying to force solutions, you're trying to foster proactive creativity. The goal is not to force a breakthrough, but to create the conditions where one can occur. This isn't an escape from your work; it is the most important work you can do.
- Familiarize yourself with the Activated Walking technique (next page)

ACTIVATED WALKING

- Begin walking at a slightly slower pace than normal.
- Do not choose a destination or an intentional direction.
- Keeping aware of your surroundings for safety, try to expand your vision to take in more of what you see without labelling or judging it. Simply notice shapes and colours. Avoid direct eye contact with others if possible.
- Notice that there is only one foot that is moving at any time, while the other is stationary on the ground. Feel the sensation of your foot on the ground.
- Notice the movement of your breath, and any scents or tastes without labelling or judging them.
- Notice noises, which are just air molecules vibrating against your eardrums, without labelling or judging the sounds.

STEP 2: OPENING WALK (5 MINUTES)

- Leave your Starting Point and commence Activated Walking for 5 minutes.

STEP 3: PROFOUND ASKING (5 MINUTES)

- Allow yourself to let go of Activated Walking,
- Invite a profound question from yourself, one that considering will create leverage. It's likely that one or two will bubble up immediately.
- Recall that the intent of the question can extend beyond business strategy, and may be about yourself, your family, or another group.
- Some examples to get your started:
 - If we weren't afraid of failure, what is one bold move we could take that could change our trajectory?
 - What could I give my team, or one person, that would unlock their brilliance?
 - Where am I ceding my power to someone else or living out of line with my values and identity because I believe it's what's needed?
 - If I were the leader I was meant to be, what would be the first thing that others would notice?
 - If I could speak to myself on my deathbed, what would I be most proud of? What would I most regret?
 - What questions am I avoiding asking myself?

STEP 4: GROUNDING WALK (5 MINUTES)

- Resume Activated Walking
- Do not try to address the question yet.
- Just hold the question in your mind.
- Look for a place to sit and write.

STEP 5: PROFOUND WORK (60-90 MINUTES)

- Write down the question
- Begin to write your thoughts.
 - Use long-form prose.
 - Do not correct misspellings.
 - Do not worry about formatting.
 - Just write

STEP 6: EMERGENCE (10 MINUTES)

- Sit still for a few breaths and notice the physical sensations of your hands, arms, head, and body:
 - tingling, warmth, pulsing, aches
 - gravity pulling downward and the support of your seat and the ground
 - the sensations of your clothing or the air on your skin and hair
- Re-read your writings.
- Circle or underline one key insight, commitment, or action.
- Write one Key Finding sentence about that.

STEP 7: INTEGRATION WALK (5 MINUTES)

- Resume Activated Walking
- Set your Starting Point (home or office) as the destination.
- After 2 minutes, walk with purpose and with your Key Finding in mind.

STEP 8: EXECUTE

- Return to your office.
- Do what needs to be done. You should feel energized, like you just took a vacation.
- Run an abbreviated Executive Re-Entry Protocol if needed.

WORKING TOGETHER

Hi! I'm Yaron Vorona.

With 20+ years of global experience as a founder, VC investor, and consultant, I've guided CEOs to sharpening their leadership, navigate investors and board members, and achieve professional and personal Full Life Success.

My mission is to create a better future for humanity by helping exceptional innovators build successful technology companies with happy, effective teams.

I currently live in Toronto, and have lived in the US, China, South Africa, UK, and Israel. My current CEO clients are in Europe, the US, and Canada.

Business Training

- London Business School: MBA (Entrepreneurship)
- University of Waterloo: BSc Physics & Business

Venture Strategy Training

- VC Lab Accelerator
- University of Toronto: Creative Destruction Lab
- Singularity University Accelerator
- Google for Startups Accelerator

Coaching Training

- Positive Intelligence (in process)
- Emotion Transformation Institute: Emotion Focused Family Therapy Workshop
- The Rao Institute: Creativity & Personal Mastery (LBS)
- Heroic Coaching (300-Day Coaching Course)
- Landmark Worldwide: Landmark Forum, Advanced Course, and Communication Curriculum



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