

FRICTION

INTERNAL
Strategic Art of Bright & Dim

The Experiment: The Bright/Dim Framework

Duration: One week

Time required: 20 minutes upfront, 5 minutes daily

Goal: The goal is a clearer internal map and an honest answer to the question: What tasks deserve the best of me, and am I giving it there?

Phase One: The Setup

At the start of the week, list every recurring responsibility, task, or commitment in your current professional and, if relevant, personal role. Include the obvious ones and the ones that quietly consume more time than they should. The “Wednesday lunch orders” of your life.

Sort each item into one of three categories:

- **Bright**—This task is directly tied to my highest impact, my growth, or the outcomes I am most accountable for. It deserves my full cognitive and creative investment.

- **Dim**—This task needs to get done reliably, but it does not require my best thinking. I can systematize it, delegate it, simplify it, or do it adequately rather than exceptionally.

- **Question mark**—I am not sure. I may be over-investing here out of habit, people-pleasing, or fear of judgment rather than genuine strategic necessity.

Most people find their list is heavier on dim and question marks than they expected. That gap, between where your energy is going and where it needs to go, is worth examining.

Phase Two: The Daily Practice

Each morning this week, identify one item from your dim or question mark list and make a deliberate choice about it:

- Can I systematize this so it requires less decision-making each time?
- Can I delegate it without it reflecting poorly on my reliability?
- Can I do it adequately rather than exceptionally and let that be enough?

Each evening, note two observations:

- Where did I protect my bright time today?

- Where did I let a dim task pull me away from it?