

FRICTION

INTERNAL
One Rep Counts

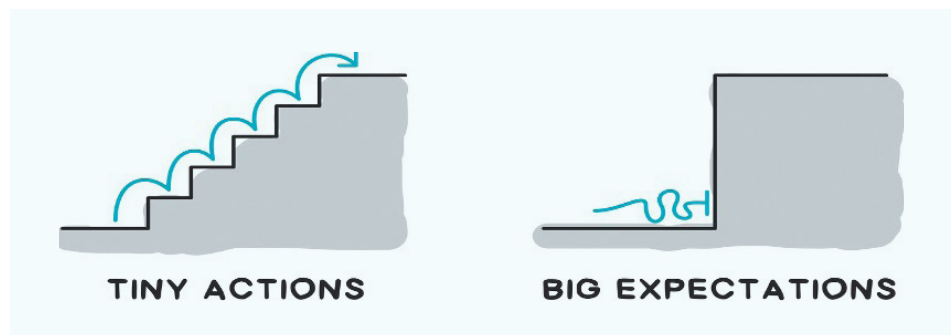
The Experiment: The Minimum Viable Action

Duration: 7 days

Time required: 10 minutes upfront, 5 minutes daily

Goal: Pick one thing you've been meaning to do but keep putting off and do the smallest possible version of it every day for one week.

In startup culture, the Minimum Viable Product (MVP) is the simplest possible version of something that still works. It is not the finished thing. It is the thing that gets you started, gets something real into the world, and creates the conditions for iteration. We want to borrow that concept here and apply it to whatever you have been circling.



Step One: Name the Thing

Write down one project, habit, or change you have been wanting to start but have not. Be honest about it. The book. The difficult conversation. Physical exercise. The job you want to go for. The team culture you keep meaning to address.

Step Two: Find Your Minimum Viable Action

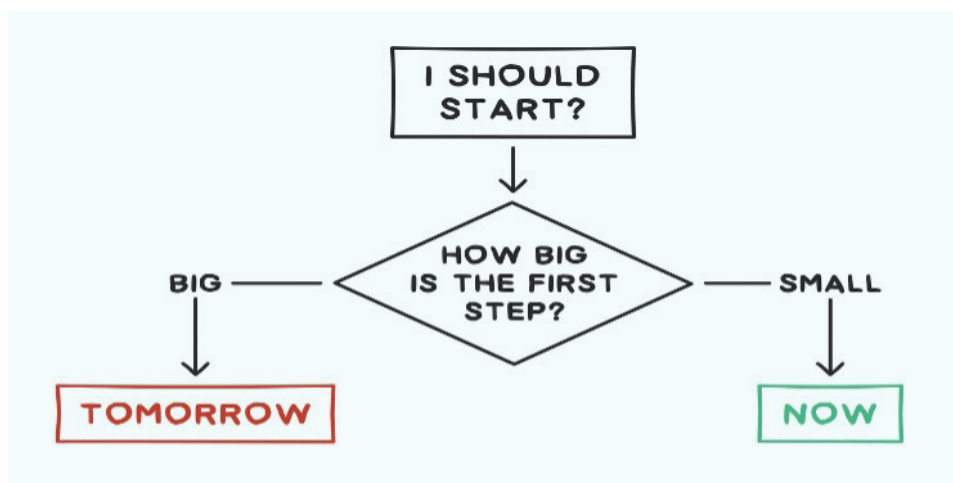
Now ask yourself: What is the smallest possible version of starting this thing? Not the plan—the action. Not the outline—the first word. Use the prompts below to get there:

1. What is one thing I could do in under two minutes that would count as beginning?

2. What would I do if I only had five minutes and no preparation?

3. If I had to start right now, with what I have, what would the first move be?

Write your answers. You are looking for the version so small it almost feels like it doesn't count. That is the right version.



Step Three: Do It Today

Not this week. Today. The minimum viable action you identified above, do it before the day is out. The point is not to make progress. The point is to make contact with the thing, to cross the threshold from not started to started, however modestly.

Step Four: Lower the Bar for the Week

For the next seven days your only commitment is the minimum viable action, once per day. No more is required. More is welcome but not expected. If you do more, great. If you do only the minimum, you have still done the thing, and that is the whole point.

Each evening, write two notes:

1. Did I do it?

2. What did I notice about starting versus not starting?

Most people find that the minimum viable action takes far less time and energy than the anticipation suggested, and that once started, they often continue beyond the minimum without any additional effort or motivation. Research on action-state orientation suggests that the brain's resistance is almost entirely located at the threshold between intention and action, and that the primary skill worth developing is not motivation or confidence, but a practiced willingness to cross it. Once you are across it, the alarm quiets.

By the end of the week, you are not looking for a finished project or a transformed habit. You are looking for evidence that starting is something you can do reliably—that the bar, set low enough, is always crossable. Identity follows from that consistency, not from the size of any single effort.

One lap. One word. One conversation. Every time you show up for the minimum, you are telling yourself something important about who you are, and that is enough to build on.