# Kill Garbage Time on Wednesday

Companion essay · Wednesday Cliff Check



A win-only week has a cliff in it. On one side the number is still possible and people push. On the other side the number is gone, and the reason to push goes with it.

In sports they call it garbage time. The starters sit. Nothing that happens now changes the result. On a floor, every week that falls behind by Wednesday has two days of that waiting at the end of it, unless somebody names a different job.

The fix is not a louder speech. The fix is a mid-week check that tells the truth and then gives the crew something they still own.

Ask one question on Wednesday: is the week still winnable on the posted number? If yes, name the one risk that can still kill it and watch that risk. If no, say so out loud. Then name two jobs the crew controls for Thursday and Friday. Countable. Visible. Checked before Friday ends.

That is not lowering the bar. That is moving it closer so the rest of the week still counts.

A leader who keeps saying win after the math is done spends a little more of their word every time. A leader who tells the truth and hands the crew two real jobs earns some of it back.

Tomorrow: run the Cliff Check once. Write the two jobs before you walk off the floor. Check them Friday. Keep what worked. Drop what became noise.

Want one idea like this to take to the floor every weekday? Read the Briefs at bigbeardedginger.com/library/briefs/.

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