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# T H E W E E K L Y P L A N N I N G R O U T I N E

The 30-Minute System That Runs  
My Entire Business

**8 Steps • 30 Minutes • Total Clarity**

**Close your laptop at 4 PM.**

**Never feel behind again.**

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## The Problem

*Every Sunday, I spend about 30 minutes planning my week. That's it. And those 30 minutes are the reason I close my laptop at 4 PM every day. The reason I never feel behind. The reason I'm at every soccer game, every school pickup, every bedtime.*

### **Most CEO parents start their week already behind.**

Monday morning hits and they're reactive. Scrambling to figure out what matters. Responding to whoever's loudest. By noon, they've been busy but haven't done anything important.

### **This is reactive mode. Most CEO parents live here.**

Always responding. Always catching up. Always feeling like they can't get ahead. And here's the worst part — when you're reactive all day, you have no energy left for your family. You're physically present at dinner but mentally still at work.

### **The weekly planning routine flips this.**

Instead of figuring out what matters each day, you figure it out once per week. Then each day, you just execute. No decisions. No scrambling. Just following the plan.

#### **REACTIVE MODE**

- Start the day from scratch
- 47-item to-do list
- Check email to find priorities
- Busy but unproductive
- Exhausted at dinner

#### **PROACTIVE MODE**

- Week planned in 30 minutes
- 3-5 MITs that matter
- Pre-decided priorities
- Focused and intentional
- Present at bedtime

## The 8-Step System

**30 minutes. Once a week. Same time every week. Non-negotiable.**

Do this every Sunday — evening after the kids are settled, or morning with your coffee. Either way, protect it like an appointment with yourself.

### **1 REVIEW LAST WEEK**

What did you accomplish? What didn't get done? Any patterns? (5 min)

### **2 CHECK THE CALENDAR**

What's already scheduled? How much work time do you actually have? (5 min)

### **3 BRAIN DUMP**

Get everything out of your head and onto paper. Work + home. All of it. (5 min)

### **4 IDENTIFY YOUR MITs**

Pick 3-5 Most Important Tasks. If these get done, the week was a success. (5 min)

### **5 ASSIGN MITs TO DAYS**

Decide WHEN each MIT happens. Pre-decide so you don't waste time choosing. (5 min)

### **6 PLAN THE HAVE-TOS**

Recurring tasks and admin get a home in the week too — just not the best time. (3 min)

### **7 IDENTIFY WHAT YOU'RE NOT DOING**

Consciously choose what's NOT happening this week. No guilt. (2 min)

### **8 PREP FOR TOMORROW**

Set up Monday's success tonight. No friction. Just execution. (2 min)

**TOTAL TIME: ~30 MINUTES**

For that 30-minute investment, you get: a clear plan for the entire week, zero daily decisions about what matters, no guilt about what you're not doing, a head start every single morning, and the ability to close your laptop at 4 PM.

## Step 1: Review Last Week

Before you plan the new week, look back at the one that just ended. This isn't about guilt — it's about learning. If something didn't get done, ask why and adjust.

### LAST WEEK'S REVIEW (5 MINUTES)

What did I accomplish last week?

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What didn't get done? Why?

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Patterns, problems, or things I'm carrying forward:

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## Step 2: Check the Calendar

Know what's fixed before you plan around it. Look at what's already scheduled — client calls, meetings, kids' activities. Get the calendar realistic before you plan your tasks.

### CALENDAR CHECK (5 MINUTES)

How much actual WORK time do I have this week? \_\_\_\_\_ hours

Heavy days / gaps for deep work:

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Anything I need to move or reschedule?

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## Step 4: Identify Your MITs

**MIT = Most Important Tasks. The 3-5 things that, if you accomplish them, the week was a success. Not 15 things. Not 10 things. 3-5 things.**

Ask yourself: What moves the needle? What has a real deadline? What's been sitting too long? What will I regret NOT doing?

### MY MITs FOR THIS WEEK (5 MINUTES)

MIT #1:

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MIT #2:

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MIT #3:

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MIT #4 (optional):

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MIT #5 (optional):

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## Step 5: Assign MITs to Days

This is what I call a pre-decision — making decisions ahead of time so you don't have to make them in the moment. Look at your calendar, your energy patterns, and what kind of work each MIT requires.

**ASSIGN YOUR MITs (5 MINUTES)**

MONDAY — MIT / Time Block:

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TUESDAY — MIT / Time Block:

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WEDNESDAY — MIT / Time Block:

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THURSDAY — MIT / Time Block:

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FRIDAY — MIT / Time Block:

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## Step 6: Plan the Have-Tos

The MITs get the best time blocks. The have-tos — recurring tasks, admin, maintenance — get the remaining time. Don't leave them floating. Give them a home in the week.

### THE HAVE-TOS (3 MINUTES)

Recurring tasks / admin / follow-ups this week:

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When will I handle them?

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## Step 7: What You're NOT Doing

The step most people skip — but it's crucial. Consciously choose what's NOT happening this week. You're not forgetting anything. You're choosing. This is how you protect your presence.

### CONSCIOUSLY NOT DOING THIS WEEK (2 MINUTES)

Not doing this week (moving to future / delegating / deleting):

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## Step 8: Prep for Tomorrow

Set up Monday's success tonight. Do this same 5-minute prep every day during the week at the end of each workday.

### MONDAY PREP (2 MINUTES)

My first MIT tomorrow:

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What I need to have ready / decisions I can make now:

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## 5 Principles That Make It Work

- **SAME TIME EVERY WEEK** — Make it a ritual. If you do it 'whenever you have time,' you won't do it.
- **KEEP MITs SMALL ENOUGH** — Not 'work on the course.' Instead: 'outline module 3.' Specific. Achievable. Clear.
- **PROTECT DEEP WORK TIME** — Block 90-minute deep work blocks BEFORE you plan. MITs need time to happen.
- **BUILD IN BUFFER** — Only plan 60-70% of your available time. Leave room for the unexpected.
- **ADJUST AS NEEDED** — The plan is a starting point, not a prison. Life happens. You adjust.

# Weekly Planning Template

Print this page. Use it every Sunday. 30 minutes to plan your entire week.

WEEK OF: \_\_\_\_\_ PLANNING TIME: \_\_\_\_\_

## 1. REVIEW (5 min) | 2. CALENDAR (5 min)

Last week's wins + what didn't get done:

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Available hours: \_\_\_\_\_ Heavy days: \_\_\_\_\_ Deep work gaps: \_\_\_\_\_

## 3. BRAIN DUMP (5 min)

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## 4. MITs (5 min) | 5. ASSIGNED TO DAYS (5 min)

MIT 1: \_\_\_\_\_ → Day: \_\_\_\_\_ MIT 2: \_\_\_\_\_ → Day: \_\_\_\_\_

MIT 3: \_\_\_\_\_ → Day: \_\_\_\_\_ MIT 4: \_\_\_\_\_ → Day: \_\_\_\_\_

## 6. HAVE-TOS (3 min) | 7. NOT DOING (2 min) | 8. PREP (2 min)

Have-tos + when:

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NOT doing this week:

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Tomorrow's MIT: \_\_\_\_\_ What I need ready: \_\_\_\_\_

## Daily Prep Template

End of each workday: 5 minutes to prep tomorrow. The transition between ‘what should I do’ and ‘I know exactly what I’m doing.’

### DAILY END-OF-DAY PREP (MON–THU)

MON → Tomorrow’s MIT: \_\_\_\_\_ Prep: \_\_\_\_\_

TUE → Tomorrow’s MIT: \_\_\_\_\_ Prep: \_\_\_\_\_

WED → Tomorrow’s MIT: \_\_\_\_\_ Prep: \_\_\_\_\_

THU → Tomorrow’s MIT: \_\_\_\_\_ Prep: \_\_\_\_\_

### YOUR 30-MINUTE RETURN ON INVESTMENT

- ✓ A clear plan for the entire week • ✓ No daily decisions about what matters
- ✓ Zero guilt — you chose it consciously • ✓ A head start every morning
- ✓ Close your laptop at 4 PM knowing you did what mattered

*My business is more successful than it was when I was working 60 hours a week. Because I’m doing what matters instead of just what’s in front of me. 30 minutes on Sunday changed everything.*

## Your Next Steps

### TAKE THE DIAGNOSTIC

5 minutes to discover your primary zone and get personalized insights. Free.

[TAKE THE FREE DIAGNOSTIC →](#)

### BOOK A STRATEGY SESSION

90 minutes to get crystal clear on your zone, your roadmap, and your next 90 days.

[BOOK YOUR SESSION →](#)



### Hi, I'm Lauren!

Three years ago, my daughter asked her dad 'why is mom always working?' — and I was standing right there. That moment changed everything. Today I close my laptop at 4 PM every day, never miss Friday pickleball with my daughter, and help other CEO parents do the same. You can have profit AND presence. I'm proof.

[profitandpresence.com](https://profitandpresence.com)

[@scalewithlauren](https://www.instagram.com/scalewithlauren)

[YouTube: @ProfitandPresenceCo](https://www.youtube.com/@ProfitandPresenceCo)

*Before I started weekly planning, every week felt like survival mode. Now I start the week ahead. I finish my MITs by Wednesday or Thursday most weeks. My kids get the present, energized version of me. 30 minutes on Sunday changed everything.*