

THE TWO-MINUTE RULE

Why small unfinished tasks quietly destroy your workday

WHAT'S HAPPENING

Most workdays don't disappear in big chunks.

ESTIMATED TIME RECOVERED

≈ 30–60 minutes per week

A quick reply you don't send.

A small task you flag for later.

An email you read three times without acting on.

None of these feel expensive in the moment. Collectively, they quietly consume hours.

WHY IT COSTS MORE THAN YOU THINK

The damage isn't from the task itself. It's comes from touching it multiple times.

Each revisit eats a few minutes. Blink, and you've lost an hour.

THE FIX

Decide immediately about anything that lands in your lap.

If it can be done within two minutes, do it now, on the spot.

If it cannot, make a clear choice: plan it, delegate it, or cut it loose.

Eliminate the cost of checking, forgetting, and touching trivial items multiple times.

CASE NOTE

Fixing this prevents “zombie work”, small tasks that seem safe in the moment but return again and again.

Capturing just 15 more minutes a day leads to 65 hours recovered per year.