

Top Executives Reveal Their Unconventional Productivity Secrets: Meditation, Martial Arts, and Motorcycles

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Illustration: Alex Eben Meyer.

Exploring Unconventional Strategies of Inc. 5000 Company Leaders

Efficiently managing a myriad of responsibilities can pose a perpetual challenge for business owners. The leaders of America's fastest-growing companies, as revealed in [Inc.'s annual CEO Survey](#), shared a range of unconventional productivity techniques they employ to navigate their demanding schedules. While some rely on traditional methods like designated no-meeting days or the Pomodoro technique, others embrace unique strategies such as:

- Taking a car service for extra work time during commutes.
- Reading in the sauna.
- Deriving motivation from the movie "Rudy."
- Engaging in motorcycle rides.
- Committing to daily walks, regardless of weather conditions.
- Dedicating focus time to early mornings, from 3 a.m. to 6 a.m.
- Participating in monthly car races.



Furthermore, prominent Inc. 500 CEOs have shared additional productivity practices that have proven effective for them:

Intermittent Fasting

Allison McNamara, CEO of Mara skincare, credits intermittent fasting for enhancing her cognitive clarity during crucial work hours. By refraining from eating until noon and after early evening hours, she attains sustained energy levels vital for peak performance.

Black Butter Tea and Meditation

Christian Drapeau, founder of Stemregen, prioritizes black butter tea consumption and meditation to cultivate inner tranquility amidst external challenges. His meditation routine, rooted in the Dzogchen tradition, effectively silences mental noise, while the tea provides sustained caffeine without crashes.

Brazilian Jiu-Jitsu

CEO Andre Pennington of Pennington Law finds invaluable entrepreneurial insights through the practice of Brazilian jiu-jitsu, emphasizing the importance of humility and continuous learning. The physical and mental rigor of the martial art complements the challenges encountered in business endeavors.

Vocabulary List:

1. **Productivity** /prɒdʌk'tɪvɪti/ (noun): The state or quality of producing something especially in terms of efficiency.
2. **Intermittent** /ˌɪntər'mɪtənt/ (adjective): Occurring at irregular intervals; not continuous or steady.
3. **Tranquility** /træŋ'kwɪlɪti/ (noun): The quality or state of being calm and peaceful.
4. **Technique** /tek'ni:k/ (noun): A skillful or efficient way of doing something.
5. **Commitment** /kə'mɪtmənt/ (noun): The state or quality of being dedicated to a cause or activity.
6. **Cognitive** /'kɒgnɪtɪv/ (adjective): Relating to the mental processes of perception memory judgment and reasoning.

Comprehension Questions

Multiple Choice

1. What unconventional productivity technique involves taking a car service for extra work time during



commutes?

- Option: Reading in the sauna
- Option: Deriving motivation from the movie "Rudy"
- Option: Engaging in motorcycle rides
- Option: Participating in monthly car races

2. Which CEO practices intermittent fasting to enhance cognitive clarity during work hours?

- Option: Allison McNamara
- Option: Christian Drapeau
- Option: Andre Pennington
- Option: Alex Eben Meyer

3. What productivity technique is rooted in the Dzogchen tradition and involves consuming black butter tea?

- Option: Intermittent Fasting
- Option: Brazilian Jiu-Jitsu
- Option: Reading in the sauna
- Option: Meditation

4. Which CEO finds entrepreneurial insights through the practice of Brazilian jiu-jitsu?

- Option: Allison McNamara
- Option: Christian Drapeau
- Option: Andre Pennington
- Option: Alex Eben Meyer

5. What unique strategy involves dedicating focus time to early mornings, from 3 a.m. to 6 a.m.?

- Option: Engaging in motorcycle rides
- Option: Committing to daily walks, regardless of weather conditions
- Option: Dedicating focus time to early mornings, from 3 a.m. to 6 a.m.
- Option: Participating in monthly car races

6. Which Inc. 500 CEO credits black butter tea consumption and meditation for cultivating inner tranquility?

- Option: Allison McNamara
- Option: Christian Drapeau
- Option: Andre Pennington
- Option: Alex Eben Meyer

Answer

Multiple Choice: 1. Taking a car service for extra work time during commutes 2. Allison McNamara 3. Black Butter Tea and Meditation 4. Andre Pennington 5. Dedicating focus time to early mornings, from 3 a.m. to 6 a.m. 6. Christian Drapeau



Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. Which term describes a process that leads to significant and fundamental change?
Option: Resilience
Option: Fulfillment
Option: Transformative
Option: Aspiration
2. Which term refers to the ability to understand and share the feelings of others?
Option: Cognitive
Option: Empathy
Option: Recognition
Option: Aspiration
3. What term describes the ability to guide and inspire others towards a common goal?
Option: Legacy
Option: Leadership
Option: Productivity
Option: Commitment
4. Which word is used to describe the impact or contributions left behind for future generations?
Option: Legacy
Option: Symbiotic
Option: Fulfillment
Option: Tranquility
5. Which term is associated with the efficiency and output of work or tasks completed?
Option: Hazardous
Option: Productivity
Option: Recognition
Option: Bioaccumulate
6. What term describes the connections and bonds between individuals or entities?



- Option: Obligatory
- Option: Relationships
- Option: Perception
- Option: Contamination

7. Which term denotes the presence of unwanted or harmful substances in an environment?

- Option: Cognitive
- Option: Contamination
- Option: Hazardous
- Option: Authenticity

8. Which term refers to a particular method or way of doing something?

- Option: Nuance
- Option: Technique
- Option: Aspiration
- Option: Transformative

9. What term describes the acknowledgment or appreciation of someone's efforts or achievements?

- Option: Recognition
- Option: Commitment
- Option: Strategies
- Option: Cultivating

10. Which term refers to a strong desire or ambition to achieve something great?

- Option: Fulfillment
- Option: Strategy
- Option: Aspiration
- Option: Innovators

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

- 11. _____ is the capacity to recover quickly from difficulties; toughness.
- 12. When someone is true to themselves and others they are showing _____.
- 13. Effective planning and execution are key elements in successful _____.
- 14. The artist's painting had a _____ of colors and shades that added depth to the piece.
- 15. _____ meaningful relationships requires time effort and understanding.
- 16. Leaving a positive _____ for future generations is one way people seek to make an



impact.

17. Finding moments of peace and _____ can help reduce stress and promote well-being.

18. Achieving long-term goals often requires dedication and _____.

19. A difficult situation or problem that requires a choice between options is known as a _____.

20. Implementing time management techniques can help improve overall _____ at work.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The chemical spill was labeled as _____ due to its potential dangers to human health and the environment.
22. _____ are innovative individuals who take risks to establish and grow their own businesses.
23. _____ in the environment can enter the tissues of living organisms posing long-term health risks.
24. _____ are known for introducing new ideas or methods that lead to positive change in society.
25. _____ of an individual's achievements can boost morale and motivation.
26. A relationship is one where two parties benefit mutually from each other's actions.
27. One's _____ of a situation can greatly influence their response and decision-making.
28. Education has the power to be _____ changing lives and shaping futures.
29. The rain showers provided relief from the heat without causing too much disruption.
30. Effective _____ involves inspiring and guiding others towards shared goals.

Answer

Multiple Choice: 1. Transformative 2. Empathy 3. Leadership 4. Legacy 5. Productivity 6. Relationships 7. Contamination 8. Technique 9. Recognition 10. Aspiration

Gap-Fill: 11. Resilience 12. Authenticity 13. Strategies 14. Nuance 15. Cultivating 16. Legacy 17. Tranquility 18. Commitment



19. Dilemma 20. Productivity

Matching sentence: 1. Hazardous 2. Entrepreneurs 3. Bioaccumulate 4. Innovators 5. Recognition 6. Symbiotic
7. Perception 8. Transformative 9. Intermittent 10. Leadership

CATEGORY

1. Business - LEVEL6

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