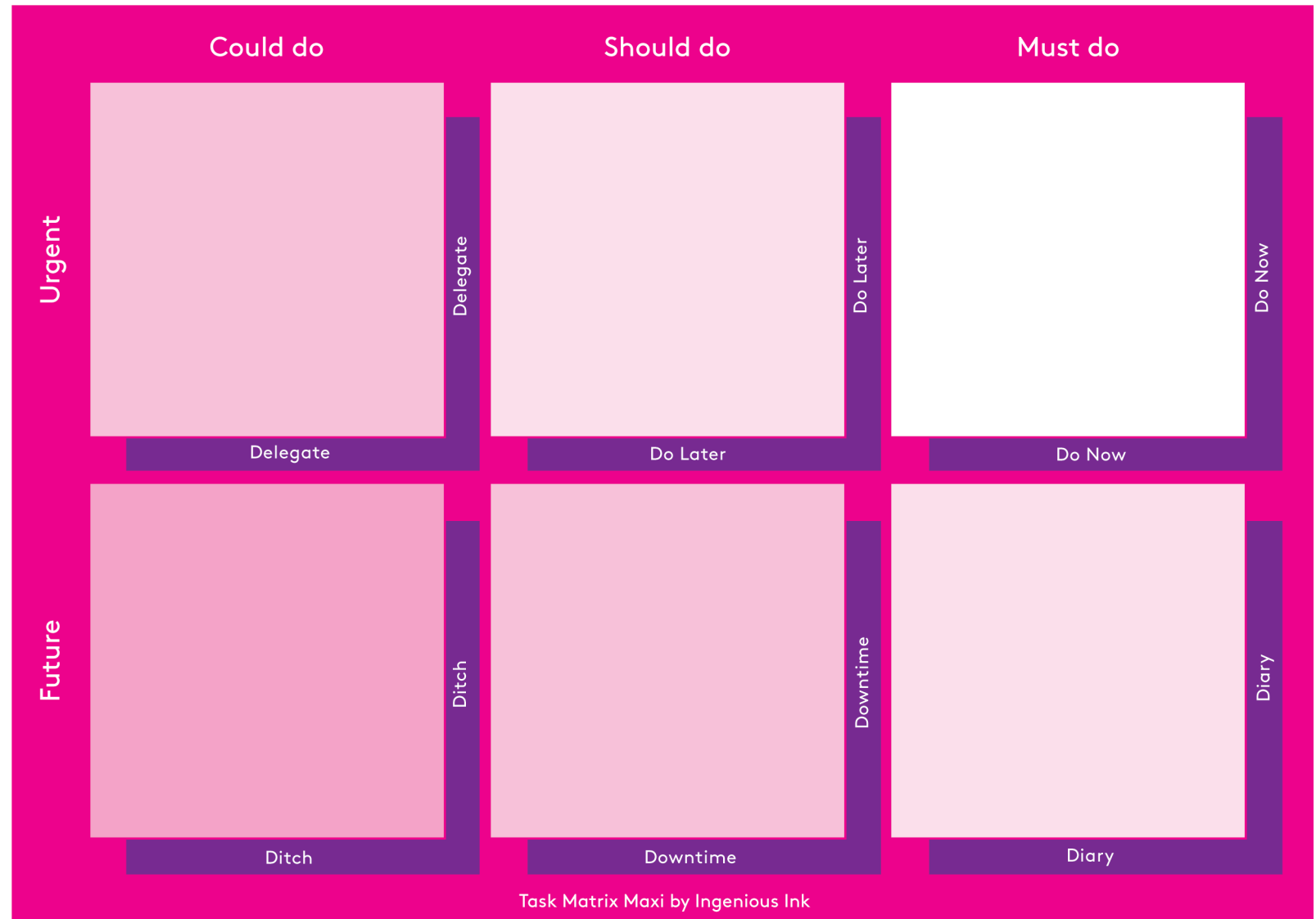


Task matrix maxi

Struggling to work out what to focus on next? Plot all your to do tasks on our Task matrix based on urgency and importance, then follow the instructions based on which box they ended up in.

- A5 sized (21.0 x 14.7 cm)
- 50 sheets per notepad
- Easy to write on
- Designed in Bristol, UK.
- Made in Germany



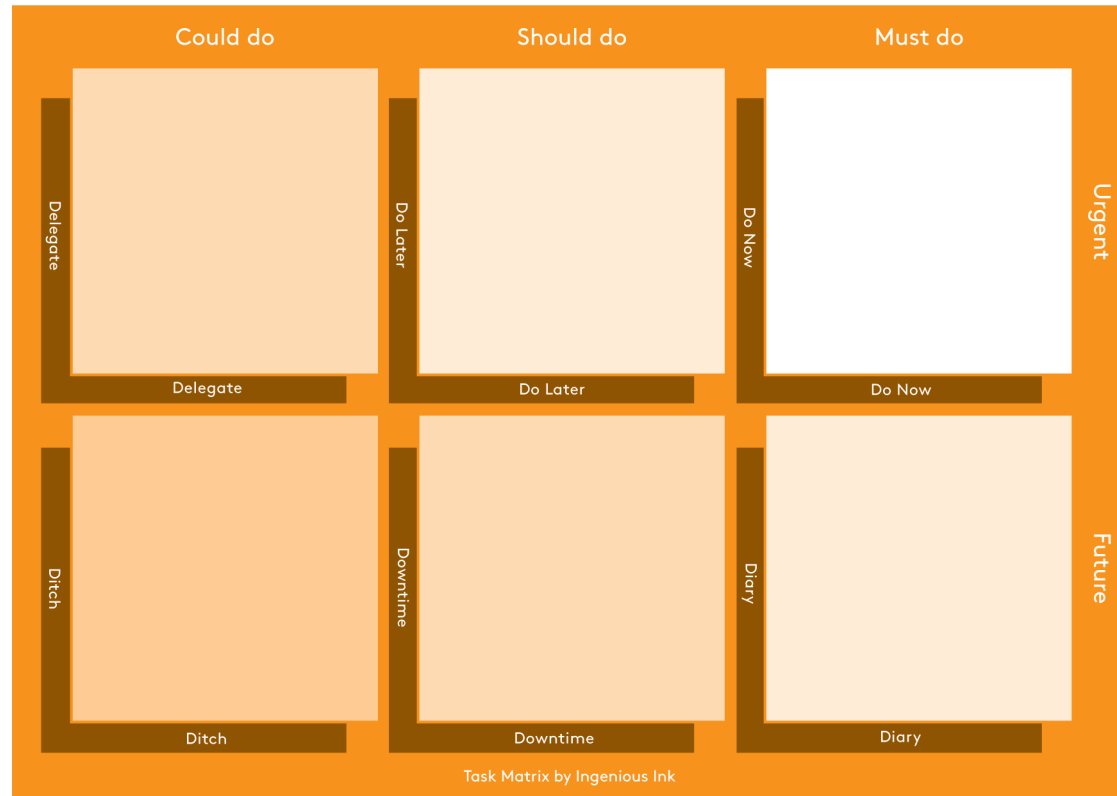
How to use

1. List all of the tasks that you have to do
2. Work out which ones have to be done today (urgent) and which ones can be done later (future)
3. Work out how important each task is (is it something you must, should, or could do)
4. Place each of your tasks on the grid according to where they scored
5. Take the action associated with the box they landed in

Task matrix

Struggling to work out what to focus on next? Plot all your to do tasks on our Task matrix based on urgency and importance, then follow the instructions based on which box they ended up in.

- A6 sized (10.5 x 14.7 cm)
- 50 sheets per notepad
- Easy to write on
- Designed in Bristol, UK.
- Made in Germany



How to use

1. List all of the tasks that you have to do
2. Work out which ones have to be done today (urgent) and which ones can be done later (future)
3. Work out how important each task is (is it something you must, should, or could do)
4. Place each of your tasks on the grid according to where they scored
5. Take the action associated with the box they landed in

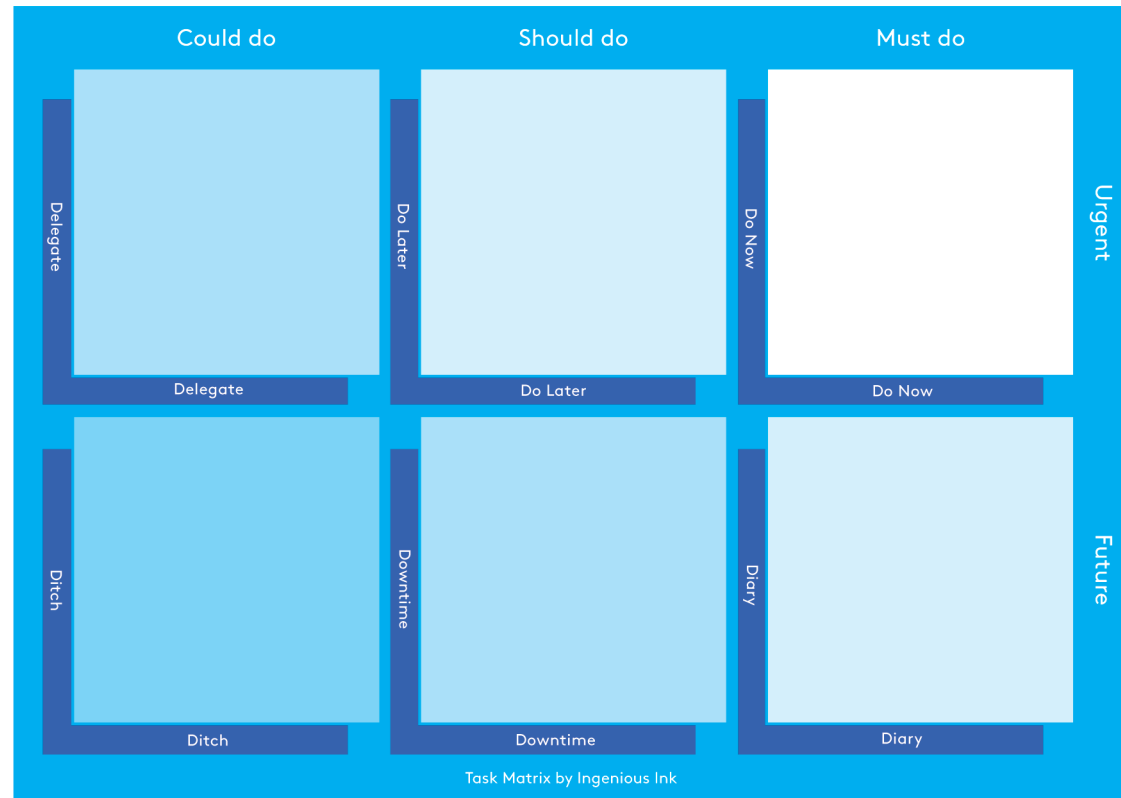
Task matrix extra

Task prioritisation
Eisenhower matrix

Struggling to work out what to focus on next? Plot all your to do tasks on our Task matrix based on urgency and importance, then follow the instructions based on which box they ended up in.

LIMITED EDITION

- A6 sized (10.5 x 14.7 cm)
- 100 sheets per notepad
- Easy to write on
- Designed in Bristol, UK.
- Made in Germany



How to use

1. List all of the tasks that you have to do
2. Work out which ones have to be done today (urgent) and which ones can be done later (future)
3. Work out how important each task is (is it something you must, should, or could do)
4. Place each of your tasks on the grid according to where they scored
5. Take the action associated with the box they landed in

How to use

1. List all of the tasks that you have to do
2. If a task is urgent (needs to be done today) then colour in the fire symbol next to it
3. If the task is important, colour in the star on the right hand side
4. Categorise each of your tasks based on the symbols that you selected
5. Take the action associated with the box they landed in

Task List

Urgent?		Important?
		!!! ★
		!!! ★
		!!! ★
		!!! ★
		!!! ★
		!!! ★
		!!! ★
		!!! ★
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		!!! ★
		!!! ★

Urgent

Future

Must do			
	Do Now		Diary
Should do			
	Do Later		Downtime
Could do			
	Delegate		Ditch

Task Matrix by Ingenious Ink

Task bucket

Task bucket is a modified version of the Eisenhower matrix method. The issue we had with the matrix method is that you always need a second piece of paper to list all of your tasks before you start categorising them. This design allows you to make the list first. The second issue that we had with the original matrix was that you often have to decide on urgency and important simultaneously, which can make distinguishing between the two a challenge. Here the two are physically on opposite sides of the list, so you score each one separately.

How to use

1. List all of the tasks that you have to do
2. If a task is urgent (needs to be done today) then colour in the fire symbol next to it
3. If the task is important, colour in the star on the right hand side
4. Categorise each of your tasks based on the symbols that you selected
5. Take the action associated with the box they landed in

Task Bucket

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

Is it urgent ?

Is it important ?

Score for urgency and importance

Categorise below

★ DO NOW

☆ DELEGATE

★ DIARY

☆ DELETE

Design by Ingenious Ink

Give me five

Write down all the things you have to do, then pick the five you are ACTUALLY going to do. The rest of the list becomes the 'avoid at all costs' list until you have finished the five most important things.

Give me five is based on Warren Buffet's "Pick five" rule. The rule involves creating a list of 25 career goals, circling the top five most important ones, and then focusing solely on achieving those five goals while ignoring the rest until they are accomplished.



How to use

1. Write down all the tasks that you could do
2. Pick five to focus on
3. The rest of your tasks are the 'must ignore' list. Don't do them until you finish your first five.

Frog

“Eat a live frog first thing in the morning and nothing worse will happen to you the rest of the day.” - Mark Twain

Frogs are tasks that you’ve been putting off for a long time which somehow never get around to. “I must do that tomorrow” you think. Just as you thought yesterday, and the day before that. Keep track of your frogs and how old they’re getting.

Frogs

What do you keep putting off?

How long have you left it?

days weeks one month months one year years

Why have you left it so long?

What can you do in 15 minutes to start?

GO!

How to use

1. Write down the task that you keep putting off
2. Admit how long you have been putting this off
3. Identify the reason that you’ve been delaying it (maybe you’re waiting on something else, maybe it just seems too big)
4. Work out what you can do for 15 minutes to at least make a start

Task breaker

Big projects are hard to make a start on. Keep breaking down goals until they're arranged into manageable subtasks using this dinky little notepad. Ideally all tasks you undertake should be less than an hour, but we know that some of them will need a much larger chunk of time set aside to make progress

Task Breaker

What's on your mind?

Write down the thing that needs doing?

Phrase it better.

What would success look like?

Write down a specific action

What can you do right now that will get you closer to your goal?

How long will this take?

15
mins

30
mins

1
hour

2
hours

4
hours

How to use

1. Write down your big task
2. Think about what the final result looks like (the answer as opposed to the problem)
3. Write down a small action that you can take to get you closer to your result

Paperthink

Paperthink's design is based on the idea that the space a task takes up on a page should be proportional to the importance of a task. One of the downfalls of to-do lists is that all the tasks are the same size, which encourages people to look for quick wins (crossing off the easy and simple tasks) rather than working on the most important ones.

Paperthink solves this by making you set one task as a priority for the day, and then forcing you to break it down so that it makes up more tasks on the page. You can add up to five extra non-related tasks to the list.

We also include a frog at the top, because ticking off something that you've been putting off for a while is a good habit to get into, and great for kickstarting motivation.

How to use

1. Pick one task that you want to accomplish today
2. Break that task down into smaller tasks
3. Add up to five tasks to do that day (once you're finished your priority)
4. Pick one short task that you've been putting off for a while to do first, to kickstart your day's motivation

What do you keep putting off?

Today's priority is...

...now break it down into subtasks

Nominate up to five other tasks

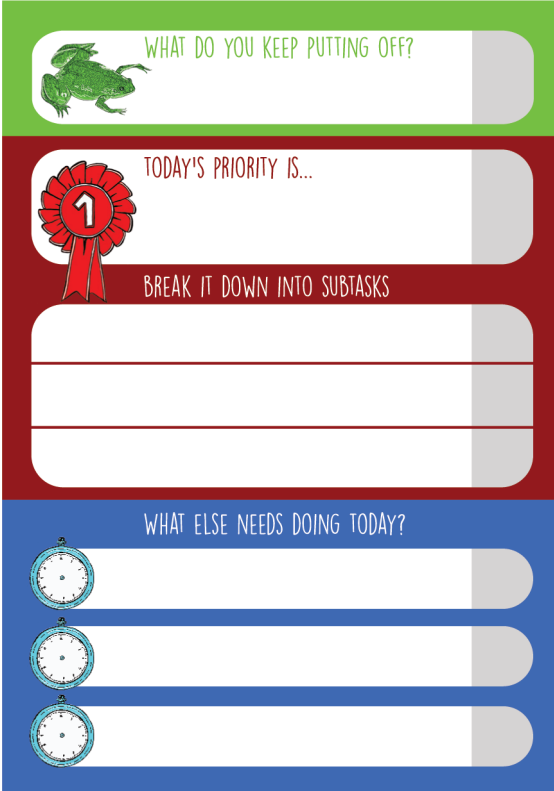
Designed by Ingenious Ink

Paperthink mini

Paperthink's design is based on the idea that the space a task takes up on a page should be proportional to the importance of a task. One of the downfalls of to-do lists is that all the tasks are the same size, which encourages people to look for quick wins (crossing off the easy and simple tasks) rather than working on the most important ones.

Paperthink solves this by making you set one task as a priority for the day, and then forcing you to break it down so that it makes up more tasks on the page. You can add up to five extra non-related tasks to the list.

We also include a frog at the top, because ticking off something that you've been putting off for a while is a good habit to get into, and great for kickstarting motivation.



The image shows a vertical task list template divided into three colored sections: green at the top, red in the middle, and blue at the bottom. Each section has a title and a series of horizontal bars for writing tasks, with a grey progress indicator on the right side of each bar.

- Green section:** Titled "WHAT DO YOU KEEP PUTTING OFF?" in green text. It features a green frog illustration on the left.
- Red section:** Titled "TODAY'S PRIORITY IS..." in red text. It features a red ribbon with the number "1" on the left. Below the title is a single long bar, followed by the text "BREAK IT DOWN INTO SUBTASKS" and three shorter bars.
- Blue section:** Titled "WHAT ELSE NEEDS DOING TODAY?" in blue text. It features three clock icons on the left, each followed by a horizontal bar.

How to use

1. Pick one task that you want to accomplish today
2. Break that task down into smaller tasks
3. Add up to three tasks to do that day (once you're finished your priority)
4. Pick one short task that you've been putting off for a while to do first, to kickstart your day's motivation

Walk

The walk planner lets you schedule your time in two hour blocks, colour coded to help you work out when you have the most energy in the day. If you're a morning person, don't try to do much after 9pm.

Day Planner

7 8

9 10

11 12

1 2

3 4

5 6

7 8

9 10

How to use

1. Decide what time of day you generally have the most energy for complex tasks
2. Schedule your most important tasks during this period
3. Schedule routine or repetitive tasks during the times when you have the least energy
4. Tick off tasks as they are completed

Run

We created Run Agenda for people who have full-on days who need to be reminded to take a break. Schedule your hourly appointments, then schedule what breaks you'll take in between. Perfect for those new to work-from-home who forget to take coffee breaks without co-workers around.

The image shows a digital agenda planner titled "Run Agenda". At the top, there are four circles for the day of the week (D, D, M, M) and four circles for the year (Y, Y, Y, Y). The main interface is a vertical list of hourly slots. Each slot consists of a number in a circle on the left, followed by a long horizontal bar. The bars are colored orange for work periods and light blue for break periods. Some bars have a coffee cup icon, and others have a document icon. The slots are numbered 9, 10, 11, 12, 1, 2, 3, 4, and 5. At the bottom, it says "Run agenda planner designed by Ingenious Ink".

Hour	Task/Activity	Icon
9	Work	Coffee cup
10	Work	Coffee cup
11	Work	Coffee cup
12	Work	Document
1	Work	
2	Work	Coffee cup
3	Work	Coffee cup
4	Work	Coffee cup
5	Work	Document

Run agenda planner designed by Ingenious Ink

How to use

1. Break down your day's tasks into subtasks that you can complete in around 50 minutes
2. Write down when you're going to do each task in the orange bars
3. Decide what you're going to do for breaks in the blue bars
4. Write down where you're going to go for your lunch break for a change of scenery
5. Plan some reflection at the end of the morning and afternoon

Paperthink agenda

A larger A5 notepad that helps you combine your tasks for the day with any other things that are scheduled in. Start your day by writing down all your timed commitments, then write down the tasks that you need to do that day.

How to use

1. Write down any fixed appointments that you have during the day in the schedule
2. Decide on your priority task for the day
3. Break your priority down into three subtasks
4. List up to five other tasks that you need to get done that day
5. Schedule your priority tasks on the timeline
6. Pick a task that you've been putting off for a while to do first thing to kickstart your motivation

Today's tasks




What do you keep putting off?



What's today's priority?

...break it down into subtasks

Nominate up to five other tasks











Today's date

Schedule



9

10

11

12

13

14

15

16

17

18



Week agenda

Get an overview of your week and plan ahead. This notepad organises your days into named parts of the day, morning, early, late, afternoon .etc. Different people divide up the day at different times so this makes it easier to jot down events that are still a bit up in the air.

- A5 sized (21.0 x 14.7 cm)
- 50 sheets per notepad
- Wholesale prices
- Easy to write on
- Designed in Bristol, UK
- Made in Germany

	Monday	Tuesday	Wednesday	Thursday	Friday		Saturday	Sunday	
all day						all day			all day
early	Monday early	Tuesday early	Wednesday early	Thursday early	Friday early	early	Saturday early	Sunday early	early
morning	Monday morning	Tuesday morning	Wednesday morning	Thursday morning	Friday morning	morning	Saturday morning	Sunday morning	morning
lunch	Monday lunch	Tuesday lunch	Wednesday lunch	Thursday lunch	Friday lunch	lunch	Saturday lunch	Sunday lunch	lunch
afternoon	Monday afternoon	Tuesday afternoon	Wednesday afternoon	Thursday afternoon	Friday afternoon	afternoon	Saturday afternoon	Sunday afternoon	afternoon
evening	Monday evening	Tuesday evening	Wednesday evening	Thursday evening	Friday evening	evening	Saturday evening	Sunday evening	evening

Week planner by Ingenious Ink

How to use

1. Write any fixed meetings or appointments onto your schedule
2. Decide what you want to do with the rest of the times (think big picture priority tasks)
3. Resolve to do any low focus repetitive tasks (like emails) in the downtime around fixed appointments

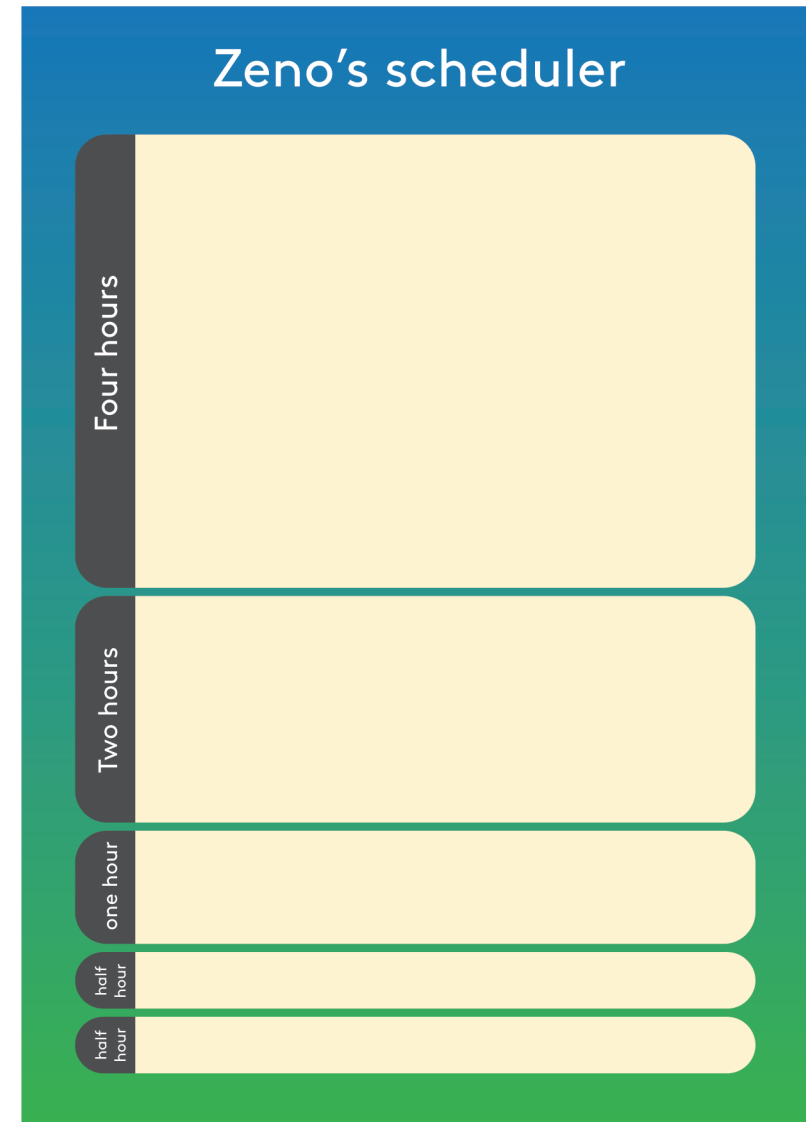
[illegible]

Zeno

Zeno's scheduler organises your day by making you do your longer tasks first when you have the most focus.

Get the longer deep work tasks done at the start of the day and work on shorter tasks towards the end as your attention span lapses.

Designed for people who like to organise their day by length of task, we named this one after Zeno's paradox.



How to use

1. Pick one task that you want to focus on for the majority of the day. Make sure to break it down into at least four subtasks
2. Pick another task that should take two hours
3. Pick shorter tasks to do at the end of the day
4. Work through your tasks starting with the longer ones first.

Finisher

Don't let your big goals overwhelm you. Focus on what the big goals are and break them down again and again until you're left with a little goal that you can get started on right away to get the ball rolling. Worry about the rest later, the most important thing is to get started.

How to use

1. Decide which goal you want to finish in the next year
2. Write down what the finished result looks like and write down the deadline. An example would be run a marathon.
3. Decide on a halfway goal and write down the deadline. An example would be a half marathon
4. Decide on two other intermediate goals to get to your halfway goal. Maybe a 10k and a 5k.
5. Decide what you need to do to get to your intermediate goals. Pick one thing that you can do today.

Finisher

In one year's time I want to finish...

In the next year
I need to..

Deadline

In the next 6 months
I need to..

Deadline

In the next 3 months
I need to..

Deadline

In the next month
I need to..

Deadline

In the next week
I need to..

Deadline

Today
I need to..

Deadline

Designed by Ingenious Ink

Fail better

We all have memories of failure, some more epic than others. A failure is not a waste provided you learn something. You just need to get over the initial cringe in order to address it.

We designed this notepad to work through various issues sequentially. The first step was to get people to address that whatever their failure was, it probably wasn't as bad as they were making it out to be. The second step is to identify the source of the emotional feelings that are stopping you from confronting the failure. Maybe you're afraid that you're just destined to fail this way forever, maybe you're annoyed at yourself. Take a step back and try dispassionately reevaluating the situation. Finally focus on the things that you could control and work out how you could change these next time.

How to use

1. Write down how you failed, be specific
2. Evaluate what was your fault and what wasn't
3. Identify which thinking errors are making the failure seem bigger than it should be
4. Identify what you can learn from the experience, and focus on that instead

Fail Better

How did you fail?

Did anyone die?

Yes

No

If a friend made the same mistake, you'd say...

What was within your control?

What was outside your control?

Which thinking errors were you guilty of?

☐ Catastrophizing It will be a total disaster

☐ Over-generalising I always do maths wrong

☐ Perfectionism Mistakes are not acceptable

☐ Should statements I should have done ...

☐ Labelling yourself I'm an idiot

☐ All or nothing There's no point unless I win

☐ Mind reading They must all think I'm an idiot

☐ Ignoring the good I ruined it by...

What can you learn from this?

168

You have 168 hours in the week. Just like everyone else.

Work out where you spend your time over the course of a week.

Be honest. If you spend three hours getting distracted on social media, at least it's on record and you're in a position to do something about it.

The 168-hour rule, also known as the “no-limits” rule, is a principle that emphasizes the importance of managing time effectively in order to achieve one’s goals and priorities. The rule is based on the idea that there are 168 hours in a week, and that each hour is equally valuable and available for use.

How to use

1. Create a colour key using highlighters for things you spend most of your time doing
2. Colour in the main activities in your week
3. Look at the spots that are left, and think about how you usually use this time
4. Decide if spending your time this way works for you, or whether you want to change things

168 HOURS

KEY

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
0							
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							
21							
22							
23							
24							

Designed by Ingenious Ink

Week focus

Hold yourself accountable to the changes you decide to make. If you decide you're going to focus on healthy eating this week, write down what you plan to do each day to work towards that goal.

This week I will focus on...

1	2	3
Here's my plan	Here's my plan	Here's my plan
Mo	Mo	Mo
Tu	Tu	Tu
We	We	We
Th	Th	Th
Fr	Fr	Fr
Sa	Sa	Sa
Su	Su	Su

Designed by Ingenious Ink

How to use

1. Pick up to three things to focus on for the week
2. For each day, write down a small task that you can complete to keep the ball rolling
3. At the end of the week, tick off the tasks that you managed to complete

Habit builder

Habits take time to bed in. Some people say 40 days, some people say ten weeks.

Focus on the minimum effort version first. Ideally this should be just enough to be a full task and mindset switch, but not so long that it feels overwhelming. Something that you can do in five minutes, but can't multitask, and naturally leads to a bit of extra effort, is a good option.

You're more likely to lace up your trainers for a run if you only have to do 10 minutes rather than 10k.

(Although if you do 10k - that's awesome)

How to use

1. Decide which habit you want to focus on
2. State clearly WHY you want to develop this habit
3. Decide what's the minimum action you could take to tick off a day.
4. Tick off the days where you complete the minimum action

Habit builder

What habit do you want to develop?

What are the benefits?

What's the minimum required to tick a day?

1	M	Tu	W	Th	F	Sa	Su
2	M	Tu	W	Th	F	Sa	Su
3	M	Tu	W	Th	F	Sa	Su
4	M	Tu	W	Th	F	Sa	Su
5	M	Tu	W	Th	F	Sa	Su
6	M	Tu	W	Th	F	Sa	Su
7	M	Tu	W	Th	F	Sa	Su
8	M	Tu	W	Th	F	Sa	Su
9	M	Tu	W	Th	F	Sa	Su
10	M	Tu	W	Th	F	Sa	Su

Designed by Ingenious Ink

Meetings

Plan your meetings ahead of schedule to keep them on track. Note down specific questions consider possible solution in advance. Collect items from the whole team to build the meeting around the group.

D
M
Y

WHAT IS THE PROBLEM?

WHAT IS THE SOLUTION?

WHO DECIDES?

NEXT ACTIONS

OWNER

WHO	WHAT	WHEN	✓

✓

How to use

1. Write down problems that you want to discuss at a meeting
2. Decide what needs to be agreed by the end of the meeting to take the next step
3. Decide who needs to be at the meeting to achieve this next step
4. During the meeting, decide what actions need to be taken next to make progress, and appoint someone to keep track
5. Stick the pad up and tick off items as they are done.

Brainstorm

The key to having good ideas is to have many ideas.

Want to come up with better ideas? Decide on a number of ideas to come up with and don't discount any until you've hit your target number. Brainstorm notepad has a set number of slots that you HAVE to fill before you're allowed to pass judgement.

Picking an endurance challenge? Let's see 'ultimate camel riding' alongside 'marathon' and 'cycling'.



How to use

1. Pick an area that you want to come up with ideas for. Phrase it as a question like 'what should I name my dog?'
2. Place each idea in a segment of the brain
3. Keep adding ideas until all the areas are filled, no matter how ridiculous they are
4. Once the brain is full, you can start evaluating your ideas

Goal compass

Goal compass is a notepad designed for people in a bit of a rut, or feeling a bit distracted and unsure what to focus on. Most of the time you won't need it, but it's particularly useful if you've just had a major setback, need to reorientate, or are feeling a bit lost.

It helps you decide what success means to you, by rephrasing it into different questions and situations. Work through them all and see what pops up. Your answers may surprise you.

I would like to win the award for best...




I want my work to inspire people to...




I can still be successful even if I dont...




How successful I am will be measured by...




I want to be remembered for..




I would like to be introduced at parties as the person who...




I can't be best at everything, but I'll be world expert at...




Designed by Ingenious Ink

How to use

1. Complete the sentences on the notepad
2. Read through your answers and see if any of them surprised you

SMARTER

You want to set yourself goals. Great. Have you checked that these goals are the best designed they could be? Use the SMARTER method to break down these goals and interrogate them to make sure you're not setting yourself up to fail.

- A6 sized (10.5 x 14.7 cm)
- 50 sheets per notepad
- Easy to write on
- Designed in Bristol, UK
- Made in Germany

How to use

1. Write down your goal
2. Complete each sentence to check that your goal fits all of the SMARTER criteria
3. Write out your full goal as a paragraph that includes all of these

Be Smarter

What's your goal?

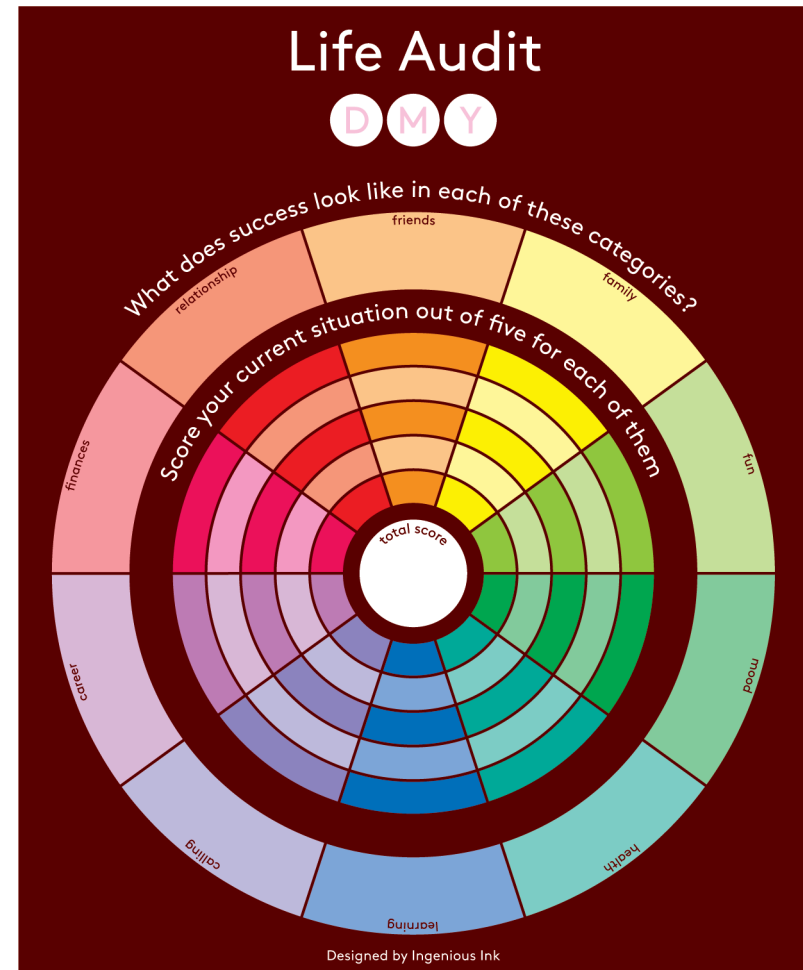
Make sure it is... ✓

S	Specific I will know I have succeeded when...	<input type="checkbox"/>
M	Measurable I will track progress by...	<input type="checkbox"/>
A	Achievable I can achieve this goal because...	<input type="checkbox"/>
R	Relevant This is linked to my bigger goal of...	<input type="checkbox"/>
T	Time-bound I will complete this goal by...	<input type="checkbox"/>
E	Evaluated I will get feedback on my progress by...	<input type="checkbox"/>
R	Rewarding I want to complete this goal because...	<input type="checkbox"/>

Designed by Ingenious Ink

Life audit

Score your life in ten different categories to work out why you're feeling rubbish, and then pinpoint which area needs improvement. Maybe you need to go the gym more, go to evening classes, or just grab some beers with friends and have a massive Cards against humanity session.



Out of all the things you could do today, which would boost your score the most?

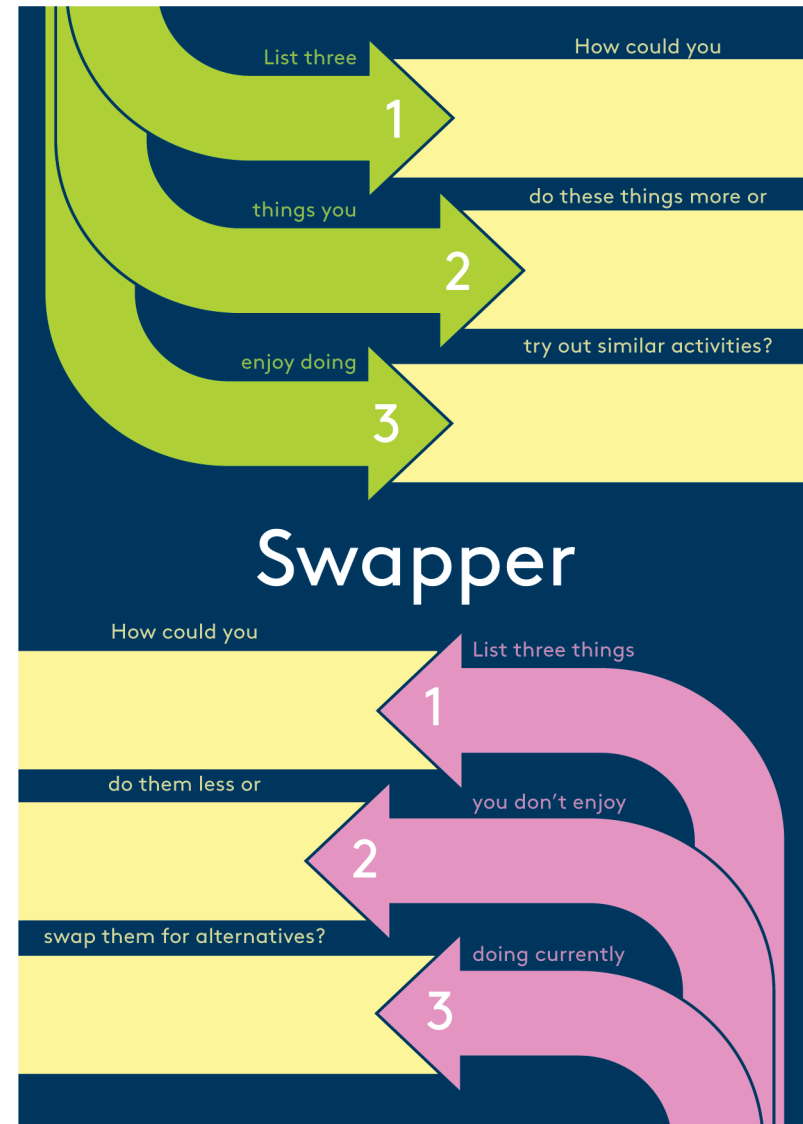
How to use

1. Write down what success (or 5/5) looks like in each of those categories
2. Score your current status in each of the categories
3. Add up your total score
4. Identify your lowest scoring category and work out what you can do today to improve the score the most

Swapper

Identify three things you like doing and work out how to do them more. Then identify three things you don't like doing and work out how to do them less. Sometimes small changes make big differences. We've redesigned this one into a notepad rather than a set of cards.

- A6 sized (10.5 x 14.7 cm)
- 50 sheets per notepad
- Easy to write on
- Designed in Bristol, UK
- Made in Germany



How to use

1. List three things that you enjoy doing
2. Work out simple ways that you could do these more
3. List three things that you don't enjoy doing
4. Work out ways that you could do them less or swap them for something else

Sprint

Sprint is our approach to the Pomodoro technique. It's designed to help you blaze through shorter tasks (usually under 30 minutes) by committing to spending a certain amount of time on them, and rewarding yourself with a pre-planned break.

The image shows a 'Sprint' timer card with a dark grey background. At the top, the word 'Sprint' is written in white. Below it, the text 'Stopwatches at the ready!' and 'Pick three tasks and three breaks between them' is written in a smaller white font. The card features three rows of task and break slots. Each row consists of a yellow rounded rectangle with a flame icon on the left and a light blue rounded rectangle with a cup icon on the left. The yellow rectangles have two horizontal lines for writing, and the light blue rectangles have a white circle on the right side, likely representing a stopwatch button. The rows are arranged vertically, with a yellow task slot followed by a light blue break slot in each row.

How to use

1. Write down three tasks that you really need to get done that will require intense concentration
2. Give yourself an estimate for how long each task will last (if the task is more than an hour, break it down)
3. Now write down what you'll do on your break between each one so that you actually give yourself a rest
4. Take an extra long break at the end