

THE
24 HOUR
RULE

LEADING IN A FRENETIC WORLD

CHARLES FRED

2019 Chair, ATD Board of Directors



1999
AURORA SPORTS
BLUE PANTHERS
5G

I'VE LEARNED THAT I CAN ONLY
FULLY CONTROL ONE THING
IN MY LIFE;

THE WAY I RESPOND AND REACT
TO ANOTHER PERSON

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**POOR PERFORMING
FIRMS SHOWED WORKING
ENVIRONMENTS OF
INTENSE STRESS**





LEADERS
DETERMINE THE
STRESS LEVEL
OF A BUSINESS

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IT DOESN'T MATTER
WHAT TYPE OF PAUSE
WE CHOOSE TO MAKE,

ONLY THAT IT PROVIDES
**MENTAL CLARITY AND
EMOTIONAL DISCIPLINE.**



PAUSE IS NOT A DELAY.
IT'S A **DISCIPLINE.**



3 FUNDAMENTALS

1. BE AWARE OF STRESS AT WORK
2. MAKE A COMMITMENT TO PAUSE
3. TAKE A FULL WEEK TO TRY IT



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THANK YOU