

The Founders Second Brain Playbook



Your first step to building a
business that runs smoothly –
without overwhelm



www.kadenceconsultancy.com

Welcome Founder, I'm glad you are here

Running a business means holding a huge amount in your head – tasks, ideas, deadlines, and decisions.

This Playbook helps you build a simple, trusted Second Brain so you feel clearer, calmer, and more in control.

“Clarity is a superpower.
When you’re clear, you become unstoppable”
Steven Bartlett



What a Second Brain is...

A trusted external system that stores your tasks, ideas, commitments, notes, plans, and processes so your mind doesn't have to.



“Your brain is for having ideas,
not holding them”

Tiago Forte



How to Use this Playbook

Inside you'll find:

- Daily Brain Download
- Weekly Planning
- Task Triage System
- Second Brain Map

Use these pages daily or weekly
to start building your Second
Brain rhythm



Daily Brain Download

Clearing my head for the day ahead

Date:

Todays' Thoughts

Tasks I'm Holding

**My Worries /
Avoidances**

Ideas

Quick Wins

Parking Bay

“Focus is the art of knowing what to ignore”

James Clear



Weekly Planner

Top 3 Priorities

What's on my Plate

Meetings To Plan (For)

Tasks to Move Forward

Things I Need to Say No To

Wins & Reflections

“You do not rise to the level of your goals. You fall to the level of your systems”
James Clear

Task Triage System

Before you decide what to do with any task, triage it — a simple way to reduce overwhelm, make fast decisions, and keep your workload under control

Do It

(2 mins)

- ✓ Will this take me under 2 minutes?
- ✓ Will it take more energy to track it than to complete it?
- ✓ Is this something my future self will thank me for doing now?
- ✓ Does completing this now unblock something else?

If YES → Do it now

Defer It

(schedule)

- ✓ Does this need to be done today, this week, or later?
- ✓ How long will it take — realistically?
- ✓ Do I need more information before I can do it?
- ✓ Is this aligned with my priorities for the week?
- ✓ Can I schedule it with a clear date and time?

If YES → Put it in your system with a due date or time block

Delegate It

(80% rule)

- ✓ Could someone else do this 80% as well as me?
- ✓ Is this something that doesn't require my brain or expertise?
- ✓ Would delegating this free up time for higher-value work?
- ✓ Is this repeatable enough for a quick Loom/video/SOP?
- ✓ Does this help strengthen my business systems or team?

If YES → Assign, brief, or outsource it

Drop It

(not aligned)

- ✓ Does this actually move the business forward?
- ✓ Is this a “should” that isn’t aligned with my goals?
- ✓ Will anything break if I never do this?
- ✓ Is this coming from guilt, perfectionism, or habit?
- ✓ Would removing this give me more clarity or space?

If YES → Let it go. Delete it. Release it

“Focus means saying no”

Steve Jobs



Second Brain Map

Your Second Brain only works when you know exactly where everything belongs.

Instead of scattering tasks, ideas, reminders, documents, or plans across multiple apps, your goal is to give every type of information ONE clear home.

This removes confusion, stops mental clutter, and helps you find what you need in seconds.



Email

the home for **comms**

Your email inbox is not a task list, not a storage system, and not a place to hold mental clutter.

Your Second Brain uses email only for what it was designed for — communication.

Everything else gets moved into its proper home (task, diary, or document).



Diary

the home for **time**

Your calendar is the home for time-bound commitments — meetings, appointments, deadlines, blocked work sessions, and routines.

If it needs a time or a date, it lives here.

Your calendar should show the reality of your week, not a wishlist.



Document

the home for **info**

Documents* need one predictable structure.

A clear filing system means no more hunting for contracts, templates, client files, policies, or notes.

Your Second Brain keeps everything stored in one cloud system with consistent naming and folders you trust.

*Kadence loves Sharepoint/OneDrive (accessible on desktop and app) and the PARA method for a file system



Task

the home for **action**

Your task system* is the heart of your Second Brain.

Every task — big, small, urgent, or future — goes into ONE central system.

No mixed lists, no mental storage, no sticky notes.

This system becomes your daily source of clarity and prioritisation.

*Kadence loves ClickUp

When information has a single, consistent home:

- You always know where to put and find things
- You reduce decision fatigue
- You rebuild trust in your systems
- You stop holding everything in your head
- You get more focus, clarity, and calm



A Second Brain isn't about having fancy tools — it's about having one place for each thing, every time.

A Note from Kate Founder of Kadence

Building a business can
be hard – you don't need
to hold it all alone.

Your Second Brain is your
partner in clarity,
structure, and calm.

And always remember...

“You’re not behind.
You’re exactly where you
need to be”

(Mel Robbins)

Enjoy!



Next Steps

Visit

www.kadenceconsultancy.com

to find out how you can work
with Kate

