

# The **PM** Newsletter



As the clock strikes 10:47 PM, you finally close your laptop.

Another day. Another hundred things done.

You tell yourself it's time to rest. But just as your head hits the pillow, your brain offers a new problem to solve - the vendor who didn't reply, the feature that broke mid-demo, the email you forgot to send.

And suddenly, you're wide awake again.

This is the kind of exhaustion most people don't talk about - not the physical kind, but the mental drain of leading something that never really ends. When you're building those dreams, there's no real off switch.

You're not just running a business. Rather, holding the whole thing together.

People count on you. Clients, team members, investors, your family. And some days, you're running on fumes, pretending it's all under control - when deep down, you know you're close to burning out.

Not because you're lazy. Not because you lack discipline. But because you've been *carrying too much, for too long, alone*.

This newsletter won't offer hacks or hustle-culture nonsense. Just space to feel seen. That you're not alone in this boat - and a few steps that might help you breathe again.

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## **1. Switch from a daily task list to a weekly decision framework**

Most founders drown in to-do lists. Instead, start your week by answering:

- *What are the 3 most important decisions I need to make this week?*
- *What will unblock my team or business?*

Then build your week around making those decisions — not chasing tasks.

## **2. Design a 'No-Meeting Half Day' every week**

It's hard to be a visionary when your calendar is wall-to-wall. Block one half-day every week (same time, every week) with zero meetings or messages. Use this time to *think, not react* — journal, write strategy, or plan your next big move.

Founders often stay overwhelmed because everything still runs through them. Use one hour every Friday to ask:

- *What did I touch this week that I shouldn't have?*
- *What could be documented, delegated, or automated?*  
And take one small step toward building systems that reduce dependency on you.

#### 4. Run a weekly Founder Energy Audit

Forget productivity hacks. Track energy. Every Sunday, rate your week:

- What drained me the most?
- What gave me momentum or clarity?
- What do I need more (or less) of next week?  
Momentum follows energy, not effort. Optimize for that.

#### 5. Set a personal 'CEO Rule of 2'

Pick just **2 areas** of the business you will go deep in this quarter. Everything else? You support, but don't own. This clarity protects your time, keeps your role evolving, and helps others step up. You can't scale your company and be everywhere at once.

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**"Beware the barrenness of a busy life." — Socrates**

You didn't start your company to chase notifications. You started it to create something that lasts - something with meaning.

But somewhere between survival mode and scaling, you started filling every spare second. Now, the real work - the kind that needs your full mind, not just your fast hands - is getting left behind.

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That changes when you stop rewarding urgency and start protecting clarity. Not once a quarter. Not after the next hire.

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Now.

Because your company can't afford for its founder to be burnt out and buried in the noise.

How to make it happen?

That's exactly what I am holding conversations around through the week, [follow along](#) the journey!

Until next time,

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