

# Weekly Commitments

## Scenario

### ABC Suites (Pty) Ltd

“Never let the urgent crowd out the important” – Kelly Catlin Walkere

#### The Challenge:

At ABC Suites, CEO Candy Wrapper had inherited a culture where being “busy” was worn like a badge of honour. Teams were constantly reacting to urgent issues, firefighting problems, and juggling tasks that weren’t always aligned with strategic priorities. The result? A lot of motion, but not enough meaningful progress.

There was no shared rhythm for execution, no visibility into what people were truly focused on, and no framework to distinguish between urgent distractions and important goals. Candy knew that without a system to anchor weekly intent, the company would continue to drift—busy but misaligned.

#### How ABC Suites uses epic:

By introducing Epic’s **Weekly Commitments** feature, ABC Suites created a simple yet powerful rhythm for strategic execution. Every team member now captures 3–5 key commitments each week—focused specifically on Quadrant II tasks (Important but Not Urgent), inspired by the Eisenhower Matrix.

These commitments are visible to the entire team, fostering transparency and peer accountability. Some leaders even hold a 10-minute Friday meeting to review progress, set new goals, and discuss how teammates can “clear the path” for one another. Candy has seen a cultural shift: instead of reacting to noise, her team is proactively delivering on what matters most.

		URGENT	NOT URGENT
		IMPORTANT	NOT IMPORTANT
IMPORTANT	URGENT	<u>Quadrant I</u> <i>urgent and important</i> <b>DO</b>	<u>Quadrant II</u> <i>not urgent but important</i> <b>PLAN</b>
NOT IMPORTANT	URGENT	<u>Quadrant III</u> <i>urgent but not important</i> <b>DELEGATE</b>	<u>Quadrant IV</u> <i>not urgent and not important</i> <b>ELIMINATE</b>

Execution has gone from scattered to strategic. The company is now “living above the line”—where important work gets done, distractions are minimised, and progress is visible week by week.

*“From reactive busyness to intentional progress—  
Epic’s Weekly Commitments helped ABC Suites build a  
culture of focus, ownership, and shared momentum.”*

