



Joe Sanok is the author of *Thursday is the New Friday: How to work fewer hours, make more money, and spend time doing what you want*. It examines how the four-day workweek boosts creativity and productivity. Joe has been featured on *Forbes*, *GOOD Magazine*, and the *Smart Passive Income Podcast*. He is the host of the popular *The Practice of the Practice Podcast*, which is recognized as one of the Top 50 Podcasts worldwide with over 100,000 downloads each month. Bestselling authors, experts, scholars, and business leaders and innovators are featured and interviewed in the 550 plus podcasts he has done over the last six years.

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# JOESANOK

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## POTENTIAL QUESTIONS:

- What is the history of the seven day week and 40 hour workweek, how does that apply to our current conversations about how we structure work?
- In the book, you argue that we have been moving toward a four-day week for a while, why?
- In the book, you discuss 'Internal Inclinations', take us through those.
- The neuroscience and case studies in the book point to slowing down unlocking hidden creativity and productivity, why is this and what are some examples?
- In the book, you discuss the flow between slowing down and killing it and how this pushes back on "hustle culture", how does that work?
- You outline Sprint Types™ in the book, will you walk us through how those work?

JOE SANOK IS AVAILABLE FOR CORPORATE AND INDIVIDUAL CONSULTING, KEYNOTE APPEARANCES, AND ALL MEDIA INTERVIEW TYPES.

**THURSDAY IS THE NEW FRIDAY  
TO BE RELEASED OCTOBER 5, 2021**

