

Case Study: The Weekly Clean-Up & Reset at DKK Brands

DKK Brands, a rapidly growing consumer goods company, recently implemented a new internal productivity standard called the **Weekly Clean-Up & Reset**. Designed to ensure consistent clarity and performance across the organization, this ritual applies to *all* employees—new hires, interns, full-time staff, and managers alike.

Scenario

Week 1: New Hire Experience

On her first week at DKK Brands, **Ava**, a new project coordinator, begins her onboarding in the company's centralized workflow tool: **Monday.com**. One of her earliest onboarding instructions is:

- **Create a group called “Weekly Clean Up”** inside her personal Monday.com workspace.

This group will serve as the base for completing her Weekly Clean-Up & Reset moving forward.

Ava initially wonders when the reset needs to occur—Friday, Monday morning, or just when things get messy. During orientation, she learns the standard rule:

Every employee at DKK Brands must complete the Weekly Clean-Up & Reset every Sunday before the end of the day.

This ensures the entire organization begins Monday with alignment and clean execution.

Ava's First Weekly Clean-Up

On Sunday evening, Ava sits down to complete her first reset. Inside her “Weekly Clean Up” group, she sees the standard DKK Brands checklist, which includes:

Core Weekly Clean-Up Tasks

- Clean laptop desktop
- Empty Outlook inbox
- Review “My Work” tab in Monday.com
- Update tasks, deadlines, and statuses
- Reflect on the past week's performance
- Answer the two weekly reflection prompts:

- *What worked well?*
- *What must change next week?*

She also notices an optional-sounding item: “Review and delete personal photos.” Ava recalls that this is **not** part of the required DKK Brands Weekly Clean-Up list and is not necessary to complete.

Once Ava finishes the checklist, she wonders whether to mark each item “Done.” But the instructions make it clear:

After completing the Weekly Clean-Up checklist, employees must move all tasks forward exactly one week—nothing gets marked as “Done.”

This ensures the checklist repeats consistently.

Weekly Planning & Top 3 Outcomes

A key part of Ava’s Sunday reset is selecting her **Top 3 Outcomes** for the upcoming week. She initially considers selecting easy tasks, but her training reminds her:

Top 3 Outcomes must be **results-oriented**, tied to KPIs, and aligned with company goals—not just simple tasks or emails.

She blocks out time on her calendar accordingly, including the required **30–60 minutes of daily buffer time** to stay proactive and avoid last-minute bottlenecks.

Ava also learns that tidying her **physical workspace** is non-negotiable. At DKK Brands, a clear physical environment supports a clear mental environment.

Manager Expectations

Ava’s team leader, Jordan, plays a critical role in reinforcing the Weekly Reset culture at DKK Brands. As part of leadership expectations:

- Jordan completes his own Weekly Reset every Sunday.
- He reviews Ava’s weekly setup during their 1:1 meeting.
- He holds her accountable for her checklist, reflections, and Top 3 Outcomes.

DKK Brands emphasizes that managers must **model** the Weekly Reset and **hold their teams accountable**, ensuring organizational consistency.

Outcome

Ava completes her first Weekly Clean-Up & Reset successfully. By Monday morning, she feels clear, organized, and aligned with the priorities of DKK Brands. Over time, the Weekly Reset becomes one of the most effective habits she adopts—improving her performance, reducing stress, and helping her stay focused on what matters most.