



IT'S *Not* ABOUT BEATING THE CLOCK...

It's about being *where* you are *right now*.

THE COST OF TARDINESS in the United States is staggering. Late New Yorkers cost their state more than \$700 million a year, while Californians cost their state more than \$1 billion. And if you look at the correlation between stress *and* tardiness, not only can Americans not seem to be on time to save their *livelihoods*, but they also can't seem to be on time to save their *lives*. In this little book, two chronically late professionals examine the excuses they have normalized for being late, the consequences they have suffered, and a solution they have discovered.



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