

The Productiveness ROI

Your reference for *mCMW* · Return on Intention

THE FOUR MODAL VERBS

might	0 pts	Curiosity kept open, not yet a claim on the day. The spark of what could be — exploration without obligation.
Can	1 pt	Capacity and readiness, where resources align. It's within reach — readiness without requirement.
Must	2 pts	Obligation and alignment, where pressure meets purpose. Conviction — alignment between desire and value.
Will	3 pts	Decisive commitment, where intention becomes action. The decision to move — intention finding form.

NOT A LADDER

These four aren't a sequence to climb in order. A might left too long can turn into a Must. A Will can slide back into a Must too, if you delay on it. Any of the four can become any other — what's fixed is the weight each one carries, not a required path between them.

“I should” → “I can” · “I could” → “I might”

The language you use shapes the relationship you have to the work.

WHY "ROI" AT ALL?

Traditional ROI counts profit, time saved, resources gained. Productiveness ROI looks for subtler returns: clarity, energy, alignment, momentum, fulfillment. It's a score, not a scoreboard.

THE SCORE COMPOUNDS

Daily, it's a mirror — reflects that day honestly. Weekly, a pattern — which days score higher? Monthly, a story — trajectory over time.

SCORE REFERENCE

SCORE	SIGNAL	WHAT IT MEANS
0–0.5	The day ran you	Mostly incomplete; low commitment engaged.
0.5–1.0	Reactive	External demands drove the day.
1.0–1.5	Functional	Commitments honoured; limited intentionality.
1.5–2.5	Productive	The working range: meaningful work done, real commitments kept.
2.5–3.0	Exceptional	High commitment, high completion — examine whether you under-listed.

A NOTE ON MIGHTS

mights must transform or be removed before you begin. Sit with each one and decide: does it become a Can, Must, or Will — or does it come off your list entirely? Doing a might without transforming it first counts against your score — acting without committing is its own form of avoidance. Productiveness requires that commitment precedes action.

TRY IT NOW

Name three things on your plate today — might, Can, Must, or Will. Notice which verb shows up most. That's the shape of your day, before you've done anything about it.

WHERE THIS FITS

Will is the ninth principle of productiveness — the one that ties the other eight together. And every act of Will eventually leads to a new might. The cycle isn't a flaw. It's the practice.



Every arrow here runs both ways. There's no required order — only where you actually are.