
[Work & Careers](#)

[Leaders](#)

[Breakfast with the boss](#)

Life hacks from a Young Rich Lister

Sabri Suby, the 37-year-old behind marketing agency King Kong, explains why he fasts for 18 hours a day and why if it is not in his calendar, it doesn't exist.

Patrick Durkin [[/by/patrick-durkin-j7gb7](#)] *BOSS Deputy editor*

Updated Sep 28, 2022 - 10.52am, first published at 10.36am

What would you like for breakfast?

I usually fast in the morning, so I'm just going to have a coffee [double espresso, no milk], but please go ahead.

Not to make you awkward or anything but I skip breakfast and fast for 18 hours a day. I wake up, head to the gym around 5.30, 6am, I have a coffee at around 8.30am, 9am and then have my first meal of the day at lunch at 12pm on the dot. My wife typically packs my lunch. I'll eat that for 15 minutes and then go for a 45-minute walk. I'll usually do final interviews on Zoom with new candidates while I walk.



Sabri Suby having coffee at Norman in South Yarra in Melbourne. He doesn't eat until lunchtime. **Eamon Gallagher**

Why do you skip breakfast?

It's called intermittent fasting. It definitely gives you insane focus. It puts you into survival mode where it activates like your hunting genes almost and really narrows your focus.

The idea that breakfast is the most important meal of the day was perpetrated by Edward Bernays, a public relations expert who worked for [tobacco company] Lucky Strike and then a company which sold bacon. If you look back at the Romans they believed in eating one meal a day. It is the same way PR villainised fat at the expense of sugar.

What's your morning routine?

I go to the gym across the road from the office. I do about a 50-minute session. I'll typically do heavy compound lifts three days a week and the other days I run. I'm the first to the office by 7am and try to get all my big boulders moved. All the big tasks that I'm working on, I try to get a lot of that done before any of the team arrive in the office.

How do you set out your week?

At work, my time is very militant. If it's not in the calendar, it doesn't exist.

My work split is that I do all of my meetings on Mondays and Fridays. On Tuesdays, Wednesdays and Thursdays is what I call deep work where I don't have any meetings, there's no 'got a minute?' meetings, I just focus on the big tasks that will move the needle for our business,

Mondays and Fridays are pretty hectic. It's literally meetings down to 15-minute slots. I try to squeeze out as much efficiency as I can.

It's about maximising my time and making myself redundant at every step, so I can make sure that I'm working on the most valuable tasks in the business.

What communication tools do you use?

I mainly use audio notes on WhatsApp for people who want to talk to me. So instead of typing, I'll just be like, "Hey", to my assistant, "can you go and do that", or my head of sales, or anyone I want to communicate to will typically be an audio WhatsApp message.

I also use Loom. It's a free Chrome app that pulls up your webcam and your microphone and it records the screen and your face. We

do it internally and externally. So, if we are explaining something to a client, rather than send a really long email, it's like: "Hey, here's what we are talking about, here's your landing page and these are the things we want to change".

I don't check my phone at home, social media is like the new cigarettes. It can be a time vampire that just sucks on your neck and takes all your focus.

What about balancing your home life?

I've got three girls under the age of six. I've got an incredible wife. What I try to do is make sure when I do come to the office, I'm not engaging in busy work. I don't just have my email open, refreshing it, waiting for something to pop up. I really try to be focused about my time because, as you know when you have children, that time becomes infinitely more valuable. If I'm just 'shooting the shit', I would rather finish up early and go hang out with my girls.

You're constantly buying back time and managing energy. I try to leave the office by 4.30pm. I play with my girls for an hour. Have dinner at 6pm, read them a book, put them to sleep. Then I get

some time with my wife. We have a sauna at home, so we have a sauna every night and a cold plunge.

I have to be as present with them as I am with the work that I do. When I look at successful people, I'm looking at them like a polymath. Someone who is successful in all areas of their life. If I have a successful business, but my daughters don't know who I am, or I don't have a great relationship, that is not success.



RELATED

Meet this year's 26 new Young Rich Listers

<https://www.afr.com/young-rich/meet-this-year-s-26-new-young-rich-listers-20211026-p593f9>



RELATED

Meet the founder who loves forest runs in the dark

<https://www.afr.com/life-and-luxury/health-and-wellness/meet-the-founder-who-loves-forest-runs-in-the-dark-20210922-p58ttp>

Have you always been obsessed with time management?

My first job was selling ink cartridges over the phone. But I travelled and basically sold everything that you can imagine and

got really good at it. I realised if I could be at level 10 energy I didn't need eight hours on the phone. The quota was two sales a day. I negotiated with my manager that if I can do five sales regardless of the time, I want to leave for the day and be paid the full day.

Tell us about your Oura ring?

This tracks your variable heart rate, your sleep, how deep your sleep is, how much REM sleep you are getting, how active you are and how many steps you take. Sleep is probably the biggest needle mover that you can make in terms of optimising your performance. People think it's some productivity app or some way of working, but realistically, the quality of the sleep you get determines the quality of your decisions and how much energy you have.



Patrick Durkin
BOSS Deputy editor

Patrick Durkin is Melbourne bureau chief and BOSS deputy editor. He writes on news, business and leadership. *Connect with Patrick on [Twitter](#). Email Patrick at pdurkin@afrc.com*