

MAX Productivity!

# **MAX**

## **Productivity!**

### **Get It Done Fast And Smart!**

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MAX Productivity!



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# Kill distractions!

If you want to get things done, you need to kill distractions!

Distractions are:

- Friends calling you and wanting stuff from you which is totally non-work related.
- Getting distracted by what goes on online.
- Giving your attention to meaningless, irrelevant tasks.
- Getting lost in your inbox.
- Suddenly deciding that the wash needs to be done right now!
- Spending hours perfecting a layout where 5 min would have been enough!
- Having a heavy 1 hour lunch!
- Etc!

Distractions destroy your productivity.

You know where they are and you SEE them coming.

Here is your battle plan!

- When you enter your inbox, have your finger ready on the delete button - Get in! - Delete! - Send a quick reply to what needs one - Get out! - 5 min!
- Social calls? - 5 min max
- Focus on what matters most!
- Aim for good! Not perfect!

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## MAX Productivity!

- If you work from home, No household!
- No distractions!
- Aim for 100% productivity!

This is it!

Distractions are a major source of failure and frustration especially for business owners or any one who is engaged in any form of professional activity!

It's a vast topic!

More on that coming in a sec!

# **Tame your email!**

Your email is one of the key places where you can get REALLY stacked.

Enter your inbox as if you were entering a war zone!

You are ready to destroy whatever stops you!

**DELETE!**

Delete fearlessly whatever is on your way to a day of max productivity!

Give yourself a time limit!

5 min is VERY GOOD!

You don't need more really!

Get in! - Do what you have to do! - Get out!

## **5 min rule for social calls**

If you spend an hour discussing the latest political trend with your best friend, how is this going to help your business???

It doesn't!

There is a time for socializing and this time is NOT between 9-11 am while your mind should be focused on your marketing battle strategies!

Give yourself max 5 min to get off the phone + Don't initiate social calls during work hours!

If this is not enough and your professional space still gets invaded by a difficult ex or a depressed friend, turn off your cell phone and direct calls to your voice mail!

Scan your calls! If it's not work related don't pick it up!

Take a few min AFTER hours to get in touch with whoever wanted to reach you.

You are NOT a charity dedicated to solve everyone's problems!

You are a business owner and your job is to serve your customers, not your friends!

Got that?

You might think that this is a bit harsh but let me put it this way:

If your business is doing great and you have no problem achieving your targets, then what I just said is totally irrelevant to you.

You are free to nurture friendships and spend hours listening to your mom's latest gossips when she calls.

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Now, if you feel your enterprise is in trouble and you might not reach after all, the place where no man has gone before, you need to set up new boundaries.

What we are discussing here ARE PROFESSIONAL BOUNDARIES!

These are the measures you put in place to protect your work space!

Believe me! I have seen enough entrepreneurs TOTALLY frustrated by this issue to know that it could be one of the major hurdles that keeps you away from success!

Don't let that happen!

Fight and protect your space! It is your right!

Yes! Some people might get offended because you are not available to them, but guess what?

Who's agenda is this?

Is this your time or theirs?

Gain control of YOUR time and don't let others steal it from you!

# **Time IS precious! - Don't waste it!**

TIME!

This is one of your most precious assets, right?

Most of these max productivity strategies have to do with maximizing the way you use your time.

See time as an energy!

If you waste it, you feel totally frustrated by the end of the day.

The difference between those who happily succeed and those who don't is that those who succeed use their time effectively and focus on what REALLY matters.

Got that?

## **No household!**

If you work from home, no household during productivity hours!

Keep laundry and cleaning for the week end or get a maid who will come AFTER hours!

If you live with your partner and they believe that just because you work from home, it makes you simply "available", you will need to educate them!

Tell your lover, wife or husband that this is actually working time and that the fact that you work from home does not mean that you have extra spare time for window cleaning!

Setting up professional boundaries when you work from home can be a major issue!

It takes focus and consistency to educate those around you!

You might need to repeat your message a few times until they get it!

I am working! I don't have time for that!

If you face this type of conflicting issue with a partner, the best is to sit down and have a clarifying chat about this.

Here is what you can say:

"The fact that I work from home does not mean that I am available - Treat my time as if I was at the office and you could not reach me..."

"Yes, I am happy to participate and do my share with household but I'll do that in the week end or this evening, not now..."

"I am trying to set up a business which requires my full undivided attention - I need your full support with that - I simply can't engage in non professional activities during work hours - If I am successful with that, we will both immensely benefit from it - Simply consider that I am NOT AVAILABLE during work hours..."

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Again, you might need to repeat the same message a few times until they get it.

What if you are deciding to attack this old pile of dishes instead of calling a client?

Well,... You know that doing the dishes is JUST an excuse not to take a step you find challenging.

These household distractions are ONLY excuses not to do what you have to.

Set up this simple rule for yourself and REMEMBER IT!

**NO HOUSEHOLD DURING WORK HOURS!**

## **LUNCH TIME!**

If you don't know this yet, I'll say it and spell it clearly for you:

**YOUR DIET INFLUENCES YOUR PRODUCTIVITY!**

A heavy lunch is a productivity killer!

If you have a heavy meal at noon you spend most your afternoon's energy digesting!

**NOT WISE!**

Try to think with a heavy stomach! You are simply not as effective!

So, here are some simple rules!

No alcohol or heavy meal for lunch!

Stick to something fresh like a salad, if possible outdoor!

Your lunch break doesn't need to be an hour or two!

It is better to take a short break like 15-30 min and then finish earlier to take off to the gym.

Taking a long break REALLY shifts your rhythm and it can take too long in the afternoon to reconnect with the good rhythm you had in the morning.

Have a light lunch break!

# Energy breaks!

I encourage you to have frequent short breaks throughout the day.

Ideally, take at least a 5 min break every 1 to 2 hours.

You can do some push ups or blend a fresh smoothie.

The point is to give your body and mind a fresh energy boost!

- Do some stretches
- Open the windows
- Step outside
- Eat a piece of fruit
- Relax your eyes from the computer screen
- Play with the dog
- Etc.

Your body is one of your key assets!

It is essential that you take good care of it and thank it for its good work with some fresh energy flow!

## **Focus on what REALLY matters!**

If you make a list of the top 10 actions you can take, which one scores the highest in priority?

Focus on that first!

Very often people procrastinate and engage into totally irrelevant tasks.

If you wanted to multiply the success of your business within the next 3 months, what would you do first?

This is called setting up clear priorities + applying them!

Knowing what you should be doing and still not doing it is not too good either.

You need to know what matters first + focus on that!

If you spend the day being side tracked, your productivity level drops instantly and you feel very frustrated by the end of the day.

You are smart!

You know EXACTLY what you should be doing if you want your day to reach this 100% productivity target.

If you feel some resistance to engage into that specific challenging line of action, start with a small step.

Suppose that you need to make a series of cold calls to businesses.

You can start by making a list of the 10 phone numbers you will call within the next hour.

Write a few words to summarize your calling script.

This preparation gets you ready for attack.

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Take small steps + divide the action in smaller chunks which are easier to handle.

If you have a clearer picture of the specific steps you need to take, it will make it easier to get a process overview and get started.

Focus on what really matters! Don't get side tracked!

# 0-100% - How productive is your day?

Give yourself a mark 0-100%

0% = achieved absolutely nothing!

100% = Reached all my targets + I am 100% satisfied!

Ask yourself these questions:

- What was my productivity yesterday?
- What were the key distractions I encountered?
- How successful was I at handling these distractions?
- What can I do to take this productivity from x% to 100% today?
- Today, how productive have I been so far?
- What can I do for the rest of the day that will boost my productivity?
- Etc.

The key is to QUANTIFY your results and STRATEGIZE your next steps.

The goal is to be at 100% productivity every single day, right?

If you reach that, my guess is that the level of success of your business will be boosted instantly!

That's the way it works.

When I coach entrepreneurs and I ask them these questions, they frequently realize that their productivity scores are only at a fraction of what they could be.

Once you know that, it is easy to set up a course of action that corrects that.

## MAX Productivity!

Remember that productivity gaps are major causes for business failure.

You know what you should be doing to be successful.

You simply don't do it.

Don't fall into that trap!

Your targets ARE within reach!

All you need is focus and consistency!

To your success!

# Give rhythm to your day! - Daily schedule

Some type of actions suit better certain times of the day.

Here are some ideas to strategize your day.

Suppose that you work from home, get up at 7 am:

- 7-8 am - Wake up your body - Personal care - Breakfast
- 8-9 am - Respond to what needs attention first
- 9-12 am - Productivity time (1) - Focus on matters most - Priority 1 actions - This is frequently the most productive period of the day
- 12-12:30 pm - Lunch break + Energy break
- 12:30-4 pm - Productivity time (2) - More relaxed period - Priority 2 actions
- 4-6 pm - Training - Outdoor
- 6-10 pm - Social time

This is not an absolute rock solid schedule, ok?

Some people will prefer working at night or having a more hectic approach.

This is fine if this suits better your personality and creative style.

If you have no clear picture of what to put where, I would start by focusing on work during the day, physical activities for late afternoon and social activities for the evening.

These are general guidelines.

## MAX Productivity!

Now, again, for practical reasons and because of your unique situation, it might be more convenient for instance to head for the gym early morning or spread your work day in the evening.

This is fine of course as long as it suits your needs and you reach your goals by doing it that way.

If you are self employed or entrepreneur, the goal is of course not to lock yourself within a time frame which could feel restricting in any way.

On the other hand if you look for ideas on how to strategize your day, I think that the schedule I describe is the type of that time frame that could work for you.

Give it a try and give yourself space to experiment.

# Declutter your virtual space!

That one will be fast ;)

The fact that you don't see these dozens of files and emails piling up in your virtual space doesn't mean that they don't take space.

This space they take is in your mind.

Every time, you keep something that you don't need in these virtual folders, you "attach" yourself to them with an invisible thread.

These invisible threads with this virtual reality takes energy from you.

If you are not sure about that, try to get rid of some files you don't really need and OBSERVE HOW IT FEELS when you click on the "delete" button.

Feel GOOD, right?

Virtual space is REAL.

If you want to free energy right now and add a new dimension of superconductivity in your daily life, clean it up!

You'll be relieved!

# Find **FAST** any info you need!

Everyone struggles with information overwhelm.

But not you!

Here is why!

Because rather than being swallowed by the usual flow of cluttering information that you don't need, you know EXACTLY what you want.

As soon as you open a website, a book or any manual, you are flooded with a background noise of useless information.

In this jungle, there is usually one or two pieces of info that you want to find.

So, here is how to approach it:

Before you open a website, write down EXACTLY what you want to find.

Step 2: open the site and go STRAIGHT to what you look for.

Be blind to anything else.

Your mind is a precious territory and it seems everyone wants a piece of it.

Don't let this information noise clutter your inner space.

Your mind is clear and bright!

Keep it that way!

Find what you need and leave!

Stick to YOUR agenda!

# **Work smarter!**

This one speaks for itself, right?

Smarter means optimizing the way you work.

Infinite fine tuning can be done on that one.

Ask yourself:

How smart did I work today?

0-100 %? How high did I score?

Aim for higher tomorrow!

# Optimize your environment

Your workspace is your vehicle!

Tools + work environment need to be optimized so that you don't waste time lost in clutter.

Check this:

How long does it take you to find any information you need?

If it's more than 2 min, you need to reorganize your space.

What about preparing for a meeting?

Same story!

# **Work faster! - Get more done in less time!**

That's the key, right?

Aim for good, not perfect!

Perfectionism is a productivity in 95% of the cases.

Set up targets! Set up short term life lines to get something done!

5 min to check email.

15 min to finish this article.

30 min to solve a technical issue.

Get the picture?

# Master technology!

Technology is a BIG deal today!

It is rather technology that doesn't do what it's supposed to!

How many times did you buy a software or a new cell phone or a new computer, follow the exact instructions and get stacked with an error message?

To win the technological challenges you need to be VERY good at it.

The thing is that unless you have someone doing all that for you, you will need to master the technical environment.

One of the keys is to know where to find help fast when you need it.

Another one is to persevere and be smart with the challenges you face.

A third strategy is to keep things VERY simple!

A cell phone which can just be used for making and receiving calls has less chances to break than a cell phone with camcorder integrated.

Master technology! Keep it simple! Ask for help when needed!

That's the core productivity message for today!

# Delegate!

That's a huge one in the business world, right?

When you hire someone for specific tasks or projects, you leverage your time!

The main challenge is to find the right person for what you need.

The second challenge is to train that person.

Managing a team is a whole topic by itself, so I won't dive in it here.

Simply know that there are many aspects of your business you can easily delegate.

That's one of the key productivity strategies you can start applying right now.

## Conclusion

I hope you enjoyed this book!

Feed back? Questions? Success stories?

Email me at [francisco@vitalcoaching.com](mailto:francisco@vitalcoaching.com)

For coaching:

<http://vitalcoaching.com/coaching.htm>

For more:

<http://vitalcoaching.com>

To your power!

Francisco Bujan