



THOUGHTS ON

PRODUCTIVITY



PRODUCTIVITY [PROH-DUHK-TIV-I-TEE]

**THE STATE OR QUALITY OF
PRODUCING SOMETHING
MEANINGFUL WITH
UNDIVIDED FOCUS.**



TIME IS THE SINGULAR MEASURE OF LIFE. IT'S ONE OF THE FEW THINGS YOU CAN NOT GET MORE OF. KNOWING HOW TO SPEND IT WELL IS POSSIBLY THE MOST IMPORTANT SKILL YOU CAN HAVE.

SCOTT BERKUN / THE CULT OF BUSY



IT'S A BIT OF A CLICHÉ, BUT THERE'S SOME MERIT TO THE NOTION OF WORKING SMARTER, NOT HARDER. TAKE TIME TO IDENTIFY AND IMPLEMENT SYSTEMS THAT REDUCE DISTRACTIONS, AND LOWER THE BURDEN ON YOUR TIME.

ERIC KARJALUOTO / SLOW THE FUCK DOWN

WORK SMART

THE KEY TO PRODUCTIVITY



DOTTED LINE PRINCIPLE

NO 01 / DOTTED LINE PRINCIPLE

WORK THROUGH AN INITIAL CONCEPT WITHOUT EDITING, THEN GO BACK TO REFINE, EDIT OR ADD AT A LATER TIME.

This method originates from Tupac Sakur's incredibly prolific studio work ethic.

In his last 8 months alone he created 150 songs, which was an average of 3 songs per studio session.

The method is effective by making it easier to build on top of a rough draft, as opposed to a blank canvas.



EISENHOWER BOX

№ 02 / EISENHOWER BOX

USE A DECISION MATRIX TO SEPARATE TASKS INTO:

- 01 URGENT & IMPORTANT** Tasks you will do immediately
- 02 IMPORTANT, BUT NOT URGENT** Tasks for later
- 03 URGENT, BUT NOT IMPORTANT** Tasks for delegation
- 04 NEITHER URGENT NOR IMPORTANT** Tasks for elimination

This method originates from Dwight D. Eisenhower, the 34th president of the United States of America, and a productivity legend.

It forces us to identify where our time and effort will be the most effective, and therefore avoid activity addition.

It provides a clear framework for making the decisions over and over again.

№ 03

POMPODDORO

№ 03 / POMODORO

CONCENTRATE FOCUS IN SHORT SPRINTS TO ENSURE YOU'RE CONSISTENTLY PRODUCTIVE AND YOU KEEP YOUR MOTIVATION HIGH.

Invented by the author Francesco Cirillo while a student, which he used to track his work with a tomato-shaped timer.

Focus on a specific task or project for 25 minutes straight with no distractions, then take a 5 minute break.

This method is effective for when your facing a large task, a series of tasks, or you need to power through distractions.



SEINFELD

NO 04 / SEINFELD

BUILD A 'CHAIN' BY PICKING A TASK THAT YOU CAN SUSTAIN DAILY AND WILL MAKE AN IMPACT ON YOUR FINAL GOAL. THEN DON'T BREAK THE CHAIN.

Comedian Jerry Seinfeld is credited with this method after being asked his advice about developing comedic prowess.

This method requires a year-long calendar that will allow you to mark each day on which you performed your task.

Seeing the chain grow becomes a motivating factor to continue progress.



PROCRASTINATION

NO 05 / PROCRASTINATION

PROCRASTINATION CAN BE LEVERAGED AS A PRODUCTIVITY HACK. EMBRACE IT.

Designer Tobias van Schneider has shared that procrastination is his ultimate productivity hack.

When we procrastinate, our minds look for distractions to avoid engaging a difficult or unpleasing tasks.

We can leverage this by occupying ourselves with other, lesser important tasks.

INSIGHTS

KEY THINGS TO REMEMBER

NO 01 / BUSYNESS

FIGHT THE URGE TO GIVE INTO BUSYNESS. WE MUST BE DELIBERATE IN OUR ACTIONS, AND CONSIDER HOW EACH TASK WILL HELPS ACHIEVE THE LARGER GOAL.

№ 02 / FOCUS

**IT IS IMPERATIVE THAT WE CARVE OUT SIGNIFICANT
BLOCKS OF UNINTERRUPTED TIME, DURING WHICH WE
CAN DEDICATE FOCUS TO SUBSTANTIAL TASKS.**

№ 03 / BURNOUT

**IT'S IN YOUR BEST INTEREST TO PROTECT YOURSELF
FROM BURNOUT. BURNOUT IS THE ENEMY OF
PRODUCTIVITY.**

NO 04 / SCREENTIME ≠ PRODUCTIVITY

WORKING A PREDETERMINED AMOUNT OF HOURS DOESN'T RESULT IN A PROPORTIONAL AMOUNT OF TASKS COMPLETED. IN FACT, STUDIES HAVE SHOWN THAT THE LONGER PEOPLE WORK, THE LESS PRODUCTIVE THEY BECOME.

№ 05 / PERFECTIONISM

WE MUST BATTLE PERFECTIONISM. TRYING TO DO THINGS PERFECTLY ALL THE TIME WILL ONLY LEAD TO BAD PRIORITIZATION DECISIONS.

THANK YOU

GO FORTH AND BE PRODUCTIVE