

## Psychological Tips to Boost Productivity

I want to go through now some psychological tips to boosting productivity. What you see in front of you everyday greatly affects your productivity. Motivational pictures, motivational posters, pictures of your family, awards that you have achieved - they are very good. I'm all for sticking them on your walls. Putting them... rather than being on your walls, on your desk, maybe on the shelf. I like to keep the desk clean. But have those items that make you feel good, that make you feel successful. Have them in your office.

It's a good thing. I want you to think of yourself as very successful person because when you visualize that - when you think about it constantly - it makes you more and more successful. Conversely, having messy stacks of paper on your desk is very, very bad. You need to stay highly organized. You can't really work effectively in clutter. I'll get to that later. I don't want to hear, "That's just what I am." That's not an excuse. No excuses. You cannot work effectively in clutter. I get very, very angry when I cannot find something that I need very, very quickly because that means I am wasting time. That means that I did not do a good enough job organizing. So you cannot be wasting your time searching for documents or searching for information. Whenever possible, I like the idea of storing documents electronically. I love Google desktop. Google Desktop is a great free tool from Google, that basically "Googelizes" your computer. It allows you to go to Google Desktop and do a search for any document and quickly find very quickly. So, I am a big fan of PDF 995. I come across a web page that I want to save that page. And I want to save web pages as PDF files just in case that web page changes. I can hold on to it. PDF 995 is a free program.

I create a PDF of that webpage. I save the file in a name that relates to that

topic, like a productivity enhancing tip about meetings. I can store it in my computer. Whenever I do a search now in Google Desktop on productivity meetings, that document will show right up. Try to move towards a paperless office. It will help you with organization. Obviously, organizing and using folders and files does help a lot. You do need to periodically purge your folders and files as well. Going electronic - going paperless as much as possible - is highly efficient. For me, I'm very old school. I like to read documents holding them in my hand. I like to print things out and file them.

It just makes me feel more comfortable. But you got to get out of your comfort zone. You have to start doing it. And it made me more uncomfortable the more I started go paperless, but like anything else, the more you do, the more comfortable you get. And after you are comfortable, it's just easier that way.

Also, in terms of what you see in front of you everyday affects your productivity... Once again, motivational pics are good. Messy papers are bad. Hanging out with low performing co-workers, low performing friends, is also bad. It has been said that you are the average of the five people you surround yourself with. The five people you are around the most - you are the average of them. If you are hanging out with low-performing people, low-productive people, you are also going to be low productive.

You want to be around and hang around people that inspire you - people that are also very, very successful as much as possible. You don't want to hang around with people that are low performers.

Next, stop making excuses. All successful people start in challenging situations. Okay, I have been in many, many challenging situations. Of

course I wished that my parents were ridiculously wealthy so I had all the money in the world to try this business and that business. Of course I wish this, of course I wish that. No excuses. Don't make excuses. Fix the problems. You cannot make money if you are making excuses.

I am going to repeat that. You cannot make money if you are making excuses. The phrase "This is how I work," or "This is how I am," is garbage. It simply takes discipline to create the right habits. You cannot say, "This is simply how I am." And I have said that in the past. That's how I am. I am old school, as I just said. I like printing papers, I like the old way of using Microsoft Outlook for my email.

You have to be willing to change. You cannot make excuses. You cannot say, "This is how I am." Well if this is how you are, then accept that you are not going to achieve peak performance.

You are not going to be productive. You are not going to achieve your goals. If you want to accept that, then unfortunately, be my guest. But the fact that you are listening to this audio tells me that you are a winner, okay? You are a winner. You should be very proud of yourself. You are learning a skill. Improving your productivity is going to improve you, is going to improve your team, your company. Your performance is going to improve your life. You are going to make more money. You are going to achieve more. And because of that, I commend you. I know that you are willing to change. No excuses on your own, and no excuses for those around you. If you try to get someone else to be more productive and they say, "This is how I am," that's garbage. Truly garbage. You probably sense and hear the disgust in my voice, when I hear somebody saying, "This is how I am." That's garbage.

Next, I want you to visualize yourself as being more productive and achieving your goal. I told you that basketball story before about the free throws. Visualization works. Visualize yourself being more productive and achieving your goals. Visualize... look at a business icon. I mentioned Donald Trump before. Richard Branson. I am a big fan of Richard Branson. I've never met with Richard Branson, but I can only imagine that he is one productive guy. And I spend time visualizing - What is he doing? What is he doing right now? He is doing something productive right now. Visualize yourself being productive. Visualize other people - how productive you think they are. Someone you have actually met and how productive they are. It will make you more productive.

Next, in terms of psychological ways to boost your productivity. Give yourself rewards. After I finish this audio, I don't like audios because I lose my voice. I'm drinking a lot of tea here. After this audio is complete, I have a nice chocolate bar that I have a piece of waiting for me because I would have accomplished a task that I wanted to do, but that is a task that required energy. That is a culmination of a lot of work - recording this audio. I am going to give myself a piece of chocolate. You give yourself a chocolate or a cookie, candy bar, a coffee break. Give yourself rewards. It's okay to do that.

Is it okay for every half an hour to get yourself chocolate? No. But you have to-do lists. You have action items. When you complete things on your to-do lists / on your action items that are big things that you are proud of, celebrate them. That is a good thing. You want to look forward to completing things. Whenever I complete a new course - my video courses - there is a prize waiting for me that I am going to treat myself to that. I'm going to reward myself. I want you to reward yourself.

Next, take care of the annoying hard stuff. The hard things - take care of them first. I talked about your peak performance times when scheduling your daily schedule, your agenda for the day. I talked about doing things that are... that require the most the concentration – do those during your peak performance times. I also want you to do something that we call “eating the frog first” - another Mark Twain quote. I guess Mark Twain in addition to being a great writer was a productivity and time management expert. Mark Twain said, “Eat a live frog every morning and nothing worse will happen to you for rest of the day.”

Get the bad stuff over with. It will take less time if you do these things first. It will reduce the amount of time during which you experience bad energy. I mean, if you have something that you are dreading to do... First off, if you don't have a to-do list, or you have a to-do list but you haven't schedules your day and you know that today, you have to do an employee performance review with somebody that you don't really like, or that you have to fire somebody - something that you are dreading doing – it's just going to linger on all day. You're going to have terrible negative energy leading up to it. You are not going to get your other tasks done as well. You'll be totally unproductive.

Get it done. Do it the first thing. It's negative. You are miserable doing it. I can't sugar coat it. It's going to be miserable. Get it done first. Eat the frog first. Give yourself some chocolate. Give yourself a coffee break. Give yourself a reward and you are done with it, and you move on.

So take care of the annoying, hard stuff first. If you've got to prospect, make 50 cold calls. Do it first. Get it done with, and then you can be more

productive for the rest of the day.

Next, you must accept the following. This to me was very, very hard to accept. You must accept the following phrase. You will never catch up or complete all the items on your overall to-do list. You will never complete everything.

If I was able to complete everything, I would have read every magazine I ever received cover to cover. I would have read every advertisement in that magazine. I would have done a whole bunch of things that there simply is no time for, or if I made time for, I would have gotten rid of those priorities - those 20% of the tasks that I did do that represented 80% of my results. You must prioritize and do the important things. You must periodically purge things off your big overall to-do list and don't worry about them. Particularly, those things that won't have a significant potential consequence of you not doing.

A great story here is when I went from using Microsoft Outlook for my email to using Gmail. I had this to-deal-with folder that I had for sometime. And I was not, I told you, that you need to purge your to-deal-with folder every night. You need to take your to-deal-with folder and you need to push it on to your over all to-do list and also on to your - If it's important enough - to your weekly and your daily to-do list. And I have this big, to deal-with folder in Microsoft Outlook that are all these things. I remember some things that are over a year old. I made the switch over from Outlook to Gmail and I told myself that, you know, I have to keep opening Outlook to keep looking at my to-deal-with folder because I have all these things that I have to deal with dating back over a year. It has been now, over one year since I made the switch from Outlook to Gmail. Those 40 items that were sitting in my

Outlook to-deal-with folder are still in my Outlook to deal with folder.

I can't even really access them now because I've changed computers since then. Now these are 40 things that I had on my to-deal-with list, but they technically should have been in my overall to-do list. These are the 40 things that I had a year ago, some of which are two plus years old, that I didn't ever do. And look at me now. Did my life end? Did I go bankrupt? Did my company go bankrupt? No. You need to periodically purge things off your todo list and accept that you are not going to have time to do them - that they are not priorities. Am I saying that reviewing your marketing plan is not a priority? No. That is essential. There are certain things like reading, you know, last month's version of this magazine, or reading this newsletter which may or may not be good. It just needs to be brushed aside. You need to prioritize whether it is important or not and do it. But the key thing here is that a lot of things - you need to figure out the things that won't be as significant potential negative consequence if you don't do them and purge them. Remove them from your overall to-do list periodically.

Now, if you see something that... if there is something that you eventually would like to do, it's okay - leave it on your overall to-do list. But realize that it's okay to have things in your overall to-do list that you are not going to accomplish. It is okay. What's not okay is once you go through that list and you create your priorities, what is not okay is not accomplishing your priorities. That's not okay particularly if you are spending time accomplishing your non-priorities. So get your priorities done. Don't worry if there are things that you don't accomplish.

I have more psychological ways that I want to give you to increase your productivity and performance. One is called using positive affirmations. Say,

“I am a highly productive person.” This is like saying your goals out loud. It’s just affirming that you are a productive person saying it out loud. “Hey, I am very effective in completing tasks. I always get my daily to-do items done. I’m very, very productive. After the meetings are done, I always complete the action items quickly. I execute very well.” Just to use these positive affirmations. When you are successful, say it out loud. Be proud of it. You are not being egotistical. You are saying the truth. Positive affirmations. Get yourself in the mindset. Let yourself know it. You are productive. The more you think that you are productive, the more productive you will be.

And then that last thing is modelling. I gave you an example of your favorite business icon. I used Richard Branson. What would Richard Branson do? I ask that sometimes when faced with a couple of priorities and in situations in dealing with my time. What would Richard Branson do? Would Richard Branson accept this incoming cold call? There is no way. There is no way. Would Richard Branson possibly answer a cold call? Yes. He has assistants, but let’s say they stepped out and the phone rang. Would he possibly answer that call? No. Not a chance.

Model after people that you deem to be highly productive that you are really excited to be... people you would like to emulate.