

Summary

Now, I am going to summarize everything we covered. We covered the key points. Once again, you can listen to this audio tape multiple times. You can read the transcript, and I also want you to go through your workbook.

First thing we covered was setting goals. I want you to document your daily, weekly, monthly, quarterly, and annual goals. I want you to document them for yourself and for your company. I want you to make sure that they are specific. I want you to make sure that they have a deadline. Make sure that they are aggressive. They are written in present tense.

Secondly, we discussed the psychological keys to achieving your goals. The key here was posting your three annual goals in a conspicuous space in your office or home and looking at and reading them aloud at least once every single day. You can take it as far as calling somebody in your company by his or her goals.

Next, we cover creating your plan. I discussed that goals are dreams with deadlines. Plans define what needs to be accomplished in order to turn those dreams into reality. Your plans must be documented and they must be smaller steps that are measurable. Key tip was making the first step easy.

Next, we discussed creating your overall to-do list. To-do lists are the individual tasks that allow you to accomplish your plans. I want you to purge everything in your brain into your overall to-do list. It's going to leave your mind free and focused, and allow you to concentrate and achieve all the tasks at hand.

Next, we talked about creating prioritized weekly and daily to-do lists. We

went through the four quadrants. I want you to work on tasks that are in quadrant number two - important but not urgent. This is where the value is. We also talked about the 80-20 rule. I want you to focus on the top 20% of tasks. I want you to think through - what are those 20% of the things that I do that I am great at and only I can do that lead to 80% of the results? Those are the things that I want you to spend more time on and prioritize. We talked about breaking up your key initiatives into small, manageable tasks, and prioritizing them. And finally, we talked about creating your weekly and daily to-do lists.

You prioritize your overall to-do list. Your top priorities are then moved to your weekly to-do list, and then your top priorities get moved to your daily to-do lists.

I also mentioned how critical it is to create your to-do list - your daily and weekly to-do list - ahead of time. That means on Friday, you are creating your weekly to-do list for the next week and Monday's to-do list. On Monday, before you leave on Monday, you are going to block out time to do it. You are going to create Tuesday's to-do list.

The next thing we covered was the critical, critical, critical technique of scheduling every minute of every day and working in time chunks. We discussed how this ensures that you complete your critical tasks and ensures - due to Parkinson's Law - that you are going to work faster and more effectively. It ensures less interruptions. It ensures that all the key things get done because you have scheduled them. Once again, you can schedule things with yourself. Start scheduling meetings with yourself to accomplish important tasks.

Next, we went through eliminating interruptions and time wasters. You need to stop getting interrupted so you can accomplish your tasks and focus. You need to eliminate the got-a-minute culture that you have. You cannot stop for unplanned or unimportant phone calls. You need to have your schedule and stick to your schedule. Don't allow yourself to get interrupted.

Next, we covered email management, which is the number time waster. You need to create email standards within your organization if too many emails are being circulated. You need to explain and deem what is appropriate - what is an appropriate email and what is not an appropriate email. You need to check and reply to your emails in batches. And if one of your employees is replying to everyone of your emails within two seconds, you need to talk to them and have them stop doing that. You need to check and reply to your emails in batches. You will be so much more productive and effective that way. You also need to keep your inbox clean. You do this by filtering noncritical messages and using your to-deal-with folders.

Once again, you are then going to purge your to-deal-with folders and put them on to your overall to-do list.

In the next section, we covered holding effective meetings. The key to effective meetings was making them shorter using agendas, starting on time, and making them highly actionable, meaning, document the result of the meeting and assign the to-dos and assign deadlines. And I did not mention with Basecamp - not only can you very easily document a meeting, but I did mention that you can, after the meeting, assign to-dos. What I did not mention is that you can assign "milestones," which are to-dos with deadlines. You can say Tony is going to do this. He is going to do this by Wednesday, March 18. So really, really cool use of Basecamp.

Next, we discussed delegating as much as possible. You need to stop doing the things that aren't worthy of your time and aren't worthy of the value of your time. If you are worth \$100 an hour, you shouldn't be ordering supplies. You shouldn't be sending faxes. You need to figure out what those things are – what the highest value uses of your time are - and those are the things you do. You need to figure out what things are not worth your time. Those that are not worth your time, you need to delegate effectively. You need to understand and accept that it takes a lot of time to delegate, but that you will reap long-term advantages.

You need to clearly define the tasks and the deliverables. You need to give a deadline. You need to give feedback. And we talked about performance evaluations as well.

Next, we covered psychological tips to boosting your productivity. We talked about having a clean desk with no clutter. We talked about how you should hang out with high performers. We talked about visualizing yourself achieving success. I gave you the Mark Twain's "eat the frog first" quote. Get that nasty hard thing out of the way. Get it over with so you don't waste mental energy on it. Get it over with so you will have a lot of positive energy and get the other to-do items done.

You went through then a series of other productivity enhancing tips. Some of my favorite were improving your skills. Take the time to improve your skills so you are more effective and efficient. Definitely take advantage of any free time, like driving, to listen to those audio tapes. Create systems to handle repetitive tasks. I mentioned the example of employee expense reports. If something takes a lot of time to do over and over again, create a system to

run it.

I went through tools to use. My favorite two are Basecamp, which you can get at BasecampHQ.com. I am a big fan of the Google tools, particularly Gmail, Google Calendar, and Google Desktop. I do understand that if you are tied to an email system with your organization it maybe very challenging to move to Gmail. I would encourage you to try to get your company to do that. If not, you can do everything that I've talked about – or 90% of what we talked about here, without using Gmail. Even if you don't use Gmail, you can use Google Calendar and Google Desktop with Outlook or Yahoo mail or whatever email system you use.

Finally, we went through culture. How do you get your employees to be more productive? That's how you start receiving exponential productivity performance results within your company - if not only you are executing and implementing on these techniques that I've gone through with you, but if your employees start doing it, you start seeing double, triple, quadruple, 30-time, 40-time, massive, massive increases in your employee and your company productivity performance. And you just absolutely destroy your competition. They cannot - your competitors cannot compete with you if you are two times, three times, four times more productive. It is impossible. I don't care if their strategies are better, or care if their products are better, because you'll create better products over time. You will do it faster. You will just destroy your competition. So to get your company, your employees, your whole company more productive - implement the things in this course. Go through this system / this course multiple times. Get you employees to listen to this audio. Get your employees to go through the workbook and start using it.

Get your team to use Basecamp or is a similar system, if there is one, so that everything is as conspicuous and open and transparent as possible. Use weekly, daily goal and to-do meetings and posts. What I am talking about here having face to face meetings or call-in phone meetings, or at least having people post on Basecamp and revealing what your weekly goals are, what your daily goals are, getting them out in the open, having you as the manager reviewing those goals, making sure that you are agree with their goals and priorities, making sure people are accountable for their goals – for their weekly goals, for their daily goals - making sure that they are accomplishing their goals, delegating, saying, “Hey, you have too many items, you have too few,” and working together.

I want to leave you with a great quote by Michael Althsuler, who is a professional sales trainer and motivational speaker. Michael said this: “The bad news is time flies. The good news is you’re the pilot.” Armed with this course, this system, you are now an exceptional pilot that can fly higher and faster and teach and influence those around you to do the same.

Finally, I’ve created a 30-day workbook that accompanies this system. The workbook is going to help you start implementing what you learned in this course and to become an unbelievably productive and successful individual. The workbook doesn’t cover everything. It helps get you started. It helps in creating that 30-day habit that you need to be more successful. It’s mostly focused on getting that calendar schedule. It is absolutely critical. And once you do that, I want you to keep listening to this audio until you are doing all of these things.

Once again, it is not easy. A lot of these things I’ve been doing for years. Over the past two years, I started trying more and more techniques - every technique that I’ve gone through with you are the techniques that I am

using now. And the results speak for themselves. I'm just much, much, much more productive - double, triple, quadruple the productivity that I was generating just two years ago when I felt that I was a very productive person. So stick with the workbook. Listen to the audio as many times as you need to. If something doesn't work for you. That's okay. There should be lot of things here that work for you.

I definitely greatly appreciate and respect the fact that you have invested your time listening to this. I wish you the best of luck. I want you to be as productive and successful as possible. When you are, and when you achieve your goals, all I ask is send me an email and let me know that you have accomplished it. Those are my favorite emails.

Those are the emails - when I go through my 30-minute email batch - I get that email saying that I took the course and look what I have done. Those are the emails that make me smile. Those are the emails that I print out and stick them on the wall. Those that want to inspire me to be more successful. So I appreciate you doing that. Have a great day. Be more productive. Be more successful. You can do it. Make it happen.