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University

TIME MANAGEMENT:
You're Doing It Wrong!

4 Time Management Fails and What to Do About Them, &
5 Brilliant Time Management Rollout Secrets

New ideas for our tech-driven, connected, always-on world!

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Time Management: You're Doing It Wrong!

Everything we've been taught about time management is wrong!

Yes, you read that right. We've been doing it wrong for years. And I believe it's time we get it right and finally *get some stuff done!*

The fact is, the advice given by traditional time management gurus – I call them TTMGs for short – simply does not work. In fact, some of it is really bad. In many cases, their recommendations actually waste time and make you less productive.

The purpose of this e-book is to share an exciting <u>new</u> set of time management concepts and tips designed to save you 15 days a year. I believe that the adoption of these concepts by the world's three billion professionals will lead to life-saving medical breakthroughs, exciting innovation, and more time with the ones we love. Most importantly, these ideas will help you get control of your life and get more done.

So how have we been getting it wrong all this time? We can boil the challenges of traditional time management education into two related problems.

1. **It's Too Complex.** TTMGs tend to create complex, 20+ step, flow-charted systems for processing tasks. The "system" usually involves a deep immersion in a digital task list – usually Outlook or Google Tasks – and getting your inbox to zero every day. The goal

is to achieve time management nirvana which is often depicted in brochures as a Utopian Zen garden of peaceful productive bliss. Most professionals abandon these systems within a week because they find them impractical.

2. **It's Counter-Intuitive.** TTMGs usually focus on the absolute best way to manage time. They ask, "What would be the perfect way to manage a task list or a jammed in-box?" The problem is that the perfect way of doing something requires tremendous focus, change, and concentration. The user never feels comfortable with the elaborate, time-consuming list process touted by most experts.

I take the opposite approach. I believe it's all about quick-hit, easy-to-adopt, *practical* solutions. Here are some of my additional core beliefs:

▶ **Time Management is About Time – Not Lists.** Most TTMGs spend 75% of their class time discussing lists. Are lists really that hard to create? I focus on the tasks and technology that consume the biggest chunk of your day. Things like inbox overload, meetings that go off track, Outlook time-savers, and how to create super-effective messages on a smart phone.

▶ **Time Management Should Be Tech-Driven.** TTMGs spend a lot of time talking about high-level concepts, values, strategies, and goals.

My guess is that you already know your goals and simply need to find the time to reach them. I focus on tech-driven tips that help you cross the important stuff off your task list every day. For example, an Outlook email search technique that makes it easier for you to find a key message from your boss in a flash.

▶ **Time Management Should Never Create More Work.** In many cases, TTMGs increase your workload by recommending elaborate solutions that require (say it with me) ...*time*. I develop solutions that reduce your task load. For example, a rule that auto-routes low priority messages to an email folder. Set it up – and it reduces the amount of email you need to process every day.

▶ **Time Management Should Focus On Reducing Clicks.** While many TTMGs are talking about lists, I'll be showing you a ton of incredibly useful shortcuts. The result is that your work environment becomes more intuitive and easier to navigate. It's all about finding what you need and getting back to work in the fewest number of clicks.

▶ **No Bull!** Many TTMGs add a lot of fluff to their books and classes. I hate fluff. Enough said.

In Part 1 of this e-book, I'll tell you about *4 Big Time Management FAILS* – and what you can do about them. My method is surprisingly easy, no-nonsense, and logical. I think you'll really like them.

Then, in Part 2, I'll share with you *5 Brilliant Time Management Rollout Secrets.* These secrets have helped many organizations rollout successful team efficiency initiatives that save some serious time and increase productivity at all levels.

Let's get started!

PART 1:
4 Big Time Management Fails
(and what you can do about them!)

Time Management Fail #1

Never Focus On
Getting Your Inbox to Zero!

According to the TTMGs, inbox zero is productivity nirvana. Mashable reporter Zoe Fox says that "reaching inbox zero is the Holy Grail of the digital lifestyle."[1]

Wow…*the Holy Grail?*

But wait, there's more. Time Management Expert David Allen, says that "you keep your inbox to zero by dealing with whatever shows up in there as rigorously as you do your answering machine at home." [2]

Huh? Who even has a home answering machine these days?

In the real world, professionals like you and me laugh at the suggestion that one of their biggest goals should be to get their inbox to zero every day by 5PM. In a recent GetControl.net survey, 72% of all professionals indicated that inbox zero would be very difficult or impossible to achieve.[3]

Here are 3 reasons why:

1. **High Volume.** Most of us get more email than we can humanly process. Setting a goal to process, delete, store, forward, reply to, etc. every single message, every single day is stressful and exhausting. It's a lot like adding 25 tasks to your task list every day. Don't do it.

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1   *Five Tricks to Finally Achieve Inbox Zero,* Mashable, 10/10/2013 Zoe Fox
2   *How to Get to Inbox Zero,* GTD.com, 01/14/2010, David Allen
3   *Get Control! University Time Management Study*, Mike Song, 2016

2. **Low Priority Email.** Most email is low priority. Why on earth would someone recommend that you work on all that low priority churn? I would rather process two extremely important emails than file or delete 25 low priority ones. Every professional has an Average Productivity Rating (APR), and filing low priority emails all day long lowers that APR. Paying undue attention to your low priority email (whether to answer it or file it away) simply to become an Inbox Zero Hero doesn't make sense. Do what matters the most! For example: sales people should be selling instead of tidying up their inboxes.

3. **Pending Action.** In the real world, professionals have to manage a lot of emails that are pending. We often are waiting for another person, an event, or some external decision to be made before we can do something with a particular message. The inbox is actually a great place for messages like this – and these things can be pending for days.
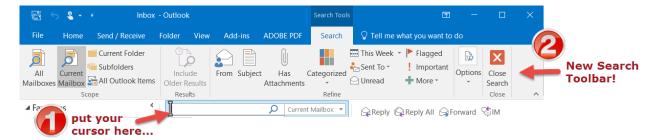
It's solution time. Let's ditch inbox zero and implement four extremely useful inbox strategies.

Solution #1: Search Smarter

All email users constantly search for messages in order to do their job. To me, email is the raw material that we use to produce our work. Remarkably, most email users waste a ton of time because they fail to use the incredible search tools that are built into Outlook or Gmail.

For example, the vast majority of Outlook users are so intent on typing key-words that they miss a glorious, time-saving toolbar. This toolbar, or "ribbon", like a loyal friend, appears every time you search! Yet 90+% of all Outlook users say they've never noticed it! [4]

Try this. Click into your search rectangle in Outlook, but this time – look up at the ribbon over the search bar. Do you see this?

There! That is the incredible, amazing SEARCH Toolbar. Astonishingly, it only appears when you search, so no one notices it!

> Note: The tips in this guide apply to Outlook for PC 2010, 2013, and 2016.
> Our full *Get Control!* University training includes tips for Mac, Mac Out-look, LOTUS and Gmail as well.
> I'll provide a key for additional platforms in version 2.0 of this e-book, coming soon!

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4   *Get Control! University Time Management Study,* Mike Song, 2016

This simple exercise will illustrate how the search toolbar can help zoom right to the message you're looking for so you can get more done. Pretend you need to find a message from your boss with an email attachment.

1. Click into the Search rectangle.

2. Click on the *From:* button and then type the first three letters of your boss's last name. *Voila!* You now see ONLY emails from your boss. If you just typed her name without clicking the From button you would see any email in which your boss's name is mentioned.

3. Now, click on the *Has Attachments* button (a paper clip) and BOOM! Now you will only see email from your boss in which an attachment was sent. Get it? Not so much to wade through. It's so much faster than simply typing keywords.

Note that you can also search for emails you've sent *To:* certain people from your Sent Mail.

If you like this tip, you really should explore our *Get Control!* of Email and *Get Control!* of Search classes at www.getcontrol.net.
You can also email us at info@getcontrol.net for a class brochure.

Solution #2: Reduce Low-Priority Email

Remember the Average Productivity Rating I mentioned earlier? The APR? Your low priority email is eroding your APR — but only if you let it.

Now that you're finding email faster, let's reduce the total amount of low priority email in your inbox every day. We do this by using the simple Rule creation tool in Outlook to auto-route those low priority messages to folders you can check once a month. This should reduce inbox volume by about 20%.

The key is to identify email from low priority, repeat senders and use the simplified rule feature. Think about any low priority, repeat messages like a newsletter or travel rewards updates. Then create an auto-route rule with these 3 quick steps:

1. From your Outlook inbox, highlight an email from a low priority, repeat sender.

2. Click **Rules**, then click **Always Move Messages From** which takes you to your email folders.

3. Select or create a destination email folder and click **OK**. Repeat for all low priority, repeat senders and you will get a lot less email in the future.

Apply this rule on all low-priority, repeat senders over the next few weeks and you'll achieve a 10-20% reduction in email volume.

Solution #3: Disconnect Your Ding

Excuse me?

You know... that annoying DING!

One of the reasons you can't focus is that your email is constantly *dinging* and triggering pop-up messages. Eliminate these nasty distractions and you'll get more high-level work done every day!

1. Go to your Outlook PC Inbox

2. Click on **File > Options > Mail**

3. In the "Message arrival" section, **uncheck** all 4 things boxes (Yup – four things happen every time you sync your email!)

If you have an iPhone, you can touch **Settings and Notifications** to quiet things down. Also, swiping up from the bottom of your iPhone home screen and clicking on the moon icon acts as a "Do Not Disturb" function to protect your focus.

Solution #4: Transform Email Into Scheduled Tasks

Here is a final quick-hit strategy that can help you de-clutter your inbox. Left click and drag any email from your inbox into your Calendar icon within Outlook for PC. This will transform your email message into a calendar item in a flash, allowing you to set a concrete reminder for completing the task requested in the email.

Click to watch this quick video to see this useful tip in action:

Time Management Fail #2

Never Write Down Your Goals!

Our friends the Traditional Time Management Gurus (TTMGs) always say that you should write down your big, wildly important, annual career goals. I tried this and noticed that each year, I failed to consult my master goals after a few months. Out of sight, out of mind. So what's the point?

Writing down your goals is misleading advice. What people really need is a simple, free document that makes it easier to record *and track* your goals. It's also critical to have a simple way to reach your goals in just one mouse click so you can keep them in mind, front and center.

This video explains how to use the goal setting spreadsheet. Click to take a look, and then download your own Top 20 Goal Setting spreadsheet here.

Now take 20 minutes to create your own Top 20 Goal Tracking Spreadsheet. (Didn't download it yet? Click here. Note that this for your personal use and should not be distributed, copied, or forwarded to teams without permission.)

Here are 4 features of this tool:

1. Splits your goals into personal and professional which helps your work/life balance.

2. Sets a global overall mission for the year which helps focus your efforts.

3. Has adjustable drop downs to chart top priority goals and goal completion status.

4. It's simple and can be recycled year after year, as you reach your goals and your priorities change.

Once your Top 20 Goals Sheet is done – click to watch the Zip Zone video below in order to create one-click access to your goals sheet. Click on your Top 20 Goal Tracker once a week and update your progress.

Time Management Fail #3

Never Use a Daily or Digital Task List!

Lists!

The Traditional Time Management Gurus (TTMGs) taught me that productivity is all about lists, and they all had their own twist on creating the perfect list – or *lists*. It wasn't unusual for the first two hours of a time management training day to be focused exclusively on learning a new daily task list system.

The really old-school experts touted a paper planner, and the more progressive ones had developed software that ran in conjunction with Outlook Tasks. The experts suggested creating a variety of different lists and often recommended setting four priority levels for every single task!

I found this exhausting and soon abandoned these systems for these reasons:

1. **Complexity.** The guru wants to describe a highly specialized list process because it makes him feel like he's created something unique, branded, and highly marketable. He wants you to use his approach every day. The problem is that in perfecting his system, he forgets that you have this thing called *your job*. You don't have two hours a day to spend on list management! Can I get an "amen"?

2. **Change.** The guru wants you to invest 15-20 minutes a day carefully crafting your daily task list. He warns that a failure to plan is a plan for

failure. At first, you jump in and create that list every day – even on weekends! But then you notice something. Almost every day a surprise task, problem, or issue arises, causing you to miss half of your carefully planned tasks. When this happens – and it happens almost every day – the time you invested in planning is wasted. Could it be that failure also arises from over-planning?

3. **Task List Aversion Syndrome.** Here's something the gurus don't take into consideration: Your brain loves email and hates your task list. This is because our brains love new information. That's why almost 2 billion people are on FaceBook. It's a cascade of never-ending NEW information. Admit it – you do love your email inbox. You love it because it's like a river, with new stuff floating down toward you all day long. New, New, New. Yum. But your task list is very different. Your task list is kind of like a stagnant pond. It doesn't change unless you change it. Somehow, you find it easy to avoid looking at your task list, so on many days, you create it but almost never consult or modify it, leaving you feeling discouraged and unproductive – not to mention all that wated time and lost productivity! Does this sound familiar?

4. **Digital Demon.** One other critical fact that experts ignore is the mysterious persistence of paper lists. While most time management classes recommend a digital solution, most professionals reject them. 75% of Outlook users don't like Outlook tasks. That's incredible when you think of all the work that Microsoft puts into its Task function. And I'm a huge Microsoft fan. In many cases, when the TTMGs list system fails, professionals revert to good old paper. Could it be that paper is actually the best tool for the job?

Solution: Go Weekly.

Let's trash the daily and digital task lists. From now on, I want you to follow this simple (and by the way, free) process for tasks.

1. On Monday mornings, take a yellow legal pad draw two lines on it, to make three sections as shown.

2. Click and open your Top 20 Goals spreadsheet and look it over for 1 minute.

3. Work Goals: Write down the 15 most important things you need to get done this week in the upper left corner marked A. You will naturally pick things that help you stay on course with your Top 20 Goals.

4. Leave the space marked B open for work tasks that come up during the week. You can also use it as a scratch pad for ideas or just to doodle.

5. In the area marked C, make a list of any personal tasks you need or want to get done. Note that you are splitting up your week-to-week task list with the same simple personal and professional structure you are using on your Top 20 Tracker. They are in harmony with each other.

And easy as that – you just saved yourself 13 days a year by eliminating 313 Daily Task Planning Sessions! You just saved 20 minutes per day x 6 days per week x 52 weeks per year = 13 eight-hour business days.

How does THAT feel?

The final piece of the system is to really embrace the paper, and this is the one area where I diverge from my normal excitement about tech tips. With your To Do lists, I want you to feel the physical paper. Underline, draw arrows, dog ear, doodle, asterisk and have some messy fun!

Draw a frowny face on any task that you hate, or a smiley face on a task that will really help your career. Allow yourself to become emotionally connected to your Task List. The more you touch and interact with your list, the more you will remember what's on it.

Finally, when you cross something off the list, send me a telepathic "Thanks Mike!" message.

Summary: Daily, digital task lists fail for the majority of professionals.

Go weekly. Go paper. Go emotional.

Time Management Fail #4

Never Do It Now!

I interview a lot of graduates from TTMG programs. I always ask them a simple question: "What are you using every day from the time management class you took?" Usually, they say, "Very little, but I do one thing all the time. I work on any new task that I can do in 2 minutes or less!"

The idea of Do It Now, also known as "Touch It Once" and "OHIO" (Only Handle it Once), is that you can prevent tasks from piling up by being proactive and zapping them right away. I have come to despise this rule – even though I half-heartedly taught it for years. Think about the logic:

1. You are doing something important.

2. Then a low priority email arrives. You say to yourself, "I can do that in less than two minutes."

3. You drop the important task and start working on that low priority vendor survey.

4. 30 seconds into the survey – you get an even lower priority email with a task that can be done in less than two minutes.

5. You drop the 2nd task and begin working on task 3.

6. Do I really need to continue this ridiculous scenario?

Of course the solution is to do just the opposite of what the TTMGs are urging you to do. But we love their advice because our brains love NEW, NEW, NEW stuff.

My advice is this:

▶ Never trade an important action for a less important action.

▶ New does not necessarily mean needed.

▶ Always try to complete one task at a time – all the research shows that you get more total things done this way.

A New Time Management Solution

In summary, TTMGs — for a variety of reasons — have been offering extremely complicated, counterintuitive solutions for years. Many of these solutions are at odds with the real world and the way our human brains function.

It's time for a more practical and tech-driven set of time management principles to emerge.

Get Control! University *(GCU)* classes are perfect for individual or team training. GCU is a virtual, time management learning center featuring ten quick productivity classes in multiple, flexible formats.

Learn all about ***Get Control!* University** here!

If you would like team training info, I recommend emailing us at info@getcontrol.net for team rates in order to save money.

In Part 2 of this book, I share with you 5 insights into implementing a highly successful Time Management program (actually, I prefer to call it a "Team Efficiency" program — and you'll see why) with your team or organization. Some of these tips might surprise you, so keep reading!

PART 2:
5 Brilliant Time Management
Rollout Secrets

Introduction

Getting a
Team Efficiency Initiative Started

How would you like to embark on the highest ROI training initiative that exists? Introducing **Get Control!** **University** time management training project for your team or organization. No other training experience can deliver this much ROI to so many people. If properly executed, a productivity initiative can deliver:

► 15 days in saved time per year per participant.

► Organized, prioritized employees who get 15% more done each week.

► Increased revenue from sales people no longer struggling with "admin burden".

► Improved communication that leads to better execution and results.

► Reduced liability costs via improved email etiquette.

► Energized, motivated, and more fulfilled employees.

A productivity initiative is also a huge opportunity for you. It's very gratifying when excited colleagues who are suddenly taking their careers to the next level thank you over and over again for making this training possible. It feels great! And guess what – your executives will also be thrilled. They're struggling with an age-old challenge: How can we do more with less? By boosting productivity,

you're giving them exactly what they crave: a lasting, competitive advantage that doesn't require a huge capital investment. In other words, you can improve your organization's bottom line by lowering costs, increasing sales, and boosting output. *And that feels terrific!*

How do I know this? I've rolled out hundreds of large-scale initiatives for organizations including Novartis, Capital One, Mercedes, and McDonalds. One more important thing: It's very easy to mess up a time management training initiative. Ineffective training often includes pathetically obvious content that's easily forgotten, and is easily dismissed as a waste of time by attendees.

So read this next section carefully and call or write if you need help, or if you'd like a free web demo.

1-888-340-3598 – info@getcontrol.net.

We guarantee our work.

Keep It Short, Focused, and Unlimited

First, let's dump the fluff. The days of 8+ hour training sessions, reviewing "values", watching motivational movies and dropping pebbles into a jar are gone. I'm not saying those things are necessarily bad, but I am saying that today's workers are overloaded and tune out quickly. The most successful training experiences are compact and available in multiple formats. For example, at *Get Control!* University we offer 2-minute videos, 20-minute e-learning modules, one0hour live and recorded webinars, and live 90-minute seminars.
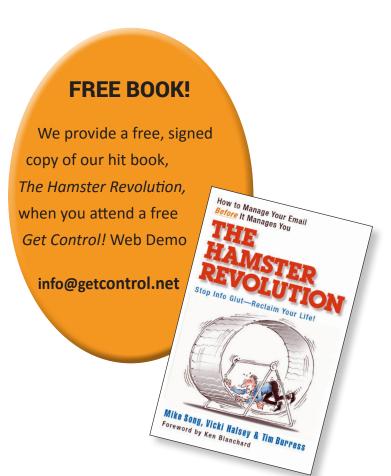
It's critical to focus on the most important pain points your people are experiencing. To help with this, I co-wrote a white paper called *Wounded Workflow* – based on 50,000 professional surveys – that clearly describes the 4 most frustrating productivity barriers.

We can also help you diagnose your organization's unique pain points via a *Get Control!* Impact Workflow Assessment. You can request the free white paper and assessment by emailing me at info@getcontrol.net.

> **Important Tip:**
> Avoid the impractical. How many times have you attended or reviewed a time management course that focused on a series of mythological best practices that busy participants will never use in the real world? The focus in such courses is misplaced and impractical.

For example, they might push irrelevant advice for getting your inbox to zero every day by 5PM. Ask a roomful of your colleagues if getting their inbox to zero is more important than completing a high priority project. Busy professionals are much more interested in techniques that decrease incoming email in the first place and help them get organized and prioritized – so they can get more done.

FREE BOOK!

We provide a free, signed copy of our hit book, *The Hamster Revolution,* when you attend a free *Get Control!* Web Demo

info@getcontrol.net

How to Manage Your Email *Before* It Manages You

THE HAMSTER REVOLUTION

Stop Info Glut—Reclaim Your Life!

Mike Song, Vicki Halsey & Tim Burress
Foreword by Ken Blanchard

Access to the classes should be unlimited and available 24-7. We developed *Get Control!* **University** as a suite of e-learning, webinars, recorded webinars, and quick hit videos that can be accessed anytime by anyone in your organization at one low annual fee. This makes it easy to get your entire organization on board and participating in the productivity gains.

Brilliant Secret #2

Don't Get Personal!

Don't refer to your initiative as "Personal Productivity Training". The greatest ROI comes when many people adopt a small number of high-impact best practices. From now on, think of this as team efficiency training.

"Personal training" sounds like an optional dinner buffet: Come and grab what catches your eye…but don't worry about anyone else. When everyone does things differently, real impact won't be significant or measurable. Instead, keep all stakeholders focused on the following important insights:

► Productivity is lost through ineffective team interaction (focusing on the wrong priorities, poorly written email, lost info on shared drives, unprepared meeting participants, etc.).

► One inefficient person on a team can slow the entire team down! If Andy writes long-winded messages, everyone suffers.

The biggest loser is a leader who doesn't know how to coach productivity. The result is a team that falls behind on projects, misses opportunities, and frequently miscommunicates. That's why we include our breakthrough class for leaders – Leadership Thru Technology – in the *Get Control!* University Package.

Think "We" vs. "Me". Plan your initiative in the "team training" category and find leader champions who are ambitious and results oriented. They'll motivate their people to attend because they see a better way for everyone to work.

Finally, if your pilot is a smash hit, a team-based program will be easy to scale to the rest of the organization via GCUs amazing digital content.

Think big. Think team.

Brilliant Secret #3

Measure Twice!

Measuring the success of productivity initiatives is critical. If you want to have large-scale impact you'll need to know how much time and money is saved. We've developed a series of easy-to-implement tools that measure your ROI with great precision.

The key is to measure twice – two weeks before and two weeks after training. (Immediate post-session survey results, aka "Happy Sheets", are recommended only as a way to get a general sense of how the training was received.) If the training is excellent, the results will demonstrate tremendous savings via real world adoption. We typically receive a rating of 75% Excellent on two-week post training follow up surveys.

If you ask the wrong questions you won't have a useful pre-to-post comparison after the program is done. Design your tool with statisticians who understand how to create statistically valid results. Also work with IT to show reductions in server cost via a TCO (Total Cost of Ownership) analysis. This yields hard dollar savings. We would be happy to assist you with impact measurement. Email me if you need help: info@getcontrol.net

Participants in *Get Control!* Seminars achieve concrete measurable results, including an over 20% reduction in time spent on email and an average improvement in quality and clarity of email of more than 35%. Choose your goals carefully and always aim high.

Brilliant Secret #4

Make It Last

If people change their behavior for a month or two then return to their old habits, then guess what: you've just launched an initiative that wasted a lot of time and resources! Lasting results are generated by baking three essential elements into your time management training initiative.

First, you have to make it so dynamic that it causes a buzz to occur within your organization. The key is to motivate participants to share insights with others after training. People are much more likely to remember what they've learned if they teach it to someone else.

Next, you need to have a way of convincing leaders to emulate all the behaviors in the workshop. If they become efficient with priorities, email, and meetings they will inspire and teach their teams. Running a leadership focus group can help you gain buy in before and after the program.

Finally, remember that repetition is the only way for training to become part of your culture. That's why we offer unlimited 24-7 access to all of our *Get Control!* Quick-Hit Videos, Recorded Webinars, and E-Learning.

Call us if you don't have time to create a truly lasting program. We have all of the content for leader focus groups, refresher webinars, and sustainability movies built to perfection.

1-888-340-3598 – info@getcontrol.net

Brilliant Secret #5

Use Stellar Content and Trainers

Here is an unfortunate scenario: You're launching your time management program and all of the big executives are there. An internal trainer gets up and begins to share some relatively obvious information. He's telling everyone not to use "Reply All" so much – but he isn't making it memorable, exciting or fun. People are getting bored. The same scenario can play out in webinar or an internally designed e-learning module. Also, its hard to keep up with all the updates that occur in Microsoft, Apple, and Google products.

We often find that the designer or trainer matches two profiles:

1. **The NON-TECH SAVVY TRAINER.** He's a motivational, story-telling, "warm and fuzzy" guy, but he struggles to answer tough tech questions thrown out by the skeptics in the audience. The presentation sounds fluffy and obvious and participants tune out. His pacing is slow and he runs 20 minutes over, eliciting comments from the group that he's "not very organized".

2. **The MEGA-TECH TRAINER.** She knows all the tips and tricks but consistently fails to dramatize content and relate it to the real world. She struggles to connect with the audience and in some cases is a little condescending. The presentation feels like an instructional manual for spreadsheet software. You wince as the CEO falls asleep. You guzzle another cup of coffee and wonder, Why would anyone rave about this?

The key, of course, is to have stellar, time-tested content delivered by a person with both technical (hard) and training (soft) skills. This type of person is rare. It takes us a long time to find them and a long time to perfect their ability to teach *Get Control!* Seminars.

I personally narrate all of GCUs digital training. As you'll read in the About the Author section at the end of this book, I'm a best-selling time management author and world class speaker. My bio can be found [here](#).

Let us know if you'd like a tour of *Get Control!* University's e-learning, webinars, and live seminars. Whatever you decide, make sure that you choose exceptional trainers and class designers or the material will almost certainly fall flat.

Bonus Secret!

Make It Mandatory

I strongly recommend having everyone within an organization attend your team efficiency training program. 98% of participants who attend *Get Control!* Training rate it Excellent (75%) or Good (23%) – regardless of whether the training was mandatory or voluntary!

People who sign up for voluntary training are already your most proactive and efficient colleagues. They've learned from experience that even a small productivity tip can be a big help. I witnessed a similar phenomenon when I worked in the healthcare field. Healthy people showed up most often to get their cholesterol checked! We used to call them The Working Well.
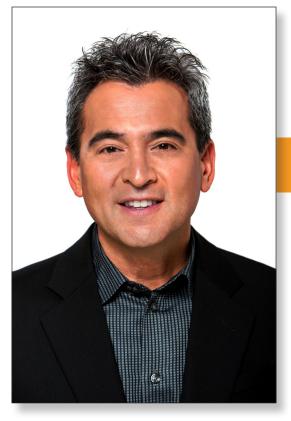
The same is true of productivity initiatives. The people who need it most are often the ones who skip it. After all, they're perpetually disorganized, behind on projects, and out of time! One of my great joys is watching these folks transform from grumbling training prisoners into beaming *Get Control!* Champions who go on to greatly improve their APRs (Average Productivity Ratings). You can't help but smile when they enthusiasti-

cally shake your hand after training and ask, Why didn't someone teach us this five years ago?

If you need support, I can help you convince upper management to compel people to attend. The key is to be confident, show metrics, and passionately defend the idea that this is more than just training – this is an enterprise-wide initiative that will lead to lasting, measurable change and a distinct competitive advantage.

Mike Song has reached millions through his Hamster Revolution productivity books, award winning *Get Control!* Training seminars, and frequent media appearances on CNBC, CNN, and NPR. Participants in Mike's keynote speeches, webinars, and live training programs are guaranteed to save 15 days a year. Visit www.getcontrol.net for more info.

Our Formula: Always seek the simplest, fastest solution that leads to long term, sustained, measurable time savings and productivity gains. Focus first on the tasks and technology that consume the most time. Lists are simple – don't spend a lot of time or energy on them.

Technology features are like robots that often exist on multiple devices. Activating these particular robots is more useful to more people than teaching them abstract time management concepts. Whenever possible, reduce clicks. Eliminate fluff. Never try to save time by prescribing a time consuming method. Place an extremely higher priority on ease of access to the raw materials of work – the digital documents, websites, and email that must be accessed in order to do your job.

I ask, *"What is the easiest and fastest way to get more done?"* In particular, I like to find tech-driven solutions that replace more abstract, impractical time management advice like "always get your inbox to zero".

I do the math. I've surveyed 50,000+ professionals and have quantified an average time savings of 15 days per year per participant for our classes. You or your entire organization can gain unlimited access to our e-learning, webinars, and videos at one low annual rate. Mention this e-book to get an additional discount when you contact us at info@getcontrol.net

Also, I believe that there is a primitive part of our brains that evolved in a very specific way, that must be taken into account when trying to change human behavior. Your brain is survival-driven and out of place in a modern world swamped with technology and non-stop interruptions. You need a solution that is in harmony with that primitive brain. A solution that works in the real work world. Traditional time management training tends to ignore your primitive brain (PB) and the current work environment. As might be expected, this leads to sub-par results.

That's it...*Let's get to the solutions!*

More on Mike Song can be found here.