

P R E S E N T S



## MODULE 4B

### Making High Leverage A Habit

The goal is to work in a way that not only creates great results, but also creates satisfaction and enjoyment for us. We don't need to become robots that just product results, but we also don't need to get swept away by things that give us immediate pleasure and cost us creating results we're proud of and that make a difference in our lives.

The Productivity Ladder is a powerful tool to help you prioritize what are your highest leverage activities. At the top we have high lifetime value, then high dollar per hour, low dollar per hour, and finally zero or negative value.

High lifetime value includes building relationships with people we want to do business with in the future.

Make a list of the things you do on a daily basis that fall into these four zones.

Next, draw 2 overlapping circles. One circle represents your strengths, the other circle is the top 2 levels of the pyramid: high lifetime value and high dollar value.

Where these circles overlap is where you want to spend as much of your time as possible. When you do, you'll maximize your results, and maximize your fulfillment.

Go ahead and write down 2-3 that is in that overlapping space.

Next, if you want to set yourself up for success, it's important that you "clean the grill," just like a restaurant does at the end of the day.

If you don't clean the grill of a restaurant, the grill gets all mucked up, and when you come in in the morning you're not really ready to start cooking.

Cleaning the grill in business means you close up any loose “loops” at the end of the day, so the next morning you can start with a clear head and clean focus.

So work in an area, then when you wrap it up, set it up so the next time you want to work on it, you’re ready to go.

One simple way to clean the grill is to get enough sleep at night. This is a way to clean up your “physical” grill.

### The Four Quadrants of Time Management

In Steven Covey’s bestselling book, *The 7 Habits of Highly Effective People*, he explains how every activity we do during the day can be put into one of four quadrants:

1. URGENT AND IMPORTANT
2. NOT URGENT AND IMPORTANT
3. URGENT AND NOT IMPORTANT
4. NOT URGENT AND NOT IMPORTANT

#### 1. URGENT & IMPORTANT

- Stress
- Burn-out
- Crisis management
- Always putting out fires

#### 2. NOT URGENT & IMPORTANT

- Vision, perspective
- Balance
- Discipline
- Control
- Few crises

#### 3. URGENT & NOT IMPORTANT

- Short term focus
- Crisis management
- Reputation – chameleon character

- See goals and plans as worthless
- Feel victimized, out of control
- Shallow or broken relationships

#### 4. NOT URGENT & NOT IMPORTANT

- Total irresponsibility
- Fired from jobs
- Dependent on others or institutions for basics

#### Here's a Prioritization Exercise:

Write down what you're trying to achieve in your life over the next 10 years. (Most people aren't used to thinking in such large time frames.) Where would you like to be personally and professionally 10 years from now? What are the activities you could do right now that give you the best chance of reaching your 10 year goals?

Look for the activities where your strengths and enjoyment overlap with high lifetime value and high dollar per hour activities.

#### The Two Ingredients of Success

There are really only two ingredients to success. If you are missing an ingredient, or you don't have enough of one, you are bound to fail. On the other hand, if you have both ingredients in abundance, success is practically guaranteed. These two ingredients are:

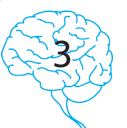
1. Knowing the right things to do
2. Prioritizing those actions and doing them

Sometimes you might know what to do and you might be prioritizing it, but obstacles are getting in the way of achieving results. In this case you need to know what to do in order to overcome the obstacles, and again this boils down to knowing the right things to do.

If you're not successful, then either you don't know what to do or you're not prioritizing it.

People tend to not be very good at prioritizing (e.g. they want to grow their business, but they spend all of their time managing day-to-day operations and no time on growth).

The real issue is not whether or not you have enough time. The real issue is whether or not you are using your time well. Do you know what your true priorities are? If



you don't know, you've got a problem. If you know what your true priorities are, are you living in a way that honours those priorities every day? If not, again, you've got a problem.

Clarifying your priorities sometimes requires being brutally honest with yourself and making some tough choices. It also might take some soul searching, as well as some serious research and study in order to master the best strategies for achieving whatever your particular goal happens to be.

Success sometimes requires that you redesign your life so that you can honor your priorities. Success usually necessitates structures to remind yourself of your priorities in an ongoing, day-to-day way. But first you must clarify what your priorities are.

#### Exercise 1 – My Priorities

Make a short list of your most important 5-10 priorities. You are unique, and your priorities will be unique. So be incredibly honest with yourself about what truly matters to you.

#### Exercise 2 – Priority Objectives

Now, looking over your list of Priorities, create a current primary objective for that area of your life or business. It might be a short term measurable goal, such as increase my current client base to ### by (date), or it might be an ongoing objective such as exercise for at least 30 minutes three times per week.

I am a big fan of weekly planning. I recommend that you schedule a regular day and time each week to take at least 15 minutes to set some objectives for the week and to schedule when you will focus on certain projects. When you do your weekly planning, be sure to have your short list of Priorities and Objectives handy.

Look over the list and make sure you're actually prioritizing those things that are most important in your planning and actions. One of my favorite exercises to do with my coaching clients is a Priorities Wheel. This simple process is always energizing and clarifying. It provides a guiding light and a road map to success.

#### Exercise 3 – Priorities Wheel

1. Choose a goal or vision that you would like to achieve. Write your goal or a statement summarizing your vision at the top of the wheel below.
2. Label this wheel with eight priorities to focus on in order to achieve your vision or goal.
3. Score your sense of satisfaction with each of your priorities on a scale from 0 to 10. For each priority ask yourself, "On a scale of 0-10, how well am I focusing on and implementing this priority?"
4. What would a score of 10 look like for each of your priorities? What actions would you be taking, what results will you be getting, and how would that feel? How will you know when it is a 10? Write down your answers to these questions in the space provided on the next page.
5. Decide what actions you are willing to take in order to move your satisfaction with each of your priorities towards a 10. Write them down. Put them on your to do list or in your calendar.

#### The 80/20 Rule

Have you ever heard of the 80/20 rule? It says that 80% of the results come from 20% of the actions you take, while 20% of results are produced by 80% of the actions you take. If you tracked it for a while, you would probably find this to be true for most of the outcomes you are working on. The mistake most people make is to spend a lot of time doing the 80% that gets only 20% of the results, and they never get around to doing the most important actions. If you do the most important actions first, you will get results faster, and with less effort.

Let's call these important actions (20%) your "high priority actions" and the rest of the actions (80%) your "low priority actions".

You may be spending too much of your time on the low priority actions that don't produce results as efficiently as the top 20% high priority ones. I propose that you take a little time to identify the high priority actions, and then commit to doing them first. If there are obstacles to doing the high priority actions, deal with those obstacles directly. Also, stop doing the low priority actions and don't do any of them until after you've completed the high priority ones.

The exercise below will help you to apply 80/20 rule.  
You can do this exercise in 5-15 minutes, and it might just save you hours, or days, of work!

#### Exercise 4 – Applying the 80/20 Rule

1. Choose a goal or intention. A measurable goal such as “have 50+ clients by June 15<sup>th</sup>” works best, but you can also do this exercise on an intention, such as “to get more clients”. Write down your goal or intention now.
2. Brainstorm a list of all the potential actions you can think of that will lead to achievement of your goal or intention. Include the actions you’ve already been taking, as well as any new ideas. Don’t censor your ideas. Write down everything you can think of. Make a list now.
3. Now, ask yourself, “If I only took 20% of these actions, which ones would likely produce 80% of the results?” Circle each action which fits in the top 20% category. If you don’t know which actions will create the most results, than include some actions that will