

The 10x Productivity Factor

- Productivity is unexpectedly powerful: In most areas of life, the most you can hope to improve things is maybe 10% or 20%, but productivity is one of those incredibly rare areas in life where you can multiply... not 10% or 20%, but 100% or 200%... or even 1,000%.
- In business it's more valuable to work on your product and marketing than almost anything else. Why? Because your product and your marketing form the engine of the economic machine called your BUSINESS. These are worth multiple times, ten times, maybe even a hundred times the value of doing something "ordinary" like checking mail or running errands. It's a big difference - not 10% or 20% more valuable - again, more like 100% to 1000% more valuable.
- You're 10x as productive when you're doing your very highest value activities, in focused, uninterrupted blocks of time. This means that if you just spend 20% of your time doing your highest value work, you can double your productivity.
- Deep Rejuvenation: It's better to completely unplug and relax into "Deep Rejuvenation" - than it is to do most things with your spare or discretionary time.
- Rejuvenation is the FUEL or the basic building block of energetic focus - of the flow state itself.
- No rejuvenation, no energy. No energy, no focus. No focus, no flow... and no productivity.
- If you spend 30 minutes taking a break, doing deep rejuvenation and relaxation, it gives you back your energy and focus for the next couple of hours in your business. It doesn't pay you back 10% or 20% more, it pays you back 100% or 1000% more.
- Task-switching is inefficient, this is why distraction and interruption cost you so much. It takes about 20 minutes to get back to where you were before you were interrupted. If you're interrupted every 20 minutes, you'll end the day having gotten NOTHING productive done.
- Schedule Interruptions: Set up voicemail and email autoresponders that give people the information, and let them know the rules. Don't respond to emails immediately.
Enlightened Multi-Tasking: Do a couple of sessions a day of multi-tasking, but pre-plan them.
- Use the 60-60-30 solution, to work in two blocks of focused, uninterrupted time on your highest value activities, then take a 30 minute break.
- Tip: Use a timer for your focused blocks of high-value work time - it frees your mind.
- Put this sheet of tips up somewhere so you see it at the beginning and end of each day!