

Productivity

Let's talk about productivity at work. There are a lot of people that have great advice on how to be more productive. Right now I want to give you my best tip, especially if you're unhappy with your levels of productivity or you just want to get them to a higher level.

The best thing you could possibly do is give yourself shorter deadlines and more commitments.

Most people's issues with productivity is procrastination. They have too much space. They have too much time between one commitment and the next, so they find themselves on Facebook and on YouTube doing things that simply are not productive.

Don't get me wrong. There's a time and there's a place for entertainment and for down time and for cooling off.

But when you need to deliver and you know that you're not being as productive as you can be and it's costing you money and it's costing you clients or business or whatever you may be dealing with right now, then you know your levels of productivity need to increase.

Increase your commitments. Shorten your deadlines.

If you're accustomed to giving yourself a week to pull off a proposal to a new client, give yourself a day and start getting five proposals out in a week instead of one.

That short deadline will immediately kick you into action. Now you can't think about this thing. Now you can't overanalyze it and start worrying if you're wording it right or not.

You're just going to get this thing done.

Have you ever been in a situation where you have a presentation to give and it's coming down to the wire and now you've got an hour left before you get up on stage or before you deliver your webinar and you're banging away on the keyboard and oh my God, look at all these slides you just created with genius, amazing content.

Well, you probably could have waited until that last hour to do that presentation and spent the previous day doing something else, because you wasted all that time leading up to it.

You know how this works. You've been in this situation a million times. What happens is your mind kicks into high gear because of that pressure.

Now you need to realize that you can create this. You can actually create this type of high-impact, high-intensity productive environment, and it can be happening all of the time.

So shorten your deadlines. Put yourself into situations where you have to deliver four, five, six times a day.

Now see what happens to your level of productivity. See what happens to your mind and to your creativity when you're forced to deliver on an ongoing basis.

Too much time between now and your next deadline? Drop in productivity. Less time, higher productivity.

Better deadlines, shorter deadlines, I guarantee your productivity will increase.