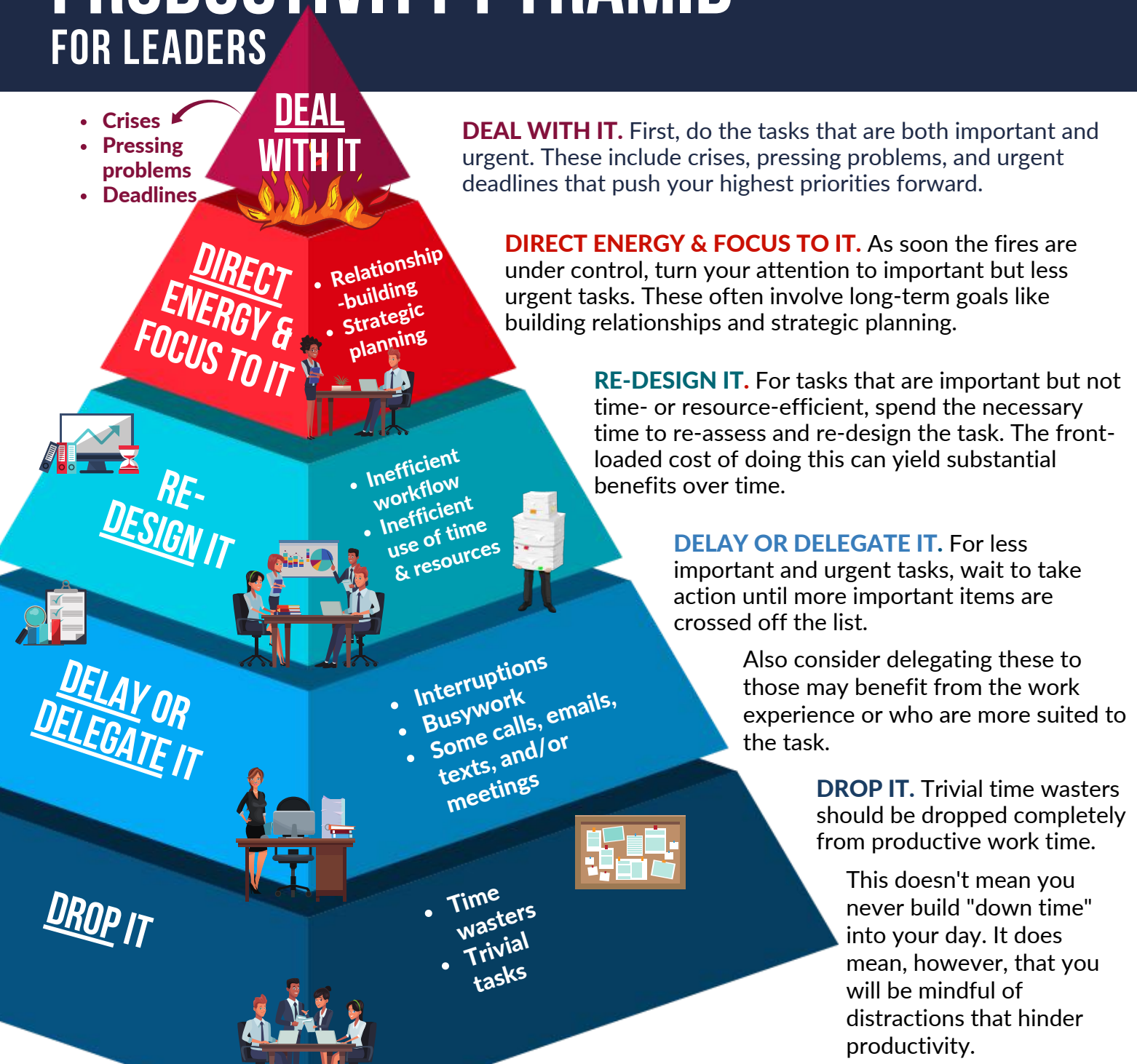


PRODUCTIVITY PYRAMID

FOR LEADERS



DEAL WITH IT. First, do the tasks that are both important and urgent. These include crises, pressing problems, and urgent deadlines that push your highest priorities forward.

DIRECT ENERGY & FOCUS TO IT. As soon the fires are under control, turn your attention to important but less urgent tasks. These often involve long-term goals like building relationships and strategic planning.

RE-DESIGN IT. For tasks that are important but not time- or resource-efficient, spend the necessary time to re-assess and re-design the task. The front-loaded cost of doing this can yield substantial benefits over time.

DELAY OR DELEGATE IT. For less important and urgent tasks, wait to take action until more important items are crossed off the list.

Also consider delegating these to those may benefit from the work experience or who are more suited to the task.

DROP IT. Trivial time wasters should be dropped completely from productive work time.

This doesn't mean you never build "down time" into your day. It does mean, however, that you will be mindful of distractions that hinder productivity.

THOUGHT QUESTIONS:

- What is on your to-do list?
- What are the most important and urgent items to deal with right now?
- What are the projects that you should invest time and energy in for the best long-term ROI?
- What needs to be redesigned about your work life?
- What should be delayed? Delegated to someone else?
- What should be dropped altogether?

**YOU DON'T NEED MORE
TIME IN YOUR DAY.
YOU NEED TO DECIDE.**

- SETH GODIN

