

Top Ten Productivity Pitfalls & How to Avoid Them

Doing 100%: Giving 100% to client service is not doing 100%. Doctors don't take blood pressure, staff does that. Delegate as much non-critical service as possible.

Habits: Out dated habits waste time and money. Periodically examine established practices. Eliminate any that have lost value.

Addition Only: We add to our lists but frequently forget to subtract, causing overload. If something new is important, drop something that's now less important.

Always Available: Being responsive turns into a trap, if we're always available. Rarely do clients need immediate attention. Train staff to manage requests. You can always be interrupted for a true emergency.

Distraction Delirium: New research shows multi-tasking significantly diminishes productivity and quality. Good concentration requires at least 20 minutes of focused time. Build boundaries around email, phone and other interruptions.

Energy Flow: Biorhythms are a fact. People concentrate better at certain times of the day. Schedule workflow around individual energy for highest productivity.

One Size Fits All: Time-management takes personal discipline and a personalized system. There is no one-size-fits-all. Don't waste time forcing a fit. Custom tailor the system to fit you.

Life: Life is filled with disruptions and setbacks are completely normal. Expect them and adapt goals to accommodate reality. Research shows those with *realistic* optimism are the most successful in overcoming obstacles and achieving their goals.

Brand Confusion: Well meaning but exhausted professionals fall into the trap of providing high-end service without the pricing and the resources to sustain it. We don't get fine dining at a fast food joint and there's no dollar menu at 5 star restaurant. Define your brand and structure the business to match.

Should's: Lots of "best practices" provide real value. However, people sometimes do things just because they *should*. Unless it brings real value to you, your business and your clients, don't succumb to *should*.

Comments or Questions? Contact me



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