



Productivity: Are You Productive or Just Busy?

At the end of the day, do you feel:

- A.) Great! You've accomplished the priorities on your to-do list and had another successful day?
- B.) Drained. You scratch your head wondering where the time went and why you haven't tackled anything on your list, even though you were busy all day?

Many of us fall into category B. It's easy to get so caught up in small tasks that we never get around to doing the things that are vital to our businesses. Streamlining your productivity in the office will help you find the time to complete your goals, whether it's to make more money, to grow your business or to spend time with loved ones.

Time Management

How you spend your time can mean the difference between optimal performance and constant struggle. Spend a day tracking your activities to see which tasks are demanding the most of your time. Every 30 minutes, write down what you accomplished during that time. This will help you find ways to restructure your day and enhance productivity.

3 Steps to Better Time Management

1. Manage Your Priorities. Competing priorities are the number one source of stress in the workplace. What is the most important thing you need to focus on today or this week? To help you prioritize your activities, do the following:

- ✓ **Schedule time for evaluation.** Assess the previous week. What would you do differently? What would you do the same? On which activities should you direct most of your energy?
- ✓ **Schedule time to rest and recharge.** Rest is as vital to being productive as action is.
- ✓ **Time block your schedule** to maintain your focus.

5 No "Matter Whats"

1. Manage your time and calendar.
2. Call block your phone.
3. Take at least one day off: two is optimal.
4. Do 15-30 minutes of planning each day.
5. Do 1-2 hours of pro-active business activities per day.

2. Manage Yourself. The key to time management is having the discipline to adhere to a schedule. On a calendar, mark your non-negotiable days off such as holidays, vacations, anniversaries, etc. Use the calendar to help you plan your month, week and day. Set aside time to review and revise your schedule periodically. If you create structure in your schedule and stick to routines, you'll find that you have more free time for the activities you enjoy.

3. Commit to Planning and Structure. Sticking to a schedule takes practice and commitment; however, it will improve your productivity, give you more free time and may reduce stress.



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The E2 Agent:

How to Become Effective & Efficient

E2 agents possess both **Effectiveness** and **Efficiency**, which increases their productivity and enhances their overall businesses.

Effectiveness

Effective agents fill their days with the **right tasks** that drive their businesses. These tasks include listing agreements, loan applications, and contracts; adding clients to their databases and serving the needs of past and current clients. Effective agents are not distracted by less important tasks that may occur throughout the day at the expense of the activities that matter. Discipline, focus and following a schedule are ways to improve your effectiveness.

How would you rate your effectiveness on a scale from 1-10?

(1 is not effective, and 10 is a master of effectiveness): _____

Efficiency

Efficiency entails doing the **right things well**. The right things include the skill set to excel in generating leads, maintain relationships with past and current clients, and completing standard transactional tasks. Further training and personal development are ways to boost your skill set and overall productivity.

How would you rate your efficiency on a scale from 1-10?

(1 is not efficient, and 10 is a master of efficiency): _____

Effectiveness _____ x **Efficiency** _____ = **Productivity** _____

Multiply your effectiveness rating by your efficiency rating to get your productivity score. For example, if you gave yourself a **5 in effectiveness** and a **5 in efficiency**, you're using **25%** of your capabilities.

Build upon your existing platform

Although your natural reaction to your score may be to strive to reach 100% right away, doing so will only lead to **burnout**. Instead, look for areas of improvement, and introduce one change at a time. Tap into your potential, and commit to **CAN I: Constant And Never-ending Improvement**.

7 Ways to Improve Your Personal E2

1. Wake up or go to bed 15 minutes earlier.
2. Establish and stick to routines.
3. Immerse yourself in personal growth and development.
4. Team up with an accountability partner.
5. Synergize with successful people.
6. Exercise for 30 minutes a day.
7. Get all of the support you can.

7 Ways to Improve Your Professional E2

1. Be on time.
2. Commit to tracking your activities.
3. Become the hub of your business network.
4. Do your daily non-negotiables (e.g., write personal notes, network and work the system).
5. Develop the essential skills of communication, listening and negotiation.
6. Be a source of help and inspiration to others.
7. Get and maximize the help of a coach.

