



"I am a great believer in luck, and I find the harder I work, the more I have of it."

Thomas Jefferson

Why We Procrastinate

- No clear deadline
- Inadequate resources (time, money, information, etc.)
- Don't know where to begin
- Task feels overwhelming
- No passion for the task
- Fear of failure or success

Your ability to select your most important task at any given time, and then to start on the task and get it done both quickly and well, will probably have the greatest impact on your success than any other quality or skill you can develop! If you nurture the habit of setting clear priorities and getting important tasks finished first, the majority of your time management issues will simply fade away.

Here are a few ways to get moving on tough tasks.

- ✓ **Delete It.** What are the consequences of not doing the task at all? Consider the 80/20 rule: maybe it doesn't need to be done in the first place.
- ✓ **Delegate It.** If the task is important, ask yourself if it's really something YOU are responsible for doing or if you can pass it on to someone else. Just remember, if you are passing it on, pass on the priority, why it's important, and the timeline. Make sure the person you are delegating the task to has all they need from you. Oh, and make sure they have the skills to do it.
- ✓ **Do it NOW.** Postponing an important task that needs to be done only creates feelings of anxiety and stress. Do it as early as you can.
- ✓ **Ask for Advice.** Asking for help from a trusted mentor, coach or expert is not making you look bad (quiet your ego) –it actually makes you look smarter. He or she can give you some great insight or help you determine where to start and break the task into manageable steps.
- ✓ **Obey the 15 Minute Rule.** To reduce the temptation of procrastination, each actionable step on a project should take no more than 15 minutes to complete.

- ✓ **Have Clear Deadlines.** Assign yourself deadlines for projects and milestones and write down in your day planner or calendar. Make your deadlines know to others who can hold you accountable.
- ✓ **Give Yourself a Reward.** Celebrate the completion of project milestones and reward yourself for getting projects done on time. It will provide you positive reinforcement and motivate you toward your goals. It also helps to create new and better habits.
- ✓ **Remove Distractions.** You need to establish a positive working environment that is conducive to getting your work done. Identify distractions and remove them, now!

Eat That Frog!

“If the first thing you do each morning is eat a live frog, you can go through the day with the satisfaction of knowing that it is probably the worst thing that is going to happen all day.”

Your frog is the task that will have the greatest impact on your goals and the task you are most likely to procrastinate starting.

If you have two important tasks, start with the biggest, hardest and most important one first. Discipline yourself to begin immediately and then persist until the task is complete before you go onto something else. You must resist the temptation to start with the easier task (even if it’s just emotionally easy).



You must remind yourself that one of the most important decisions you make each day is **your choice** of what you do immediately and what you do later or postpone indefinitely.

Finally, *“if you have to eat a live frog, it doesn’t pay to sit and look at it for a long time!”*

The key to reaching high levels of performance and productivity is for you to develop the habit of tackling your major tasks first thing each day. Don’t spend excessive time planning. Develop an outline to eat your frog before you do anything else and don’t spend all your time thinking about it. Don’t confuse activity with productivity.

Ready, Set, GO!

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