

Chapter 1

"Here's some of our thoughts on productive leadership that we found helpful for the CleanPix team over the years. We are happy to share these thoughts with you and hope that you find them useful too!"
- Nelson Vigneault, Co-founder

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So You Want to be More Productive?

Don't we all? Getting more done in less time is the dream for every business owner, team manager, employee... Pretty much anyone who's ever done anything, really. We'd all love to supercharge our levels of productivity, but this is an especially pertinent topic for those in leadership roles. Why? Simply put: you have so much on your plate!

We understand the heavy workload and ever approaching deadlines you operate under on a daily basis. That's why we put together this guide. Over the next few pages, we'll outline a few principles you can use to produce at peak levels more consistently.

By using the following information, you'll have the tools to improve your business or look better and more valuable to upper management. You'll start to become the leader you've always hoped to be and begin truly inspiring the people around you. You may even start meeting goals you previously thought out of reach. That's what increased productivity can do for you.

But before we dive in, let's get one thing out of the way... To truly become a more productive leader you're going to need to put in some extra work and get out of your comfort zone to adopt new habits. It might not be easy, but it will be worth it!

Just remember, there's nothing mystical about productivity and the most productive people don't possess anything you don't have or can't get. They just understand a few important facts about getting things done and they've developed daily processes to aid them.

Let's get started on the path to productive leadership!



Chapter 2

Productivity Is Your Responsibility



The first thing to realize in your mission to become a more productive leader is that it's completely your responsibility. Owning this fact and eliminating any semblance of victim behavior will automatically put you on the path towards greater productivity.

Once you've assumed responsibility for your level of production, take an honest look at yourself and your current work processes. What could you do better? Are there certain habits that suck up all your time? Do you let every little distraction derail you from the most important tasks? Have you been avoiding a certain job that needs to get done?

The Battle Against Procrastination

Procrastination is at the root of many productivity problems. Whether you're procrastinating because your current project is so big you don't know where to start or a certain task just seems so monotonous and boring, eliminating procrastination is paramount.

If the reason for your procrastination is the size of the project looming over you, break it down into bite-size pieces. Big projects are often just multiple smaller projects grouped together. When you realize this, the project won't seem so daunting and you'll be able to move from one step to the next much easier.

For example, crafting the marketing campaign for the summer launch of your company's new product may seem like a mountain of a project. But when broken down into manageable pieces like pinpointing your target audience, writing email sequences and scheduling social media posts, contacting press outlets... The "mountain" become much easier to scale.

What about those monotonous or boring duties? Data entry or paperwork tasks, for example. Have you been pushing off these types of jobs because the thought of them is mind numbing? If so, look for ways to get inspired. Realize that these small, tedious tasks are part of the bigger picture; they're helping you reach company goals and move your business and/or career forward.

Perhaps something as simple as playing music in the background while you complete these tasks will be all you need. We just recommend instrumental music as lyrics can become distracting.

Removing Distractions

Speaking of distractions, you'll never become as productive as you can be until you REMOVE them (at least as much as possible) from your work day. Your smartphone, inbox and social media feeds are the silent assassins of your potentially productive day.

Studies have shown that the human brain can take as long as 25 minutes to refocus once it's been distracted. 25 MINUTES! With this in mind, how can we ever expect to get anything meaningful done when our phones and emails are constantly sending us alerts, and pulling us away from our work?

The solution? Limit the time you spend on your cell phone during work hours. We understand that completely turning off your mobile device probably isn't an option for you. But if you can commit to not checking your notifications for stretches of time, you'll see yourself get more accomplished. Also, consider logging out of your email and social media feeds while doing your most important tasks. Instead, set certain times of the day where you allow yourself to check in. Every tweet and email will still be there when you get back

If you're having trouble mustering the self-control to remove these digital distraction on your own, technology may be the answer. There are many great apps such as Freedom, Focus Booster and RescueTime that help you maintain productivity by turning off notifications for you, blocking certain websites, etc.

Learning to Say No

You need to be willing to say no to certain requests and/or opportunities that don't align with your goals. This is important. As people, whether because of FOMO (Fear Of Missing Out) or not wanting to disappoint someone else, our natural impulse is to say yes to everything. But productive leaders realize that their time is their most valuable asset and that they need to spend it in the most effective ways possible. That means you need to learn to say no.

So productivity is your responsibility. If you want to get more done each day and propel your career forward at a faster rate, realize that the burden rests squarely on your shoulders. By accepting this responsibility, you're already well on your way to reaching your productivity goals!

To read the rest of this ebook, please download it from the CleanPix website:

<https://www.cleanpix.com/>

Thanks!