



5 Choices to Extraordinary Productivity

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Today's Presenter



Kory Kogon is a global productivity practice leader, trust expert, and speaker with FranklinCovey.



The Unfortunate Reality About Time Management

- There are 24 hours in a day
- You can't buy more hours, no matter how much you're willing to pay.
- It just marches on whether we like it or not.
- The only control we have is how we behave, what we do with the hours we have.

What We **Can** Control

- The way we approach our time
- In the age of the “knowledge worker” we are paid to think...
- We must be much more intentional around the decisions we make and minimize distractions

How We Spend Our Time

- Recognize the way the brain works
- Focus our attention on High Value Activities
- Understand energy and its sustainability...both personally and professionally

A Holistic Approach to Managing Your Work and Life

- The 5 Choices Program doesn't look only at work or home
- You evaluate your work/life balance
- And it establishes a framework that transcends/becomes the pillars for the way you live your life at work and home

High-Value Decisions

Focused Attention **High Energy**

8

VALUE CREATED

0

EXTRAORDINARY PRODUCTIVITY

BURIED ALIVE

THE 5 CHOICES™
to extraordinary productivity

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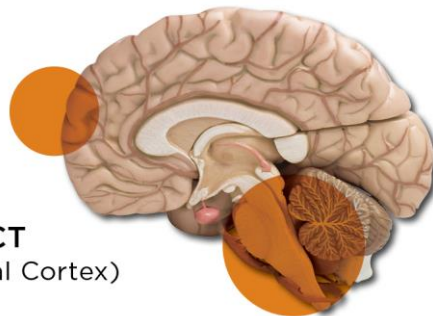
DECISION		ATTENTION		ENERGY
1	2	3	4	5
ACT ON THE IMPORTANT	GO FOR EXTRAORDINARY	SCHEDULE THE BIG ROCKS	RULE YOUR TECHNOLOGY	FUEL YOUR FIRE
DON'T REACT TO THE URGENT	DON'T SETTLE FOR ORDINARY	DON'T SORT GRAVEL	DON'T LET IT RULE YOU	DON'T BURN OUT

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The Role the Brain Plays in Our Approach to Making Decisions and Managing Time

- The brain is made up of proactive and reactive sections.
- The “intentional” part of the brain...the part that allows us to plan is the pre frontal cortex
- Research shows that we can re-wire our brains...that it is inherently elastic.



ACT (Prefrontal Cortex)

- Planning
- Attention
- Self-Control
- Choices
- Follow-Through

REACT (Primitive/ Emotional Brain)

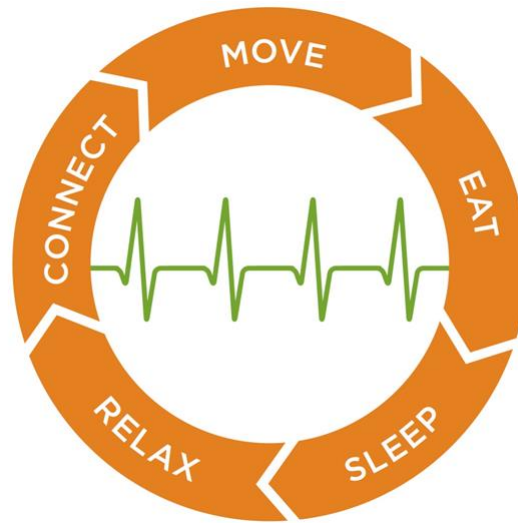
- Reflexes
- Instincts
- Emotions
- Reactions
- Impulses

The Brain cont.

- But to be planful and intentional, to focus on high value decisions and do high quality work....both personally and professionally takes more energy than to react.
- So we need to feed it correctly to get the most out of it
- In doing the research for the 5 Choices, we specifically interviewed renowned neuroscientists on the latest research about brain physiology
- We constructed the “5 Choices” framework to address rewiring the brain to be highly and sustainably productive.

Brains and Behavior Change: What's the Problem?

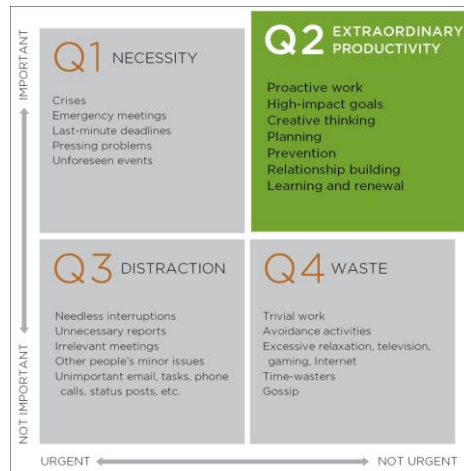
- The brain likes structure and predictability
- Behavior change means re-wiring the brain
- Takes intention for the brain to give up something it knows and is comfortable with for something else.
- It takes work.



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Changing Behavior Structure...Helps



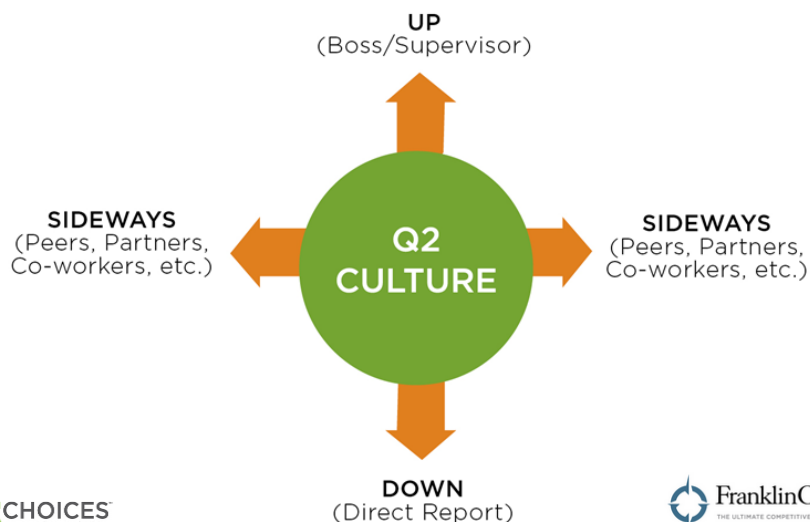
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The Time Matrix: Urgent vs. Important

- Help the brain filter every incoming message
- Can assign it/label it which breaks it down into a more manageable activity
- Allows the brain to make a logical decision about whether it's a high value activity or not
- Helps us move away from lumping important and urgent into the same category which is all too common.

Moving Towards A "Q2 Culture"



Technology...Don't Let it Rule You!

- We are hard wired even from pre-historic times to “react” to novel things, or danger... to first “avoid threat” and to look for reward second.
- This worked well when in “ye olde days”, the sabre tooth tiger came along every once in a while and our minds and bodies had to galvanize to remove the threat.



Technology Cont.

- Today, the same thing is happening with the dings and pings.
- They grab our attention, make us want to react, and our brains have wired up to come to expect and want it.....not only to minimize threat, but to look for reward....feel needed, see what is happening.
- Email, texts...they've become like a pack of cigarettes.
- If we're bored, we reach for our email or see who texted us now.....look for the "stimulus hit".
- The gadgets are just like everything else around behavior change and making the right choices and decisions with how we use our time.
- So ask yourself.....when you are reaching for your gadget...or answering a string of emails. Am I in the right quadrant? Or is this just a useless use of my time.



You'll know the right answer!



Pulling It All Together

- By **being intentional**, making conscious decisions AND using the Time Matrix framework around your technology you can move towards extraordinary productivity on your work and personal life
- By **paying attention** to how your brain reacts to stimuli and by giving it the nourishment in needs for high energy and sustainability, you can maximize
- By **recognizing the pull of technology** and when you reach for your gadget or answer a string of e-mails you can quickly identify if you're working in the right quadrant and redirect your energies if the answer is no.
- Remember...you CANNOT BUY MORE TIME.
- You can only change to way you use the time you have.



The AMA Solution:

The 5 Choices to Extraordinary Productivity

Seminar #2605

- **Choice 1:** Acting on the important instead of reacting to the urgent
- **Choice 2:** Going for extraordinary instead of settling for ordinary
- **Choice 3:** Scheduling the big rocks instead of sorting gravel
- **Choice 4:** Ruling your technology instead of letting it rule you
- **Choice 5:** Fueling your fire instead of burning out

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