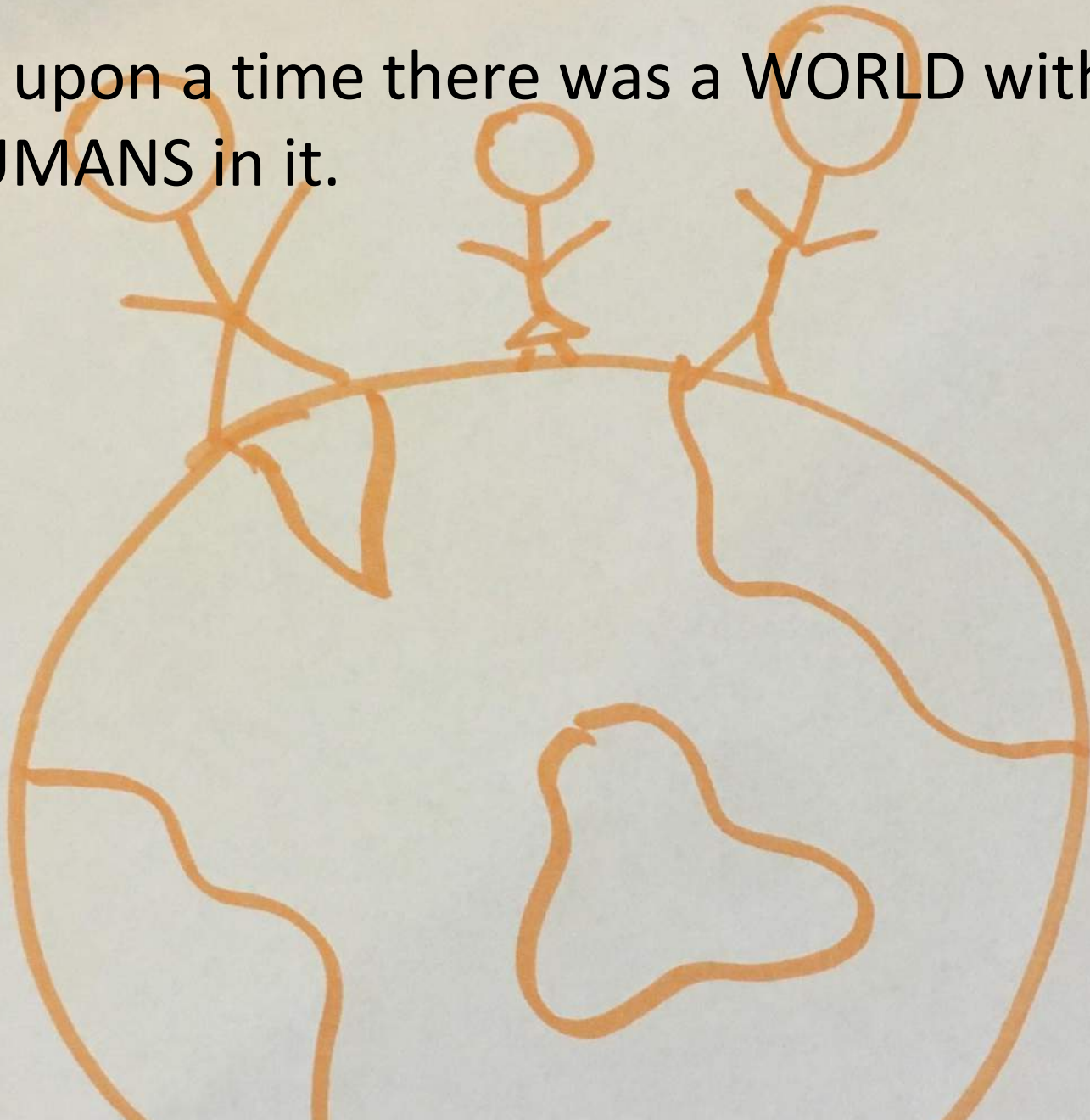


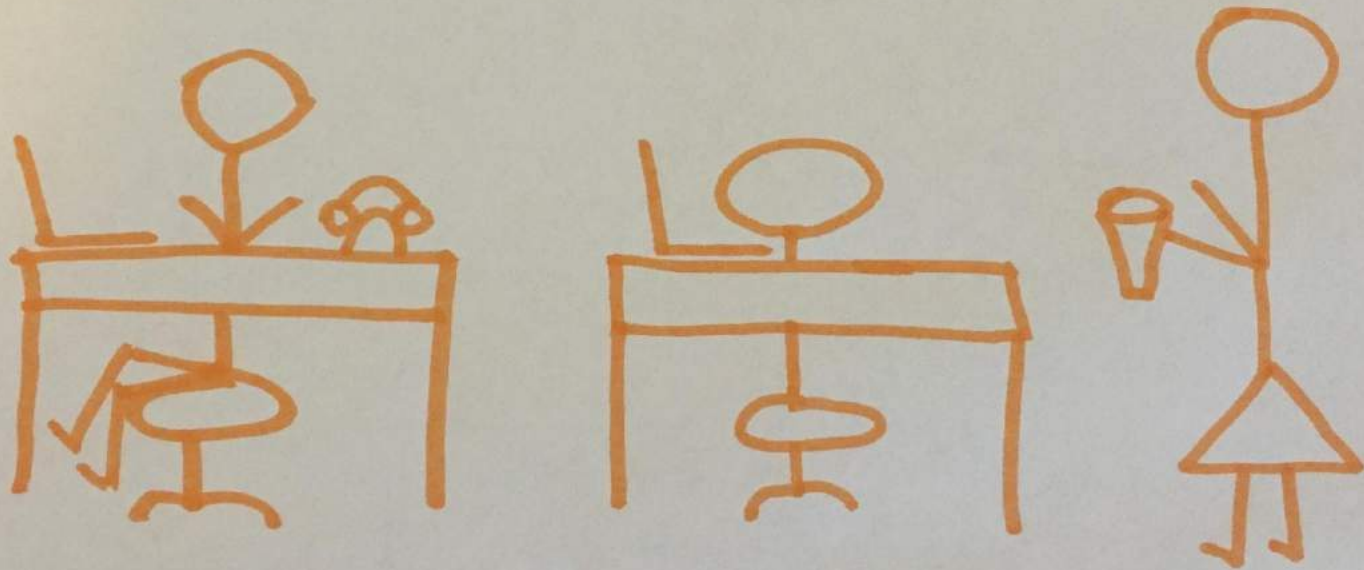
A story about achieving all of your life goals

By using time tracking and other
productivity hacks

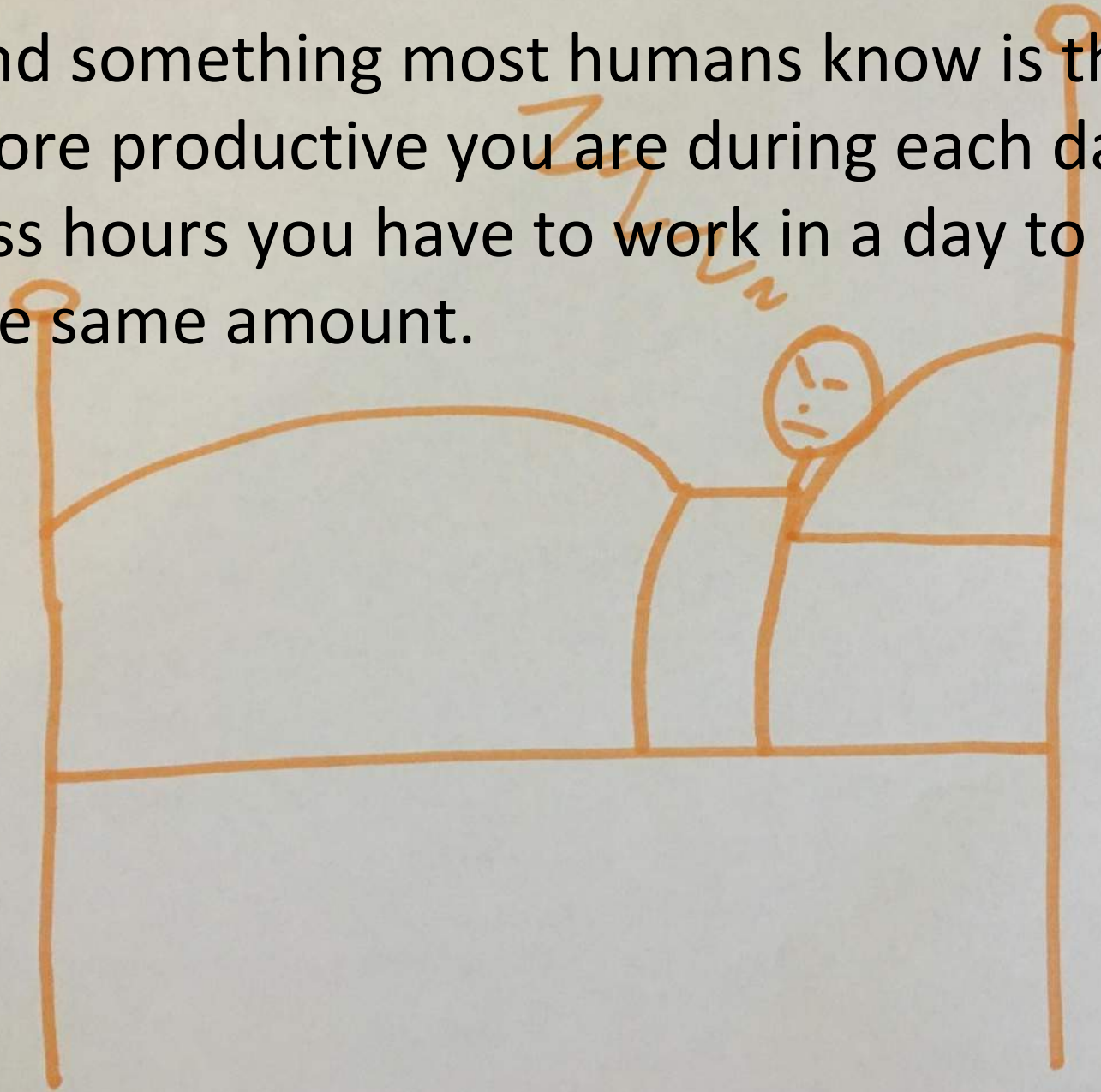
Once upon a time there was a **WORLD** with lots of **HUMANS** in it.



And a lot of those humans had JOBS, where they had a certain amount of things they had to achieve.



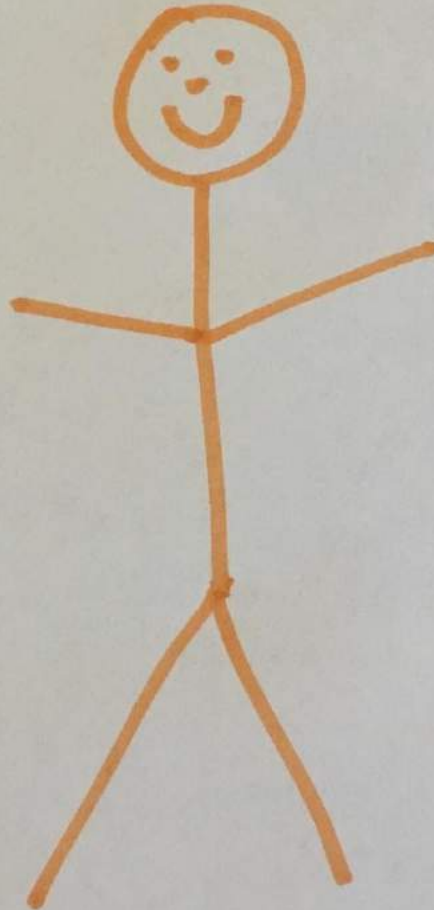
And something most humans know is that the more productive you are during each day, the less hours you have to work in a day to achieve the same amount.



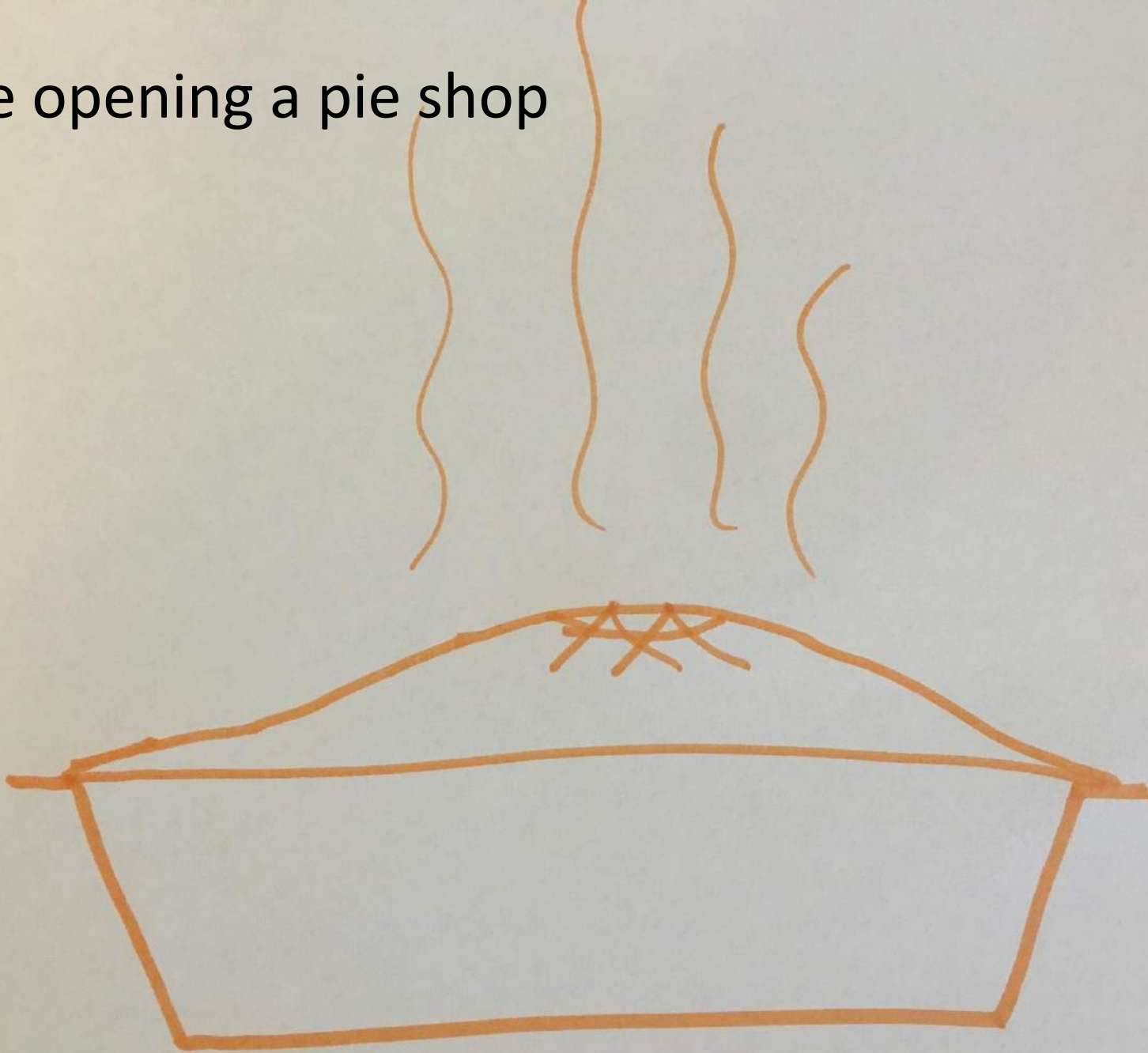
And the humans know that the less hours you have to work in a day, the more hours you have to do other stuff



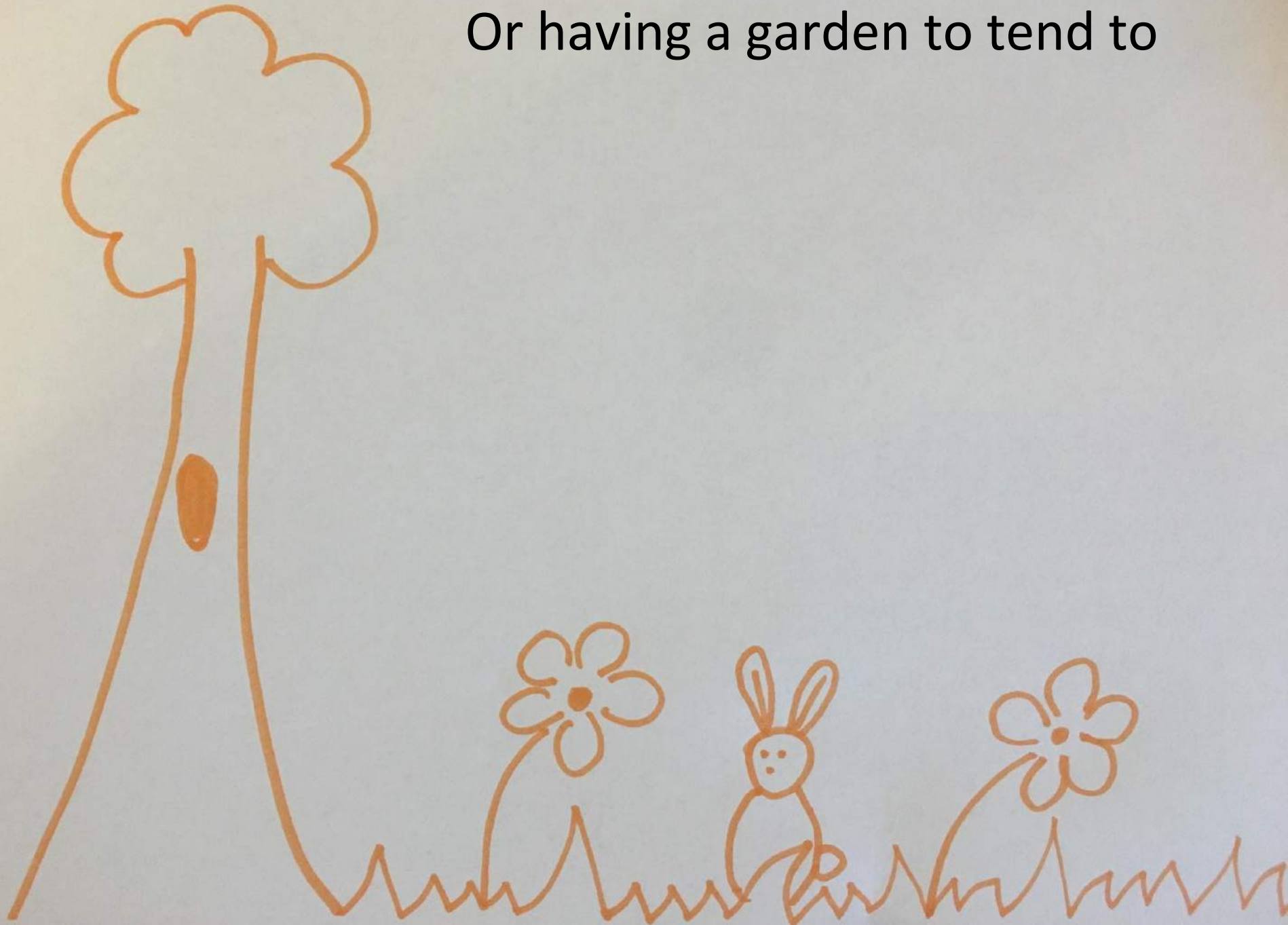
And the more hours you have to do other stuff,
the more hours you can invest in achieving your
life goals



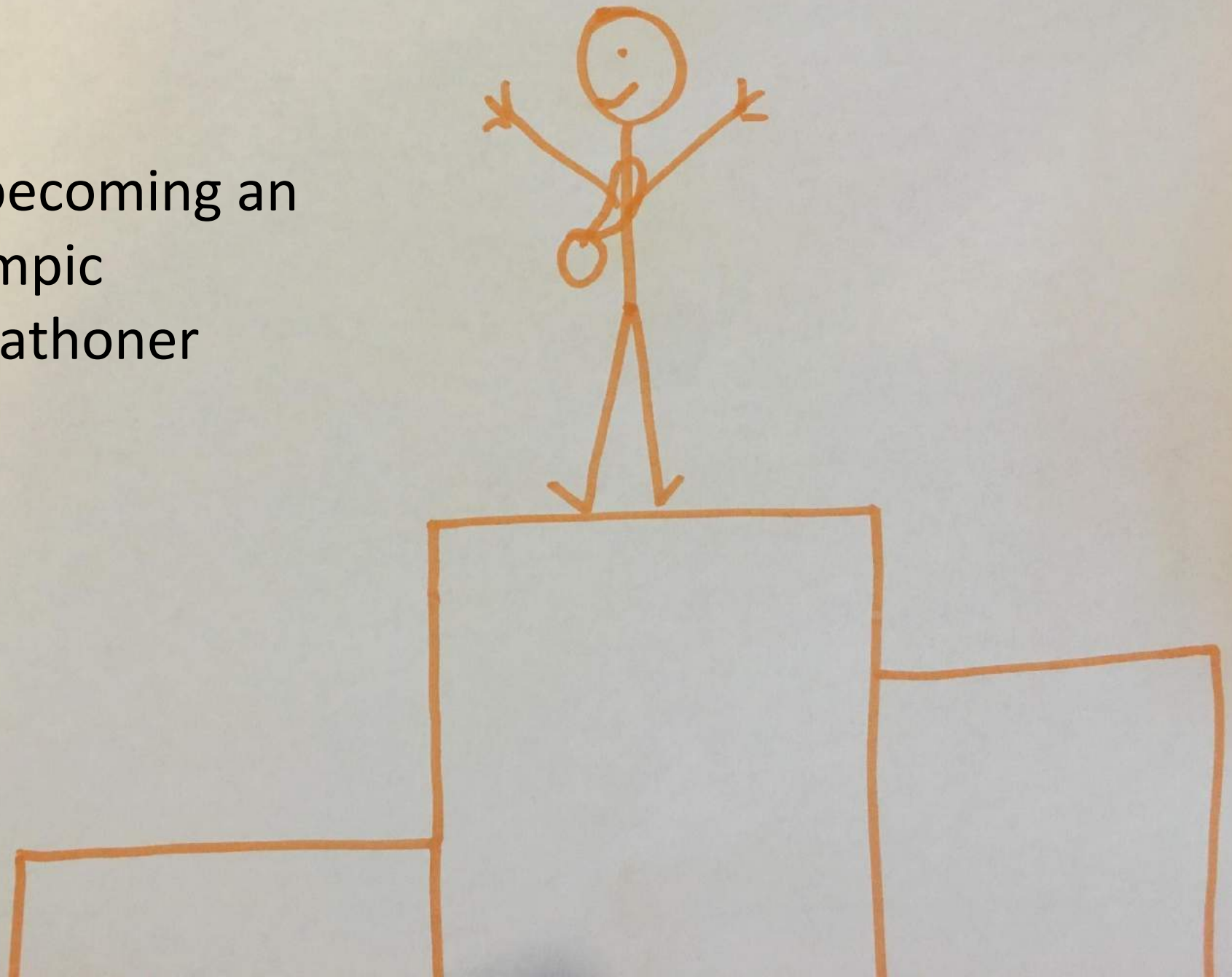
Like opening a pie shop



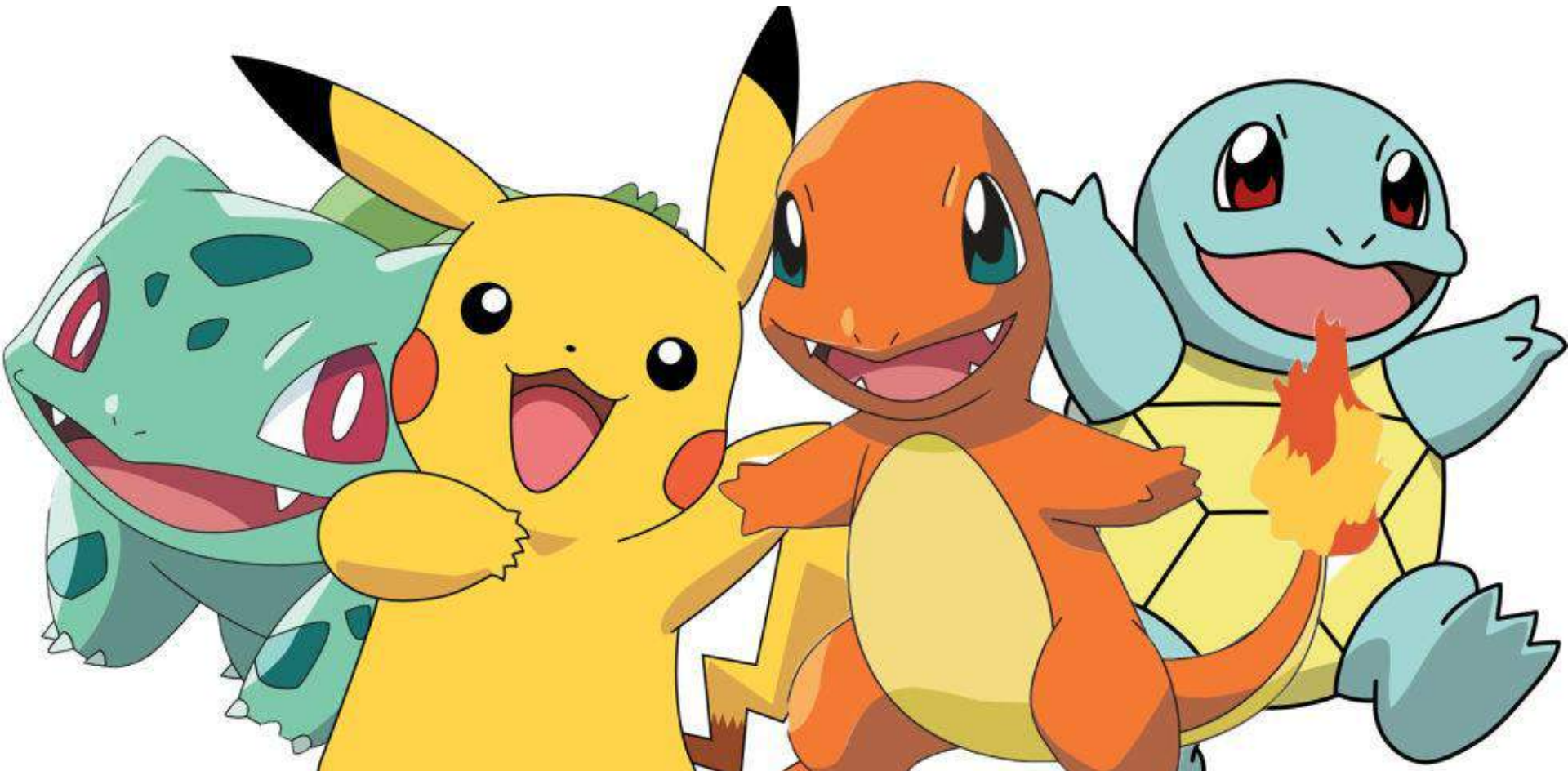
Or having a garden to tend to



Or becoming an
Olympic
marathoner



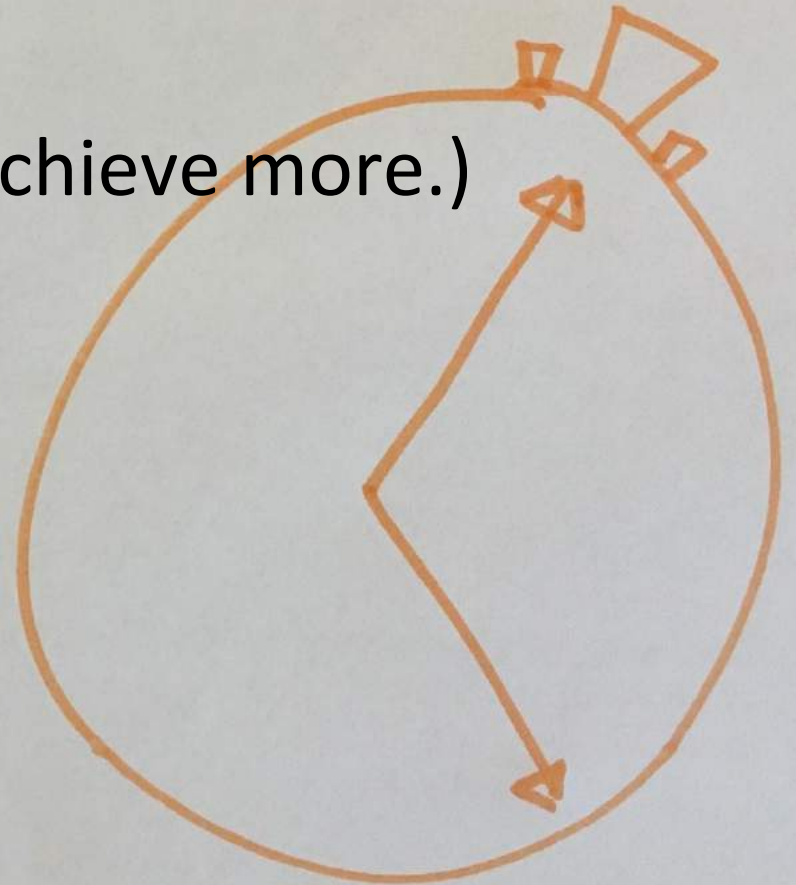
Or catching all the Pokemon, or whatever.

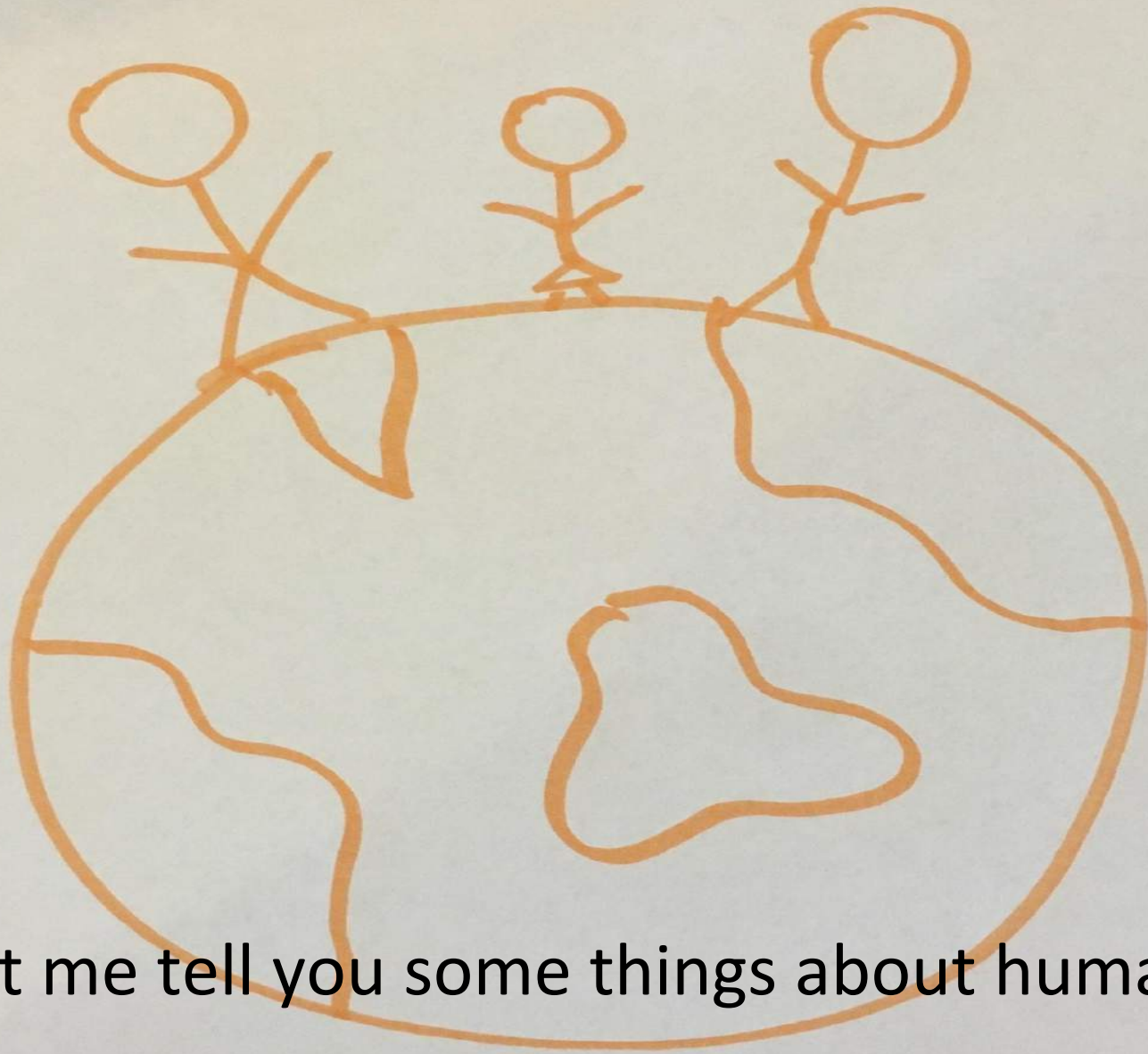


Please Note: Some life ambitions are more attainable than others.

So in order to achieve our life goals, how do we make every working hour the most productive and efficient it can be so that we can work less and play more?

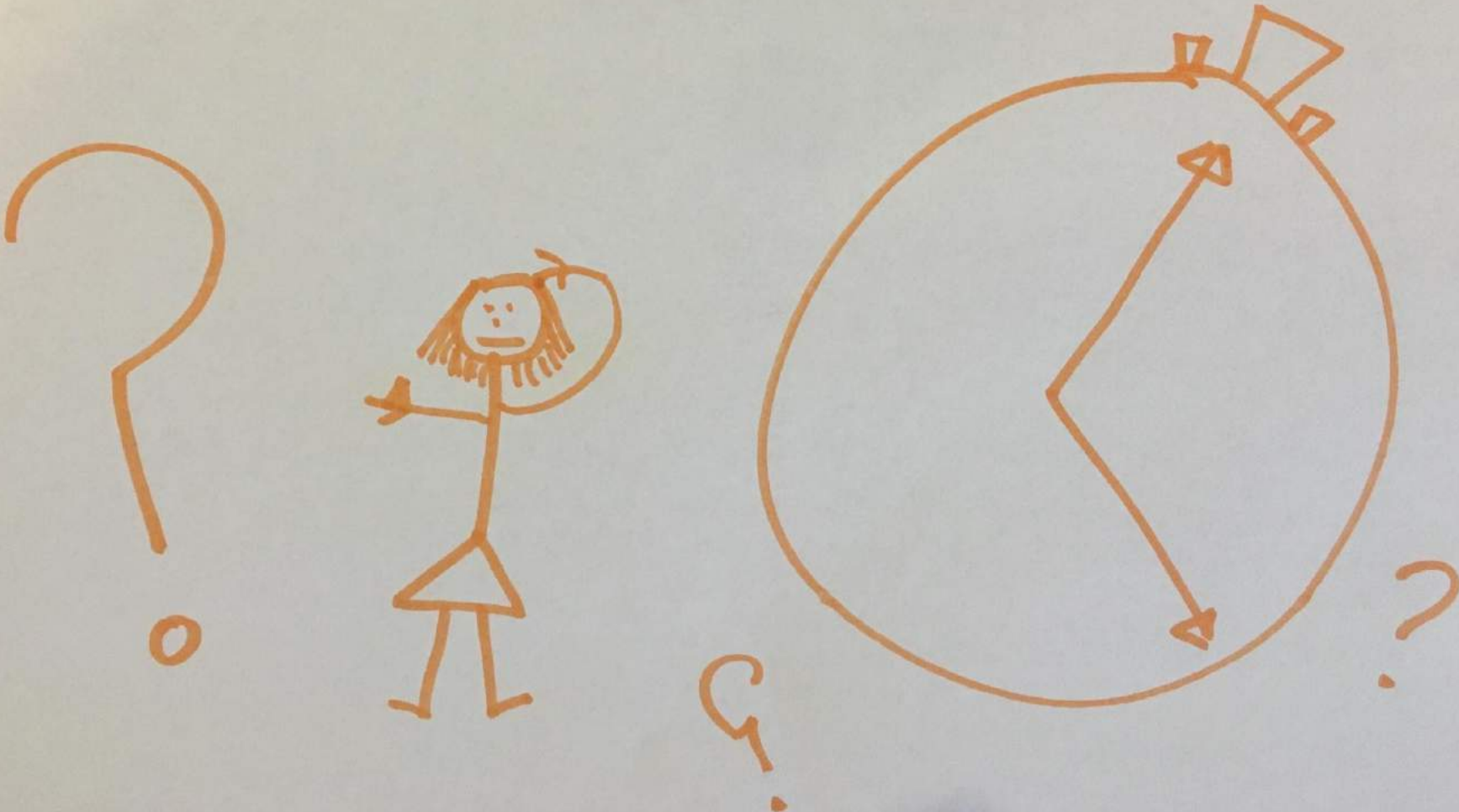
(Or work just as much and achieve more.)



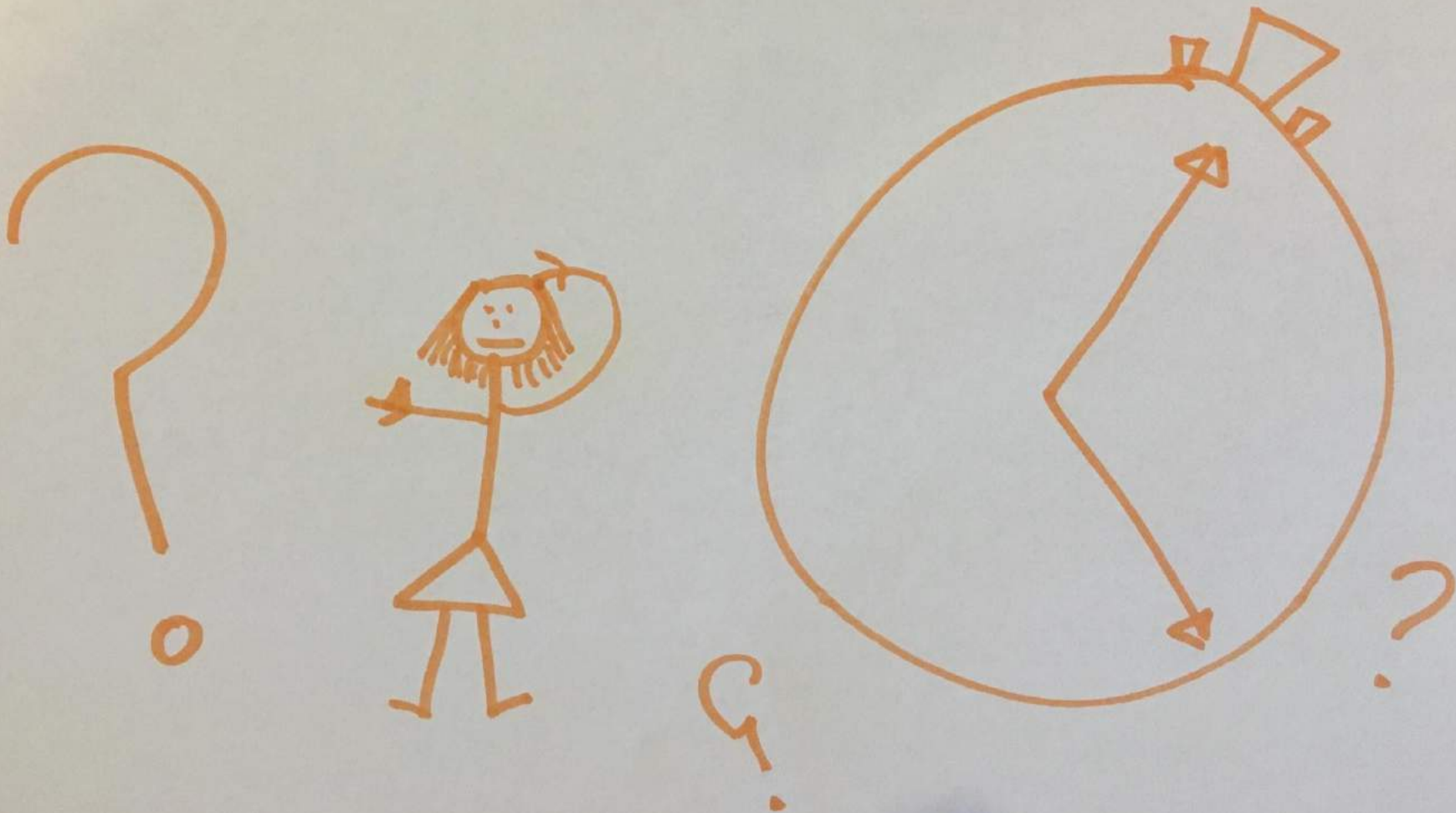


First, let me tell you some things about human beings.

One, humans are terrible at gauging how much they time they spend on things.



This is because our brains *perceive* time instead of *sense* it by piecing together information from a bunch of different parts of our brain.

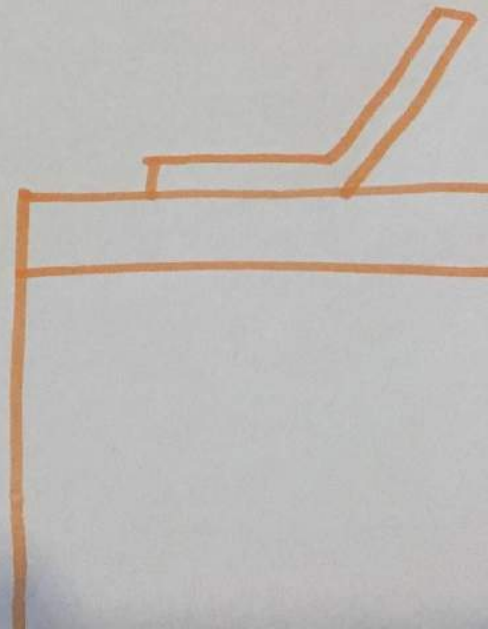
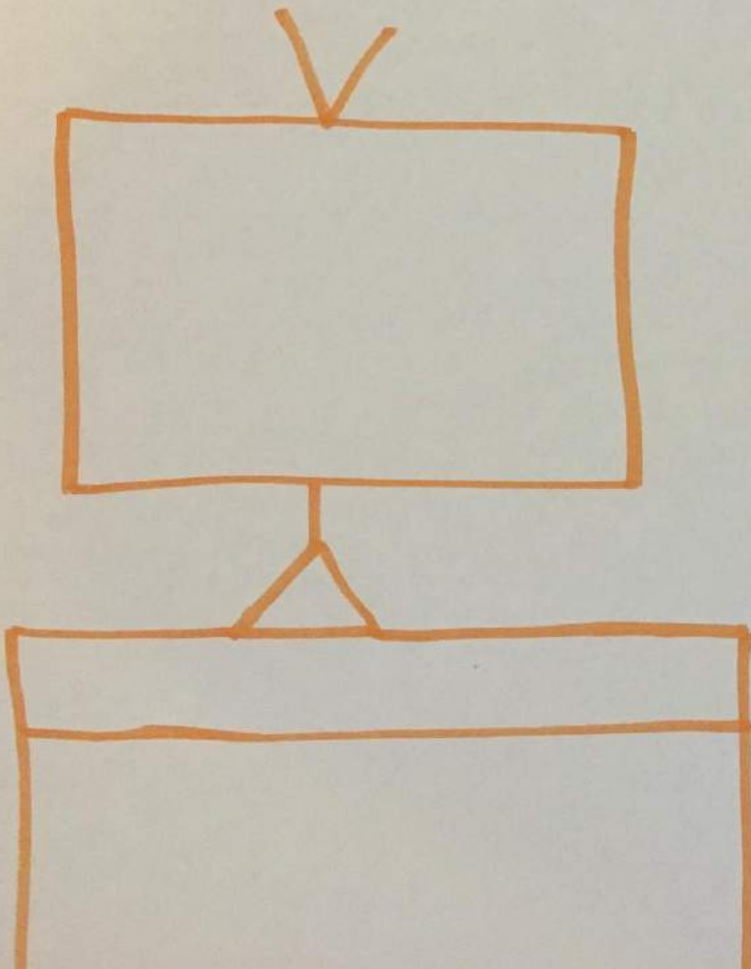


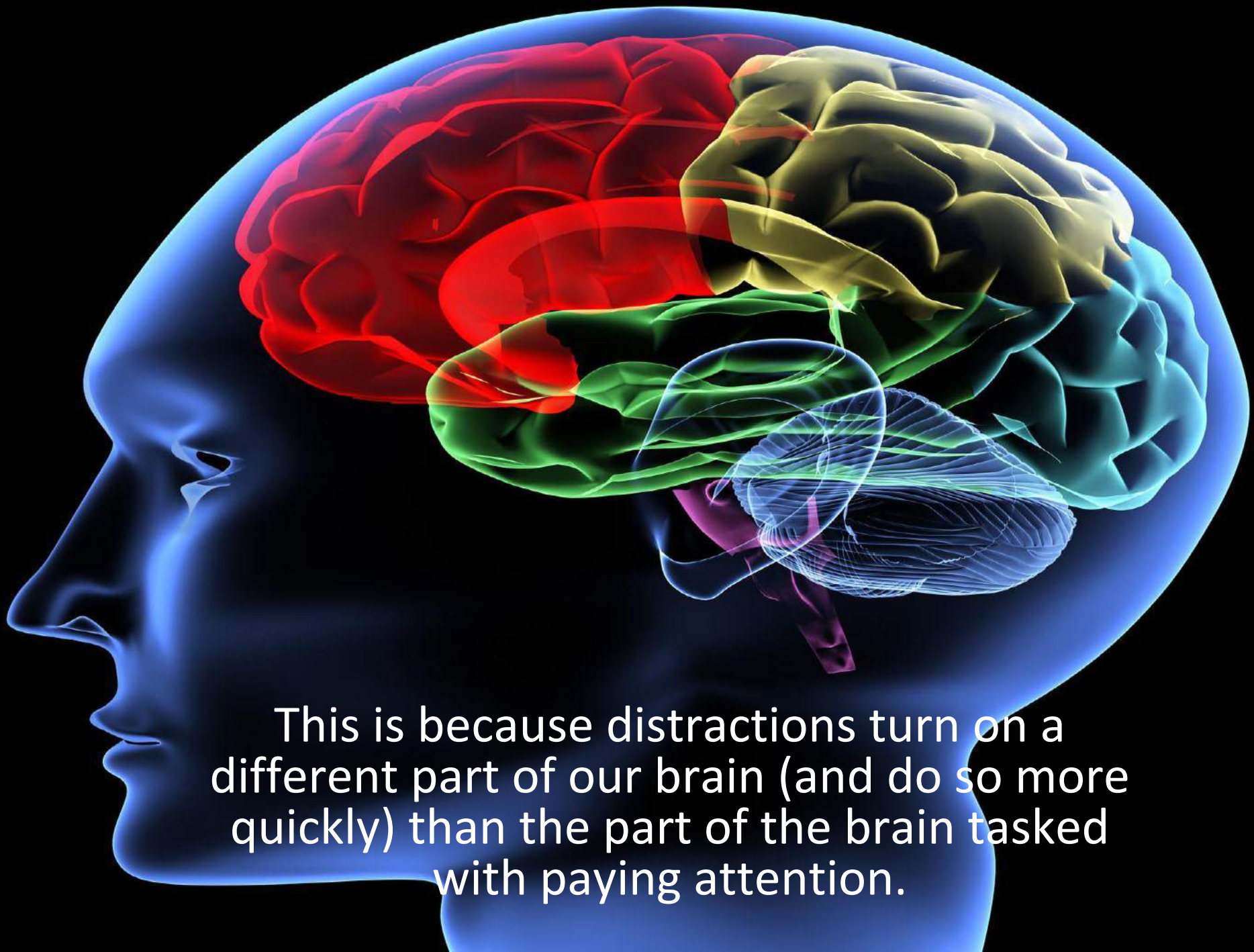
Two, humans are not very good multi-taskers.



We think we are, but research shows we are not actually doing more than one thing at a time and instead flitting between multiple tasks very quickly.

Three, human beings are very easily distracted.





This is because distractions turn on a different part of our brain (and do so more quickly) than the part of the brain tasked with paying attention.

And when you're distracted it takes **25** minutes to get back on track.

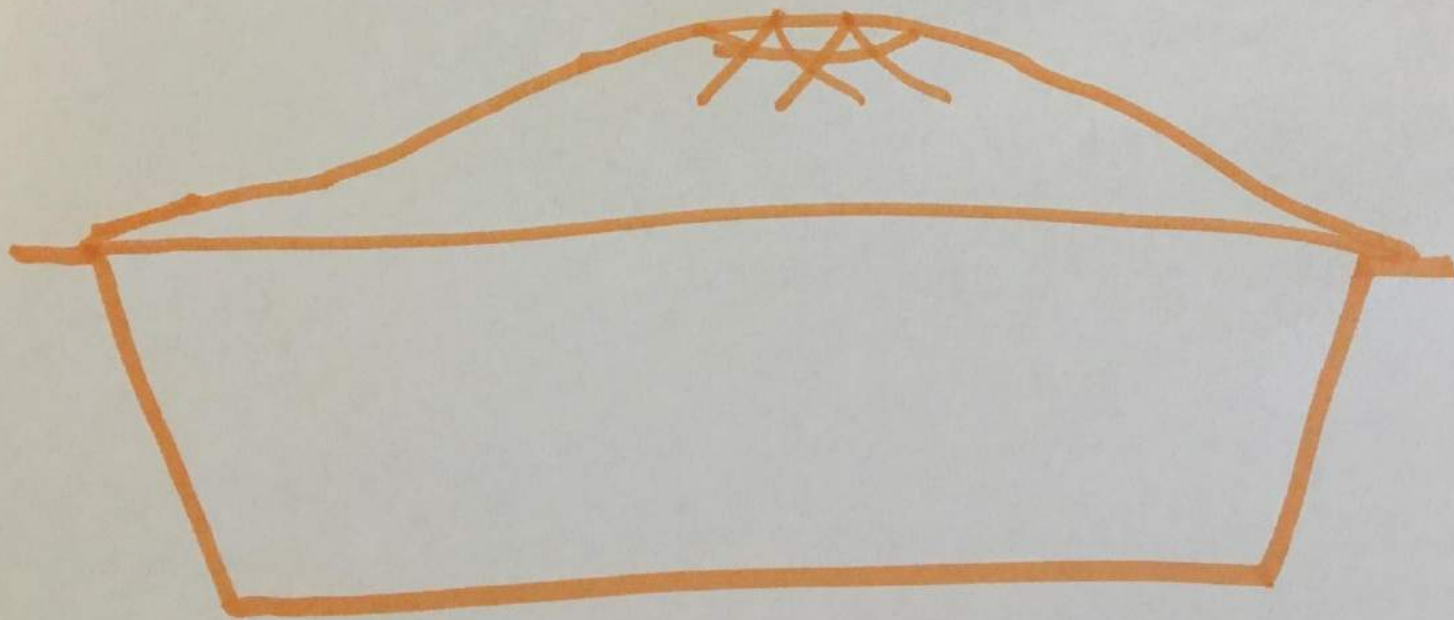
Four, human beings are more efficient if they plan things. “Just doing it” can be bad.



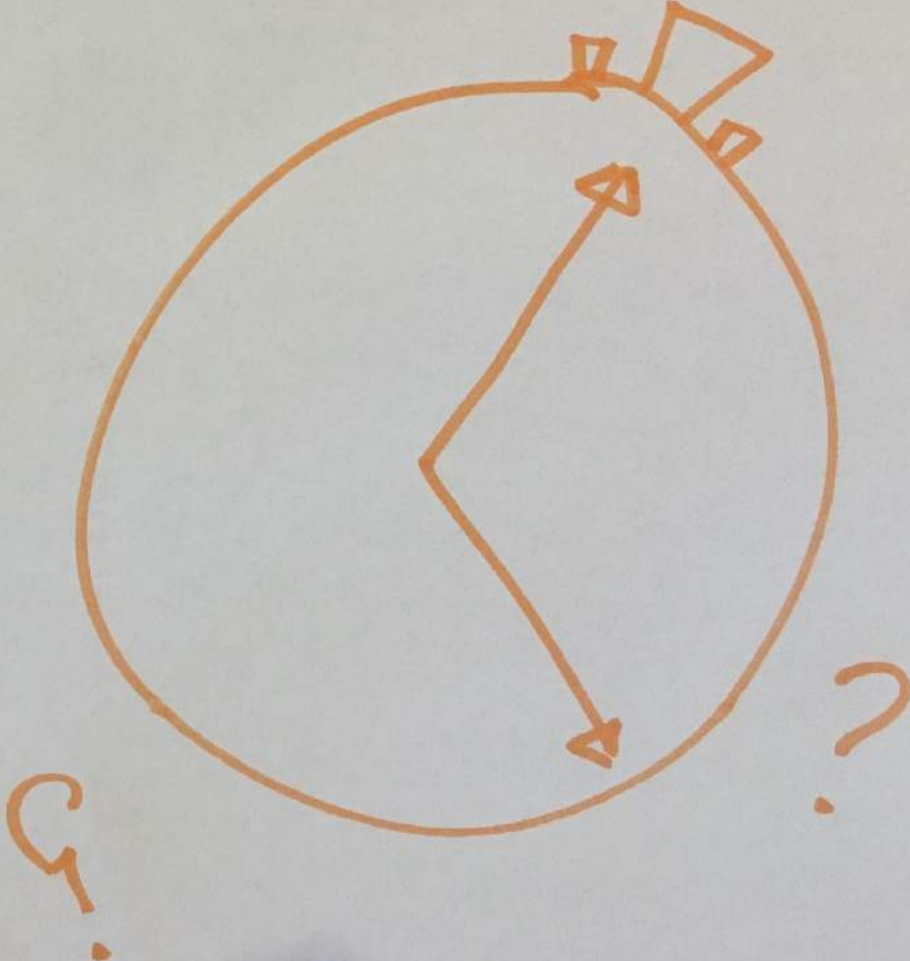
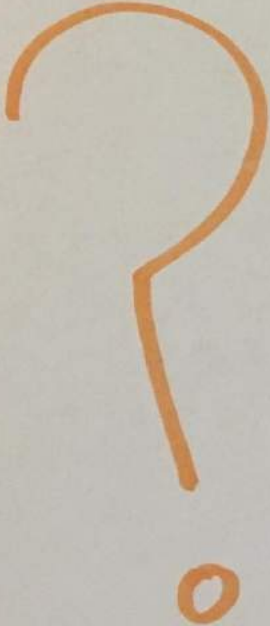
The fact that we are all distracted multi-taskers who don't plan things and don't know how long anything takes us means that we spend more hours a day "working" than we spend a day "producing" ...

...which means we as a company are wasting time, money and resources...

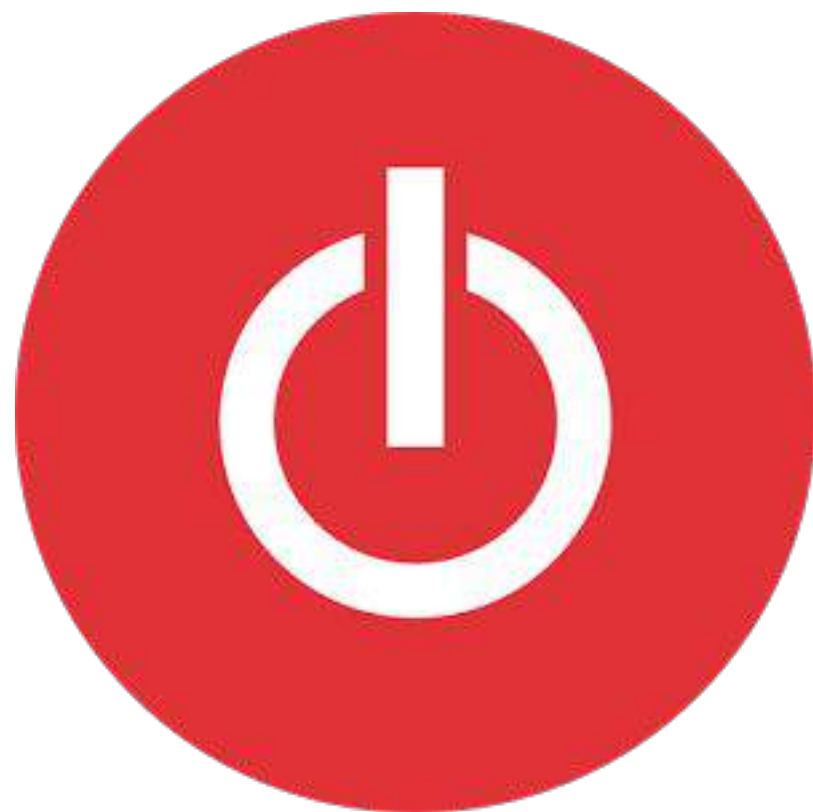
...but more importantly, it keeps us all from achieving our wildest life goals and dreams.



And so, what is the solution?



We track our time.



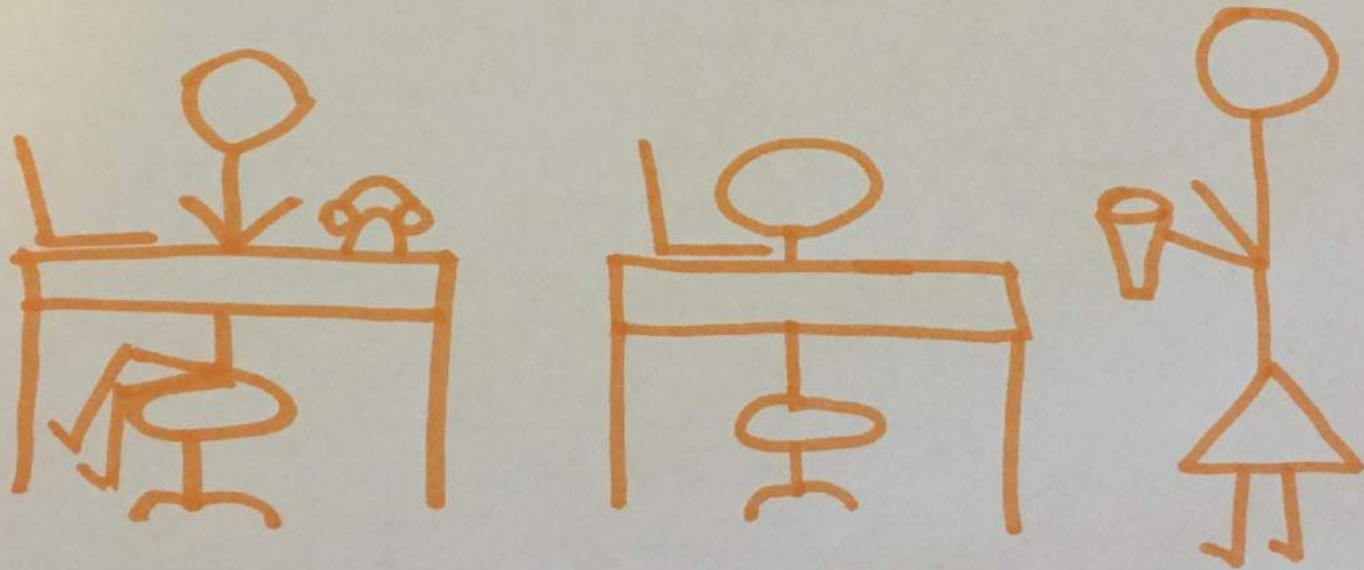
Tracking time will help us as individuals to:

- Build awareness of how we are actually spending our time
- Train ourselves to batch tasks and not multitask
- Increase awareness of distractions – and encourage us to disrupt one another less
- Help us learn how we work best. What are your most productive times of day and what break-cycle works best for you?

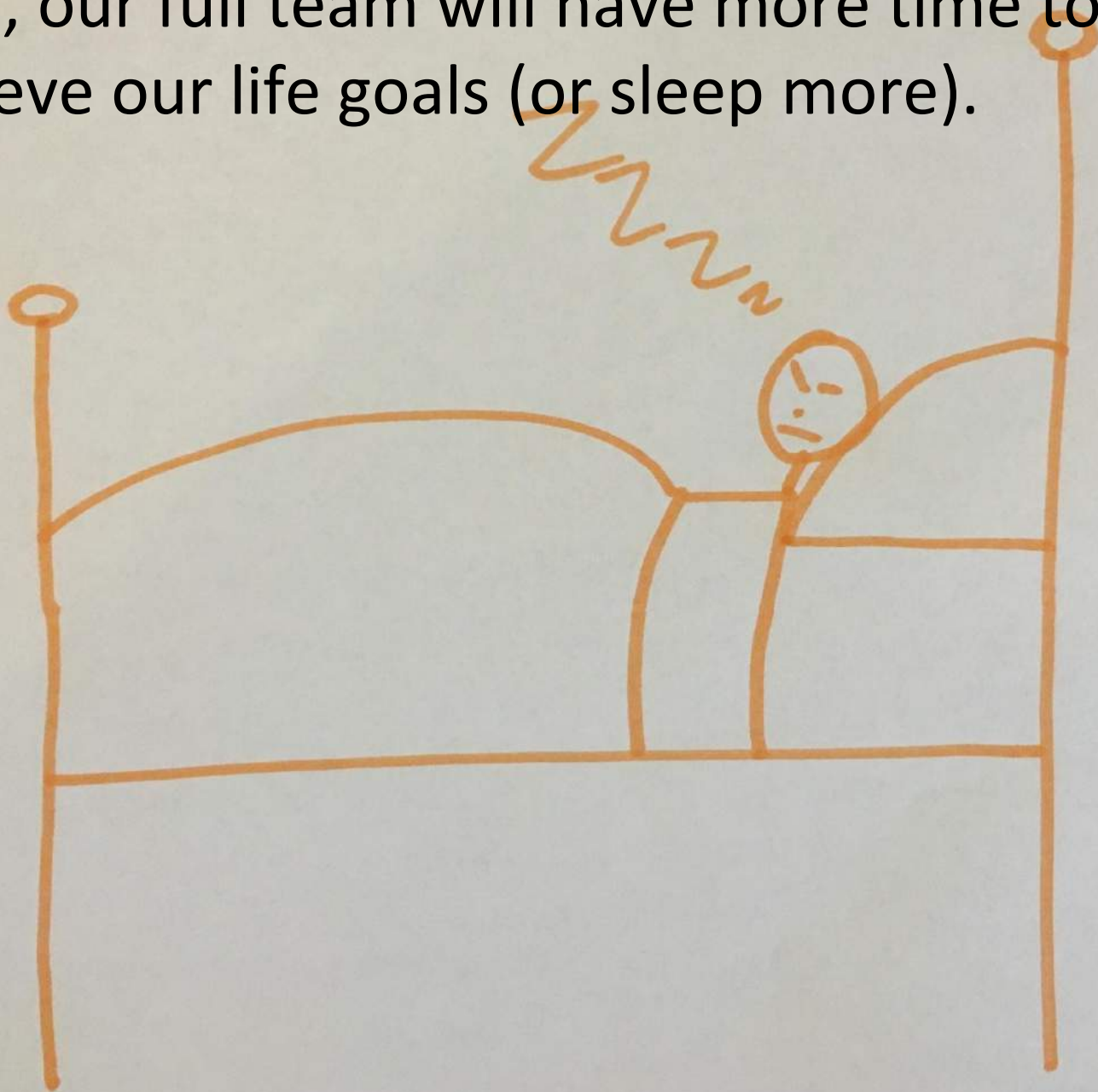
These things will help us as a team to:

- Know where we are investing our resources
- Track where we have client bottlenecks or problems
- Identify which clients are not getting enough attention – and which ones are getting too much

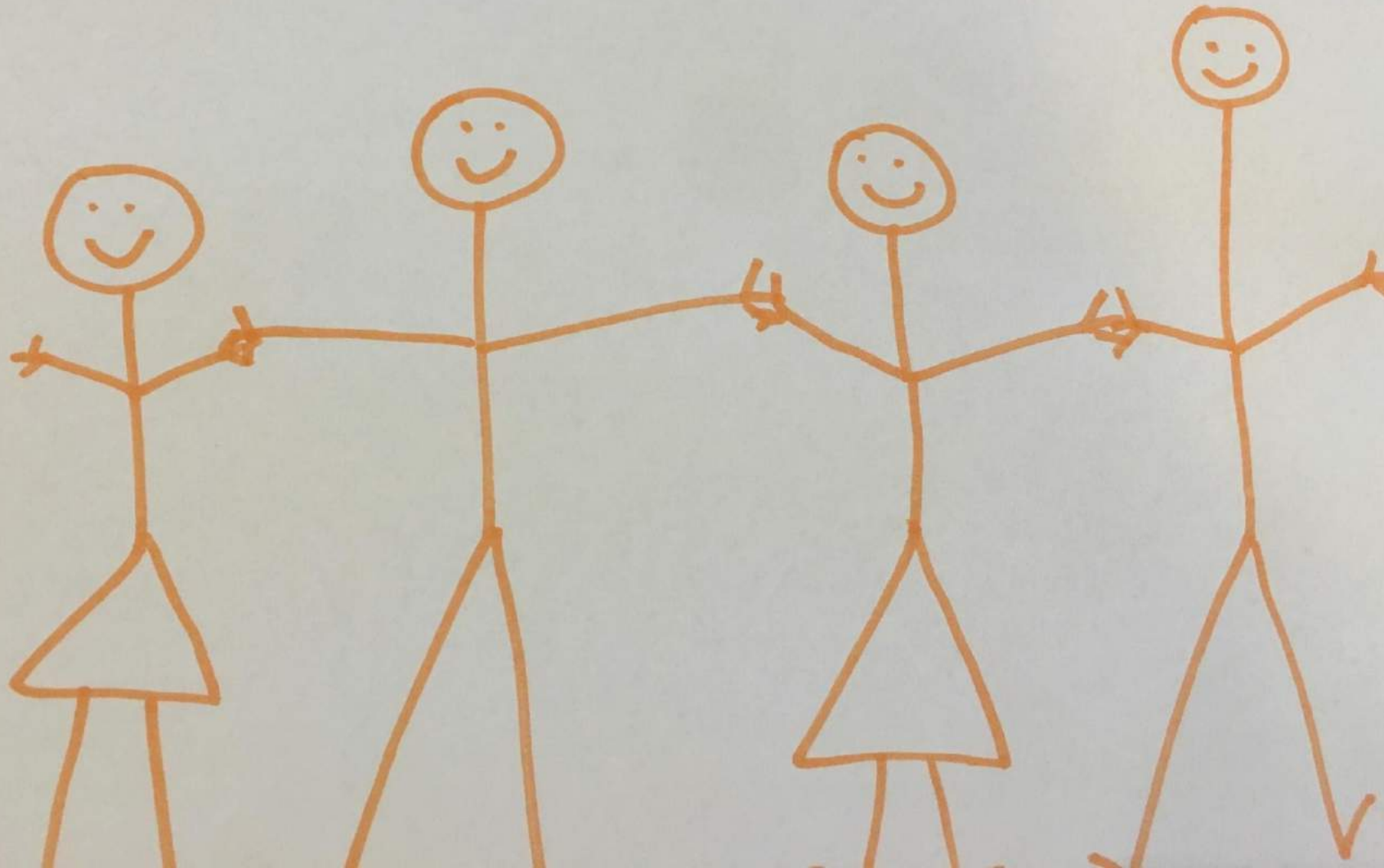
Ultimately, tracking time will help us grow and serve more clients because we can reduce inefficiencies and maximize productive time.



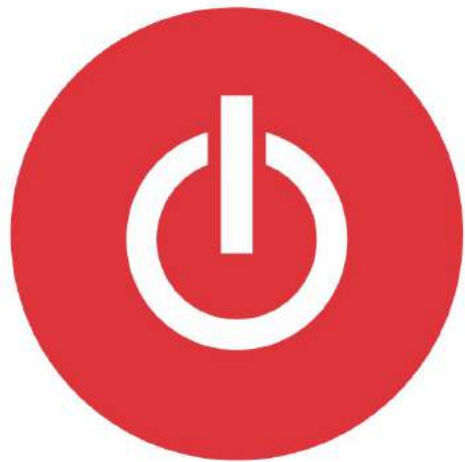
AND, our full team will have more time to achieve our life goals (or sleep more).



And **even better** well-rested, fulfilled team members make a happier team.



And so, here is how we do it.



toggl

- How are we using this to our advantage?
 - We will be sharing results at every staff meeting
 - Feedback for improvement
 - We want to hear from you
 - Bring suggestions to staff meetings

- **Implementing in our team**

- Ramping up schedule

- 50% tracked in first week (By 8/30 staff meeting)
- 75% tracked in next 3 weeks (By 9/13 staff meeting)
- 95% tracked in next 5 weeks (By 9/27 staff meeting)
- 100% tracked in next 7 weeks (By 10/11 staff meeting)

- Anyone who reaches 100% faster than that schedule gets two free movie tickets

- Person to unlock the Toggl prizes the fastest gets \$50 Amazon gift card

Before we go, let's talk about a few more popular life hacks for productivity...

- **Email**
 - Only have it open when you're using it
 - Reply to yesterday's email today
 - The more responsive you are, the more email it creates
- **Meetings**
 - Pause before you say yes
 - Don't automatically schedule everything for an hour
 - Think carefully about who needs to be there
- **Setting rules for yourself**
 - Work at home when you need to
 - Learning how you work best
 - Turn off notifications
 - BATCH YOUR TASKS

GOOD LUCK!

