

*Paul Hoyt's "Office Hours" Series*



# THE **Awakened** CEO System

## Office Hours

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# Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- All recordings, slides, and exercises are archived in our member's area
- All recordings are available on my YouTube channel:

[www.YouTube.com/user/PaulHoyt](http://www.YouTube.com/user/PaulHoyt)

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# The Reasons

- Being a successful small business owner can be a great experience!
- It's tough - you need Education, Training, Tools, and Team to be successful
- We want you to get to know us

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# The Reasons

- First and most importantly, we want you to know that we care about you.
- We want you to succeed in every area of your life, whatever that means to you.
- We want you to find the **greatness**, the **happiness**, the **divinity** within yourself, and then remember it, embrace it, and live it every day.



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# Our Passion

To increase the survival rate...

Accelerate the growth rate...

And reduce the struggle rate  
of businesses in America

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# Our Vision...

To help millions of CEOs and  
Entrepreneurs accelerate their business  
growth and enjoy greater harmony and  
balance in their lives

*Please Pass the Word!*

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# Office Hours Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A and coaching

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## Join Us!

- The Awakened CEO Communities on both LinkedIn and Facebook
- Business Success Principle of the Day postings on both Facebook and LinkedIn
- Energy of the Day posting on Facebook

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# Today's Topic:

## Getting Stuff Done – The Keys to Massive Productivity

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# The Key Performance Areas



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# The Key Performance Areas



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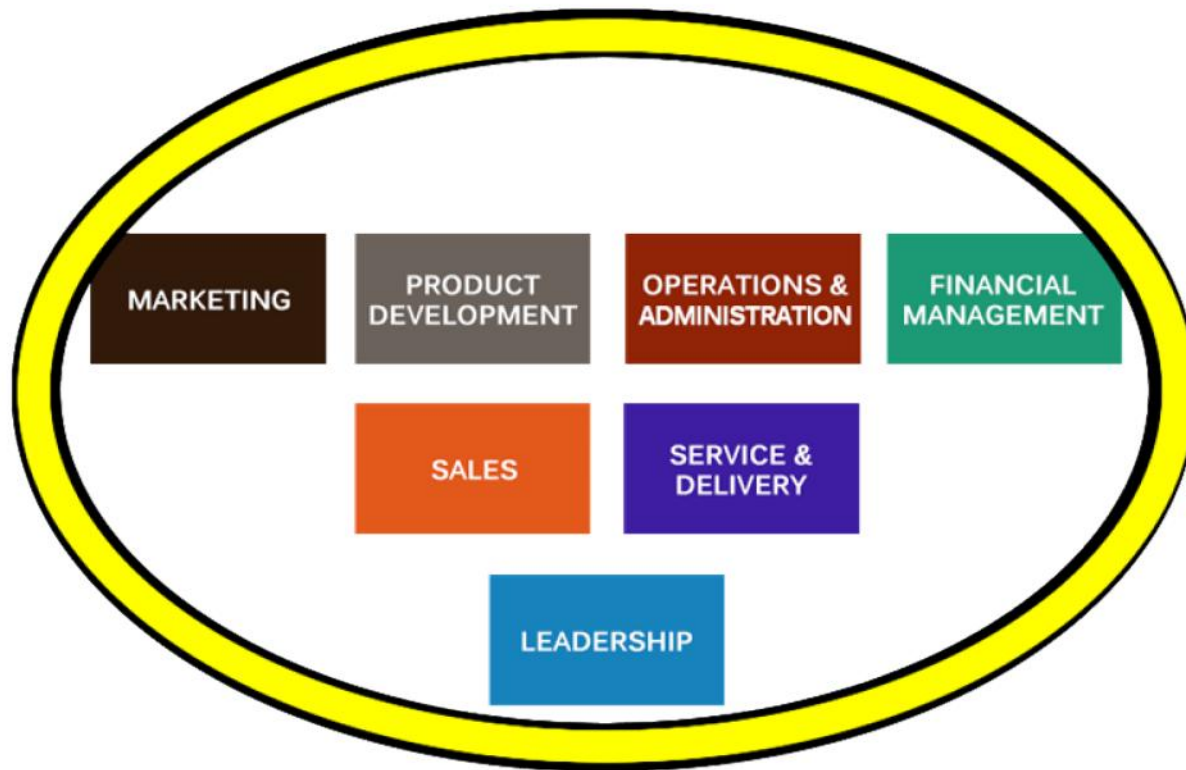
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# The Key Performance Areas



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THE **Awakened** CEO  
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A Balanced and Comprehensive Approach  
to Business Growth, on multiple levels



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# The Awakened CEO System



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# Agenda

- Hot Topic!
- Three Aspects of Getting Stuff Done
- The Many Ways of Increasing Productivity
- The Bottom Line

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# Hot Topic!

- Searched Amazon for “Time Management”: got 95,496 results
- David Allen’s: Getting Things Done – The Art of Stress Free Productivity (2002)
- Sub-titles:
  - Be more productive
  - Get more done in less time
  - Manage your schedule
  - Build great habits



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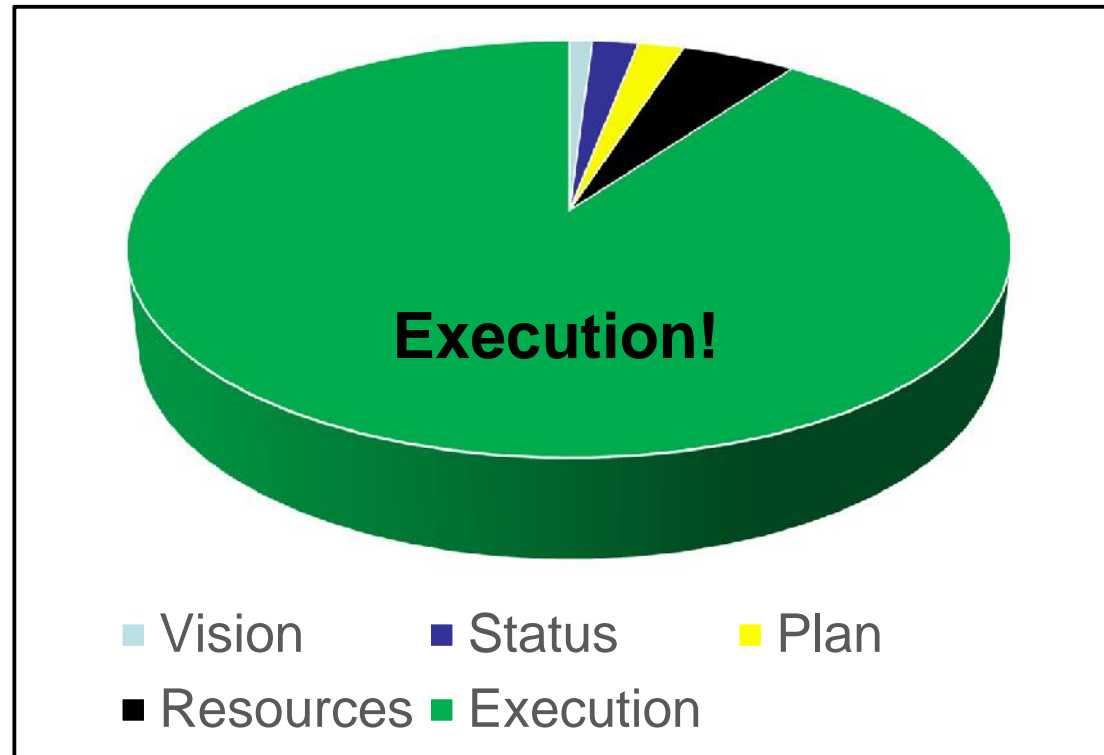
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# Execution is Vital!



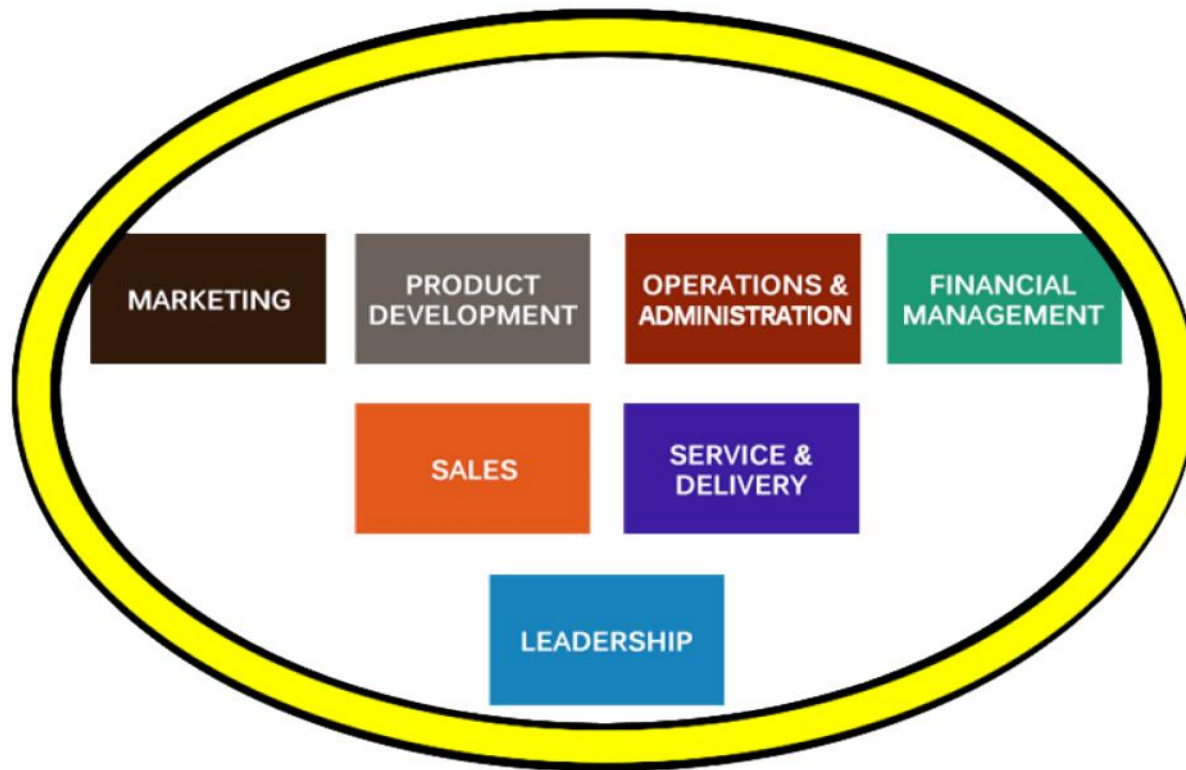
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# The Key Performance Areas



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# Three Aspects of Getting Stuff Done

- Productivity
- Efficiency
- Effectiveness

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# Some Definitions

- Productivity
  - The ability to generate, create, enhance or bring forth goods and services
- Efficiency
  - A measurable concept, quantitatively determined by the ratio of output to input
- Effectiveness
  - A non-quantitative concept, mainly concerned with achieving objectives



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# Examples

- Productivity
  - You are more productive if you execute 4 marketing campaigns a month instead of 3
- Efficiency
  - You are more efficient if you execute a campaign in 20 hours instead of 30 hours
- Effectiveness
  - Your campaigns are more effective if they produce better results



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## Another way...

- Productivity is doing more things
- Efficiency is doing things right
- Effectiveness is doing the right things
  
- ... but I am going to stick with the word “productive”

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# Being more productive...

- Is a perfect example of the relationship between personal growth and business growth
- Both skillset and mindset
- Both action and attitude
- Both behavior and belief

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# There are a lot of ways ...

- ... to be more productive, efficient, and effective
- I found DOZENS of them!

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# Categories

- Awareness
- Attitude
- Environment
- Physical Condition
- Scheduling
- Prioritizing
- Systems
- Focus
- Effort
- Choice

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# Awareness

- Logging your time
- Discovering how you are investing your time
- Finding out when you are hesitating or procrastinating
- Being brutally honest about
  - that which you do poorly
  - that which scares you
  - the ways you are wasting your time

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# Attitude

- Separating action vs. feelings
  - Doing the work whether you feel like it or not
- Shifting the energy
  - Changing your feelings, and then doing the work
- Gaming your work
  - Incentive programs
  - Contrived rewards
- Work hard, play hard, have fun!



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# Environment

- Music
- TV
- Inspirational songs, stories, and talks
- ... or quiet
- Aromas
- Lighting
- Ergonomics

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# Physical Condition

- Hydration
- Judicious use of caffeine
- Snacks
- Breathing
- Exercise
  - Short term
  - Long term
- Re-energizing breaks

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# Scheduling

- Making and keeping great appointments with yourself
- Makers time vs. managers time
- Time allocation goals

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# Prioritizing

- Organize your tasks
- Must do, should do, could do
- Urgent vs. Important
- Not “what I like to do”

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# Urgent vs. Important

	Urgent	Not Urgent
Important	Crying baby Kitchen fire Some calls 1	Exercise Vocation Planning 2
Not Important	3 Interruptions Distractions Other calls	4 Trivia Busy work Time wasters

Covey / Merrill: First Things First (1994)

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# Prioritizing

- Organize your tasks
- Must do, should do, could do
- Urgent vs. Important
- Biting the head off the frog

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# Systems

- The task list: digital, physical, or hybrid
- Scratching things off the list
- Changing systems
- The top three
- Make a plan, work the plan
- Annual, quarterly, monthly, weekly, daily goals
- Check-ins and accountability partners

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# Focus

- Keeping the vision – remembering the Why
- Visualization techniques

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# Focus

- Keeping the vision – remembering the Why
- Visualization techniques
- Connecting the task to the vision
- 60/30/10
- One thing at a time

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# Effort

- Ramping up the energy!
- Taking massive action
- Working longer hours
- ... or work more efficiently
- ... or both!
- Interval approach
- Marathon approach
- One more thing ....

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# Choice

- Warriors mindset: Your enemies are
  - complacency, procrastination, fatigue,
  - the time vampires: email, social media, personal phone calls, interruptions
  - task list itself
- Your biggest ally: **Your Free Will!**
  - Take responsibility
  - Choose to get the job done



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# Categories

- Awareness
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- Physical Condition
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- Systems
- Focus
- Effort
- Choice

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# The Bottom Line

- Being more productive...
- Is a perfect example of the relationship between personal growth and business growth
- Both skillset and mindset
- Both action and attitude
- Both behavior and belief

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# There are 1,000 Ways...

- ... to shift your energy
- To be more productive
- To be more peaceful
- To be more joyful
- To be more ... whatever you want!
- Practice, and you will get better
- Practice, and you will be great!

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# Agenda

- Hot Topic!
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# Homework / Exercise

- Complete a time tracking log
- Create your visualization aid
- Find your time vampires and eliminate them
- Find ways to refocus and reenergize
- Just Choose to Do It – and Do It!

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# Open Q & A and Coaching – in a minute

- Comments and questions on the topic of the day, then any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on

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# Our Support Services

Service	Teach You	Do It With You	Do it For You
Education	X		
Training	X		
Coaching	X		
Advising / Mentoring	X	X	
Consulting		X	X
Growth Management		X	X



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# Next Office Hours: Dec. 14th

- Topic is: TBD
- Let me know what topics you would like for me to address: [www.PaulsSurvey.com](http://www.PaulsSurvey.com)
- Do your homework!

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# Open Q & A and Coaching

- Comments & questions on the topic of the day, then any other issues
- Contact Me at [paul@paulhoyt.com](mailto:paul@paulhoyt.com)  
call or text: 415.997.8001
- [www.SchedulePaul.com](http://www.SchedulePaul.com)

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