

Improving Business Productivity – or the Ghost Of Christmas Past

It's easy to confuse activity for productivity. Are you on track to achieve your goals this year or do you need to focus on improving your business productivity?

Imagine it's 5.01pm on a Monday in early January. You're on holidays sipping a beverage, enjoying a water view. You've got a booking for Italian, but that's not until at 7.30. Life is good! Then your mind drifts back to the year just completed. How does it make you feel?

When I was asked in July to think about a Christmas function for an organisation I'm a part of, I almost fell over. It simply couldn't be time to think about Christmas, could it?

And I'm guessing you've already had conversations recently along the lines of "I can't believe it's October already... More than three-quarters of the year has slipped away!!"

The question is - **WHERE has 75% of the year gone?**

How's your year going? You may have been busy, which is great. But have you have been truly productive?

Ripping thru the to-do list is usually fairly easy. Crossing off the next small task is simple. So, on the whole, is keeping your business's customers happy in the short term. Challenging as it feels sometimes, simply putting your head down and ploughing through day after day of hard work is relatively straightforward.

But a much harder job is escaping the short-term, low-payoff activities long enough to identify the long-term, high-payoff activities that are really going to transform your business and in fact - your life.

Keeping busy is easy. Improving business productivity and staying focused, is hard.

Whilst you're reading this, take a minute, and try forgetting today's pressing tasks. Instead, think about those bigger goals you set for yourself this year. When you're relaxing, sipping your beverage of

choice next January, which one achievement would you most like to congratulate yourself for achieving?

Forget the big strategic plan. Just grab a post-it note, write down the one or two big goals that you resolved to complete this year and stick it to your window, your monitor or perhaps your mobile. Over this week, at the start of each day ask yourself what you can do to move these goals a little further toward completion.

There are only two options. Either you're going to have them done by the end of the year, or you won't. You've got about 80 days of 2011 to go (less if you stop counting before Christmas). So get onto it - and make it happen!

Now's the time to get your head down, get busy doing the stuff that does matter, and get focused on improving business productivity.

Are you on track to achieve your goals this year? What are you doing about it? Let me know - and I'll keep you accountable.

Brad