**Module 1: Powerful Foundations**

**Lesson 1: What is Productivity?**

At its core, productivity is the act of getting something accomplished. However, real productivity is accomplishing tasks that move us forward.

This means that we are accomplishing tasks that benefit our life and/or our business in some positive and meaningful way.

Productivity does not mean that we are merely “busy.”

Busy does not move mountains. Busy does not change the world. Busy only moves tasks from the “inbox” to the “outbox.”

We must learn to tell the difference between being “busy” and being productive.

Being productive means accomplishing the things that **improve your life.**

We want to start evaluating our tasks to determine if they are truly productive. We want to start working SMARTER, not harder.

I’ll give you a blogging example. Say you spend an hour or two everyday building your Twitter and Instagram following but you only receive 20 pageviews to your blog from either platform each day – determine if 20 pageviews is worth two hours of your precious time. If you get on average 25 views a day, then yes! It’s worth it. However, if you get, say 300 pageviews a day and only 20 are from Twitter or Instagram, that’s not a high ROI on your time investment. You could use your time more wisely.

The point is to get ruthless about your time and priorities and start seriously evaluating if certain tasks are actually moving you or your business forward.

To start off here in the beginning, just start becoming aware of the things you do every day. Start thinking seriously about them and evaluate them.

Then, use the corresponding worksheet for this lecture to evaluate your daily tasks. Ask yourself how each thing that you spend your time on benefits you, what is the true purpose of this task, and is it really necessary.

**Creating Your Productivity System**

One of the first things we’re going to do in this course is create a productivity system. Basically, this will be a planning system of some kind.

Our goal in this course is to develop a productivity system that works for you. One that allows you to accomplish the things you need and want to accomplish while allowing you to have free time to spend with your loved ones.

The basis of this productivity system will be using a planning system of some kind. This could be a paper daily planner, a wall calendar, a digital calendar, or a digital app of some kind.

It’s up to you as to what kind of system you want to use. I’m going to give you the tools for making that system work for your ultimate advantage.

**How To “To-Do”**

There are different ways of making to-do lists and being productive.

You might be a digital-type planner who uses apps and calendars on your phone or computer to keep track of things. Or, you may be old school and like to keep a paper planner or bullet journal to stay on task.

For now, it’s just important to know that there is more than one way of creating your plan or to-do list.

It is however, important to figure out how you like to absorb information. This could be the key to making your planning work for you.

We all have different learning styles. Figure out how you learn best. Are you a visual learner? Audio? Tactile?

Think back to when you were in school. Did you retain information from reading textbooks? Or did you learn better when you have to make a poster project.

Believe it or not, this matters when creating your productivity plan. If you are a tactile learner, meaning someone who is hands on, you might prefer having a paper planner.

If you are more of a visual learner, a computer or app based planning system might be ideal.

The purpose is to evaluate your learning style and find your ideal productivity system. Because you can’t do this without a system.

If you are using an app based planner now and it isn’t working for you, maybe it’s because it doesn’t mesh with your learning style. Trying a paper system may make all the difference.

Use the corresponding worksheet to determine your learning style and what type of planning system you should use.

Worksheet: Figure out your learning style.

**To-Do List**

One of the easiest ways to stay productive and keep track of everything is to make a daily to-do list.

To-do lists come in all forms, from a simple scrap of paper with a few things written down to a complex system of files.

Your to-do list will be part of your overall productivity system.

It’s time to reimagine our to-do list. We are going to control the list instead of the list controlling us.

**Systems**

Whatever you do, you HAVE to have a SYSTEM. Without a system in place, everything is a jumbled mess. You may be getting along fine but if you are ready to propel yourself into productivity superpower, it’s time to create a system.

If you already have a system, you probably need to tweak it.

Buildings, businesses, even babies are built by systems. Multiple aspects working together to create one large and amazing thing. You’re going to do that too. And you’re going to create a life that you are proud of.

**Own It**

This system is yours. Own it. Commit to it. Promise yourself that you’ll commit to the system that you choose for 30 days. That’s about how long it takes to develop a habit.

After those 30 days, if something isn’t working, change it. And commit to it for another 30 days.

None of this works if you don’t decide that YOU are ready to take control of your life through a productivity plan. If you don’t commit and do the work, the only thing standing in your way is you.

Decide to commit right now. Commit to your productivity plan. Commit to taking control of your life.

In this course, you are going to learn how to be ruthless. You will be the person to decide what goes on the list, not the other way around. No longer will tasks “have” to go on your list. You are now going to choose what goes on your list. If you don’t want it there, it’s not going on the list.

You’re going to learn to delegate items, outsource items, and simply say no to items.

Own your list or your list will own you.