



Becoming Self-Disciplined

MAKE YOURSELF DO WHAT YOU SHOULD DO, EVEN WHEN YOU DON'T FEEL LIKE IT



By Laura Stack,
MBA, CSP



ABOUT THE PRODUCTIVITY PRO, INC.



Laura Stack, MBA, CSP, has consulted with Fortune 500 corporations for nearly 20 years in the field of personal productivity. She helps her clients achieve Maximum Results in Minimum Time® and develop high-performance cultures. She is the president of The Productivity Pro®, Inc., which specializes in productivity improvement in high-stress organizations. Since 1992, Laura has presented keynotes and seminars on improving output, lowering stress, and saving time in today's workplaces. She is one of a handful of professional speakers whose business focuses solely on time management and productivity topics. Laura is a high-energy, high-content speaker, who educates, entertains, and motivates professionals to improve workplace productivity.

Laura is the bestselling author of four books, including *SuperCompetent: The Six Keys to Perform at Your Productive Best* (Wiley, 2010); *The Exhaustion Cure* (Broadway Books, 2008), *Find More Time* (Broadway Books, 2006), and the bestselling *Leave the Office Earlier* (Broadway Books, 2004), which was hailed as "the best of the bunch" by the *New York Times*. Her books have been published in nine countries and translated into six foreign languages, including Japanese, Korean, Chinese, Taiwanese, Italian, and Romanian. She is also a contributor to two of the popular *Chicken Soup for the Soul* books. Laura's popular monthly electronic newsletter has subscribers in 38 countries. She is a Microsoft Certified Application Specialist in Outlook.

Widely regarded as one of the leading experts in the field of employee productivity and workplace issues, she has been featured nationally on the CBS Early Show, CNN, NPR, Bloomberg, NBC TV, WB News, the *New York Times*, *USA Today*, the *Wall Street Journal*, the *WashingtonPost.com*, the *Chicago Tribune*, *O Magazine*, *Entrepreneur*, *Readers Digest*, and *Forbes* magazine. Laura has been a spokesperson for Microsoft, 3M, Skillsoft, Office Depot, and Xerox, and she is the creator of The Productivity Pro® planner by Day-Timer. Her client list includes top Fortune 500 companies, including Starbucks, Wal-Mart, IBM, GM, MillerCoors, Lockheed Martin, Wells Fargo, and Time Warner, plus a multitude of associations and governmental agencies.

Laura holds an MBA in Organizational Management (University of Colorado, 1991), integrating the importance of productivity in business with employee retention and satisfaction. She is the 2011-2012 President of the National Speakers Association (NSA) and is the recipient of the Certified Speaking Professional (CSP) designation, NSA's highest earned designation.

Laura lives with her husband and three children in Denver, Colorado.





BECOMING SELF-DISCIPLINED: MAINTAINING CONSISTENT, PRODUCTIVE BEHAVIOR

By Laura Stack, MBA, CSP

In this ebook, we'll discuss how to do what you *should* do, even when you don't *feel* like it: self-discipline. Self-discipline is your ability to maintain consistent, productive behavior. Are you persistent in completing your high priority tasks each day, without getting sidelined by menial activities? Do you put your nose to the grindstone consistently, or do you only work hard when you're in the mood? Do you have a set of rules that govern your behavior and activity?

Many people have some form of doing well one day and then getting in a funk and not being able to get back on top of things. Oh sure, everyone has an off day. If you are self-disciplined, however, you exhibit consistent focus in your day-to-day work, even if you don't feel like it.

You must strive for the self-control and confidence gained when you enforce your own rules. When you see results and you see progress, you will stay motivated. If you need work in this area, this ebook is going to help you correct and regulate yourself for the sake of improvement and personal productivity. You will learn to do what needs to be done, motivate yourself, and exercise restraint over your own impulses, emotions, and desires.

Sometimes working on the right thing doesn't mean doing the fun thing. To be an exceptional performer in your organization, you must focus on high-value output, not what you feel like doing.



1. Use Your Prime Times

First, we have to look at our natural energy cycles and work effectively during peak time. Most people have a natural time during the day when they feel up—I call this prime time—and a natural time when they have low energy—down time. How do you take advantage of your prime time? Knowing when this time is for you is an important productivity enhancer and factor in discipline.

During prime time, your brain is switched full on. Your batteries are charged and you are able to focus. During down time, your brain feels slow and sluggish, and it's difficult to muddle through your work.

I view my energy level like the dimmer switch my husband, John, recently installed in one of our bathrooms. People don't operate at full on and off. They don't run full-tilt all day and then crash and sleep at night. It's not zero percent and a hundred percent, but rather various levels throughout the day. Most people perform at optimum levels only four to five hours a day.

You need to know when you have these periods of high energy. These are your expensive hours, because your brain is capable of doing higher-level activities during that period of time, compared to other periods of time during the day when you can't focus or concentrate. That's why it's important to know when you're in prime time, because you can get more high-value work accomplished.

Discipline yourself during these times to focus on tasks of high value or importance, critical decisions, problem-solving or brainstorming activities, or complex and detailed thought. When you force yourself to work on these activities during your prime time,



the work takes less time. During down time, creative work takes much, much longer and is more tedious and less effective.

Our human nature, however, is to be in a great mood during our prime times, so the last thing we often *feel* like doing is working on those difficult tasks, so it's often counterintuitive. You know you need to work on that report or write that proposal or analyze figures, but you're having such a good time. You're having so much fun because you have high energy, but if you wait until your energy is going down, you've lost the opportunity to get that task done most quickly.

The trick is self-discipline! Resist the urge to do fun, easy, trivial things – such as chatting with friends or doing email – during high energy periods.

I have two prime times: morning from about 10:30am to noon, and then afternoon, once I catch my second wind, around 2:30pm. When I'm in prime time, I must make my client phone calls, because I need to be cheerful and on top of the conversation. This is also when I do any number crunching or respond to requests for proposals sent by prospective clients, because I want to write quickly, succinctly, and creatively. My prime time is the key opportunity for that work.

Similarly, listen to your body when you're in down time. When I feel my energy waning, a quick glance at the clock usually tells me why. I know I need to get up, stretch, and perhaps go for a quick walk around the block, eat an energy snack, or maybe have a cup of tea. Then I go back and work on different activities – not necessarily ones with low priorities – but those that just don't require the brain power of the prime time tasks.



Sometimes I purposefully let my voicemail pick up my calls when I know I'm in down time, because I know I'm not going to be as articulate as I'd like to be when I'm with a client. If I don't listen to my body's signals and respond appropriately, I can get a rip-roaring headache, preventing me from taking advantage of my second prime time.

So, once you know when your prime time is, protect it for all you're worth. Then listen to yourself and rest when you're down.

2. Control Perfectionism

The second discipline tactic is to control perfectionism, realizing that some things are good enough. Have you ever delegated a task to someone and then taken it back because the person didn't do it the right way? Of course the *right* way is *your* way because *your* way is the *perfect* way. If this sounds familiar, you may suffer from the disease of perfectionism.

Have you ever heard yourself saying these phrases?

- "If I let someone else do this, it won't be done correctly."
- "If you want anything done right, you have to do it yourself."
- "If you can't do something right, it's not worth doing at all."

If you ever hear yourself saying things like that, be careful. First, it's true that if you truly believe that your way is the only right way, you're going to harbor resentment towards others.



Second, if you demand that people perform *your* way, according to your *perfect* standards, many people will be content to let you do it your way, leaving you wondering why you have so much on your plate.

Third, perfectionism will make you crazy and others around you absolutely nuts from you insisting on having everything just so.

I know this firsthand, because I'm what I call "a recovering perfectionist." I've had to learn the hard way that not every task deserves my best effort. One seminar attendee said it beautifully: I need help learning when to say "enough." Every "A" does not have to have a plus; every "wow" does not have to have an exclamation point after it. Yes, you can strive for excellence. But always being a perfectionist and refusing to settle for anything less can be detrimental to your time management. As my mother used to say, sometimes you don't need to put lipstick on a pig.

I think my kids have helped me recover, honestly. When Megan, my firstborn, was too young to clean up after herself, I would clean up her playroom at the end of the night. The books would go back into the bookcase, on the correct shelf, in order, by size, height, and topic. Crazy! Now that I have three kids and they're older, I figure hey, as long as you stuff the toys back on a shelf somewhere, I'm happy. It is just fine.

Distinguish between high standards and unrealistic expectations. Some things require high standards and have to be done just so. Most expectations we impose on others, however, are simply picky, picky standards without merit. Become flexible, whether it's in assignments or in housework or in relationships. When you're able to let go of small things instead of being bothered by them, there aren't as many situations that will provoke you to speak up. You'll feel no need to mention the occasionally blooper; you know to just let some things pass.

Strive toward performance criteria that are adaptive, realistic, and attainable. When “good enough” will do, leave it alone. People will appreciate not having to conform to your way of doing things, since most don’t like being told that they have to change or they’re not doing it well enough. Offer a role model for high standards where appropriate, and others will be inspired to follow your example.

Besides letting up on others, let up on the demands you place on yourself. Perfectionism is not a positive character trait to be worn like a medal. By its definition, perfectionism is unattainable, so if you call yourself a perfectionist, you have a particularly unrealistic standard for your behavior. You will never achieve the levels you demand of yourself. Your attempts at perfectionism will affect your feelings about yourself in negative, critical ways. You will inflate the importance of your mistakes, critical feedback, and minor flaws and distort their significance.

So, instead, relax! You are going to make mistakes. It’s okay. Learn from them and let them go! You will find you’re able to accomplish much more as well as stay motivated, because you’re not being so demanding of yourself.

3. Avoid Procrastination

I guess we’ve put it off long enough – it’s time to talk about a tough issue. Discipline item number three is to avoid putting things off or waiting until the last minute.

One reader asked me, “Laura, I work hard all day. I’m organized. I control time-wasters. So, why can’t I seem to get on top of things?” Hmm. Could it be that you’re busy working hard on the wrong things? Do you have a little nagging voice in your head saying, “I have to get started on this?” Upon further discussion, the explanation



for the less-than-stellar productivity was a lack of discipline in doing what this person knew should be done. This reader is like many of us. We put things off, even knowing what we *should* be doing. Then we have an impending sense of doom hanging over our heads all day, all week, all month.

It is human nature to avoid pain. When you put off a task, it rewards you twice. First, you get to do something else that's more fun, and second, you don't have to do the undesirable chore. When the task comes back to haunt you, though, it only punishes you once.

It's easy to see why procrastination wins out. Unfortunately in the end, the cost of putting things off far outweighs the reward. The pain is ultimately worse than the pleasure you derived from procrastinating. You end up operating in perpetual crisis mode and a constant state of drama.

Here's a quick quiz: Let's say you have a to-do list with ten things to do. You get a period of time in which to accomplish one thing on your list. What do you do first? If you're like the majority of people, you'd select something easy that you can check off quickly. Why? It feels good to check things off, and you derive a real sense of satisfaction from completion. Another block of time and another item is checked off. Woo! Look at that! You are one-fifth of the way to having everything done on your list.

Now it's the end of the day, and you've worked hard. Perhaps you have nine out of ten items checked off. Whew, you were busy. And you were! But what's the one item that's left on your list? It's the most important, the hardest, the yuckiest, and usually the most valuable – the one you've been putting off for a week. You argue, "But look how productive I was...nine out of ten things checked off my list!"



What's happening here? You've been brainwashed if you think productivity equals checkmarks. It doesn't matter how *many* things you did. It only matters the *value* of those results. It's the output that counts. Productivity doesn't equal quantity. You must learn to detach your motivation and your sense of accomplishment from the number of items you complete. Instead use the value of the items completed as your gauge. If you only complete four out of ten, but two were the most important of all, you were more productive than if you'd completed nine and left the most important one undone.

If you need to stop procrastinating, here are a few questions and tips to get you started:

- Is the task overwhelming? Forget waiting for a block of time. That no longer exists. Instead of viewing the task as one huge project, break it down into manageable chunks you can schedule over a period of a week or two. Getting it down on paper or a spreadsheet can help you see how best to approach the project. The key is to do something to move toward completion: What is the single next action step I would need to do to see forward momentum on this project?
- Is the task unappealing? Perhaps the task is boring or tedious. You might actually need to post written reminders to yourself where you'll be sure to see them: your bathroom mirror, your car dashboard, and the refrigerator. If the sticky note falls off, you're still procrastinating, so schedule a five-minute appointment with yourself to begin the task. When the designated time arrives, start working on the task. If you feel like stopping work at the end of five minutes, then stop. The only rule is that you must schedule an additional five minutes tomorrow. When you start to get some momentum, five minutes soon becomes ten, fifteen, and then twenty.



- Is the task trivial? If you keep rewriting an item on your to-do list day after day after day, just stop. Before you transfer that task again, ask yourself why you haven't accomplished it. Perhaps other tasks with higher priorities have justifiably pushed it away. So, if the task seems unimportant, quickly do an analysis to see if you can justify your procrastination. If the task is trivial, remove it from your daily to-do list and put it back on your master to-do list. Review your master to-do list every week to see which items have changed in priority. If you don't have to look at the item every day, you'll stop feeling guilty and stop stressing over not getting something done if it's really not that important.

Now, take a piece of paper and pen or pencil and jot down three things you've been procrastinating on, why you've been putting it off, and one idea on how you can get it started. What is the item? What is the cause? What is the action? Also put down when you will have the task completed (a due date). Writing an action plan or giving yourself a good, swift kick in the pants may be just what you need.

4. Slow Down

Speed can actually be counterproductive and a de-motivator. Albert Hubbard, who wrote the famous essay *A Message to Garcia*, in 1899, said "If you want work done well, select a busy man. The other kind has no time." Peter Drucker topped it off with my favorite quotation of all: "Nothing is less productive than to make more efficient what should not be done at all." Warp speed is not required for every task. In fact, some things need to be done slowly. The only person who ever had his work done by Friday was Robinson Crusoe.

When I landed my first job at TRW Defense Systems, fresh out of college, I worked with a woman who resembled a celebrity being pursued by the paparazzi. In my young



naïveté, I thought she must certainly be a very important person. I later discovered she was considered one of the worst performers in the department and was actually sick quite frequently.

Why do people always have to be in such a hurry? When feeling rushed and frantic, they make mistakes. They deal with others poorly and lose their ability to think clearly.

When I conduct a training seminar in an organization that operates in a continual frenzy, people describe high stress levels resulting from poor decisions, distrust, dishonesty, low morale, and dysfunctional meetings where no one can agree on a direction.

So, when you work, be unhurried, but undeterred. Consciously chosen slowness is not the opposite of speed. It's the middle path between fast and inert, which are the two extremes of time. It's simply being normal and methodical.

When you surrender to the inherent impossibility of finishing some tasks for good – such as email, filing, dishes – you get the feeling that you have time. Decide on purpose not to be busy when it doesn't really matter, such as driving somewhere fast when you're not late. To really stay motivated, you must realize there is a season for everything. Crops are harvested in the fall and planted in the spring. Babies are born; people die. Day comes after night.

I'm not encouraging you to give up your beeper, your cell phone, your email, and your voicemail. Just remember that there are times to be busy and times to be still.



5. Determine Your Own Schedule

If you don't determine your schedule, other people will be perfectly happy to dictate it to you.

Today's office workers are feeling more overworked and more overwhelmed than ever before. It started with the Internet and then email. Then add getting fewer people to do work for longer hours in tiny workspaces. Add efficiency and overtime demands, coupled with unrealistic deadlines. Throw in high stress levels, no time with family, and reduced budgets. Stir and simmer. The result? A lot of wiggled-out employees whose personal lives are in the crapper.

That's the new reality. What will you do about it? You can stay in this situation and do absolutely nothing. That's not working. You could leave, but how are you going to pay for the college bills? You could try to change your boss. That's a futile effort since stress is everywhere. All you're left with is the possibility of changing your own behavior. Time management is self-management, activity management, and priority management. It's about you in relationship to the things you choose to do, where you choose to spend your time, and the people with whom you choose to interact.

You'll need new rules of engagement to help you deal more effectively with people. You need to remember that as you move up in responsibility and leadership, you'll have more people who want to proudly show you what they're doing. Because of low self-esteem, they need you to reinforce their importance, and they CC you on every email they send, clogging up your inbox with hundreds of messages. They hit "Reply All." They send annoying "Me too!" or "I agree!" messages, adding absolutely nothing to the discussion. They schedule you for meetings where your approval isn't required – you're just there to smile at them and cover their backsides.



We must get out of this mentality and cut down on the politics. Communicate to people that results will speak for themselves. Trust them to make decisions within their limits of authority and come to you when they have problems. Mention the waste of time caused by CYA activities in your next meeting, and talk about the proliferation of courtesy copies on emails. Ask for them to stop CCing you on messages. Give examples of the types of items you do not need to see.

I guarantee you this will cut down on a lot of your wasted time. Don't feel guilty. Don't make excuses. Remember, the workplace is not a bar, and you are the boss. We do not whine over our beer, here. When employees come to you with a problem, ask them about alternatives and recommendations. If they have no idea, send them away until they come to you with alternatives. Do not let them dictate your schedule to you.

6. Strive for Punctuality

Don't just arrive at appointments and meetings on time – instead, be early. That's right: early.

A quiet amusement of mine is to watch the expressions of people who arrive late for my time management seminars. Tail between the legs, these people shuffle in sheepishly mumbling something about traffic, and their friends tease them incessantly. How can you be late for a time management class?

The number one complaint I receive from managers who hire me to teach their staff time management skills is usually something related to the one of the following:

- Inability to meet deadlines



- Is always late
- Is constantly running behind
- Regularly forgets things

So, there are actually three types of people that I see:

1. Late people. These people are perpetually late for everything.
2. On time people. These people typically arrive a minute or two ahead or behind the goal.
3. Early people. These people are rare and generally arrive early, but not too early, not annoyingly early. They do, however, arrive several minutes early to everything.

The legend of Victor Borge's famous comment in concert sums it up nicely. He was well into his performance when a woman came in late, fighting her way through the rows to her seat near the front, "Excuse me, excuse me, excuse me." All eyes focused on her ill-timed arrival. Borge stopped playing, and she proceeded, trampling over people, wrestling and disturbing her way to her seat. After she sat down, he walked over to the row where she was sitting and asked, "Where are you from, Ma'am?" "57th Street," she answered. "Well lady, I'm from Denmark, and I was here on time," he said, in front of everyone.

People are much more irritated by lateness than we will ever know. It can dampen everything from promotions and raises to friendships. Late people crowd us physically and mentally all the time. We hate the fact that their lateness undoes our schedule and disrupts our day. Showing up late for work or sending something in late – no matter how well-done – is still a black mark against you.



I'm an Early, not because I'm so incredibly productive, but because I've discovered the benefits in doing so. For one of your discipline goals, I'd like to encourage you to become motivated to be an Early.

Why is it important to be early? Well, you get the first choice of many things. You gain admiration and respect. You're able to relax and not sweat. You get time while waiting to relax or read. Being early makes you look competent and lets others know you can be depended upon. Being late, however, makes people wonder whether you will come through the next time or will you always be bringing up the rear, never totally trusted, no matter how skilled you are.

Even if you're on time, it's fairly typical. It's boring. It does not stand out. It's expected. Don't be average! Late says I can't make deadlines. Early says I don't need deadlines. Late says I'm out of control; early says I'm all about control. Late says I can't look beyond the moment; early says I look ahead.

Becoming an early has nothing to do with setting your watch five minutes fast and fooling yourself, because psychologically you know it's five minutes fast and you make up for it anyway. Keep your clocks on the correct time. It is less about time management and more about planning.

Instead of thinking, "Okay, I have to be there at 9:00 AM," think, "I need to arrive at what time to get prepared? How long will it take me to get there? By that time, I could be facing traffic. Let's see, I've got some bills to pay; I'm going to take those with me. Hmm, my clothes are out; the school papers are signed; the briefcase is packed; my schedule's outlined. I should get in the car at what time?" You have to think through all of the variables and work backward.



When you become an Early, you don't have deadlines. They're unnecessary because you've already completed everything. Deadlines were made for people who would not get things done without them.

Work through the completion of a project or a task, not to the deadline. Deadlines are often irrelevant, because the task gets put off until the deadline when it could have been done much sooner. Telling yourself that you're more creative under pressure is just an excuse to procrastinate, and it becomes a self-fulfilling prophecy.

7. Avoid Workaholism

Are you a conscientious employee or are you compulsive about your work?

"Overwork is this decade's cocaine, the problem without a name," says psychotherapist Brian Robinson, author of *Chained to the Desk*. He says workaholism is an "...obsessive/compulsive disorder that manifests itself through self-imposed demands, an inability to regulate work habits, and an over-indulgence in work to the exclusion of most other life activities." Just like alcohol consumes the alcoholic, work consumes the workaholic. The clearest indication of workaholism is the inability to turn work off.

Most of the professionals I interact with at Workforce put in between 50 and 60 hours a week, and even more if you factor in work at home and on weekends. It's time to question whether working 24/7 has become a badge of honor. Workaholism has severe consequences. When studying the children of self-described workaholics, researchers found significantly higher rates of depression and anxiety than in the children of non-workaholic parents.

A survey by the American Academy of Matrimonial Lawyers cited a preoccupation with work as one of the top four causes of divorce. Also, workaholics evidence more



destructive behavior: more alcohol abuse, more extramarital affairs, and more stress-related illnesses. Ultimately, the challenge is not yours or mine alone. As long as our culture rewards and reveres those who work endless hours and denies the cost of such choices, any individual attempts to shift the balance will remain an uphill battle. It might be time—inside and outside corporate America—to question whether the benefits outweigh the costs of permitting work to occupy more and more of our lives.

8. Work Hard

The eighth and final discipline item in our discipline program is work hard and put your nose to the grindstone every day. Now, there's a difference between being a workaholic and working hard. You don't have to be addicted to your work and put in inordinate hours, but you do have to put in a hard, focused day's work.

Just watching the typical sitcom on television is comical to me, because the workplace is portrayed as the place to have sexual relationships, gossip, and play practical jokes. Pretty much, people deal with their personal lives and it's only occasionally interrupted by anyone actually working.

I don't suggest that you consistently work 14-hour days, but you should work hard during the time that you are at work. One survey of Fortune 1000 CEOs revealed that they are such dysfunctional time managers, so controlled by the daily events of others, that they average less than 60 minutes a day of productive work. That's pretty scary when you consider how much they're paid.

Entrepreneurs have similar problems—you might be your own boss, but you might be a pretty crummy one. I've received phone calls from some of my speaker colleagues lamenting that business is bad. I ask them to describe their typical day, and after they



tell me about sleeping in, going to the gym, having lunch with their mom, taking a nap, I always ask, “Yes, and how many contacts did you make on Monday to generate new business? How much time on Tuesday did you spend on the phone talking to people who could hire you?” The answer is always, “Not much!” You have to work, plain and simple!

So, what does work look like? Work looks much different today than it did in years past. Our great-grandparents knew what it meant to work hard. They worked on their farms. They hauled hay all day long. They made sure that the cows got fed. For many people today, working hard means you’re using your brain, creating new ideas, implementing marketing plans, writing new policies, learning new job skills, inventing new systems, taking risks, figuring out how to do things better. Hard work is anything that requires you to push yourself – not just show up at work, punch the clock, go through the motions, and leave.

When I read in magazines about highly successful people, I’m often amazed how many work fewer hours than the average person. Some people can run an entire company that does amazing things on 35 hours a week. They aren’t working longer than you are, and they aren’t necessarily smarter, either. They succeed because they work hard and know when to play.

So, when you go to work tomorrow, really work hard. Your time is worth the effort, and your future deserves it.

Conclusion

To stay motivated, to be persistent in completing your high priority tasks without getting sidetracked by menial activities, you must be disciplined:



1. Know your natural energy cycle and work effectively during your prime times.
2. Control perfectionism, realizing that some things are good enough.
3. Avoid putting things off or waiting until the last minute.
4. Force yourself to slow down when necessary. Realize that speed can be counterproductive.
5. Determine what you will accomplish each day, rather than allowing other people to dictate your schedule.
6. Arrive at appointments and meetings on time, and preferably early.
7. Avoid workaholism. Rarely work more than 40 hours a week, and don't take work home with you on vacation or to bed.
8. Work hard, and put your nose to the grindstone every day.

With these tips, hopefully you now have eight new skills to become self-disciplined and make yourself *do* what you *should* do, even when you don't *feel* like it.

To hire Laura Stack to speak at your next meeting or event, please contact:

Laura Stack, MBA, CSP
The Productivity Pro®, Inc.
Laura@TheProductivityPro.com
www.TheProductivityPro.com
303-471-7401



Educational Resources by Laura Stack

Join our LinkedIn Group, The Productivity Pro® Alumni, to exchange ideas and insights:

<http://www.linkedin.com/e/vgh/1259217/>

Follow me on Twitter: <http://twitter.com/laurastack>

Become a Fan of The Productivity Pro®: www.facebook.com/productivitypro

Sign up for my free monthly newsletter, The Productivity Pro®:

http://www.theproductivitypro.com/r_subscribe.htm

Subscribe to my blog: <http://www.theproductivitypro.com/blog/>

Join the SUPERCOMPETENT Book Club: <http://www.theproductivitypro.com/SCBookClub/>

Laura's website has over 140 free articles for download:

http://www.theproductivitypro.com/FeaturedArticles/article_map.php

Discuss *SUPERCOMPETENT* on our forum: <http://supercompetentbook.com/discussions.php>

FREE downloadable worksheets, checklists, and resources:

http://www.theproductivitypro.com/r_free_stuff.htm

Take the quizzes FREE from Laura's four books:

http://www.theproductivitypro.com/r_quizzes.htm

Get a FREE tip of the day via email:

http://www.theproductivitypro.com/r_subscribe_365Tips.htm

Resources for purchase (books, CDs, DVDs, self-study audio, video training, MP3s etc.):

http://www.theproductivitypro.com/t_productivity_tools.htm

Buy the Productivity Pro® Day-Timer: www.daytimer.com/laurastack

Laura's YouTube channel: <http://www.youtube.com/theproductivitypro>

LAURA STACK, MBA, CSP

Speaker • Author • Consultant



President & CEO

Laura Stack, MBA, CSP, has consulted with Fortune 500 corporations for nearly 20 years in the field of personal productivity. She helps her clients achieve Maximum Results in Minimum Time® and develop high-performance cultures. She is the president of The Productivity Pro®, Inc., which specializes in productivity improvement in high-stress organizations; she is also the 2011-2012 president of the National Speakers Association.

Keynoter

Laura presents over 100 practical, high-energy keynotes and seminars each year on improving output, lowering stress, and saving time in today's workplaces and homes. She is one of a handful of professional speakers whose business focuses solely on time management and productivity topics. Laura is a high-energy, high-content speaker, who educates, entertains, and motivates professionals to improve workplace productivity. She has earned the Certified Speaking Professional (CSP) designation, the highest earned designation given by the National Speakers Association (NSA).

Author

Laura is the bestselling author of four books, including *SuperCompetent: The Six Keys to Perform at Your Productive Best* (Wiley, 2010); *The Exhaustion Cure* (Broadway Books, 2008), *Find More Time* (Broadway Books, 2006), and the bestselling *Leave the Office Earlier* (Broadway Books, 2004), which was hailed as "the best of the bunch" by the *New York Times*. Her books have been published in nine countries and translated into six foreign languages, including Japanese, Korean, Chinese, Taiwanese, Italian, and Romanian.

Recognized Productivity Expert

Widely regarded as one of the leading experts in the field of employee productivity and workplace issues, she has been featured nationally on the CBS Early Show, CNN, NPR, Bloomberg, NBC TV, WB News, the *New York Times*, *USA Today*, the *Wall Street Journal*, the *WashingtonPost.com*, *O Magazine*, *Entrepreneur*, *Readers Digest*, and *Forbes* magazine. Laura has been a spokesperson for Microsoft, 3M, Skillsoft, Office Depot, and Xerox, and she is the creator of The Productivity Pro® planner by Day-Timer.



Clients Include

Starbucks	Sodexo
Tyco	Ball Aerospace
Wal-Mart	Qwest
Cisco Systems	U.S. Bank
KPMG	McDonald's
Nationwide	Nestle
MillerCoors	EMC
Sunoco	Oppenheimer
IBM	Time Warner
MCI	Wells Fargo
Sprint	Visa
Enterprise	RE/MAX
Lockheed	Denver Broncos

Spokesperson

Microsoft	Xerox
3M	Day-Timer
QVC	Office Depot

© 2011 Laura Stack, MBA, CSP. All rights reserved.

The Productivity Pro®, Inc., 9948 S. Cottoncreek Drive, Highlands Ranch, CO 80130

Phone: (303) 471-7401, Web: <http://www.TheProductivityPro.com>, Email: Laura@TheProductivityPro.com