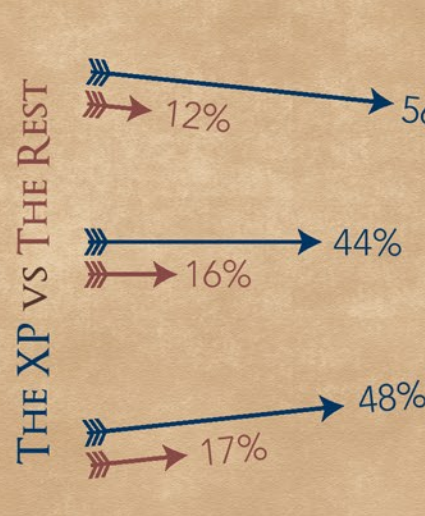


DEFEND YOURSELF AGAINST PRODUCTIVITY DRAGONS

Something new vies for your attention every few minutes: emails, text messages, collaboration tools, phone calls, co-workers, meetings, customers, and the list goes on. The result? Productivity suffers.

With discipline and preparation, you can defeat these productivity-killing dragons.

We know it's possible because we recently surveyed 2,377 professionals to find out which habits and hacks drive not only productivity, but also top performance versus peers, job satisfaction, and happiness. Do what the Extremely Productive (The XP) do and you, too, can slay the productivity dragons.



THE XP ARE:

- TOP PERFORMERS
- SATISFIED WITH THEIR JOBS
- VERY HAPPY



14% of people are Extremely Productive (The XP). They waste less time, are more likely to be top performers, satisfied with their jobs, and very happy.

The XP slay their dragons with gusto! The Rest? They're more likely to be devoured. Fortunately, there are common habits—what we call the 9 Habits of Extreme Productivity—to help you defend yourself.

ON AVERAGE, PEOPLE WASTE 4.2 WORK HOURS PER DAY ON MANDATORY/EMPTY ACTIVITIES

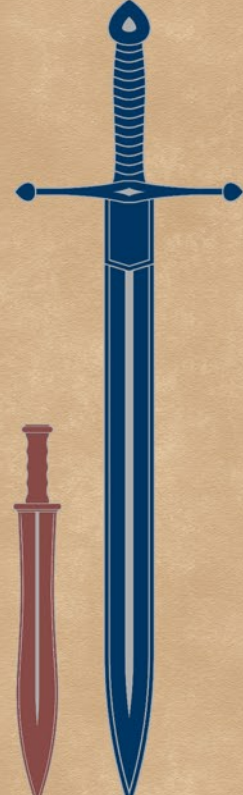
The 9 Habits of Extreme Productivity



RECRUIT YOUR DRIVE

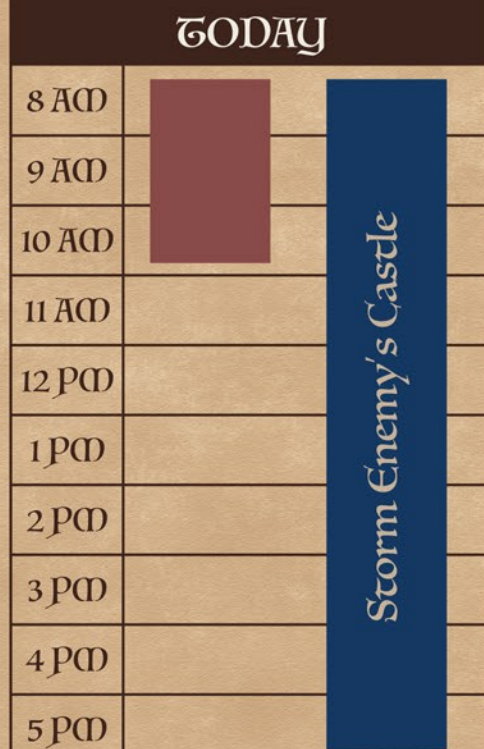
MOTIVATION IS MORE A SKILL THAN AN ATTRIBUTE; BUILD IT LIKE A MUSCLE.

The XP are 2.2x more likely to be very driven. They recruit their drive by:



IGNITE YOUR PROACTIVITY

GET MORE DONE BY MANAGING YOUR CALENDAR AND YOUR EXPECTATIONS.



The XP are 2.7x more likely to calendar their investment activities.

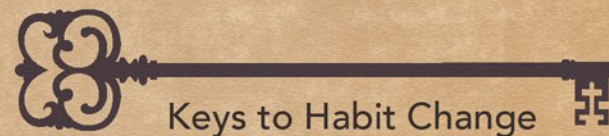
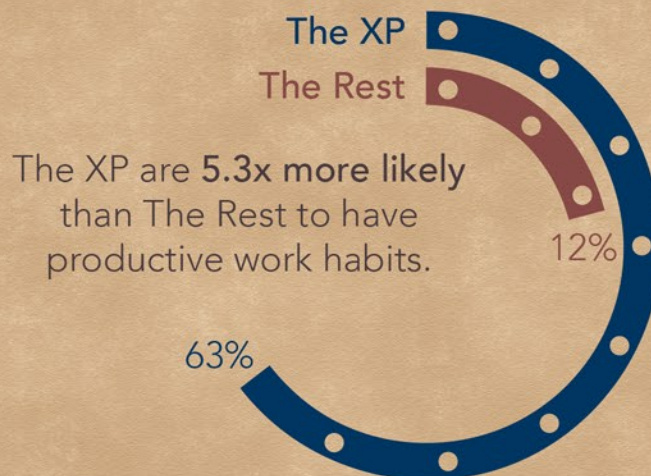
Calendar time serves two purposes:

- Reserves time to complete your priorities
- It lets others know you aren't available



REENGINEER YOUR HABITS

UNDERSTAND HABITS AND YOU CAN CHANGE THEM AS YOU WISH.



Keys to Habit Change

- Change the trigger
- Change your thought
- Change your response
- Change and clarify the reward

Having productive work habits is the #1 key driver most separating The XP from The Rest.



OBSCESS OVER TIME

KNOW WHERE YOUR TIME GOES AND SPEND MORE ON WHAT MATTERS.

- T**reasured: Time you hold dear
- I**vestment: Time that generates outsized return
- M**andatory: Time you feel you must spend
- E**mpy: Time you waste

Investment Hours Per Day

The XP spend 46% more time on Investment activities per day than The Rest.



SAY NO

PEOPLE AND ACTIVITIES WILL TRY TO DERAIL YOU. LEARN TO SAY, "NO."

Say no to:

- Unnecessary meetings
- Co-worker interruptions
- Talking to prospects who aren't a good fit
- Accepting tasks that aren't yours



PLAY HARD TO GET

IF YOU'RE NOT AVAILABLE, SIGNAL "DO NOT DISTURB," TURN OFF YOUR TECHNOLOGY ALERTS, AND BE IMPOSSIBLE TO DISTRACT.



The XP are 3.8x more likely to not be distracted.



The XP are 1.8x more likely to turn off alerts.



The XP are 3.4x more likely to signal "do not disturb."

It takes, on average, 23 minutes and 15 seconds to get back on task once you've been disrupted.*



SPRINT INTO THE ZONE

GIVE YOUR INTENSE FOCUS TO ONE ACTIVITY AT A TIME TO GET INTO THE ZONE.

The Zone
The mental state where a person is fully immersed in a feeling of energized focus, full involvement, and enjoyment in the process of the activity.



Click here to learn about TIME Sprinting



FUEL YOUR ENERGY

TAKE CARE OF YOUR MIND, BODY, AND SPIRIT AND YOU'LL FEEL ENERGIZED.



get more sleep · be active · reduce caffeine intake
take a nap · limit alcohol · practice mindfulness
do yoga · watch less tv · go outside · get fit

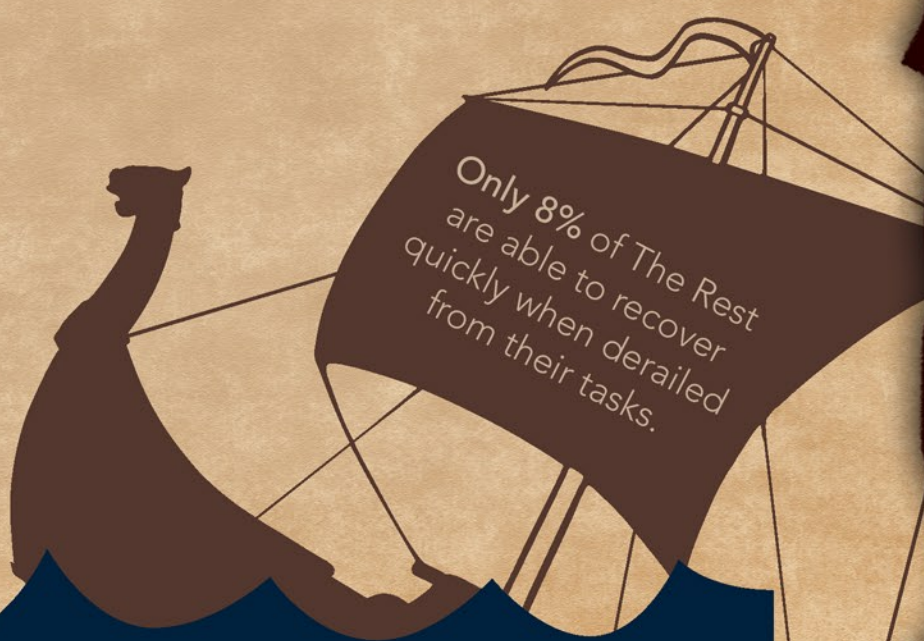


RIGHT THE SHIP

GET BACK TO WORK QUICKLY WHEN YOU FALL INTO UNPRODUCTIVE HABITS.

Say, "3...2...1...Stop!"

Stop the activity as soon as you realize you're doing something contrary to your goals (scanning email, eating after 8 p.m., watching TV, multitasking, attending useless meetings, etc.)



Does change feel insurmountable? Make a micro change. Make one call, send one email, do three push-ups, take one lesson, clean for five minutes, or read one page. Take baby steps toward habit change.

Want to become one of the Extremely Productive and defeat your productivity dragons?

- > Download our free ebook, *The 9 Habits of Extreme Productivity*.
- > Contact us to learn more about our *Extreme Productivity Challenge*.

All data, unless otherwise noted, is from RAIN Group's Extreme Productivity research. [Click here to learn more.](#)

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*Mark, Gloria, Daniela Gudith, and Ulrich Klocke. 2008. "The Cost of Interrupted Work: More Speed and Stress." Proceedings of the SIGCHI Conference on Human Factors in Computing Systems (April): 107-110.