

Productivity tips for leaders

Bob 'Idea Man' Hooley

A few years back, I had the pleasure of spending a couple of hours with Darren Hardy, *Publisher of "Success magazine, What Achievers Read"*. Our discussion topic was how we could be more productive as leaders and entrepreneurs. This topic is very near to my heart. I took *copious* notes as he shared his ideas and stories with us. I decided to pass along a few highlights from memory.

He challenged us to **'say NO'** more often and to narrow our focus and investment of time to the vital few functions that **only we** could do. He challenged us to cut back on where we **'say YES'** if we were serious about our productivity. He challenged us to move from **Reactive to Creative** and to delegate everything we could to free up time for pursuit of what is more vital in our lives. Bravo!

He's met and interviewed some of the world's top performers for his magazine. He went on to share examples of super-achievers who put some of these ideas into practice. **Sir Richard Branson** would work on only 3 strategic priorities at a time. Apple founder **Steve Jobs** learned the power of working only one BIG thing at a time and would focus for 3 hours on his number one priority. **Warren Buffet**, on average, only took 1 of 100 deals offered to him.

Darren suggested we should move from **Labour to Leadership**. He actually said everything **we DO** is keeping us from what we should be doing.

This rang true for me as I had just presented in Ottawa at a national food and beverage conference for a group of club managers. I had challenged them to focus on what was the most critical part of their role and built on their expertise and experience. I had challenged them to invest time training their staff, so they could delegate the less critical activities to them.

He quoted **Kenneth Cole**, "*Success has less to do with what we can get ourselves to do and more to do with **keeping ourselves from doing what we shouldn't.***" I looked down at my *stylish* Kenneth Cole watch and smiled. This too hit home, as I tend to be excited about ideas and making them work. I say yes too easily, often, to ideas which don't move my career or business forward. Point well taken, Darren! And, I'm learning!

He quoted from an interview with Steve Jobs where Steve said, "*I am as proud of what we **don't do** as what we do.*" He quoted from one of my favourite management gurus, **Peter Drucker** who said, "*There is nothing so useless as doing efficiently, that which shouldn't be done at all.*" **Ouch!**

He challenged me again, as a leader and entrepreneur, to determine my vital few functions (that only I can do), my high impact priorities, and measurements to monitor and track my progress. "*This clarity would help in my quest to be more effective in what I do and, in my pursuit, to help my readers and audiences grow and succeed.*"

My plan is to do exactly that. I will be setting aside time to revisit my websites with an eye to adding more **clarity** in what I offer, and in what activities I engage to assist my clients, colleagues and community.

I pass along his challenge to you, my new friend and reader; in the hopes that what is shared in **'LEAD!' and in our deeper 'Legacy of Leadership'** book will be a benefit for your growth and success as well as your life of significance. Visit www.SuccessPublications.ca to order.

Darren shared these points. **Don't mistake:**

Movement for **Achievement**

Activity for **Productivity**

Rushing for **Results**

I've heard variations of these, perhaps you have too. I felt they were worth repeating. Wishing you all the success and satisfaction in becoming a more effective and influential leader in your field.

"Passion is energy. Feel the power that comes from focusing on what excites you." Oprah Winfrey

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Bob 'Idea Man' Hooey, DTM, PRA, CKD-Emeritus, Accredited Speaker, 2011 Spirit of CAPS recipient is an inspirational leader, speaker, and a prolific author whose works include **'Legacy of Leadership'**, **'Why Didn't I THINK of That'**, **'Speaking for Success'** and **'The Courage to Lead!'** His articles have been featured in a multitude of North American trade and global consumer publications. He is a respected leader who has been honored by CAPS, NSA, Toastmasters, and the United Nations for his leadership contributions. His creative Ideas At Work have allowed him to travel the globe sharing insights, encouragement in 61 countries, so far. With Covid-19 he has been zooming around the globe to share his ideas. His **innovative Ideas At Work!** have been successfully applied by global leaders as well as Canada's 50 Best Managed Companies.