

Eat Your Frog...Daily!

By: Brian Tracy

Monday Call March 9, 2009

- ❖ **Mannafest**
- ❖ **Mannatrain Book Club –www.mannatrain.net/book_club.html**
- ❖ **Two webinars tonight:**
 - 8:30 PM CST – “Economic Stimulus” – to register:**
www2.gotomeeting.com/register/675877520
 - 9:00 p.m. CST -“Reshape yourself physically and financially in 2009” to register:** www2.gotomeeting.com/register/795080616

Next Monday: total review of Mannafest

March 23: Understanding Compliant Marketing post AG Case

Eat Your Frog...Brian Tracy gives us 21 ways to STOP PROCRASTINATING

Basic Premise: Mark Twain once said if the first thing you do each day is eat a live frog, you are probably guaranteed that it will be the worst thing that happens to you that day.

Take the worst thing on your to do list and do it first thing every morning!

If you have two frogs, eat the ugliest one first.

If you have to eat a live frog, it does not pay to watch it very long.

The Three D's of habit formation:

D: decision to develop the habit of task completion

D: discipline to practice the 21 principles until they become habits

D: determination until the habit becomes locked in

1. Set the table

Clarity (or lack thereof) is one of the most prolific reasons why people procrastinate

a. Decide exactly what you want

Stephen Covey in “7 Habits” “Before you start scrambling up the ladder of success, make sure it is leaning against the right building.”

b. Write it down

- c. Set deadlines
 - d. List all the actions to reach your goal
 - e. Develop a Plan with all those actions
 - f. Start action immediately
 - g. Resolve to do something every single day to move toward your goal
2. Plan every day in advance
- Every minute spent in planning saves as many as 10 minutes in execution.
- Six-P Formula: Proper Prior Planning Prevents Poor Performance
Make lists every day and work from them.
- 10/90 Rule: the first 10% of time you spend planning and organizing your work before you begin will save you as much as 90% of the time in execution.
3. Apply the 80/20 Rule to everything
- Pareto Principle: 20% of your activities produce 80% of your results
If you have 10 items to do, 2 of them will produce 80% of your results
Thus, these 2 items are the Frogs you should eat!
Resist the temptation to clear up easy things first.
Time management = Life management
4. Consider the Consequences
- Determine the consequence of doing and not doing each action and you will find the FROG.
- Long term thinking improves short term decision making. If you are taking a long term view in life, you tend to make better short term decisions.
- Delay gratification and make sacrifices for long term success. Your focus needs to be on the long term.
- Law of forced efficiency: "There is never enough time to do everything, but there is always enough time to do the most important thing."
- 3 questions for maximum productivity:
1. What are my highest value activities?
 2. What can I and only I do that if done well will make a real difference?
 3. What is the most valuable use of my time right now?

5. Practice Creative Procrastination

Get rid of the tadpoles and work on the frogs; so choose to put off the low level activities to conquer those of highest value

Learn the word “NO”

Choose daily an activity to put off until your big goals are met

6. Use the ABCDE Method Continually

Classify all your daily tasks

A: Must do's so could then have A-1,A-2, etc.

B: Should do's

C: Nice to do but no real consequences if not done

D: Something you can delegate

E: Something you can eliminate altogether

7. Focus on Key Result Areas

What one skill if I developed and did it in an excellent fashion, would have the greatest positive impact on my business?

“Your weakest key result area sets the height at which you can use all your other skills and abilities.”

Key areas in Mannatech: prospecting, building rapport and trust, identifying needs, presenting persuasively, answering objections, closing the sale, getting referrals, leading others to their success.

Evaluate yourself on these...where is your weakest link?

8. Prepare Thoroughly Before you Begin

Have everything you need right at hand and you will not procrastinate as much. Always clean off your desk as a major step in your preparation. Then take action!

9. Apply the Law of Three

Three core tasks you perform contain most of the value you contribute to your business.

Identify these three and then focus on them because 90% of your success depends on them. All the rest is support and complementary tasks.

Work all the time you are at work.

10. Take it One Oil Barrel at a Time

One small step at a time...get the focus off the great big task and look at the small bites necessary to get there. Go as far as you can see and

then start again. You must have faith and know that when you complete one step, the next step will become clear.

The oil barrel story: every 5 kilometers across the desert.

11. Upgrade your Key Skills

A major reason for procrastination is a feeling of incompetence or inability. Thus, continuously upgrade your skills.

You are either green and growing or ripe and rotten.

Read in your area, listen in your care, take courses in self development, and attend trainings frequently.

12. Leverage your Special Talents

Find the areas in which you are very good and then commit to be great. Do what you love to do everyday and do it well. Successful people take the time to evaluate what they do well and most enjoy.

13. Identify Your Key Constraints

Whatever you have to do, there is always a limiting factor that determines how quickly you will get this done.

Concentrate your mental energies on that area.

80/20 rule applies here: 80% of your constraints are within you, your organization. Only 20% come from outside.

Look into yourself. "What is holding me back?"

Every day isolate the constraint, and tackle it right then...if not, you will never move forward effectively.

14. Put the Pressure on Yourself

The world is waiting for someone/something to come and motivate them...do it yourself!

The 2% that do it naturally are "leaders." Be a leader...develop the habit.

15. Maximize Your Personal Powers

A major reason for procrastinating is fatigue...so get enough sleep and take care of your health. The better you feel the less you procrastinate.

16. Motivate Yourself into Action

To keep yourself motivated, you must train yourself to be a complete optimist.

You must refuse to allow the ups and downs of the day, of the business impact your mood or emotions.

Romans 8:28

17. Get out of the Technological Time Sinks

Many feel like they need to communicate with everybody all the time with all this technology. STOP IT!!

Facebook, Blackberry, cell phones, etc. we just have so many tools to rob us of our only limited asset...time.

Treat technology as a servant not a master.

18. Slice and Dice the Task

Break down into small pieces; complete one at a time and be motivated to complete the next.

How do you eat an elephant.

19. Create Large Chunks of Time

Take your critical tasks and carve out a large enough time period to allow you to tackle it. Don't be stingy on your time dedicated to important tasks.

Successful people schedule large blocks of time and take no interruptions for those important tasks.

20. Develop a Sense of Urgency

The time will never be "just right."

The most outwardly identifiable quality of high-performing men and women is action orientation.

When you are in a state of flow, you are most highly productive, creative and effective. Your emotions take off...you are elated as well.

21. Single Handle Every Task

Once you choose a task, then become single-minded with respect to that task and work diligently until 100% complete.

Self-discipline is critical.