

# Eat the Frog

- Your ability to select your most important task at each moment, and then to start on that task and get it done both quickly and well, will probably have more of an impact on your success than any other skill you can develop.
- An average person who develops the habit of setting clear priorities and getting important tasks completed quickly will run circles around a genius who talks a lot and makes wonderful plans but gets very little done.
- It has been said for years that if the first thing you do each morning is to eat a live frog, you can go through the day with the satisfaction of knowing that that is probably the worst thing that is going to happen to you all day.

# More about the Frog

- Your frog is your biggest, most important task, the one you are most likely to procrastinate on if you don't do something about it now.
- It has also been said “ If you have to eat two frogs, eat the ugliest one first. In other words, if you have two important tasks, start with the most important and urgent first and focus until it is complete before starting the second task.
- Treat it as a challenge! Resist the temptation to start the easiest task first.
- Very important advise! If you have to eat a live frog, it doesn't pay to sit and look at it for very long.
- Do you know the difference between activity and accomplishment?

# The Addiction

- Whenever you complete a task of any size or importance, you feel a surge of energy, enthusiasm and self-esteem. The more important the task, the more amplified these feelings are!
- Endorphins are released as a result causing a natural high.
- Secret of success- endorphins trigger feelings of enhanced clarity, confidence, and competence. This causes a positive addiction.
- Practice is the key to mastering any skill. It takes practice to master time management.
  - 1<sup>st</sup>- Make the decision to develop the habit of task completion
  - 2<sup>nd</sup>- Discipline yourself to practice the principles you will be learning
  - 3<sup>rd</sup>- Back everything you do with determination until the habit is locked in

# Strategies

- Set the table- Decide exactly what you want. Clarity is essential. Write out your goals and objectives before you begin
- Plan everyday in advance- Think on paper. Every minute you spend in planning can save you five or ten minutes in execution.
- Apply the 80/20 rule to everything- Twenty percent of your activities will account for 80% of your results. Always concentrate your efforts on that top 20%
- Consider the Consequences-Your most important tasks and priorities are those that can have the most serious consequences, positive or negative, on your life or work. Focus on these above all else.
- Practice the ABCDE Method Continually-Before you begin work on a list of tasks, take a few moments to organize them by value and priority so you can be sure of working on your most important activities

- Focus on key results areas- Identify and determine those results that you absolutely, positively, have to do to do your job well, work on them all day long.
- Obey the Law of Forced Efficiency- There is never enough time to do everything, but there is always enough time to do the most important things. What are they?
- Prepare thoroughly before you begin- The more knowledgeable and skilled you become at your key tasks, the faster you start them and the sooner you get them done.
- Identify your key constraints- Determine the bottlenecks or choke points, internally or externally, that set the speed at which you achieve your most important goals, and focus on alleviating them
- Take it one oil barrel at a time-You can accomplish the biggest and most complicated job if you just complete it one step at a time
- Put the pressure on yourself-Imagine that you have to leave town for a month and work as if you had to get your major tasks completed before you left

- Motivate yourself into action- Be your own cheerleader. Look for the good in every situation. Focus on the solution rather than the problem. Always be optimistic and constructive.
- Practice Creative Procrastination- Since you can't do everything, you must learn to deliberately put off those tasks that are of low value so that you have enough time to do the few things that really count
- Do the most difficult task first-Begin each day with your most difficult task, the one task that can make the greatest contribution to yourself and your work, and resolve to stay at it until it is complete.
- Slice and Dice the task- Break large, complex tasks down into bite-sized pieces and then just do one small part of the task to get started.
- Create Large Chunks of Time- Organize your day around large blocks of time where you can concentrate for extended periods on your most important tasks.

- Develop a sense of Urgency- Make a habit of moving fast on your key tasks. Become known as a person who does things quickly as well.
- Single Handle Every Task- Set clear priorities, start immediately on your most important task and then work without stopping until the job is 100% complete. This is the real key to high performance and maximum personal productivity
- Eat the Frog!