

# Focused Productivity

More of your time on more of the things that are awesome.

Shawn Blanc

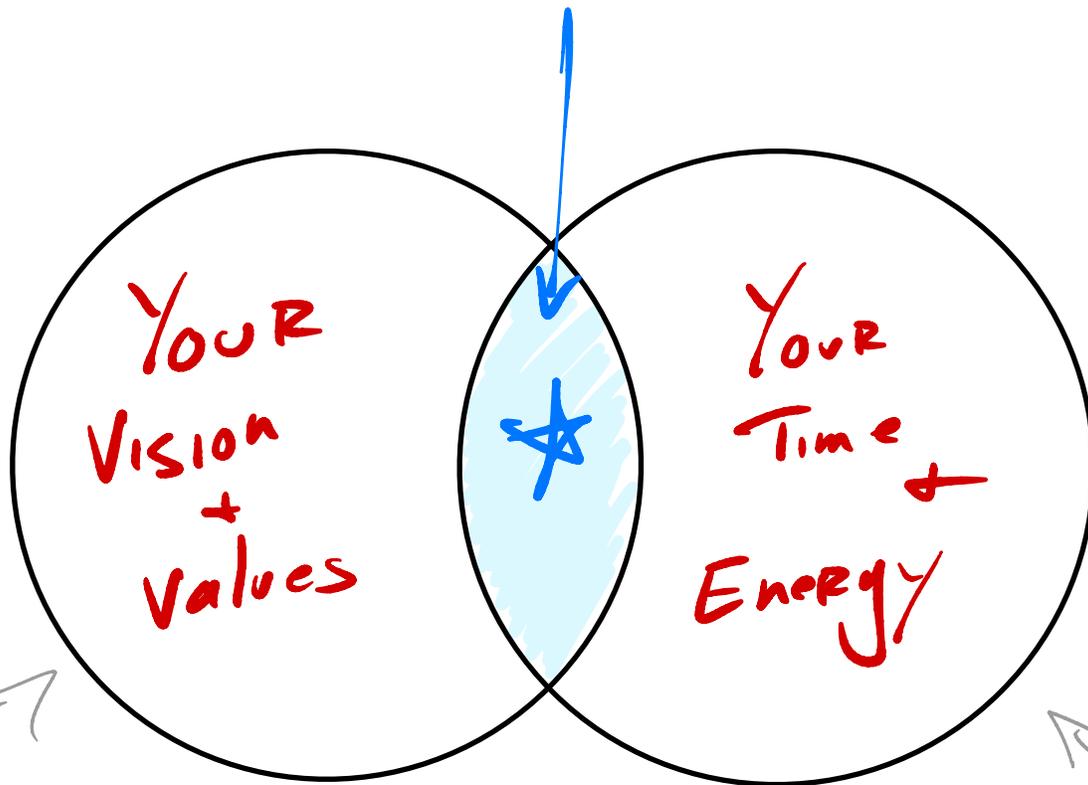
The Focus Course // The Sweet Setup

*@shawnblanc*

## Meaningful Productivity

*The state of consistently giving your time and attention to the things that are most important.*

The (RARE) Sweet Spot



Meaningful Productivity means bringing your calendar into alignment with your values.

If the goals and desired outcomes for your life are not manifesting into daily actions, then your goals are merely ideas and wishes.

When you are unable to spend time and attention on the things that matter, it is frustrating – you are spinning your wheels.

# The Four Symptoms of a Busted Productivity System

From big teams, to corporations, to small groups, and individuals... there are a few symptoms of a broken productivity system.

## 1: Busywork

Due to a lack of clarity

Doing tasks and activities that are not rewarding, they don't add up nor do they compound into anything substantial over time, and they don't really move things forward. Simply put, they're not the best use of your time.

## 2: Reactive work

Due to a lack of planning

When you find yourself reacting to the needs of others and unable to follow through with your own priorities. There is always something else coming your way that you have to react to, and you're not able to proactively focus on the things that you know you should be doing.

## 3: Procrastination

Due to poor systems, + lack of integrity

When you and/or your team have a hard time following through on your commitments. Tasks get put off to the last minute, or skipped altogether.

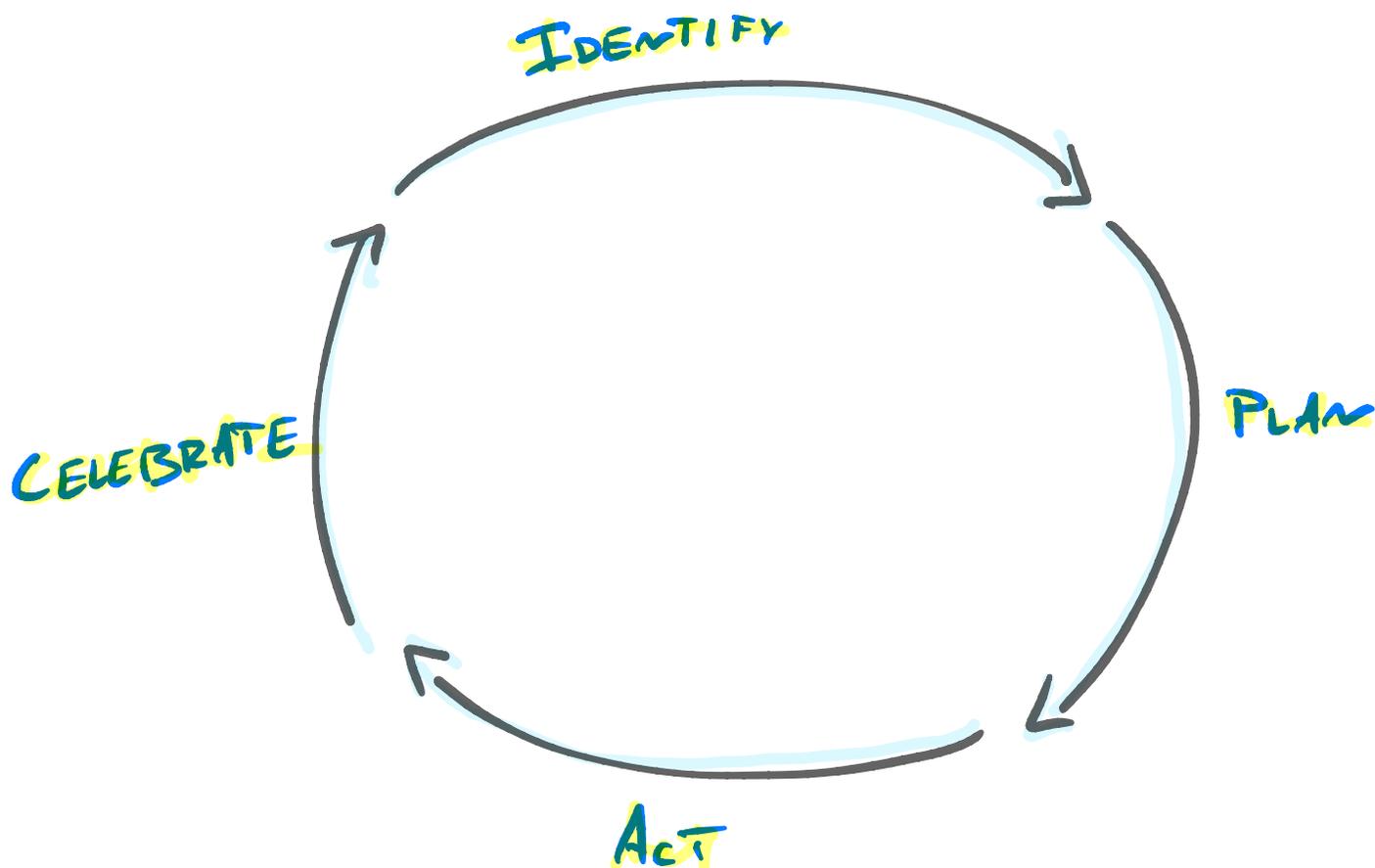
## 2: Burnout

Due to not celebrating progress

When you feel like your just on the hamster-wheel of hustle. You are feeling burnt out, unmotivated, and can't see how your current activities lead toward your desired outcomes.

## The Flywheel of Focused Productivity

With a clear understanding of what your essential activities and tasks are, then you can have clarity on what urgent matters you should give your attention to and which ones you should ignore. This liberates you to spend the vast majority of your day on only the essential activities of life, rather than giving in to the tyranny of urgent issues that are not truly important.



1. Get clear upon and identify what is truly essential.
2. Set aside time for that which is essential, with a plan for when and where you will focus on it.
3. Follow through with your commitments.
4. Celebrate your progress.
5. Repeat!

# The Focused Productivity Checklist

## 1: Identify

*I have identified (more or less) what is most important for me to focus on and/or do.*

My most important task / project / area of focus is: \_\_\_\_\_.

## 2: Plan

*I have a plan for when and where I will spend time on the above.*

I will do \_\_\_\_\_ on \_\_\_\_\_ at \_\_\_\_\_ in \_\_\_\_\_.  
task day time location

## 3: Act

*I have followed through with my simple plan.*

I will keep myself accountable to my plan by telling \_\_\_\_\_.  
person / group

## 4: Celebrate

*I recognize my progress (no matter how big or small) and have celebrated.*

By keeping my commitment and making meaningful progress on something that matters,  
I will (or did) celebrate by: \_\_\_\_\_.

## Whenever you're ready, here are some ways we can help you.

1. **Weekly Newsletter:** Every Friday we send an email newsletter on the topics of focus, productivity, time management, and creativity.
2. **Monthly Webinars:** About once per month we host online training webinars. Topics include habits, task management, timeblocking, writing, creativity, and more.
3. **On-Demand Courses:** We have a full library of video courses that offer further training on time management, task management, margin, and more.
4. **The Focus Course Academy:** Our brand-new, in-depth training on goal setting, time management, wholistic productivity, and restoring margin to an overwhelmed life.

To sign up for the newsletter, to find links to our other on-demand courses, or to find out more about our workshops, go to: [thefocuscourse.com/help](https://thefocuscourse.com/help)

For information and to dialog about any questions or ideas you have for coaching, further workshops, and more, please email us. We would love to hear from you.

[desk@blancmedia.org](mailto:desk@blancmedia.org)

**Focus is a valuable skill in life and a competitive advantage in your career.** People who possess the skill of focus are able to manage themselves, set clear goals, achieve those goals, follow through on their commitments, and more. These people are worth knowing and are worth investing in.