



Three Lists Everyone Should Use to Increase Productivity

For those of you who may have been coasting this summer, September is a great month to get back on track with your goals. Take time to dust them off and determine what you can reasonably accomplish between now and year-end. Then drill down what tactics will help you accomplish your goals. It's as simple as that, right? Not really.

If you're like most busy professionals you are probably feeling overwhelmed at best. When I'm feeling overwhelmed, I find it helpful to create a series of lists to help me not only feel more organized but ultimately get more done.

1. **Done list.** List out your accomplishments to-date. Then, take time to celebrate your successes – both small and large. This will help to create a sense of momentum and give you the energy to accomplish even more.
2. **Discard list.** Successful people recognize that they can't do everything. Make a list of those things that no longer align with your goals. Then, stop doing them. This may include delegating them to someone else or eliminating them altogether.
3. **Do list.** Make a list of all the key tasks and activities that need to be accomplished. Then prioritize them in relation to your goals. I use a simple ABC system as follows: A = essential, B = important, C = optional. Use numbers to put them in the order they should be completed in. Here is an example.

Goal: Sign three new clients in the next 30 days.

- A1 Develop prospect list
- A2 Outline talking points
- A3 Make outbound calls
- B1 Set-up sales tracking software
- C1 Review upgrade for sales tracking software
- C2 Create sales brochure

Even if you aren't a list person, taking the time to periodically look at what you've done, get rid of things that are no longer important, and identifying what you should be doing now, will help you accomplish more. I guarantee it. Don't believe me? Try it and see what happens.

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