

COURSE TITLE:

Focus on What Matters: Building Your Personal Productivity Practice

Has your daily work routine become indistinguishable from a hamster running endlessly around its wheel? Stop spinning your wheels and learn key tactics to focus, reset, and reach your desired outcome



DESCRIPTION

Productivity can feel like a buzzword when you're stuck balancing back-to-back meetings, constantly shifting priorities, and jam-packed deadlines. The truth is, with a few techniques to maximize your focus, you can improve your productivity (without logging 60 hours a week). This workshop will give you the tactics you need to take control of your schedule, regain your focus, and end your days feeling accomplished.



90 MINUTES | VIRTUAL OR LIVE

OBJECTIVES



FOCUS

Describe optimal condition for how brains focus



IDENTIFY

Identify their most common sources of distraction



APPLY

Apply tactics that maximize focus and productivity



PLAN

Develop a plan for using tactics on an ongoing basis

THE FLOW

INTRODUCTION & CONTEXT

Our goal is to help participants understand the science behind focus and distraction, and give them tools to maximize their ability to focus and be productive

5 MIN

WARM UP: PASS THE GREETING

Have participants try to focus on completing a short task while participating in group introductions

10 MIN

TACTIC REVIEW

Share five tactics for boosting focus and productivity (includes polls and small group discussions)

25 MIN

CURRENT PRACTICE REFLECTION

Partners share their typical approach/structure to their day, what works in increasing productivity, what impedes their focus

10 MIN

THE SCIENCE!

Share information regarding how brains actually work (spoiler alert: we can't really multitask!)

10 MIN

TACTIC SELECTION

Breakout groups select top tactics and brainstorm best use cases

15 MIN

CLOSE & REFLECT

Participants identify at least one element of the workshop they can incorporate into their work

15 MIN

- Pair with a Storytelling topic to pump up your pre-call planning
- Customize this topic to your Selling Model
- Combine this topic with Read the Room and Pivot for a longer session
- Customize the Objections role-play with your new marketing language

EXPAND IT