



SuperCompetent

The Six Keys to Perform at Your Productive Best

Laura Stack



WILEY

John Wiley & Sons, Inc.



SuperCompetent

The Six Keys to Perform at Your Productive Best

When the rubber hits the road, the difference between merely having ability and being exceptional may be the difference between losing your job and keeping it. The best workers possess a constant, expansive ability to be good at everything they do, no matter how general or specific. In this e-book, adapted from her book *SuperCompetent: The Six Keys to Perform at Your Productive Best* (John Wiley and Sons, August 2010, \$24.95), Productivity Pro® Laura Stack shows you how to master the six universal Keys to workplace success.

Copyright © 2010 by Laura Stack. All rights reserved. You may forward this ebook to others, provided it is sent in its entirety. For permission to excerpt, email to Becca@TheProductivityPro.com.

Published by John Wiley & Sons, Inc., Hoboken, New Jersey.

Published simultaneously in Canada.

ISBN 978-0-470-59915-0

Printed in the United States of America

(303) 471-7401
9948 S Cottoncreek Drive
Highlands Ranch, CO 80130
Laura@TheProductivityPro.com
www.TheProductivityPro.com



ALSO BY LAURA STACK

Leave the Office Earlier: How to Do More in Less Time and Feel Great About It

Find More Time: How to Get Things Done at Home, Organize Your Life, and Feel Great About It

The Exhaustion Cure: Up Your Energy from Low to Go in 21 Days

PRAISE FOR SUPERCOMPETENT

"Laura Stack knows how to get things done and in short order! Her latest book offers a great work-life-mind balance, which is the key to going from good to great on a personal basis. Read this book and soar."

Tim Sanders, author of Love Is The Killer App: How To Win Business & Influence Friends

"The Productivity Pro, Laura Stack should be known as the Productivity Doctor. This book is like a medical clinic for those seeking to become more productive. I know it has helped me but more importantly the remedies offered by Laura have benefited the people I coach in my professional life. These people keep asking, "Jeff, how do you know how to solve my productivity problems?" My secret weapon...this book."

Jeff Bettinger, Director of Talent Development, Fluor Corporation

"This content-rich book is a must read for even those who thought they were productive. Laura Stack delivers specific strategies that will definitely boost your performance and productivity. Her relevant ideas will take you beyond good to SuperCompetent. This book will change how you think about yourself, your time, your use of technology, and your time with others."

Lisa Ford, Author of #1 selling training series, "How to Give Exceptional Customer Service"

"Ask executives which employees are most valuable to the organization, and they will almost invariably respond, "The people to whom I can point at a problem or opportunity and know that they will get the job done every single time." These are the super competent people – who are in control of their work – not the other way around. Laura Stack teaches us how to stress less, get much more done, and have more fun while doing it. Reading this book will make a positive impact in your work and your life. Fabulous!"

Joe Calloway, author, Becoming a Category of One

"HEY YOU! That's right, you, the person wondering if a book about being SuperCompetent is worth the investment or has any relevance to your life, career, or company. Haven't you heard? Simply being competent is for Wanna-Be's. The HEROES actively manage their performance and productivity to achieve the results they want and need. Isn't that you ... or at least the You you want to be? SuperCompetent is that rare book that combines ideas you can implement immediately with thoughtful truths to keep you focused on what is really important. So what are you waiting for? Buy this book. Study and apply its lessons. And, give yourself an edge in your career and your life."

Randy G. Pennington, Author, Results Rule! Build a Culture that Blows the Competition Away

"Laura is a master at her craft and offers innovative ideas on how to squeeze the most out of our daily lives. Productivity is more than just staying busy; it's about achieving success and significance in everything you do. She unlocks the secrets to how we can all do more, be more, and have more each and every day."

*Dr. Nido Qubein, President, High Point University
Chairman, Great Harvest Bread Co.*

"Every CEO should make this required reading for every employee. After 20 years of turning around the results of companies, I only wish I had this on my recommended reading list for clients earlier. Uncommon sense that will turn any organization into a Thank God It's Monday Results Rule Workplace!"

*Roxanne Emmerich, CEO, The Emmerich Group, Inc.
Author, Thank God It's Monday!*

"Become more aerodynamic. That's what Laura Stack helps her reader to do with her tremendously practical book, *SuperCompetent*. Consider the racing industry. In all of its various forms – cars, bikes, humans, horses – the principle of aerodynamics rules. Some of the smallest design changes can elevate performance monumentally. In my work with high-performing, high-potential leaders, I have found time and again that increasing effectiveness is almost singularly hinged upon decreasing interference. Simple? Perhaps. Easy? Not so much. Effective? Without a doubt. Using Laura's Six Keys, a leader can identify, diagnose, and understand specific sources of interference. Using the numerous practical tips Laura provides with each of those Six Keys, that leader can then work ruthlessly to reduce each source to perform at his or her productive best."

*Catherine Stewart, SPHR
High-potential program developer and manager*



TABLE OF CONTENTS

| | |
|--|----|
| About the SUPERCOMPETENT Culture..... | 8 |
| Introduction: Supercharging Your Competence..... | 9 |
| The SuperCompetent Assessment | 13 |
| Scoring..... | 17 |
| SuperCompetent Hero Thinking vs. Simply Competent Zero Thinking | 18 |
| SUPERCOMPETENT KEY 1: ACTIVITY | 20 |
| SUPERCOMPETENT KEY 2: AVAILABILITY | 22 |
| SUPERCOMPETENT KEY 3: ATTENTION | 24 |
| SUPERCOMPETENT KEY 4: ACCESSIBILITY..... | 26 |
| SUPERCOMPETENT KEY 5: ACCOUNTABILITY | 28 |
| SUPERCOMPETENT KEY 6: ATTITUDE..... | 30 |
| CONCLUSION..... | 32 |
| About the Author, Laura Stack..... | 34 |
| Educational Resources | 35 |



ABOUT THE SUPERCOMPETENT CULTURE

In this competitive economy, just being able to do your job is no longer enough.

Competence is simply expected in today's workplaces. But you can't be *simply* competent; you have to be *SuperCompetent*® to get an edge. Laura Stack's new book, *SuperCompetent: the Six Keys to Perform at Your Productive Best* (Wiley 2010), gives high potentials proven methods to reach peak performance and achieve breakthrough results.

You'll discover the six keys to unlocking your full potential: Activity, Availability, Attention, Accessibility, Accountability, and Attitude. The Productivity Pro®, Laura Stack, gives you a clear and practical system for achieving Maximum Results in Minimum Time®. By contrasting *SuperCompetent* here thinking with Simply Competent zero thinking, you'll see that transforming your performance is not about mantras but mindsets.

SuperCompetent will be available in August 2010, just in time for your fall conference or leadership development program.

For more information on hiring Laura Stack to speak at your upcoming meeting or conference:

The Productivity Pro®, Inc.

<http://www.TheProductivityPro.com>

<http://www.linkedin.com/in/laurastack>

Laura@TheProductivityPro.com

303-471-7401

INTRODUCTION: SUPERCHARGING YOUR COMPETENCE

Corporate pressure is peaking at all-time highs these days: it seems that everything that should be going up is going down, and everything that should be going down is going up. Hiring freezes, budget cuts, productivity quotas, globalization's heavy footsteps hot on your heels...it all points in a single direction:

Success will come to those who can accomplish more in less time and consistently perform at their productive best. The people who achieve their fullest potential are not SIMPLY competent; they're *SUPERCompetent*.

If you gave notice that you were leaving your organization, would leadership fight to keep you? If this doesn't describe you, does it apply to someone with whom you work?

Why do some people succeed at every challenge they undertake? Are they superhuman? No, they're not perfect; however, they *are* skilled and capable enough to master almost any task. Are they natural leaders? No again.

Competence isn't the same as leadership; in fact, in my opinion, it's something much greater. We've all seen people in positions of leadership who fell short the moment they were faced with unfamiliar conditions. So, are the *SuperCompetent* exceptionally brilliant? Again, no! You can be a raving genius and yet not be nearly as capable as the person seated in the next cubicle.

Simply competent people don't stand out in the current environment, where the difference between merely having ability and being exceptional may be the difference between keeping your job and losing it. *SuperCompetent* people take it to another level: they possess a consistent, all-encompassing ability to be good at everything they do, no matter how general or specific.

As a corporate consultant for the last 18 years, I can identify the performer I would hire in any position. I can tell when a person would do a fine job, even without much experience. How? Because all these professionals have mastered six universal traits: the keys to becoming *SuperCompetent*.

1. Activity

SuperCompetent people are driven by intense focus on priorities and have a clear sense of direction. Value determines priority; priority determines goals; and goals determine activities.

2. Availability

SuperCompetent people control their schedules, so they can make time for important activities. They know they can't be available to everyone every day, so they learn how to control their time and protect it.

3. Attention

SuperCompetent people are masters of focus and concentration. They develop the ability to pay attention to the task at hand and tune out distractions that aren't related to their work.

4. Accessibility

SuperCompetent people are well-organized. They have systems in place to find what they want when they want it, and can quickly locate the information needed to support their activities.

5. Accountability

SuperCompetent people possess self-discipline and self-control. They eliminate timewasters, strive for constant improvement, and don't blame other people when things go wrong.

6. Attitude

SuperCompetents get the requisite skills and training when they lack ability. They have the motivation, drive, and can-do positivity to make things happen. They're proactive, decisive, and *fast*.

These principles are fundamental to the study of productivity and are evergreen, regardless of the technologies and changes in the workplace. In a nutshell, you'll always have to:

1. Determine what you should be working on;
2. Make time for it;
3. Focus on that task;
4. Organize the information needed to complete it;
5. Be responsible for your results; and
6. Never give up.

These traits are interconnected, so I'll dissect each and describe how to attain each in the following sections of this book. The good news, as I stated before, is that SuperCompetence isn't a genetic quality; rather, it's something you can learn.

Transforming yourself into a *SuperCompetent* isn't about mantras, but mindsets. Looking at your actions is an important part of understanding your capabilities, but it's just one part of understanding how to unlock your potential. The most important part is transforming the way you *think*.

Your mind has a tremendous capacity to change your life; the way you think determines your next actions. Since you can choose your mindset, you can also choose to change it, which is what *SuperCompetents* do to make themselves the best they can be. In this book, I'll show you how to do what they've done, working on each of the Six Keys to transform the way you think.

When learning how to be SuperCompetent, you'll consider how you need to think to achieve the best results. Often, you'll have to dispense with your old mindset and adopt a new one. By repeatedly, purposefully acting in a different manner over time, you'll change your mindset right down to its core. Old thinking will evaporate; altered thinking will materialize, and new, *SuperCompetent* behavior will follow.

So, what *is* the mindset of the *SuperCompetent* person, and what if you don't have it yet? Placing yourself in a new frame of mind requires stepping back, soul-searching, rethinking priorities, defeating old personal roadblocks, and developing entirely new thought processes you can apply in all sorts of situations. This is what will add up to

the fully fleshed-out, newly *SuperCompetent* mindset. You can use this e-book to help yourself, your company, and even those around you – not just momentarily, but all the time.

Even people who don't intuitively possess the Six Keys can learn them. My goal is to help any decently capable but ordinary person achieve SuperCompetence without becoming a superhero.

In fact, we're all endowed with an amazing capacity for mastery. It's a shame some of us realize this potential while many more of us fall short. The traits that so often cause people to squander their competence actually aren't traits at all – just bad learning or thought processes that can be unlearned once they know how.

Bottom line: we can *all* learn to be *SuperCompetent*!

Each chapter concludes with a summary and action planning worksheets for individual use.

You'll receive an email address to receive bonus material, a complimentary MP3, the SuperCompetent Key assessment questions, a summary, and the action planning worksheet in Microsoft Word format.

For group use in book clubs for High Potentials or leadership development programs, please email Laura@TheProductivityPro.com for more information on program materials, leader and discussion guides, and supplementary material.

Half- and full-day training programs are also available, as well as train-the-trainer programs and licensed curriculum.

THE SUPERCOMPETENT ASSESSMENT

How close are you to being SuperCompetent already? Take the following quiz, and you'll figure out exactly what you need to work on. You don't have to read this book from beginning to end: you can jump right to the section you need most and start your program there.

NOTE TO READERS: Leaders and HR managers may want to use this book to identify traits of potential SuperCompetents within the organization or as a coaching aid for High Potentials.

Scoring

- 1 = to no extent
- 2 = to a little extent
- 3 = to some extent
- 4 = to a considerable extent
- 5 = to a great extent

| THE SUPERCOMPETENT ASSESSMENT | | | | | |
|---|---|---|---|---|---|
| <i>ACTIVITY demonstrates value and reflects importance.</i> | | | | | |
| 1. I know exactly why I work hard and what I'm trying to achieve. | 1 | 2 | 3 | 4 | 5 |
| 2. I know what to do, when to do it, and why. | 1 | 2 | 3 | 4 | 5 |
| 3. I create systems to perform tasks more efficiently so that I can leave the office on time. | 1 | 2 | 3 | 4 | 5 |
| 4. I regularly rest and recharge my batteries in order to be productive and creative when I return to work. | 1 | 2 | 3 | 4 | 5 |
| 5. I accomplish the day's most profitable and valuable tasks. | 1 | 2 | 3 | 4 | 5 |
| SUBTOTAL YOUR ANSWERS #1-5: | | | | | |

| THE SUPERCOMPETENT ASSESSMENT | | | | | | |
|--|--|---|---|---|---|---|
| <i>AVAILABILITY is driven by Activity.</i> | | | | | | |
| 6. | I refuse requests when appropriate and know how to say no graciously. | 1 | 2 | 3 | 4 | 5 |
| 7. | I set appropriate boundaries and protect my time from others. | 1 | 2 | 3 | 4 | 5 |
| 8. | I push tasks down to the lowest level of responsibility, trusting others to do their jobs. | 1 | 2 | 3 | 4 | 5 |
| 9. | I schedule my day realistically according to my key activities. | 1 | 2 | 3 | 4 | 5 |
| 10. | I weigh the results of attending each meeting against the alternative results I could produce instead. | 1 | 2 | 3 | 4 | 5 |
| SUBTOTAL YOUR ANSWERS #6-10: | | | | | | |

| THE SUPERCOMPETENT ASSESSMENT | | | | | | |
|--|---|---|---|---|---|---|
| <i>ATTENTION is the capacity to concentrate.</i> | | | | | | |
| 11. | I do not live in my email inbox; I remain focused on my work. | 1 | 2 | 3 | 4 | 5 |
| 12. | I leave distractions for my downtime. | 1 | 2 | 3 | 4 | 5 |
| 13. | I know I can only focus on a few items at a time, so I limit my multi-tasking in order to maximize my productivity. | 1 | 2 | 3 | 4 | 5 |
| 14. | I don't allow socializing – whether online or in real life – to overwhelm my productivity. | 1 | 2 | 3 | 4 | 5 |
| 15. | I know technology and my handheld are tools to help me be more productive – no addiction here. | 1 | 2 | 3 | 4 | 5 |
| SUBTOTAL YOUR ANSWERS #11-15: | | | | | | |

| THE SUPERCOMPETENT ASSESSMENT | | | | | | |
|--|--|---|---|---|---|---|
| <i>ACCESSIBILITY is the ability to organize the inputs and outputs in your life.</i> | | | | | | |
| 16. | I've created the perfect time management system for my personality, job environment, and work situation. | 1 | 2 | 3 | 4 | 5 |
| 17. | I know exactly where I'm supposed to be and exactly what I should be working on at all times. | 1 | 2 | 3 | 4 | 5 |
| 18. | My email is organized, and my inbox is regularly emptied. | 1 | 2 | 3 | 4 | 5 |
| 19. | I keep careful track of my contacts and my communications with them; I can tell you what was said in a meeting a year ago. | 1 | 2 | 3 | 4 | 5 |
| 20. | I don't waste time while traveling; I'm efficient and get a lot accomplished. | 1 | 2 | 3 | 4 | 5 |
| SUBTOTAL YOUR ANSWERS #16-20 | | | | | | |

| THE SUPERCOMPETENT ASSESSMENT | | | | | | |
|---|---|---|---|---|---|---|
| <i>ACCOUNTABILITY recognizes "the buck stops here."</i> | | | | | | |
| 21. | I take personal responsibility for handling my time and productivity; I never lay the blame on anyone else. | 1 | 2 | 3 | 4 | 5 |
| 22. | When I see an unusually lengthy and inefficient process, I do what I can to make it easier for everyone. | 1 | 2 | 3 | 4 | 5 |
| 23. | Rather than waste even small amounts of time, I get right to work. | 1 | 2 | 3 | 4 | 5 |
| 24. | When I have all the information I need to proceed, I make decisions quickly. | 1 | 2 | 3 | 4 | 5 |



| | | | | | | |
|------------------------------|--|---|---|---|---|---|
| 25. | I understand that the difference between being busy and being productive is results . | 1 | 2 | 3 | 4 | 5 |
| SUBTOTAL YOUR ANSWERS #21-25 | | | | | | |

| THE SUPERCOMPETENT ASSESSMENT | | | | | | |
|---|---|---|---|---|---|---|
| <i>ATTITUDE is your motivation, drive, and proactiveness.</i> | | | | | | |
| 26. | I keep an eye on my stress level and realize that it is a mistake to ignore my emotional health. | 1 | 2 | 3 | 4 | 5 |
| 27. | Even when a task is monumental, I keep working at it until I whittle it down to size. | 1 | 2 | 3 | 4 | 5 |
| 28. | I am creative and open to change; I always seek better solutions. | 1 | 2 | 3 | 4 | 5 |
| 29. | I adjust my approach with difficult work and time styles; I work well with all different personalities. | 1 | 2 | 3 | 4 | 5 |
| 30. | I am a positive person, even in negative circumstances. | 1 | 2 | 3 | 4 | 5 |
| SUBTOTAL YOUR ANSWERS #26-30 | | | | | | |

SCORING

COPY YOUR SUBTOTALS FROM ABOVE:

| | KEY | SUBTOTAL |
|---|-----------------------|----------|
| 1. | ACTIVITY #1-5 | |
| 2. | AVAILABILITY #6-10 | |
| 3. | ATTENTION #11-15 | |
| 4. | ACCESSIBILITY #16-20 | |
| 5. | ACCOUNTABILITY #21-25 | |
| 6. | ATTITUDE #26-30 | |
| GRAND TOTAL = SUPERCOMPETENT (SC) SCORE | | |

To make your score meaningful, please visit www.TheProductivityPro.com/SCscoring and enter your data. Based on an initial sample of 250 survey responses:

123-150: **You're already SuperCompetent.** Congratulations! All you need to do is fine-tune a bit. Keep it up and help others raise their SuperCompetence whenever you can.

112-122: **You need a few tweaks here and there.** You're on the right track! Strive to improve wherever you made less than a "5" on your assessment. Give yourself credit for what you do well and acknowledge where you need to improve.

88-111: **Average.** You're "middle of the road," which is a bit boring. You're not the worst employee ever; you're not exceptional, either. Who wants to be average? Work on kicking it up a notch!

67-87: **Major overhaul required.** SuperCompetence isn't out of your grasp, but you'll need to get serious if you want to reach it. Select one item on this list every two to three weeks and work on systematically improving your competence level.

30-66: **Danger!** Your competence level is flat-lining: you need a jumpstart, stat! Both your health and your job depend upon it, so start working hard *right now*.

Contrasting *SUPERCOMPETENT HERO THINKING* with *SIMPLY COMPETENT ZERO THINKING* (OR Super *IN*competence)

| Chapter | SUPERCOMPETENT Hero Thinking: | SIMPLY COMPETENT Zero Thinking: |
|---------|--|--|
| 1. | I know exactly why I work hard and what I'm trying to achieve. | I'm working hard trying to accomplish "it," but I don't know what "it" is. |
| 2. | I know what to do, when to do it, and why. | I work on tasks in the order they come across my desk. |
| 3. | I create systems to perform tasks more efficiently, so I can leave the office on time. | I'm working 80 hours a week already, so if I can work more quickly, I can pack in something else. |
| 4. | I regularly rest and recharge my batteries, so I can be productive and creative when I return to work. | I can't take a vacation, because I'll be so behind when I return! |
| 5. | I accomplish the day's most profitable and valuable tasks. | I'm going to try to get as many things checked off my list as possible; I work to "get things done." |
| 6. | I refuse requests when appropriate; I know how to say no graciously. | I want to please everyone, so I agree to all requests. |
| 7. | I set appropriate boundaries and protect my time from others. | I allow others to tell me where to be and when; other people dictate my schedule. |
| 8. | I push tasks down to the lowest level of responsibility, trusting others to do their jobs. | I don't like to give tasks to others. I can do them better. Other people always mess things up. |
| 9. | I schedule my day realistically according to my key activities. | I reorganize my day to accommodate anyone who requests my time. |
| 10. | I weigh the results of attending each meeting against the alternative results I could produce instead. | I don't have the authority to refuse meeting requests. |
| 11. | I don't read each email when it arrives; I'm able to stay focused on my work. | This is getting boring. Cool, another email; I'll just check it really fast. |
| 12. | I leave distractions for my downtime. | I'd better get to work; I have a lot to do today – hey, I wonder how I'm doing on eBay? It'll only take a minute to check... |
| 13. | I can only do one thing at a time, so I limit my multi-tasking to maximize my productivity. | If I do a whole bunch of things at once, I can get more done! |
| 14. | I don't allow socializing to overwhelm my productivity, whether online or in real life. | I'll just leave the Facebook window open, so my friends can IM me throughout the day. |
| 15. | I know technology and my handheld are tools to help me be more productive – no addiction here. | Wow, look at all the cool apps for my iPhone! I need to download this one, and this one, and this one... |

| | | |
|-----|--|--|
| 16. | I've created the perfect time management system for my personality, job environment, and work situation. | I don't have any <i>time</i> to develop systems! I'm overwhelmed as it is! |
| 17. | I know exactly where I'm supposed to be and exactly what I should be working on at all times. | Are you kidding me? When am I supposed to find time to organize my schedule? |
| 18. | My email is organized, and my inbox is regularly emptied. | I have 20,000 messages in my inbox; it's just a giant filing cabinet. |
| 19. | I keep careful track of my contacts and my communications with them; I can tell you what was said in a meeting a year ago. | I've got that person's email and phone number around here somewhere. If I hunt for it, I'm sure I can find it. |
| 20. | I don't waste time while traveling; I'm efficient and get a lot accomplished. | I'm just going to take a nap on the plane. I can get all that stuff done later. |
| 21. | I take personal responsibility for handling my time and productivity; I never lay the blame on anyone else. | It's not my fault – I'm being pulled in too many directions at once! |
| 22. | When I see an unusually lengthy and inefficient process, I do what I can to make it easier for everyone. | There's no need to change our way of doing things. If it was good enough for Grandpa, it's good enough for me. |
| 23. | Rather than waste even small amounts of time, I get right to work. | Whew! That was exhausting. I need a break! I'll go get a cup of coffee and say hello to my friend Susan. |
| 24. | When I have all the information I need to proceed, I make decisions quickly. | I don't want to make this decision right now. What if I make a mistake? What if something goes wrong? |
| 25. | I understand the difference between being busy and being productive: results. | I've been working hard all day! What do you mean I wasn't productive? |
| 26. | I keep an eye on my stress level, realizing it would be a mistake to ignore my emotional health. | If things don't let up, I'm gonna have a nervous breakdown – but I just don't have the time to slack off right now! Oh well, at least I'll get some rest, right? |
| 27. | Even when a task is monumental, I keep working at it until I whittle it down to size. | Good Grief! How am I ever going to get this done? |
| 28. | I am creative and open to change; I always seek better solutions. | We've always done things this way, so there's got to be a good reason for it. Who am I to try to make a change? |
| 29. | I adjust my approach with difficult work and time styles; I work well with all different personalities. | Why should I have to explain myself to anyone? I know what I mean. Can't they understand plain English? |
| 30. | I am a positive person, even in negative circumstances. | I don't give a darn what anybody thinks about me. If I feel gloomy, it's going to show, and everyone can deal with it. |

SUPERCOMPETENT KEY 1: ACTIVITY

SuperCompetent people are driven by an intense focus on their priorities.

ACTIVITY demonstrates value and reflects importance.

This key gives you a sense of direction throughout the day.

We've all been there. It's the end of the day. Your schedule was jam-packed. You crossed 27 things off of your to-do list. Yet you still have a nagging feeling that the whole day slipped by before you got the chance to accomplish anything of much value. Being busy is one thing. Being productive is something else.

On the surface, it can be hard to tell the difference, which is why it's often easy and tempting to fall into the "busy" trap. As much as we supposedly revere productivity in today's workplace, "busy" is the badge of honor. Stacks of papers covering a desk, a frazzled dash to the coffee machine, and all those blue streaks of Outlook (un)availability (wow, you're important!). It's easy to show how busy you are, but productivity is something much more personal – and much more significant.

At the end of the day, productivity is the only thing that matters. Everyone knows a person who worked an eight-hour day can be more productive than someone who worked twelve. You need to be sure your time is not only accounted for, but has real value. Nobody cares how many things you crossed off your list or how busy you were last week if key projects are falling through the cracks. Only results matter. So think about how you can get the most value out of every day.

Here are five chapters to help you fine-tune your workday in the Key of Activity, keeping things humming along like a well-oiled productivity machine.

1. **Know exactly why you work hard and what you're trying to achieve.** You can't be very productive if you don't know what you're working for. Plan out your goals and dreams, and work toward achieving them. Learn what makes you tick, own your destiny, and keep focused on your mission.
2. **Know what to do, when to do it, and why.** Take initiative and do what needs to be done when it needs to be done. Don't just work on projects in the order they come across your desk; learn to structure your time and processes effectively, or others will out-compete you.
3. **Create systems to perform tasks more efficiently,** so you can leave the office on time. Too often, we're gulled into working harder than we should by stuff that was supposed to make our lives easier. Step forward and create or suggest more efficient ways of doing things, so that you can take back your time.

4. **Regularly rest and recharge your batteries**, so that you can be productive and creative when you return to work. For heaven's sake, you're not a robot. Take a break when you need to! As long as you don't become a slacker, taking time off can be one of the healthiest, most productive things you can do.
5. **Do the day's most profitable and valuable tasks first**. Instead of taking care of piddling brushfire issues, learn to delegate. Put the most important tasks at the top of your list, and work through them first – then do all the rest, if you have time. It's not a sin to let unimportant tasks go.

Productivity requires propulsion. You're never going to be productive if you sit like a lump and don't get to work. Think of all those "failure to launch" kids who seem to plague modern society. These boomerang children come back home and live in their parent's basements because they can't get a career started. Why? Well, let's leave the underlying reasons for the sociologists to ponder and simply be frank: for whatever reason, they've lost track of Key Number one: There's no Activity in their work lives, so there's no real work life.

Even those of us out in the rat-race every day may be sabotaging ourselves by failing to put Activity into play properly. SuperCompetent people know that value does not equal velocity; you can be busy all day long, running from one brushfire to another, without accomplishing anything productive at all. True Activity has a purpose that gives you a sense of direction. It's all about knowing your goals and working toward them in a constructive manner. It's also about not being hidebound by the old ways of doing things if it's possible to do something more efficiently. This is critical, because nothing gets in the way of getting things done like useless "dinosaur" thinking.

Incidentally, just because you find a process that streamlines your overfilled schedule – whether it involves taming your to-do list by doing the hard things first, abandoning useless tasks, or learning quicker ways to do things – don't assume that means you can now fit a whole new task into the empty slot. For heaven's sake, you're not a robotnik, are you? Use your newfound free time to go home earlier than your usual 7:00 p.m. and be with your family, build a new model Ferrari, or play a round of golf – whatever having time off means to you. As long as you don't become a slacker and start playing hooky with your increased efficiency, taking time off can be one of the healthiest, most productive things you can do.

SUPERCOMPETENT KEY 2: AVAILABILITY

SuperCompetent people are masters over their own schedules.

Your AVAILABILITY is driven by your Activity.

This key acknowledges you can't be available to everyone all the time, so you need to protect your time to accomplish your desired activities.

Just as setting valid priorities and goals is important, so is accepting your responsibility in carrying them out. You have to structure your schedule very carefully to ensure that things get done – because if you don't, other people will be perfectly happy to structure your schedule for you.

Think about it: how many times have you attended a meeting and asked yourself, "Why am I here?" Often, it's because someone decided you should be – without bothering to consider if that was best for you and your productivity goals.

You have to be willing to protect your time from everyone who wants a piece of it. Among other things, you must learn to say no when appropriate, to delegate, to cancel unnecessary meetings, to let some tasks go, and to eliminate bottlenecks – whatever's necessary to take back your time and use it the way *you* need to.

More importantly, you must learn how to leverage technological productivity tools that can lighten your scheduling load. Webinars, teleconferencing, and services like Jott or GoToMeeting can accelerate productivity and streamline your schedule. So can the effective use of organizers and other paper-based methods. The trick is finding which one works best for you, and that takes some experimentation.

Study these next five chapters to hone your Availability toward SuperCompetence:

6. **Refuse requests when appropriate.** Learn how to say no graciously. Because you're good at what you do, you'll always be fielding requests for help and input. It's human nature to want to please others, but you can't do it all. There's no need to be rude, but there are polite ways to avoid being overworked.
7. **Set appropriate boundaries.** Learn how to protect your time from others. You're always going to face what I call the six D's of Interruptions: Deadlines, Disruptions, Dependencies, Discrepancies, Distractions, and Drop-Ins. You can't let others use any of these to slow down your productivity.
8. **Push a task down to the lowest level of responsibility.** Trust others to do their jobs; "delegation" is a popular business buzzword for a reason. Don't waste your time and

productivity on tasks other people can do more cheaply. Hand them off to someone else, and let them do their jobs without micromanagement.

9. **Schedule your day realistically according to *your* key activities.** While it's normal to make an effort to accommodate other people's needs, your own should come first. Learn to manage your time properly, and take control of your own schedule. Don't let other people do it for you.
10. **Weigh the results of attending any meeting against the results you could produce instead.** Meetings can take up your entire day if you let them. Instead of dropping everything to attend a meeting, see if you can send a proxy, attend by phone, or just cancel it altogether.

Availability is a loaded word, at least in business terms. It means so much more than just being there – any decent worker can and should be there for their employers, subordinates, and co-workers when they're needed. SuperCompetent people need to be keenly aware of time management. After all, time isn't like money, office supplies, or Brussels sprouts: we've each got a very limited amount of it, and we're not going to get any more.

If you say yes to everything someone asks you to do, you're going to be so overburdened that you won't be available to people when they need you, except on those rare occasions when you manage to clear a task off your schedule. You require some flexibility, which means that you not only have to learn how to say no to some requests (or creatively negotiate them somewhat), but you also need to learn how to effectively deal with distractions and diversions – from people demanding your time to "helpful" technology that seems to command all your time.

And stop trying to be such a perfectionist! You don't have to do everything; the idea is to be SuperCompetent, not SuperHuman. Superman's a fantasy – and even if he wasn't, you have to remember that he's supposed to be an alien from another planet, *not* a human being. Knowing how to delegate and/or outsource tasks whenever you can, and having the wisdom to do so, is a must.

You'll also need to learn effective scheduling techniques to make life easier for both you and everyone else, and hone them to maximum effectiveness so things don't get out of hand. The same is true when it comes to meetings. As I've said elsewhere, a task will expand to fill the amount of time available; that's something called Parkinson's Law (after naval historian Cyril Northcote Parkinson, if you were wondering). Meetings are a prime example of the tendency for that to happen.

You don't have to let time-stealers eat into your productivity! Stand up, step up, and take back your time!

SUPERCOMPETENT KEY 3: ATTENTION

SuperCompetent people focus intently on their important Activities during their Available time.

ATTENTION is the capacity to concentrate.

This key allows you to filter or tune out environmental distractions unrelated to your current task.

SuperCompetent workers are always tightly focused: on getting the job done, on their department's success, on their company's success, on the success of their own careers. They home in like a bloodhound on the task at hand, rather than flitting from one thing to another. Distractions are ignored or shunted aside. They avoid negative chat and whining and are proud of what they've accomplished at the end of the day.

SuperCompetent people don't have nifty time-stretching devices like the one Hermione uses in the *Harry Potter* series to cram in extra courses at Hogwarts. Nope, they have the same number of hours and minutes we do, but they use them more efficiently. They know how to pay Attention to their work, and nothing else, when it's necessary – so they can *stop* paying Attention when they need to devote time to other important parts of their lives.

When fine-tuning your ability to pay Attention, it's especially important to avoid an overdependence on business technology. You must school yourself to ignore the Internet, except where it's necessary to do your job. Don't take a few minutes to check your eBay auctions or Facebook page when you should be working, and for heaven's sake, don't let your email rule your life.

Modern technology can be a phenomenal productivity tool, but *it will eat your day alive* if you let it. So don't. Learn to turn off Outlook, block out those distractions any way you can, and get to work. You don't have to be a social pariah, but don't let your social interactions (online or in real life) take over your workday, either.

To achieve a *SuperCompetent* Attention level, you have to constantly work in these five areas:

- 11. Stay focused consistently on your work.** Don't get distracted. No, do *not* open Outlook, and turn off all your email alerts. Sure, it may only take a few seconds to check your mail or go for a cup of coffee, but any interruption breaks your concentration, wasting valuable minutes as you refocus on your task.

12. **Leave the distractions for your downtime.** Most people lack the ability to refuse attractive distractions, and this costs Corporate America billions of dollars per year. When you're supposed to be working, work. Wait for lunch or break time to check YouTube or your social media sites.
13. **Limit your multi-tasking in order to maximize your productivity.** Despite our technological achievements, it's difficult for the human mind to focus on more than one thing consciously at a time. Rather than achieving more, you end up slowing down because your perceptual channels get jammed. Stop opening 17 browsers.
14. **Don't allow socializing to overwhelm your productivity.** Human beings are social creatures, so of course you'll need to interact with the people around you – but don't let it get out of hand. This is especially a problem now that it's so easy to go online and lose yourself in social media of all kinds.
15. **Don't let your productivity technology take over your life.** Realize that your handheld, cell phone, laptop, and other forms of business technology are just tools to help you become more productive – end of story. You need to be able to turn all these things off at the end of the day; how else can you ever be off work?

It all boils down to time. Do you really have time to check your social media accounts constantly, especially if they have nothing to do with work? Of course not, but doing so is tempting, particularly when it takes you away from tasks that are boring or onerous. The fact that we can be constantly connected makes it even easier to lose track of what we're doing and waste time enjoying ourselves with our shiny new technology and social interaction.

But let's face it. There's a time for work and a time for fun, and most of the time, you can't do both effectively at the same time – and accomplish anything worthwhile. Focus, focus, focus. For the working professional, social media, handheld devices, email, and the like are tools. You need to learn to use these tools for what they're intended, instead of letting their expanded purposes of entertainment get out of hand in the workplace.

You shouldn't let their utility trick you into trying to do too much at once, either. Just because it's easy to communicate via email and social media and to get more work through your contacts, don't get sucked into the multi-tasking trap. You're only human; you can only do so much.

SUPERCOMPETENT KEY 4: ACCESSIBILITY

SuperCompetent people can quickly find the information they need.

ACCESSIBILITY is the ability to organize the inputs and outputs in your life.

This key gives you the systems you need to locate data contained in any medium:

paper, email, phone calls, contacts, Internet, etc.

When I was in college in the mid-eighties, I attended my first time management course. The instructor told us to write down our schedules for the entire day, including the specific time we would work on each task. I dutifully wrote up-to-the minute agendas, detailing what I would complete: "from 8:00 to 8:30, I'll do this...from 8:30 to 9:10, I'll do this..."

Back then, I could pretty much keep up with it, and the day usually went as planned. When something unexpected arose, it was fairly easy to adjust my plan. Then things started to change: technology exploded, voicemail, email, and the Internet entered the scene, and the productivity game was forever altered. If you attempted nowadays to write out every minute of your day, how long would your schedule last? It would probably blow up in the first five minutes. You could probably spend more time revising the plan than simply doing your work!

Indeed, it has become harder to be productive, for all these reasons:

- We're busier than ever before – since we have more to do, with fewer resources, and less time to do it in.
- We're more disorganized than ever before, as we receive information from multiple sources and have more data to track and organize.
- We're constantly communicating with more people, more quickly, through more medium, so we have more conversations and history to recall.

Being productive today requires many different competencies – one of which is being organized. If you excel in this competency, you likely have systems, rather than piles of paper and piles of files. If you're organized, you can find what you want when you want it – in thirty seconds or less. Being organized means controlling the paper, email, reading material, and inputs into and out of your office and life. Organization is your ability to sort, filter, and process all types of information effectively. It's how tidy your office (and home) looks, inside and out. It's how in control you look and feel, inside and out. Being organized will give you more control over your life and time.

SuperCompetents find the time and the self-control to achieve organization through proper systems.

If Accessibility is a Key you have issues with, keep these five suggestions in mind as you move forward:

16. **Invest a little time in developing simple systems, so you know where everything is at all times.** Despite the popular saying, a clean desk is *not* a sign of an empty mind. It's a sign of a productive one. Experiment with various ways to become more productive; it's worth the time you'll spend on it.
17. **Set up a logical, easy-to-follow scheduling system, and stick to it.** Highly productive people always know where they're supposed to be at any particular time, so learn to effectively manage the three distinct scheduling components: 1) Appointments and meetings, 2) Things to do; and 3) Reminders.
18. **Don't let yourself get distracted by the technology you use to stay organized.** You're the boss, not your PDA or smartphone. If you'll take a little time to handle, organize, and track your files, emails, and other communications as they come in, you're unlikely to be overwhelmed later on.
19. **Keep careful track of your contacts and communications.** We communicate with more people than ever these days, by means of more media than ever before. Fortunately, there are many effective ways to track contact information, histories, and pending communications – if you're willing to put in the necessary time.
20. **Don't waste travel time.** A second saved is a second earned; so instead of taking things easy while you're traveling, use the time to get ahead so you'll have more free time later. You can also save plenty of annoyance and time simply by preparing for your trips in advance.

How much time do you spend every day trying to track things down – whether it's basic information that should be at your fingertips, that pesky file where you keep your vendor list, or the phone number for that productivity expert you were thinking about asking to address your work group? It's not that these little interruptions take all that much time. The problem is that they force you to relinquish your focus. Once it's gone, it takes a while to get it back – and that's where the real time is wasted.

SUPERCOMPETENT KEY 5: ACCOUNTABILITY

SuperCompetent people take personal responsibility for their actions and outcomes.

ACCOUNTABILITY recognizes "the buck stops here."

This key teaches you to question processes, strive for continuous improvement, and practice self-discipline.

Accountability recognizes that "the buck stops here."

SuperCompetent people mean what they say and say what they mean. They're authentic, and other people know this and appreciate them for it – and also for their refusal to blame others when unforeseen circumstances trip them up. Their intense focus on their values is borne out in their demeanor and their sense of personal responsibility.

Accountability involves your commitment to yourself and others. It's about the promises we make to the people who rely on us – and to ourselves. It's about consistently hitting goals, meeting deadlines, fulfilling promises, and committing to teamwork.

The truly Accountable understand that in almost every circumstance, they're responsible for who they are and where they are.

A high level of self discipline and Accountability can be achieved by consistently practicing the following five precepts:

21. **Take personal responsibility for handling your time and productivity.** Never lay the blame on anyone else. Unless you live in a totalitarian state or are an indentured servant (unlikely), then when it comes to productivity, it's all up to you. If something or someone gets in your way, it's your duty to go around.
22. **When a process seems unusually long and inefficient, do what you can to make it easier for everyone.** Just because something's been done a certain way for a long time doesn't mean it's the best way to do it *now*. If you find a problem, step forward and fix it if you can – or offer a solution if you can't.
23. **Rather than waste even small amounts of productive time, get right to work.** Breaks are necessary, but don't overindulge in them. Self-discipline is important in any field of endeavor. Without it, deadlines get missed, you feel guilty – and guilt sucks the energy right out of you. Or you get fired. Or both.

24. **When you have all the information you need to proceed, make decisions immediately.** You have to make critical decisions quickly whenever it's necessary and you're empowered to do so. Don't let worry or social inertia slow you down, because motion beats meditation every time if you have all the data you need.
25. **Understand the difference between being busy and being productive.** Don't let little tasks keep you from getting things done. Most of us spend too much time tending to minor issues that other people can handle more cheaply and efficiently, and never have enough time to do all the really important tasks.

The SuperCompetent take charge of their own productivity because, ultimately, they realize that it all comes down to them. They accept the blame when it's due, not just the credit.

They also do all they can to make things work better for themselves and others, and make every effort to become comfortable with making decisions, without letting the possible negative consequences paralyze them.

Personal responsibility is easy to observe in people who have it. Make sure people can observe it in you.

SUPERCOMPETENT KEY 6: ATTITUDE

SuperCompetent people always make an effort and practice positive thinking.

ATTITUDE is your motivation, drive, and proactiveness.

This key makes things happen with a "can-do," winning outlook.

Attitude is your motivation, drive, and proactiveness.

The most effective people in any endeavor are those with a hard-working, positive, can-do attitude. Their attitudes exude the kind of passion that commits fully to a course of action and sees it all the way through. It's infectious, and it keeps them and others in their team moving forward, even when the way becomes difficult.

In order to succeed in a competitive work environment, you have to be a self-starter, consistently driven, consistently flexible, and consistently innovative. You must also learn to be a good communicator in all directions: up to your customers and superiors, laterally to your coworkers, and down to your subordinates.

On top of all that, you have to be willing to accommodate different personalities, points of view, and the various vagaries of emotion and circumstance that affect other people's behavior on a daily basis.

Having trouble honing your Attitude to a *SuperCompetent* level? Keep these five chapters in mind:

26. **Keep an eye on your stress level.** It's a mistake to ignore your emotional health. Negative emotions, stress, worry, and your temper can all conspire to bring you down—especially if you don't take the occasional break to recharge your batteries. Don't let them cause you to boil over and impair your productivity.
27. **Even when a task is monumental, keep working at it until you whittle it down to size.** Most tasks can be broken down into manageable subtasks. Don't look at that mountain of work and just give up. Dive in, find an efficient way to do what needs to be done, and move that mountain.
28. **Don't be afraid to unleash your creativity and apply it to problems at work.** If you try, you just may discover a new, simpler way of doing things. Without creativity there is no progress, no change, no experimentation, no innovation. Creativity, properly used, opens up new worlds of possibility and profit.

29. **Learn to communicate clearly.** People can't read your mind. Clean communication is necessary in all directions in order to avoid misunderstandings and mistakes. Learn to deal with difficult personalities, emphasize teamwork, and play nice – even when others don't seem willing to do so.
30. **Look for a silver lining in every situation.** Do your best to be positive at all times. Wherever it's possible, try to reframe challenges and problems as opportunities. Sure, maybe it's not what you were looking for, but some of the world's most spectacular successes started as spectacular failures.

Your attitude is your state of mind, the way you perceive the world about you. So be upbeat; be positive; and always have a can-do attitude about work and what you can accomplish there. A particular task may seem outrageously difficult, and it may seem impossible for anything human to accomplish it, but here's one thing that's certain: if you don't try, you'll definitely never get it done.

On the other hand, if you jump right in, show your willingness to be part of a team and to make the proper effort to accomplish whatever needs to be done, you'll become insanely productive. Do this right, and you'll end up so far ahead you'll wonder when you passed the finish line.

CONCLUSION

Why is becoming SuperCompetent so important? I can think of many reasons, starting with the natural desire so many of us possess to improve ourselves. But here's another: We're living during some pretty tough economic times. We've seen how some of the self-congratulatory "leadership" mantras of the last decade have resulted in unstable companies and an all-too-flimsy worship of glitz, glamour, and questionable management practices. Many of us suspected (even if we didn't say so) that sooner or later, we'd come to a place where the excitement would end and everyone would again get down to brass tacks—or else. Well, this is the place. Article after article lately has told us what we already knew: This is a time to get back to basics and equip ourselves with the abilities and attributes we'll need to live and work more responsibly and well.

One great reason to build up our competence is admittedly self-serving: We want to keep our jobs when those around us may be losing theirs. In recessionary times, with a faltering economy, layoffs rampant and unemployment soaring, will you be the person left standing when all those around you fall? Master the Six Keys of the SuperCompetent person, and you'll have given yourself an insurance policy. And becoming SuperCompetent will serve you when the economy is strong again, too. In fact, learning the six keys will allow you to compete successfully in just about anything you try.

Being SuperCompetent, though, isn't just about surviving hard times or winning at the workplace. It's about mastery, and it has psychic rewards all its own. When you're on top of your game in one part of your life, you'll be on top of your game in all parts.

There's one thing I know for sure: there is no single road to this type of success. It doesn't work the same way for every person who tries it. Depending on personal characteristics, circumstances, and the resources available, different individuals will take their own personally-tailored paths to success, maximizing their potential in ways startlingly unique and individualistic.

However, you'll never be successful (whatever success means to you) without learning to be productive. Yes, I'll admit there are occasional exceptions disproving the rule—Milli Vanilli, lottery winners, and certain heiresses who are famous for being famous come to mind. But those are flukes, of course; any reasonable person will realize achieving this type of "success" isn't likely to happen under ordinary circumstances. And even if it does happen, there's no promise it'll be more than temporary.

To be consistently successful, you need to be consistently productive, which requires you to put it all out there and to adhere to the concepts I've outlined in this book. For the sake of convenience, I've defined what I perceive as the top six productivity keys in this alliterative fashion: Activity, Availability, Attention, Accessibility, Accountability, and Attitude. You can call them what you want, but I'm convinced each and every one

is crucial to achieving truly effective productivity in any work environment – whether your boss is the same person who looks you in the mirror in the morning, or some anonymous executive deep in the bowels of a Fortune 500 company.

Each key requires close attention to and a profound understanding of your own strengths, weaknesses, and capabilities in all areas in order to truly excel. While you need to focus on them individually, when they're implemented together as an effective productivity plan, you'll blossom into the SuperCompetent achiever who wows superiors and co-workers alike – and leaves the competition eating your dust.

Now that you've read this book (congratulations!), I recommend that you go back and read it again! Take notes, write in the margins, highlight specific sections with brightly-colored markers, and place sticky tabs wherever you want to indicate the things you need to work on. This is a book you can turn to again and again for inspiration, as well as for useful ideas to help supercharge your SuperCompetence.

But remember this: no matter how many times you read this book, and no matter how many plans you make to jumpstart your productivity, you're never going to get anywhere until you get to work. Put these keys into Action (hey, another "A").

If you bought a Ferrari, would you leave it in the garage where no one could see it? Not likely. Just as it makes no sense to purchase a top-flight high-precision machine and never use it, it's useless to make productivity plans you'll never put into action. Nobody's going to do it for you. There aren't any productivity elves in the basement who are going to spring into action at night and get your work done for you – no matter how much you might wish for it.

What another wise man named H.L. Mencken once said about success is so true: the reason some people don't recognize opportunity when it knocks is because it comes in the form of hard work. You can't let the idea of hard work put you off. My hope for you is you take action today to cure any lack of productivity. My desire for you is to unleash the life you've always dreamed of – a life bursting with productivity and prosperity. You can do it. And when you do, please send me an email, so I can celebrate with you in your SuperCompetent successes!

ABOUT THE AUTHOR

Laura Stack, MBA, CSP, is a personal productivity expert, author, and professional speaker who is dedicated to building high-performance productivity cultures in organizations by creating Maximum Results in Minimum Time® with greater profits. She is the president of The Productivity Pro®, Inc., a time management training firm specializing in productivity improvement in high-stress organizations. Since 1992, Laura has presented keynotes and seminars on improving output, lowering stress, and saving time in today's workplaces. She is one of a handful of professional speakers whose business focuses solely on time management and productivity topics. Laura is a high-energy, high-content speaker, who educates, entertains, and motivates professionals to improve workplace productivity.

Laura is the bestselling author of four published books. Her newest work, *SUPERCOMPETENT™* (John Wiley & Sons), hits bookstores in August 2010. Her other works include *The Exhaustion Cure* (Broadway Books, 2008), *Find More Time* (Broadway Books, 2006), and the bestselling *Leave the Office Earlier* (Broadway Books, 2004), which was hailed as "the best of the bunch" by the New York Times and listed on the June 2004 Book Sense Business & Economics Bestseller list. *Leave the Office Earlier* has been published in seven countries and in five foreign languages, including Japanese, Korean, Chinese, Taiwanese, and Italian. She is also a contributor to two of the popular *Chicken Soup for the Soul* books. Laura's popular monthly electronic newsletter has subscribers in 38 countries. She is a Microsoft Certified Application Specialist (MCAS) in Outlook 2003 and 2007.

Widely regarded as one of the leading experts in the field of employee productivity and workplace issues, she has been featured nationally on the CBS Early Show, CNN, NPR, Bloomberg, NBC TV, WB News, the New York Times, USA Today, The Wall Street Journal, the WashingtonPost.com, the Chicago Tribune, O Magazine, SELF, Me, Working Mother magazine, Entrepreneur magazine, Readers Digest, Woman's Day, and Parents magazine. Laura has been a spokesperson for Microsoft, 3M, and Day-Timers, and she is the creator of The Productivity Pro® line of Day-Timer® planning system. Her client list includes top Fortune 500 companies, including Starbucks, Wal-Mart, IBM, GM, Coors, the Denver Broncos, Lockheed Martin, and Time Warner, plus a multitude of associations and governmental agencies.

Laura holds an MBA in Organizational Management (University of Colorado, 1991), integrating the importance of productivity in business with employee retention and satisfaction. She is the 2011-2012 President of the National Speakers Association (NSA) and is the recipient of the Certified Speaking Professional (CSP) designation, NSA's highest earned designation.

Laura lives with her husband and three children in Denver, Colorado.





EDUCATIONAL RESOURCES BY LAURA STACK

Participants of this seminar are invited to join Laura's private LinkedIn network, The Productivity Pro® Alumni, to exchange ideas and insights:

<http://www.linkedin.com/e/vgh/1259217/>

Follow me on Twitter: <http://twitter.com/laurastack>

Sign up for my free monthly newsletter, The Productivity Pro®:

http://www.theproductivitypro.com/r_subscribe.htm

Subscribe to my blog: <http://www.theproductivitypro.com/blog/>

Add your favorite productivity vendors, services, and tools:

<http://productivitypro.pbwiki.com>

Laura's website has over 100 free articles for download:

http://www.theproductivitypro.com/FeaturedArticles/article_map.php

FREE downloadable worksheets, checklists, and resources:

http://www.theproductivitypro.com/r_free_stuff.htm

Take the quizzes FREE from Laura's three books:

http://www.theproductivitypro.com/r_quizzes.htm

Get a FREE tip of the day via email:

http://www.theproductivitypro.com/r_subscribe_365Tips.htm

Receive a tip each week texted straight to your cell phone:

<http://www.theproductivitypro.com/r-TipOfTheWeek.htm>

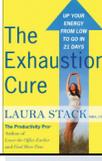
Resources for purchase (books, CDs, DVDs, self-study audio, video training, MP3s etc.) at Laura's shopping cart:

http://www.theproductivitypro.com/t_productivity_tools.htm

Buy the Productivity Pro® Day-Timer: www.daytimer.com/laurastack

Laura's YouTube channel: <http://www.youtube.com/user/theproductivitypro>

PRODUCTIVITY RESOURCES BY LAURA STACK

| Item | Cover | Qty | Price | Total |
|---|--|-----|---------|-------|
| <p><i>SuperCompetent: The Six Keys to Perform at Your Productive Best</i> (Wiley, 2010)</p> <p>CALL FOR BULK PRICING AND SPECIAL SPEAKING FEES Book on high performance and maximum potential</p> |  | | \$20 | |
| <p><i>The Exhaustion Cure: Up Your Energy from Low to Go in 21 Days</i> (Random House, 2008)</p> <p>Book on improving your energy level</p> |  | | \$11.50 | |
| <p><i>Find More Time: How to Get Things Done at Home, Organize Your Life, and Feel Great About it</i> (Random House, 2006)</p> <p>Book on improving your productivity at home</p> |  | | \$11.50 | |
| <p><i>Leave the Office Earlier: How to Do More in Less Time and Feel Great About it</i> (Random House, 2004)</p> <p>Book on improving your productivity at work</p> |  | | \$11.50 | |
| <p><i>Leadership Success Boxed Set</i></p> <p>14 CDs and 1 DVD (includes Brian Tracy, Zig Ziglar, Laura Stack) in leather case</p> |  | | \$24 | |
| <p><i>Sales Success Boxed Set</i></p> <p>14 CDs and 1 DVD (includes Jim Rohn, Dennis Waitley, Laura Stack, Zig Ziglar) in leather case</p> |  | | \$24 | |
| <p><i>Executive Women's Boxed Set</i></p> <p>14 CDs and 1 DVD (includes Patricia Fripp, Connie Podesta, Laura Stack, Dianna Booher) in leather case</p> |  | | \$24 | |
| <p>TOTAL (Prices include sales tax.)</p> <p>Email to Becca@TheProductivityPro.com or fax 303-471-7402</p> | | | | |

Payment Method: Master Card VISA AMEX Cash Check

Credit Card number: _____

Expiration date: _____

Signature: _____

Ship to:

Name/Title: _____

Organization: _____

Address: _____

City, State, ZIP: _____

Phone: _____

Email: _____