

Smart Ass Success Teleseminar

Week 4 – Implementing Your Plans Like a Rock Star!

With Neen James (www.NeenJames.com)

Interviewer: Avish Parashar (www.MotivationalSmartAss.com)

Avish: Hello everybody and welcome. You are on the Smartass As Success Teleseminar. This is Week #4, and today we are going to be speaking with Neen James talking about how to implement your plan like a rock star. Hello, Neen.

Neen: Today, how are you doing?

Avish: I am fabulous. Thank you so much for being here. We are really looking forward to learning from your awesome insights.

Neen: It's an absolute privilege. I think when people know what they need to do and they can almost it life is so much more productive, Avish.

Avish: Oh, I know and it's cool because so far what we've done the previous three weeks is we've done exercises and taking excellent people figure out what they want. Last week, we went in to how do you create a plan which we did with Robert Redford, but as you all know you can have the best plan in the world, but if you don't do anything about it, it doesn't do anything for you.

Neen: Yeah and I think full credit to you Avish because Robert is definitely the rock star when it comes to planning so when he gives advice to people and people take it, I mean the results, people talk about a phenomenal. He puts together definitely some rock style to help people make next year even better.

Avish: Oh, thank you very much and now that you had me on the back, let me just share some of your awesomeness, but actually what I want to do is before we get in to things incase people need to leave early, drop off this call for whatever reason, I just want to make sure know people know how they can find out more about you and the one that you tell people what the best way to learn more about you and what you do and some of the things you offer is.

Neen: The easy place to connect is through my website, neenjames.com, N-E-E-N J-A-M-E-S. com and you will be able to reach me. There's a gazillion ways through Twitter, Facebook, email and phone and they were all listed there on the website.

Avish: Super, and so Neen you are the productivity guru, queen, whatever, you're just awesome at it and in the moment I want you to share a little bit about your

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background, what you done, how you got here but before that lets just jump right in to because some people like to get content right away so before the bio, start right off the back with some content and I want to start to your opinion having worked in this for so long is productivity is a universal challenge and problem it seems, across the board whether it's personal or business, so in your experience why is it seem to be such a huge issue for so many people?

Neen: You know Avish people are asked to do more with less right now. People don't know how to manage time and I think the only way of managing time doesn't work anymore and so I believe that time management in the traditional sense of that the window. I think people don't know where they even stop focusing their attention and at the end of the day, Avish, they're exhausted so I think those three things is why productivity is such a big issue. People don't know how to manage time, focus their attention or manage their energy. I think we talked a lot about productivity, but it's a little bit harder for people to execute it.

Avish: Well that's great so those three things and I'm assuming these are three things we're going to dig in deeper on this call.

Neen: Absolutely.

Avish: Perfect. Well, I know when you get in your professional life your really, you're usually hired by companies and showing them how their people and organization can be more productive or maybe be individual business people and entrepreneurs who want to make the most of their time, but you know the overall point of this course also is applied to someone maybe has a personal goal they want to follow so are the techniques you are going to share with us, can they apply across the board even if you're not using this in a business sense?

Neen: Absolutely. You know Avish, we don't have time to do everything. We only have time to do what matters and whether we are being employed by someone else, whether you are employed by yourself or you've got a foot in the pants and you want to do something else. At the end of the day, you don't have time to do everything that's on your to-do list. What we are going to talk about is how you can do what matters and deciding what matters is one of the cool things you've created in this teleseminar series because people get to get really clear on what matters and how they can do it so I think for the listeners, you need to release this expectation you're going to get everything done on your to-do list, what we will do is to have that time for what matters most to us.

Avish: Alright, super and I'm already getting eager to get into that because I know that's what everyone want to hear, but before we get to that, let me ask you one of the high level question and that is that, I've known for a while and we've been connected via Facebook and blogs and Twitter and things like that. And you seem to get a lot of done. Like you're, you know and I wanted to find who

are kind of walking their talk not just with practical ideas. So in every time I look, you're speaking to this group and posting this article and on Facebook and Twitter. And you're sledding for the first time, you're buying your shoes and all you're always off having fabulous dinners with friends, you know. From your perspective and maybe you've already answered it, but just before we hit the negative side which why people struggle, from your perspective what is kind of secret that let you do so much and build a successful business and still have a life at the same time?

Neen: You know I'm not sure if this is a secret Avish, I think what it is about is knowing what my productivity style is. Once you know your style which we are going to get into, I think that releases quite a lot from this whole, you should do this or you should do that and the other thing and I know when to work my best time. Being an Australian, I know how to work hard, but I know how to play hard and I believe that we can leverage. I think what's it about, sometimes we do something over and over again, but maybe if we could do something once and maximize that there's so many ways we can do that which we're going to talk about in this call and I got to be honest I have a phenomenal team of people so I think is a combination of things that I think there's a secret. I think it's about knowing my style and what works to me. It helps me structure my week and my day, knowing when I'm going to work best and when I'm going to play best and how to leverage and I think when you combine those things with an awesome team then you can get things done.

Avish: Okay, super, that's what we're here to learn so before we jump in to all of that just so people get to understand who you are and what you are all about can you share a little bit about yourself which is quick kind of condensed bio, your background and what you been doing when it comes to this area in terms of getting things done.

Neen: Sure. I mean, historically, I guess when you look at my career of published books in productivity. I speak about it. I have a process. I've mentored men and women in this area so I guess at the end of the day if you were trying and put me in a place, because I am a productivity expert. I love increasing the productivity of people because I believe that once you know your productivity style you can increase your relationships. You can go home earlier and spend some time with the people that you love.

Clients when they work with me get all kinds of benefits. One of my client's increased their book of business by a 100 percent and their personal productivity by 50 percent. It's really just about applying strategies. I guess you could say I'm kind of like the vitamin that you take and once you applied the advice, the benefit to that vitamin will blow your mind. So I'd been there, I've done it. I know what it takes and I know how frustrating it can be and so I guess the solutions when it comes to working with productivity and the relationships

that I've built, it's really around the accountability. It's about making sure that you have a plan like Robert was telling you about.

If you are challenged about managing your time, you don't know where the focus is so you're exhausted, what I do is I come in and help fix that. At the end of the day, doesn't everyone just want to be more productive Avish, so that they can get home with it? That's what I do.

Avish: Yeah, absolutely and I think it comes in two ways: one is you want to be more productive so you can get some of the quote-unquote work done so you can really enjoy your life. But at the same time it's kind of helpful to be more efficient in the fun thing if you do not to be hurried so you can enjoy even more of it.

Neen: Right because we work to support our lifestyle and what happens I think, Avish is we get distracted. We're so busy working, we forget to play and don't we work so we can play and I think that it's the people that we share our lives with that unfortunately get the less of this sometimes because we're working so hard and so I think with productivity there have to be an amazing balance between working, getting home with it so can have time and spend time with people that you care about.

Avish: Okay. Neen you've mentioned now, you dropped this term two or three times now which has been you've been talking about understanding your productivity style and I think that's probably the best place that I like to start at least and could you explain what you mean by that and how people can use that idea?

Neen: I think everyone has a productivity style, Avish. I'd been studying this concept for several years now. When I was researching with clients I worked with and some of the people that I worked with my mentoring program, I found that really there are some sleep thoughts in the day that people has and depending on your type of productivity. For example this positive productivity style and when you understand you're best working hours and the style of the work you like to do and you combine those two things, Avish, that's what we call your productivity style so everyone has one. It's just I think some people look at other people's styles and got, "ooh I want to be like that."

When you embrace your own style, my clients claimed that they get an increase in their productivity of a minimum of 30 percent.

Avish: Thirty percent just by understanding the productivity style?

Neen: Absolutely because you can change your activity and your strategy according to your productivity style.

Avish: Okay and you said there's two elements that create your – that compose your productivity style?

Neen: Yes.

Avish: And what are those?

Neen: So let's talk about the first part of your productivity style is really whether you are a planner or crammer? Let me explain, I'm not talking about planning in the traditional sense like a meeting planner for example as a job title. Some people, Avish, they love to make a list. They love to plan. They love to know what exactly is happening and other people love to do stuff at the last minute so you're a planner or a crammer. One is not better than the other. They're just different.

Let me give you an example. I wonder if your listeners could cast their minds back to when they went to college or when they went to school. I wonder when they had an exam, did you – let me see, let me see if your person A. If your person A and you know you've got a big test coming up, did you circle the date on your calendar? Did you faithfully and diligently do all of your readings? And then the night before the exam, did you sit up and refreshed yourself with the notes, get a fabulous night sleep and sit the exam and wooh, you did really good. They are definitely my planners, but maybe just maybe you're a little bit like me and what you did was you waited until the very last minutes. You stayed all night. You read everything in your textbook. You crammed your notes. You got no sleep, drink coffee, Red Bull, ate chocolates, put two sticks in your eyes. You sit at the exam. Who-hoh, you did pretty well.

So here's the thing Avish, you're a planner or a crammer. One is not better than the other. They're just different, but here's the thing, Avish. Planners hate crammers. They're thinking themselves how on earth can we get the same result and not put in the work, but the crammers don't understand planners. They think, hey why we do you do all that planning? You can just do it at the last minute and get it all done. You're a planner or a crammer. One is not better than the other. They're just different and when you understand that and you leverage that, it makes the world of difference.

See sometimes planners, Avish waste too much time. They spend so much time planning that really maybe they could cram their plans. Maybe they could spend less time on things and when it comes to the crammers, they know they are going to do stuff at the last minutes. That's historically what they've always done so if that's the case they simply need to plan their cram. If they know they have big presentation on Friday. They know its Thursday night -- they are going to be doing their presentation. They kind of have a hard day. Well, they could but the reality is they have to plan their cram so once you understand if you're a planner or a crammer. It gives you the sense of release because you then

schedule activities accordingly. So that's what we call Part A of your productivity style.

Avish: Okay, I've got a couple questions on this. Number is I've always been very personally related because as you're saying this, I'm course running it through my own filter so what if there's someone listening like myself who was a crammer for example that on that day before that exam we were cursing ourselves by not having worked a little bit each day the previous months and promising that the next time we're going to start studying or start working on that paper three weeks ago out and then we repeat that cycle.

Neen: Sure.

Avish: Are we – Am I because I want to plan, but I end up cramming, would you consider me a crammer or a planner. And then shall I just make it okay that I don't plan?

Neen: [Laughs] One thing I would say is you need to set that whole energy thing free because we spent so much energy worrying about or thinking about how we could or should have or would have done something and the reality is that's that crazy. Okay, so I will set that whole expectation free. There was some people Avish who love what others are doing. Like think about it, if you're a crammer like we might happen to be when people are planning it looks so sexy, like they think, oh men it looks so organized, I want to be like that.

Avish: Oh, I was so jealous.

Neen: Next time is going to be different. Yeah, we do, right but here's the thing, you're not going to necessarily change that about your style. It can be done however what I find is once you came to terms with that sure reality, it's the sense of freedom you get because then you say, you know what this is how I am and this what played me successful today. If that has been the case and it has made you successful, embrace it, don't fight it because the crammer's natural thought process is that they almost, what I call spontaneously planning so throughout the preparation so let's say a presentation, you're constantly looking at things, you're evaluating things, you're picking up pieces of information. It may not be that you write anything down like a planner would but in your head, is that plan spontaneity and when it comes time to execute it. You are able to draw that out of your brain. So we need to set free this expectation we should be like someone else.

Now the planner what's interesting about planners is they resent the crammer's mentality sometimes because they think, men I spent all these time and energy on it, they just did it at the last minute and they made it happen. The reality is though the planner's process is they need that stability and routine and sequential thinking to execute just the same as the crammer needs that kind of

spontaneous things evolve for them and then they execute. One style is not better than the other, but the moment you embrace the style, you naturally lean towards that's where the absolute execution comes in.

Avish: Okay, another question on that, what happens when you are following or if you're following a natural style and it kind of fails you? For example as a crammer, there was the occasion where I leave an assignment till the last minute and I turned out to not have enough time.

Neen: Right.

Avish: And so that's when I'd really cursed myself for not having starting it earlier now would you say that was an example where I didn't plan my cram properly?

Neen: Correct.

Avish: Or just something that I'm missing.

Neen: So what I would suggest is to the crammers on the call, knowing that you're a crammer it means you have to apply some planning strategy. In that, you need to look ahead for the big deliverables that you have, whether it's an exam, whether is an event, a presentation that you're doing and you have to schedule some time so that next time you know that you have some of that time for cramming planned in your calendar.

I do believe Avish, though that there's a small percentage of the people that I speak to and they are a third style. It's a style that I think happens and that is that it could be that you are a crammer. The reality is you are looking at those planners with such envy as you said earlier and you get jealous of those people. Or it could be that you are that planner, but you're life is so crazy full that you feel like you have to cram it all in. Maybe you're a slammer. Maybe you're slammed in the middle both styles because life is so incredibly full for you so I made a percentage of my audience is, Avish, where they find that feels more congruent to them that they are slammed in the middle of both styles and depending on the project that you're working now and where you are in the goals that you have will determine which strategy you execute. Fundamentally you're either a planner or a crammer but maybe, just maybe, there are some slammers who are listening to this call as well.

Avish: Okay, I do now have two more questions only because I think this, this thing will take easy now that it could be worth of price of admission, just understanding this one thing so two more questions that are kind of on two different sides of the same coin so one is, when it comes to deciding whether you're planning or cramming its seems like it'd be helpful to have a real deadline, so what about people who are pursuing a more personal goal, one where there is no external deadline, so they have a job and they got their things with the work, but maybe

they want to start a business. But there is no demonstrable like, oh I will by April, at first I have to do XYZ. They're setting it internally?

Neen: Right, sure.

Avish: So how do they apply this technique?

Neen: The best way I believe to be able to leverage the technique that I'm about to share and to be able to really stay through your stile is to build in accountability. Accountability especially public accountability will drive your behavior. You see if you get an accountability partner and we can talk more amount that concept in a moment, but if you get an accountability partner and you declare to them what you are going to achieve you will put yourself on deadline. The planner in you says, oh well I just thought, Avish that I'm going to release my book in the second quarter of next year, let's say that's my declared goal so what that means to you is you are going help me stay accountable to that so as a planner I would then start to put a writing schedule together.

I would start to think about what the chapters of the book that might need to be and I would go into my planning mentality, but if you're a crammer and you say, oh men I told Avish I would have that book done by the second quarter. It might be that just that act of being able to declare that you are going to publish that book in the second quarter, it then get someone else to help you be accountable for that even if you end up listing it three weeks before its due by taking accountability and declaring it publicly regardless of whether you're a planner or a crammer, Avish, I think that's the numbers one strategy for execution because when we have those goals and they're just kept to ourselves nobody knows about them so what is the matters if we don't meet them.

Sometimes we're arguing with critics, but if we don't say that loud, it doesn't feel real and I believe that declaring a goal and making yourself accountable to someone else whether it's a friend, a coach, a mentor I don't care if you twitted that and people keep you countable that, but there has to be a level of accountability.

Avish: That's great so when you say accountability partner, it could just be anybody? Is there a better or worst type o accountability partner?

Neen: It can, you know, Avish, I think that we have accountability partners for different things. Let me give you an example. Every Monday I speak to my friend Gina in Colorado. We hold each other accountable for the growth spells in our business. Every Monday we meet and we have two agendas. One is what are we doing to live as close to the business goals we've declared and the second part of that is what we are doing to take care of ourselves because I think when we are all so busy and we run so hard and we're doing so many things. Sometimes it's good to have someone to keep a check on the fact that we are also looking after

ourselves so that's one of my accountability partners. Now I choose her because we love working together, our businesses are at similar places and we both have crazy personalities that makes us do so many things and we sometimes to get to look after ourselves so that's my Monday accountability partner.

On Fridays, I have an accountability group and I send an email to three of the girls who keep me accountable to make sure that I am implementing a whole lot strategies that we agreed in September that we would execute and every week on a Friday, I have to send that accountability email too those girls. Now here's what interesting about that, that accountability email on a Friday drops my behavior all week because I want to know that I have something awesome to report to those people every Friday. I choose these people because they also did a program with me where we created a strategy that we all understand. When you're choosing your accountability partner, choose someone you trust, someone who will be honest with you and give you real feedback and someone that you will listen to because I think an accountability partner also from time to time has to say, hey how come you did not do that and they don't always tolerate the excuses that we create so when you're looking to choose an accountability partner, she's someone that you trust and that you listen to.

Avish: Okay that is super and that the second part of that question I was saying so one is you have to set your own deadline using accountability partner is great. What about the flip side if you are – let's say you're not entrepreneur or you're not doing your own thing, you just want to be more efficient and productive at your job so you have a little less control over whether you plan or cram, can you still make this technique work for you?

Neen: You can and I'll tell you how it did it. In corporate, I spend a significant amount of my career in running logical operations in Australia in large teams and one thing I did through my whole corporate career because I always had a boss so what I did was every Friday, I sent five bullet points to my boss. I send my boss five achievements of the team for the week. Now that was my level of accountability. Now I didn't care whether my boss read them or not and sometimes they did and sometimes they didn't, but here's what often happen, my boss would often cut and paste my email and send it to their boss so it's fascinating that that level of accountability can be leveraged in a corporate world as well.

The way to think about your productivity style in corporate, the planner versus crammer is in a corporate world in the world that we do for other people whether you work for business, a small business or large business is that most businesses have some form of deadlines. If you're in sales, you have sales targets to meet. If you're going to be in the medical field, you have patients that you need to see so we actually have a number of deadlines in our business, we just don't call them deadlines so when you think of the goals and target

those deadlines what you can do is, is you can think about how you plan or cram according to that.

In a business life, Avish, you and I know, there an enormous amount of meetings. You can look at meetings as deadlines making sure you've got everything prepared for that meeting and that you have the recommendations you need to move for with. It's another form of deadline so I think you can incorporate both your planner and crammer style when you work for someone else, but can also apply the accountability partner concept when you work for someone else as well.

Avish: Oh well, I'm sure I could just keep going on this one topic, but we have many other things to get in to so that was great and so far we've just talked about one half or one of the two elements of what makes up your productivity style correct?

Neen: Oh-hum, that's correct.

Avish: So why don't we leave the planners and crammers behind and let's move on from that for now and talk about the second element?

Neen: The second element of this really works to the time of the day that is best for you. So we are planners and crammers, it's about the style of work you do. This is about the time of work that you do. Say for example, there are two kinds of people in this world. There are morning birds and night owls. Let me give you some definition around both. Your morning bird, my morning birds are most productive between the hours of 7 a.m and 1 p.m. They wake up in the morning and their feet touch the floor and they're on. They don't even need coffee. Well they might like coffee, but they don't need it. But here's what happens to our morning birds, ooh about 2, 3 o'clock they're yawning and stretching and they're looking for coffee and chocolate and anything that going to perk up their energy to get through 3 to 5 o'clock. These people are brilliant in the morning. They are the morning birds, but here's the thing, the night owls, not so much. The night owls they're actually most productive the hours of 2 p.m and 8 p.m. Don't talk to them till they have their morning coffee. This is not a glamorous conversation, but it's what the interesting is. The night owls are brilliant in the afternoon, but unfortunately the work day is often structured for the morning bird. So you're a morning bird or a night owl. Once again, one is not better than the other. They're just different.

Avish: And so in the same way, the planner and crammer, once you understand, let's say you figured which what you are, how do you use that at your advantage?

Neen: Great question. If you're a morning bird, you want to do strategy early. You want to use the most productive time when you're brain is most engaged to do

strategy early so that strategy might be business development appointments. It could be your networking activity, it might be reviewing your numbers and the reports so what you want to do as a morning bird is live the routine activities to the afternoon when you're brain is not as engaged.

Email, maintenance, reporting, stuff that does not require such strategic source. So if you're a morning you do strategy early, routine late, but if you're a night owl it's the opposite. If you're a night owl when you come in to the office in the morning, think about getting through some of the routines and maintenance-type activities. The meeting that don't requires much involvement on your part, but in the afternoon you make sure you dedicate time to the really strategic activity that gets you closer to your goals so when Robert was talking to everyone about a plan, knowing your style what you can do is apply the activities to execute your plan in your best time.

Avish: And you're talking about taking strategically, but we could also expand that to say depending on what you goal is to thinking creativity like if you're looking at writing.

Neen: Yes, right.

Avish: And also, I'm basically, it's almost like you're saying whatever your kind of your overall primary goal is. Identify your best work time and devote that time to that goal.

Neen: Yeah, look at someone like Scott Ginsberg that you've featured in your teleseminar series.

Avish: Yeah.

Neen: Scott is a phenomenal writing. His creativity blows my mind. I mean, this is the true rock star, a guy who knows how to write and get it done. He is also an early rising, his creativity. I mean he's probably creative 24/7 if we were both being honest. However, I think he has nailed this because knows he writes really well in the beginning of the day and he's very committed and disciplined to that. That's a brilliant example of how someone productively leverages their creativity.

So if there are listeners on this call and they are artistic then finding times when they are really at their best, one of my creative client was a songwriter and what she did is she would write her songs really early in the morning and in the afternoon she would then do the follow-up appointments, she would reach out to some of the levels and some things around. Some of the music she'd created so there's lot of ways to leverage this, but the key is working in your best strategic time not someone else's.

Avish: That makes a lot of sense to me, but I'm wondering have you encountered some people that I can hear the voices now of people having no clue which one they are because they wake up exhausted, they got to work and everything seem going. They're tired all day and they leave work exhausted again.

Neen: Right, yeah.

Avish: So if you're in that state where you have no energy never because you're so overworked, how do you figure out where you best style is?

Neen: I think you need to do a self-audit, Avish and I would check your activities over a course of the week so Monday to Friday, just take a note of when you enjoy or most engaged on some of the activities so when you so self-audit you can have a look across the period of five days to see when you accomplish the most. That's going to be a giveaway. Regardless of how exhausted you are or how energetic you are. You are going to naturally have the tendency to be one or the other. Now this one part of your productivity that often is adjusted of your career.

For example if you're a young attorney and you are putting in amazing amount of work hours because of the billable hours are valued. Early in your career all you're doing is working hard to increase your billable hours, but as your time in the firm changes and you get the opportunity to create a book of business and then you find that you've got people who are referring business to you, the intensity of your workload seems to change so regardless of where you are in your career, this still applies. It could be that you get a partnership level in a low firm and you've already got a book of business. You're mentoring some of the new associates and your focus is different, what has happened is that early in your career you might feel like you're working 24/7 and frankly that might be what you have to do to really achieve this in level of success, but there come to point in that career, Avish where we realized that we are doing the right amount of activity for the right kind of results so whether you're exhausted right now or you've got buckets of energy you naturally have the tendency to do things in your best times.

Now often too, Avish, if you look at the people you share your life with and they're not always the same time as you. You might be a morning bird. I'm a morning bird. My husband is definitely a night owl. It just something you've both have got to be awake for.

Think about when you naturally feel most energetic that way you are going to help get some clues about your productivity style when it comes to morning or night owl. The other thing is to remember that sometimes your career requires that you adjust your style. Maybe you've always worked in 9 to 5 type of opportunity and you take up night job and you become a shift worker, you're

going to naturally have to change the way that your body has been functioning, but generally speaking, we have a tendency to one.

Now how a look on a weekend, do you look to get up early on the weekend when you're not working for someone else and get out and do things or would you prefer to sleep until lunchtime and then get in to the day. That's an instant way to know which works better for you.

Avish: Now let's just – are there people who fall in the middle because as an example, I sometimes make fun of my girlfriend because on the weekends she can sleep in till 10 or 11 and she'll still be ready to go to bed like 10 'clock at night.

Neen: [Laughs] Right.

Avish: Like there are people who really just seem to work best like are there middle birds or anything like that.

Neen: Yes and I'm so glad you asked. There's a third style and it's called the hummingbirds. When you think of the hummingbirds Avish, they just flick from one flower to the next. They have this amazing ability to keep their body phenomenally still, but their little wings like crazy. When I was doing research because of exactly what you asked to me. I discovered and created this third style of the hummingbird.

My hummingbirds are most creative or most productive between the hours of 10:30 and 3, but here's really unique about the hummingbirds. Unlike the morning birds or the night owls, the hummingbirds can flip between styles based on the projects that they're working on so it could be that they have a really late night because they're with a client and they're doing an event specially given the holidays and how much we've been asked to do, but they can still get up early the next day and be noticed as affective as the morning bird or the night owl is. So my hummingbirds are most productive between 10:30 and 3.

Avish: Hmm and one more question on this, how much do you think your natural style is bias or affected by your mental state in the amount of enjoyment you're taking from your work or life because and I can see someone who maybe is a naturally a night owl, but if they're just unhappy they want to go to bed early or vice versa comes to the morning like is that.

Neen: Oh-hum, sure.

Avish: Is that— because especially we're talking people listening to this series, they may be trying to figure out what they want to do because right now they're not super satisfied so is that something to take in to account?

Neen: Right. Yes. I'm so glad you asked that. Do you remember you asked at the beginning around why is it such a big issue people why productivity is issue?

Avish: Yeah.

Neen: And I think this type back to that same thing. I think really managing your time and focusing your attention are really two things that are obviously fundamental to productivity, but the true secret to super productivity is how you manage your energy. Isn't it interesting that if we love something or someone, we make time for it. Think about the busy holiday season that people experience with their – whatever holidays people create. What happens is you make time for people who are important to you.

If it's your family, your girlfriend, your partners whatever it is because they are so important to you, you manage your energy accordingly and even if you're tired you know you have the opportunity at the end of the day to spend with little people in your life or to work within your community. Your church, your temple whatever it is that's important to you and I believe that when something is incredibly important we have that time and attention, but more importantly energy for it. So when you think about it, if you really don't love what you're doing, you are not going to put time in it. You are not going to want to focus attention on it and it's certainly going to zap your energy rather than increase your energy.

Avish: Well, it's a great stuff so that's – everything we talked about so far pretty falls not one area of your productivity style correct?

Neen: Correct.

Avish: Okay, super. I want to move on to a couple of other ways people can improve their productivity and things like that. First I want post very quickly and just do a quick, little bit of propaganda here for those listening. I know a lot of people are listening on the free version right now. If you walk to own this interview with Neen and myself as well as get the recordings of all seven of the teleseminar sessions plus transcripts plus some fabulous bonuses, you can still do that, go to smartasssuccessteleseminar.com.

You could still get the paid version. You will be able to get that through the final teleseminar so if you're interested to listening to this over and over again because if you're like me, I'll review this multiple times, you know even though I'm doing the interview because there's so much great info so if you want to do that go to smartasssuccessteleseminar.com and if you want to learn more about Neen, she's a fabulous speaker. She's got a blog with great articles. She's got some books. She gets awesome mentoring program also where you can work one-on-one or small groups with her, go to her website which is neenjames.com, which is N-E-E-N-J-A-M-E-S.com. Did we leave anything out there Neen for you?

Smart Ass Success Teleseminar
Week 4 – Implementing Your Plans Like a Rock Star!
With Neen James (www.NeenJames.com)
Interviewer: Avish Parashar (www.MotivationalSmartAss.com)

Neen: No, it's awesome, what a phenomenal commercial.

Avish: Oh, excellent. Okay, let's return out to our regular scheduled programming. You know it's funny because when I kind of created what I want to talk about, I came from what I knew of you with a lot of, just my own ideas around this, where you drop I think in beginning being productive is about focusing your time or managing your time, focus and energy.

Neen: Oh-huh.

Avish: So where are we in that process of what we have covered so far? Had we hit all three or are we, you know do we just work on timer focus?

Neen: I think what we've done is contextually, we've looked at what super productivity is about and that is more than managing your time because the old style of time management doesn't work. It's more than managing your attention and it's definitely more than managing your energy. I think we focused on it strategically what you need to know and that is our style, but I think there's some real practical things we could get into to give some of your listeners some things they could apply immediately to make sure they increase their productivity, too.

Avish: Yeah, I would love to do that, so let's get into it. I mean, I have a couple of ideas I know from your material. But why don't you start it and you know yourself better than I do so what are – just give me a couple of tactical things people can do right away to start being more productive.

Neen: Cool. One of my techniques that my family they love and that is I believe you can conquer the world in 15 minutes. Let me explain. Nobody has an hour's anymore, Avish, think about it, right? You asked someone for appointment for an hour and you can see them rolling their eyes because nobody has the time anymore because we are being asked to do so much more with less.

I believe the true most productive, most powerful increment of time is 15 minutes because when you think about it Avish, you can actually create plan. You can create 15 minutes. You can either get up earlier for 15 minutes, you can go to bed later for 15 minutes, but you can create an increment of 15 minutes, but is really hard to set that alarm clock an hour earlier or some of us to go to bed later for an hour, but 15 minutes is the absolute key. I have had clients all over the world who have applied this rule of 15 minutes. They've seen phenomenal results.

Think about it. I wonder if you ever hear people say to you, "I don't have to exercise." Well the reality is, our bodies have to exercise whether we love it or hate it, is irrelevant. They have to move. They have to eat and they have to

sleep and so I said to my client just keep me 15 minutes for the exercise because 15 minutes of exercise is better than zero minutes of exercise and so those listeners that we have on the call who might be working for someone else that they secretly want to have this amazing business they're starting to create. Imagine if they just work in their new business idea for 15 minutes a day. How much closer they get to the close.

One of my client, Avish, she had been telling, she's on my mentoring program and she'd been telling be forever, I want to write a book, I want to write a book, I want to write a book, I want to write a book and I said to her in the January, I said to her, I'm so sick hearing you say, you want to write a book each time. Here's what we're going to do. She ran a very successful PR relations company in greater Philadelphia area. I said for 15 minutes every day, you're going to write. You're going to write this book in 15 minutes and she didn't believe me, I understand, but we setup a level of accountability that every Friday she had to report on her 15 minutes writing strategy per day and this started with Janaury. On December 18th, she opened the first cartoon of books with her name on the front. She wrote a book in 15 minutes a day.

Avish: Wow.

Neen: You can do this. The key is the consistent dedicated, not multi-task focused minutes.

Avish: So when you say 15 minutes, you're talking about taking that 15 minutes to just work on one thing which ideally would that high as priority thing that you have to do or want to do?

Neen: Yeah, correct. Think about it. If you are trying to get really, really close to a goal so it could be you want to get healthier. It could be you want to increase sales. It could be you want to get a new client. It could be that you want to deepen the relationship with people you share your lives with. I believe that when you do it in 15 dedicated minutes its makes an extreme amount of difference. Think about the volume of email Avish. It's crazy. Some of my clients get two to three hundred emails a day. Now of those emails, just to maintain them needs dedicated attention and I can tell you as a productivity expert, no matter where

I am in the world, people are dying because of the volume of email they get but here's the trick with email. You just spend 15 dedicated minutes throughout the day so you would choose a couple of periods of time in the day that works best for you and nail the email. Instead of being on your email all day and try to answer them ever time it comes in. That's crazy unproductive, but if you give it 15 minutes, a dedicated focused attention, you would be just amazed of what you can get that.

Avish: And like you said that principle can be applied to starting on business, getting up from hundred emails.

Neen: Yes.

Avish: Cleaning your house. Getting into shape.

Neen: Yes, yeah, sure and when we think about it, sorry.

Avish: Yeah, go ahead, go ahead.

Neen: When we think about it, there was so many things that we are being required to do on a daily basis. They are so many things that we are being e were in a day and so when you think about it. If you can think of all the different roles you play. All the different hats that you wear in the day, if you could be giving those hat roles different 15 minutes increments and I'm talking focused minutes. I'm talking 15 dedicated focused minutes. It would make such a difference and not only in your productivity, but your relationship because you could have a real eye-to-eye conversation with someone you share your life with instead of in the commercial breaks, actually have a conversation for 15 minutes an it's amazing what people will tell you and share with you when they have your undivided attention. It's a very powerful increment of time.

Avish: Wow, well let me ask you two questions that people may be thinking in terms of challenge from this 15 minute thing. Number one is and this has been a common team throughout the calls is you can get a lot on the 15 minutes, but it seems, if you were like pretty impatient world this days so if you tell someone, oh I will just workout 15 minutes a day or just write for 15 minutes a day, in their mind, like have you encountered people to them it's seem so slow. They're like, oh well it's not even working because it's going to take me a year to get my book done when I want I done now.

Neen: Yeah and I agree with you. I think that's true the reality is though that people don't get to where they are by that instinct gratification achievement. When you really think about it, the most successful people that we read about that we study will tell you that they've had the discipline to apply a strategy over long-term focus. We have on the television, lose weight now, get rich quickly. We have all these crazy messaging that says is a magic pill. You can eat whatever you want as long as you take the pills and that's insane. We all know that the reality is you got to put in the work so yes its slow, sometimes it is, but here's the thing, we run from one task to the next.

We're so distracted by so many things and you add out impatience to that, it's no wonder we're exhausted and overwhelmed. Did discipline of applying 15 minutes? The long-term results far out way the short-term sense or need for that instant gratification, because having a book that lives a legacy for the rest

of your life if worth the investment. And that 15 minutes you spend and maybe it does take you a year. But that books is going to be forever around, forever imprint and forever impacting the lives of people around you so you can invest the 15 minutes now for the long-term results.

Avish: And that goes back I guess to one of the things you said early which was that sometimes we do things over and over again where is if we would just take that 15 minutes regularly to get something done, once it's done it's done.

Neen: Right and isn't that a great sense of achievement. I think Avish, a lot of people procrastinate and I believe that the absolute fix and cure for procrastination is the 15 minute rule because when you think about it, sometimes we procrastinate because we make this task so big and its crazy big in our head. We don't know where to start or maybe we just don't even like the person who asked us to do the task. We procrastinate this. There's so many reasons Avish. The absolute cure for procrastination is apply the 15 minute rule because in that 15 minute you could write a list of what needs to be done. You could find that the task you'd been procrastinating is not bad as you thought it was. Have you ever working on something Avish? And you'd been procrastinating in getting into it and think this isn't as bad as I thought it was, right.

Avish: Oh yeah.

Neen: But we put stuff off that we just apply the 15 minutes strategy and we think, you know what I'm going to do something for 15 minutes then what's surprising to us is how much we can get achieved. It's just we don't even apply the discipline of 15 minutes and we waste so much more than 15 minutes on the energy we spend feeling guilty about not getting it done.

Our little brain keeps reminding us: you got to do that, you got to do that, you got to do that. It's what we call RAS, reticular activating system. Your brain keeps your reminding you until it feels safe that it's complete, but if you just spend 15 minutes you can eliminate those crazy emotions and energy we spend around stuff. It's the absolute thing to procrastination.

Avish: And when you say your 15 minute concept, you mean 15 minutes at time not necessarily only 15 minutes a day. If someone...

Neen: Correct.

Avish: 15 minutes before work.

Neen: Yes.

Avish: At lunch and after work is even better.

Neen: Right and I think what is about is the increment of 15 minutes so it might be that you're working for someone else and you don't have the luxury of being able to spend time on your business everyday that maybe you could chose four times a week that you could spend 15 minutes on building your new business. That's an hour a week and when you think about it, if it's a dedicated minutes, you will be able to get enormous amount done. Instead of beating yourself up to that not spending any time this week on not growing your new business when you work for someone else.

If you've got a project you'd been putting off 15 minutes of dedicated activities better than no minutes and so what you can do is apply this. Now sometimes, Avish, when you have been procrastinating on a task let's say and you spent 15 minutes on it and you say men if I just spend another 10 minutes on this I would nail it. So maybe it then gives you self-permission to spend another 10 or 15 minutes in just getting it completed. It's such a brilliant sense of accomplishment when we achieve something that we've been putting off and it gives us some momentum to do it again.

Avish: I love it even and it's seems it built on each other because in week two where we talked about getting your mindset at of your own way basically, Bill O'Hanlon talked us about. He's book called, "Do One Different." He's like a therapist. He works on behavioral change. It's a very similar thing. He said, you know, if you want to change a behavior, just do one tiny thing different.

Neen: Right.

Avish: Just to break the pattern. And that's what this 15 minute concept it. Just make it so small that it's almost impossible not to do.

Neen: Yeah.

Avish: And now, at the worse case it will make you consistent progress. In the best case maybe it will take your momentum go on your work out for longer.

Neen: Exactly and success brings success. You're absolutely right because you get that sense of satisfaction and I think too, remember I said at the beginning we don't have time to do everything, we only have time to do what matters. Choosing what matters and applying 15 minutes to what matters will absolutely accelerate your results.

Avish: Well that is super. I love it. Alright do you have another super productivity tactic people can take away?

Neen: Yeah, I think when it comes to your productivity what you want to think about is that sometimes you're not the best person to do everything. I think productivity is much, is that much as about deletion as it is about doing. I think we need to

discover what needs to be deleted in our lives instead of all these crazy to doings in our lives. We have to-do lists that are crazy, right and we have to do it for home, we have to do it for work, we have to do it for our community. We have this massive to-do list but maybe, just maybe one of the things that the listeners could consider is what can you delete? Because the proceeds of achieving -- of really choosing what can you delete, free you up to focus on the things that you really need to do that matter and I think we say yes to so many things and so I think that no is one of the most productive words in our language and when you combine the power of no and saying no things with deletion you actually get time back so I wonder what our listeners could delete in their life.

Avish: Oh that's a great question. I'm sure you've encountered people who, their knee jerk response will always be nothing.

Neen: [Laughs]

Avish: I have to do everything, there's nothing that I can cut out, but I have to do everything and I pull left right, but I can't cut anything else.

Neen: Okay so Avish I wonder if you've been in a situation or any of our listeners have been in a situation with someone very close to you is suddenly rushed to the hospital. I wonder if you'd been sitting by a hospital bed of someone you cared deeply about, isn't it interesting what you don't do. I wonder if you ever sat at a funeral of a friend and so you know what, I don't want this be what happens to me, I'm going to do things differently. What breaks my heart Avish is that sometimes takes a sickness or a death before we realize what should we should really be doing and what activities we could be deleting.

It is unfortunate to take someone else's tragedy before we reassess what's really important. I would guarantee our listeners have things they could delete that we have this need to please everyone, to do everything for so many people, but the reality is we have to take care of things that matter the most, the people in our lives, our health. You know, all of these things are vitality important. I would challenge anyone who tell me they couldn't delete something because it's amazing to me when something happens it's really significant it makes us reassess what we need to do.

Avish: That's a great advice. So deletion is the process where we're just cutting stuff out to make room for what matters.

Neen: Oh-huh.

Avish: What I know, you had mentioned this earlier about having a team which I guess would be the delegation.

Neen: Sure.

Avish: And I know you, in my history in my kind of inaction with you, I know you jump on this early right early in your career and you used delegation about as well as anybody I know in terms of having a team not as a employee, it's almost like a team or resources so could you show how you do that and how we could do that too?

Neen: Yeah, sure. I think when you think about what you need to do is like a hundred percent of the pie so if you're looking at a pie chart, you have a hundred percent of what you need to do, 80 percent of that is probably work you really do need to do yourself especially if you are in making up the creative phase, if you're writing the book, you need to do that, but I think 10 percent of what we do can be delegated to someone else. That frees ourselves with a bit of time and I think 10 percent of what we could be doing is stretching ourselves so when you think of a hundred percent of the pie, 80 percent is you, 10 percent is delegating and that allows 10 percent of stretch.

For example, I love having people who are more brilliant than me in my team. I love being surrounded by people that are smarter than me and really good of what they do because it's much more productive for them to do it than me. For example, I make sure that I outsource as much as much life as I can to allow me to focus on the 80 percent that is most important to I have a virtual assistant. Now she's not in my office. She works remotely and virtual assistant is a brilliant because you only pay them for the time that they used. You can either pay for by the hour or you can pay them on retainer which is the relationship that I have with my Maria, what's interesting about is that they love administration support, operation, scheduling, booking travel.

I hate that stuff so I've leveraged her brains so that I can focus something I'm really good at. I have people who come in and clean my house. I don't enjoy that. I've never enjoyed that and I'm not even the person who cleans before the cleaners come. That is still not me but they love it. They're good at it and that's what they do and so when you think about it. If you focus on the things that you are best at, your 80 percent then what happens is your productivity increases and you're enjoyment increases. I don't enjoy in doing the accounting for my company so I have a mobile controller who looks after all of my accounts. Now I have to check in. I have a responsibility to make sure everything is on track, but what I believe what can do is we can look to get help and expertise from people who are brilliant of what they do so your listeners Avish you say, yeah that's so fine if you've got money and what if you don't have money.

Avish: Oh-huh, nice question.

Neen: Let me tell you, what I did was I moved from Sydney Australia to Doylestown, Pennsylvania. I knew nobody. I had no money. I had no clients which means no money to buy shoes so I have to get creative right and so what I had to do was I

had to income so what thought was you know what I could barter time so I said to someone, hey looks like you might need to be more productive in your office, can I help you with that and in exchange can you do my quick books for me so what I then started to do was I bartered my expertise for their expertise for and if you're working with some else or if you're working on a business, if you're creative who desperately wants to get your creativity in to the market and you don't have the funding to pay someone else. Maybe you could barter your expertise for theirs.

Maybe you could do a piece of art work that is phenomenal for the foyer of a corporation in exchange for them providing you with some services. We just need to be creative, Avish because delegating is really about knowing what you're brilliant at and getting other people who are brain at their expertise to help you. So it doesn't have to necessarily be in exchange of money maybe it's in exchange of time and honestly Avish, people need more time. Time is a very, very precious resource and it could be for example that you wanted to focus on writing and getting something done. Maybe you could barter time by sharing the pickup of the kids at school. There's so many ways that people can delegate and get more productive, they just have to think about this differently.

Avish: So it sounds like then because this is the area where I'm looking on focusing on for my 2012 is to start outsourcing and getting a lot of stuff off my plate and just focus of what I'm great at and so for someone who's really wanting to start this, so you're saying the first thing you do is figure out what they real brilliance is at.

Neen: Oh-huh.

Avish: And then take a look at it everything else that they can potentially get off their plate.

Neen: Right.

Avish: To find someone who would be brilliant in doing those things either someone they could pay money if they have the resources for or if not they might need to be a little creative and figure out people they could barter with exchange either their brilliance or like you said, I like that that idea about the kids and sharing carpooling. Or for example or I think, I may have mentioned to you we had a person who's on this call who – I sent out a a general question about what's really what the hardest thing you find or what's the biggest obstacle you face? And her story was and this is somewhat typical. She is a mom. And she has got, she runs a daycare from her home and that's like 12 hours a day. Then after that she's got her own kids. When the economy shifted, money is very tight. So it just feels like she is grounding so in that situation or like you're saying is like let's say maybe you find other people in similar situations and then one or two evenings a week you trade-off your kids you have a night free to do whatever you want to do.

Neen: Right, yeah.

Avish: So that you think more of a barter.

Neen: I think, yeah with that mom you're talking about, she needs to decide what she can delete. Decide what she can delegate and then decide of what action she wants to take. For example, sometimes I say to the teenage kids of my neighborhood, if you help out with this, I'll pick you up from a party. I want to ask you any question, you just txt me and I'll be there and to them that's really valuable, right?

Avish: Yeah.

Neen: And so there are things that elope value. When you understand what people value then you then help to decide what to barter so with the mom that you're talking about, she is very typical of so many people that are experiencing some of these challenges, but is about deciding to delete, deciding to delegate and to deciding the next action to take.

Avish: Well that is great, Neen. We are just about to the end of the hour here. I want to ask you one more question and then give a quick reminder to people and then get your final thoughts. So you've given us so many ideas and techniques and tools and you know, what I love about this, I finished everyone of this call and rush of and need to spend time on my own business because I got new ideas so with all these ideas, let's say, I mean everyone listening to this is really thinking themselves, man I want to be more productive so what would you advice they do right away. What is the first thing that you do when this ends or tomorrow morning?

Neen: Sit down for 15 minutes, decide what matters, decide where to start and decide three actions you will take to get you close of to what matters to you. Only going to take 15 minutes, Avish.

Avish: I love it. That is such a powerful idea. Right well, this is all fantastic. Just as a reminder to everybody, this is a 7th part series. This is week 4 with Neen James. Next week is week 5 with Avish Parashar who happens to be me. We'll be talking about how to improvise and flow when your plan, when monkey wrenches get thrown in our plan when things don't to exactly as you intended happen to stay on track or maybe hop on to an even better track that so that will be next week.

As a reminder if you're listening to the free version, you can still sign up for the paid version and get the MP3 recording of this call as well as all the others plus the transcriptions plus some great bonuses and remember for more information and resources from Neen, go to neenjames.com N-E-E-N-J-A-M-E-S. com. Neen

I would love it if you would just leave us with your kind of final thought here is to people listening, the final thing to send them on their way.

Neen: Avish it has been an absolute privilege to serve your listeners and people have to remember, you don't have time to do everything, you only have time to do what matters. It's about where you manage your time, how you focus your attention and how you manage your energy and that is what I believe super productivity is all about.

Avish: That is super. Thank you again, so much Neen for being on here with us. And I look forward to next week with everyone. Thank you once again.

Neen: My privilege, have a great day.