

THE 5 CHOICES

The Path to Extraordinary Productivity

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The Web site for this book is at www.the5choices.com.

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MAIN IDEA

Today, being productive is something of a paradox. It's simultaneously easier and harder than ever before to become highly productive and feel good about your life and career.

The three basic challenges which everyone faces today are:

- 1 Decisions
- 2 Attention
- 3 Energy

1. Every day, you face an overwhelming number of decisions which have to get made.
2. Your attention is under unprecedented attack from all quarters.
3. You can feel your personal mental energy ebbing away as you deal with trivial stuff.

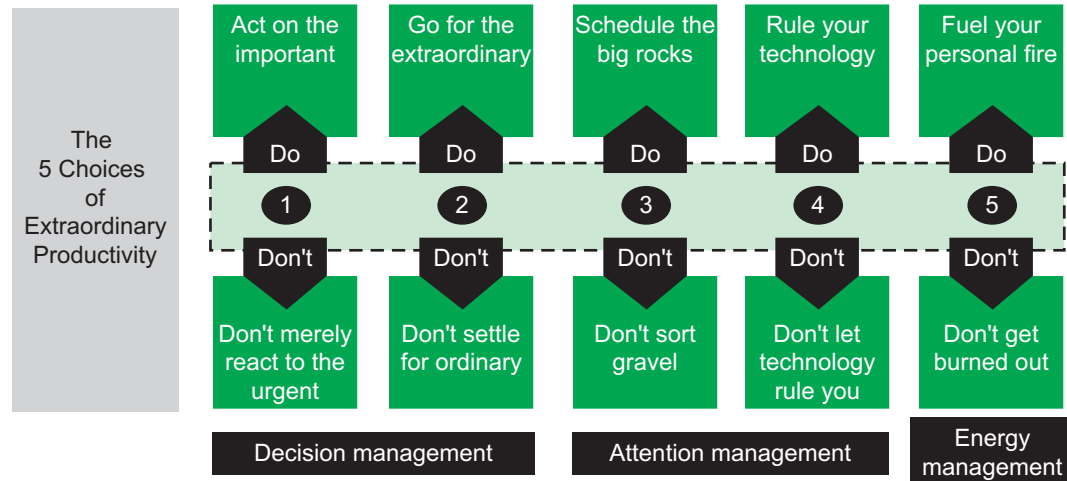
Despite that, everyone (you included) is capable of doing extraordinary work. The way to achieve that is to make five do/don't choices which will enable you to manage your decisions, your attention and your energy – so you rise above the chaos and do great work.

The 5 Choices of Extraordinary Productivity



"The 5 Choices are anchored in the timeless principles of human productivity that we and others have taught at FranklinCovey for thirty years. They also draw on the latest thinking in brain science, biology, technology, and performance psychology. They have been vetted by tens of thousands of practical experiences that people have been applying in numerous situations and organizations around the world. They are proven and they work."

– Kory Kogon, Adam Merrill and Leena Rinne



Choice #1 – Act on the important; Don't merely react to the urgent Pages 2 - 3

The first choice you can make to become extraordinarily productive is to become more discerning and less reactive about how you use your time. Maximize the amount of time you spend every day working on activities which are important but not urgent.

Choice #2 – Go for the extraordinary; Don't settle for ordinary. Pages 3 - 4

To maximize the amount of time you spend in Q2, you have to figure out what makes you feel satisfied and accomplished. This is a matter of clarifying the roles you play and deciding what would constitute extraordinary performance in those roles.

Choice #3 – Schedule the big rocks; Don't sort gravel. Page 5

You'll never become extraordinarily productive until you decide what is most important and start proactively scheduling those activities in advance. You have to create some Q2 time zones where you can make significant progress towards your key goals.

Choice #4 – Rule your technology; Don't let technology rule you Pages 6 - 7

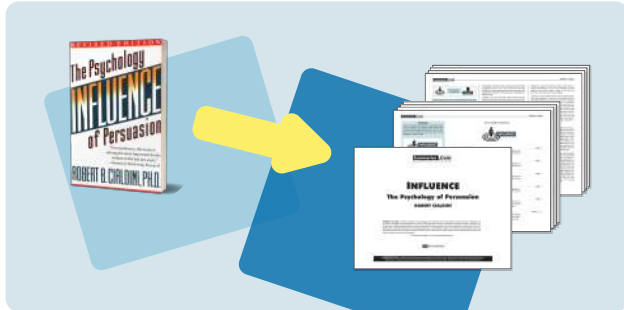
Today's technology can accelerate the inflow of gravel into your life if you're not aware. Don't let that happen. Have systems in place so you rule your technology and use it to boost your productivity. Be savvy and smart when it comes to technology.

Choice #5 – Fuel your personal fire; Don't get burned out. Page 8

In a world where knowledge work creates great value, you have to keep your brain fueled and fired up. Draw on the energy generated by a clear and motivating purpose and do things to stay healthy so you have the energy to act consciously and deliberately each day.

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