

WORK SMARTER NOT HARDER

12 Theories of How To Work Smarter

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MAIN IDEA

Working smarter, not harder is about achieving more with less effort, making every day count and simply enjoying your life and all the opportunities it offers.

Working smarter is also a new attitude to work. When you work smarter, you make better use of your time and energies -- consequently, you're happier and more productive. By making the most of your business time, you optimize your personal satisfaction level -- and free up more time for non-work activities of your choice.

Effective people intuitively or instinctively learn how to work smarter. They are not necessarily in possession of special skills or even any insider secrets -- they simply know how to apply the practical techniques of working smarter, and therefore realize above average results.

In the final analysis, working smarter is about achieving the greatest possible return on your investment of time and energy in your business career or your life as a whole. It holds the key to the holy grail most people are avidly searching for -- how to get more done while spending less time and energy.

Overview: The "Work Smarter, Not Harder" Ideal Page 2

The objectives of the "Work Smarter, Not Harder" system are:

1. To unlock your real potential.
2. To simplify your life so you can focus on important issues.
3. To create the life you want to live in the future.
4. To increase enjoyment through control over your own destiny.

In the final analysis, it is about priorities and an understanding that life is a self-fulfilling prophecy -- your actions today create the circumstances of your tomorrow.

Section 1: Develop an Effectiveness Plan Page 3

Many people confuse efficiency with effectiveness. Efficiency is doing the job right. Effectiveness is doing the right job. Of the two, effectiveness is more important than efficiency because it focuses on results rather than the methodology.

Section 2: Launching Yourself On Your Effectiveness Plan Page 4

The first three steps in getting moving on your effectiveness plan are usually:

1. To get organized by having a good office or workspace and access to the necessary tools.
2. To develop a good time scheduling system so you will apply time where it produces the greatest results.
3. To work at developing new mental attitudes and mastering non-productive emotions.

Section 3: Conquering the Time Wasters Page 5

Once you've made a start on increasing your effectiveness, progress usually comes from:

1. Overcoming procrastination
2. Minimizing interruptions from other people.
3. Finding the best way to handle paperwork.

Section 4: Working With Your Team Page 6

To accelerate the improvement in personal effectiveness, find ways to actively involve the talents and abilities of other people. You can achieve that by:

1. Learning how to delegate meaningfully.
2. Increasing your own personal communication skills.
3. Attracting allies rather than enemies to your cause.

Section 5: Looking Ahead Page 8

As new technology becomes available, the marketplace is certain to change considerably in the near future, as:

1. New organizational structures for business emerge.
2. The power of the individual becomes more evident.
3. The power of the consumer becomes more wide ranging.

An effective person will take advantage of these changes.

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