Effective vs. Efficient

Chapter 5: Business

A question I've long asked is: What if I can achieve big, important goals without my brain feeling like it's been through a blender? What if I did much less than everyone else but made sure everything I did was of critical importance and moved the needle in measurable, meaningful ways? By prioritizing effectiveness over efficiency, could I stand out from my peers and accomplish more?

It turns out the answer is yes. In fact, most of the extremely high performers I know take a similar approach. This has led to a totally different way of working.

PRODUCTIVITY IS NOT

• sleeping less, working more, and hustling harder

• multitasking social media on your phone while doing invoices and responding to emails on your desktop

• "productivity hacks" that are supposed to make you more efficient but scramble your thinking instead

• trying to do everything that could make a difference because you're afraid of missing out

PRODUCTIVITY IS

• organizing and prioritizing your time ruthlessly

• ditching many low-leverage tasks and replacing them with a few high-leverage tasks

• automating the things that can be automated

• focusing the rest of your time on your unique abilities

These activities and worksheets are taken from the book
Change Maker: Turn your passion for health and fitness
into a powerful purpose and a wildly successful career
by John Berardi, PhD.

Check it out at: www.changemakeracademy.com/book