

Productive to the Max

Productivity

Performance

Profitability

Urgent vs Important

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Do you get caught up in the "urgent mode" all the time? If you feel that you are always in crisis, problems are always pressing and tasks (sometimes from others) are critical, you need to remember that **important things are not always urgent and urgent things are not always important.**

A heart attack is a crisis. Meeting a product deadline or dealing with a customer service complaint is a crisis. However sometimes activities are important to someone else or a result of procrastination and lack of planning or prioritizing. These very often become critical.

You cannot live in crisis for long. You will burn out, become ill and fall apart. It is essential to focus your energy and concentrate on what is important to you. Ask yourself the following questions:

- Does this action bring me closer to my goals?
- Does this action reflect my values?
- Will this action have a lasting and positive effect on others?
- Is this action all-consuming or will I have time to complete other tasks?
- Does this action empower me and build lasting relationships

Remember to concentrate on what is important in your life. Ask yourself if something really needs to be done this second or is there something else I need to do first? If an action always becomes a crisis, then take a good, hard look at how you can prevent this in the future.