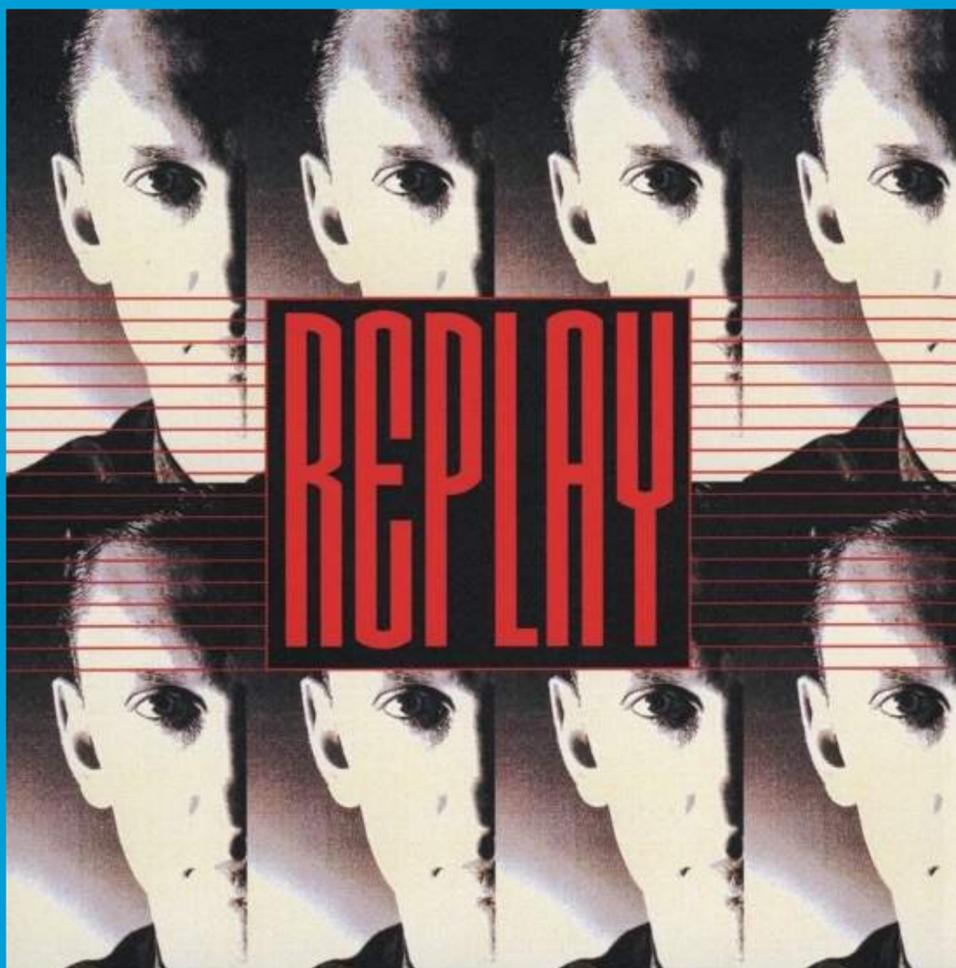




Week 3

Optimizing Your Schedule



WHAT IF YOU COULD LIVE YOUR LIFE OVER
AGAIN? AND AGAIN? AND AGAIN?

“Powerful...Compelling...Superb.”

—The Atlanta Journal-Constitution

KEN GRIMWOOD

KEN GRIMWOOD

Meet Katey





Options

Message

Transfer

Hold

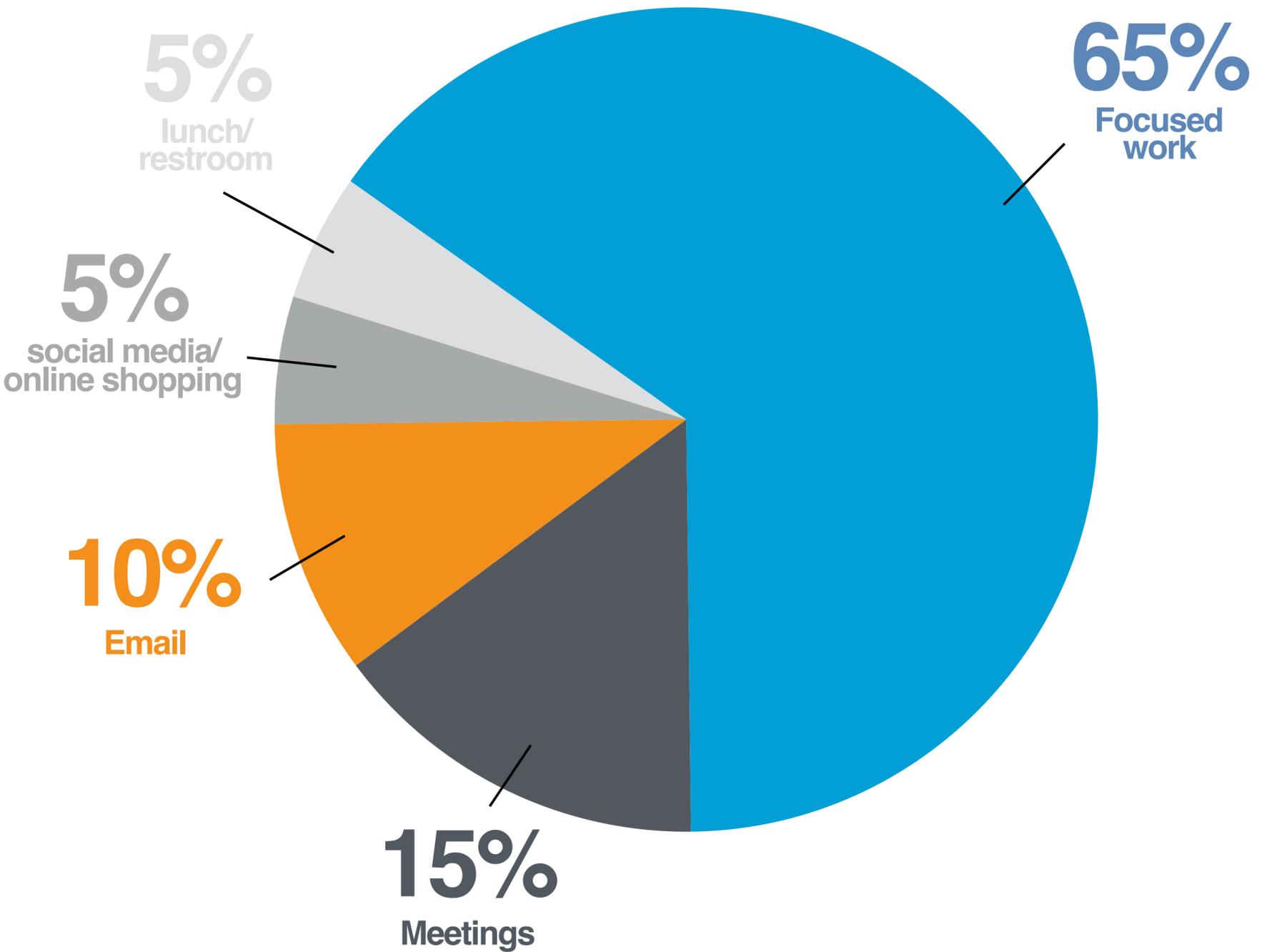




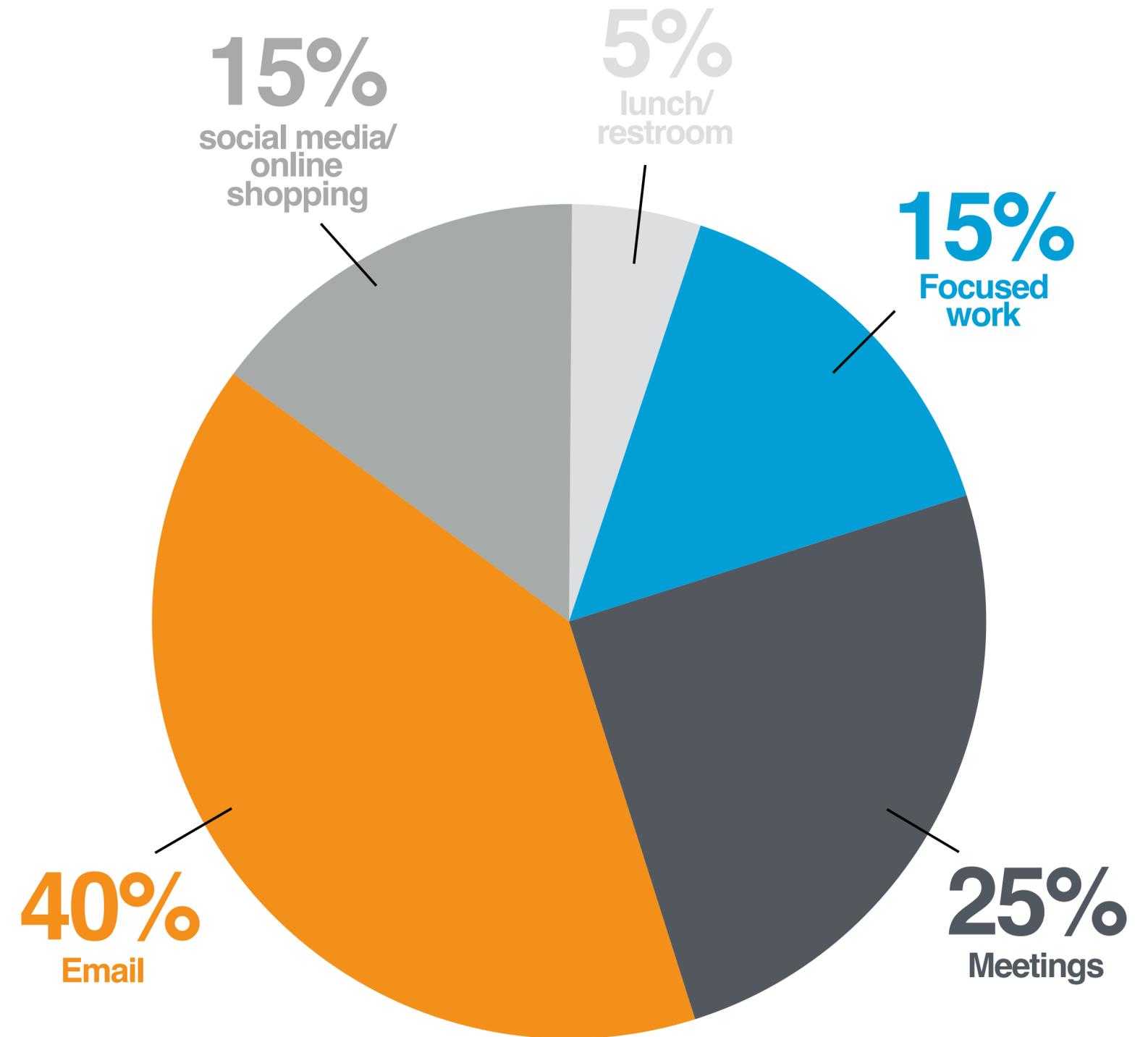




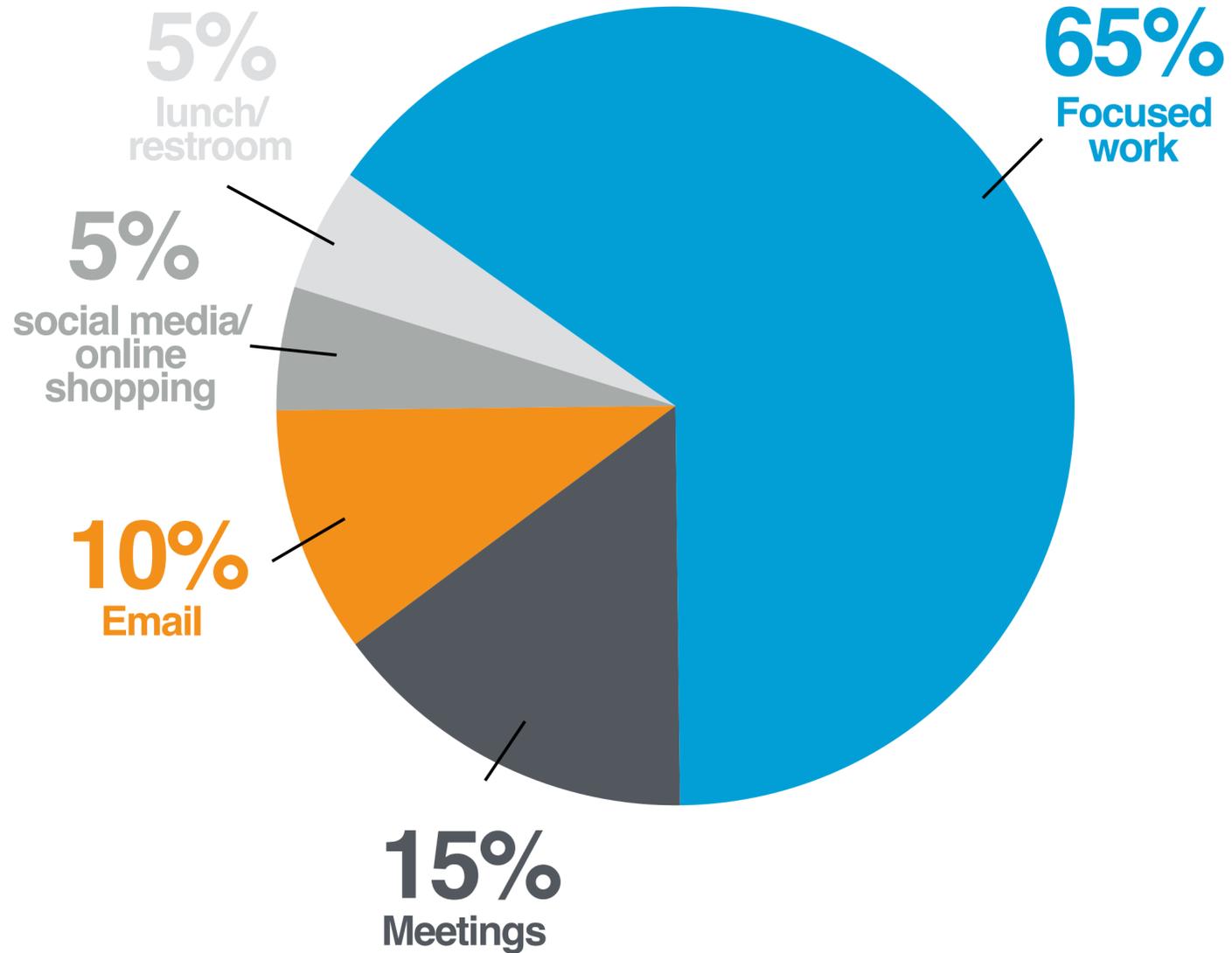
How Katey *wants* to spend her day



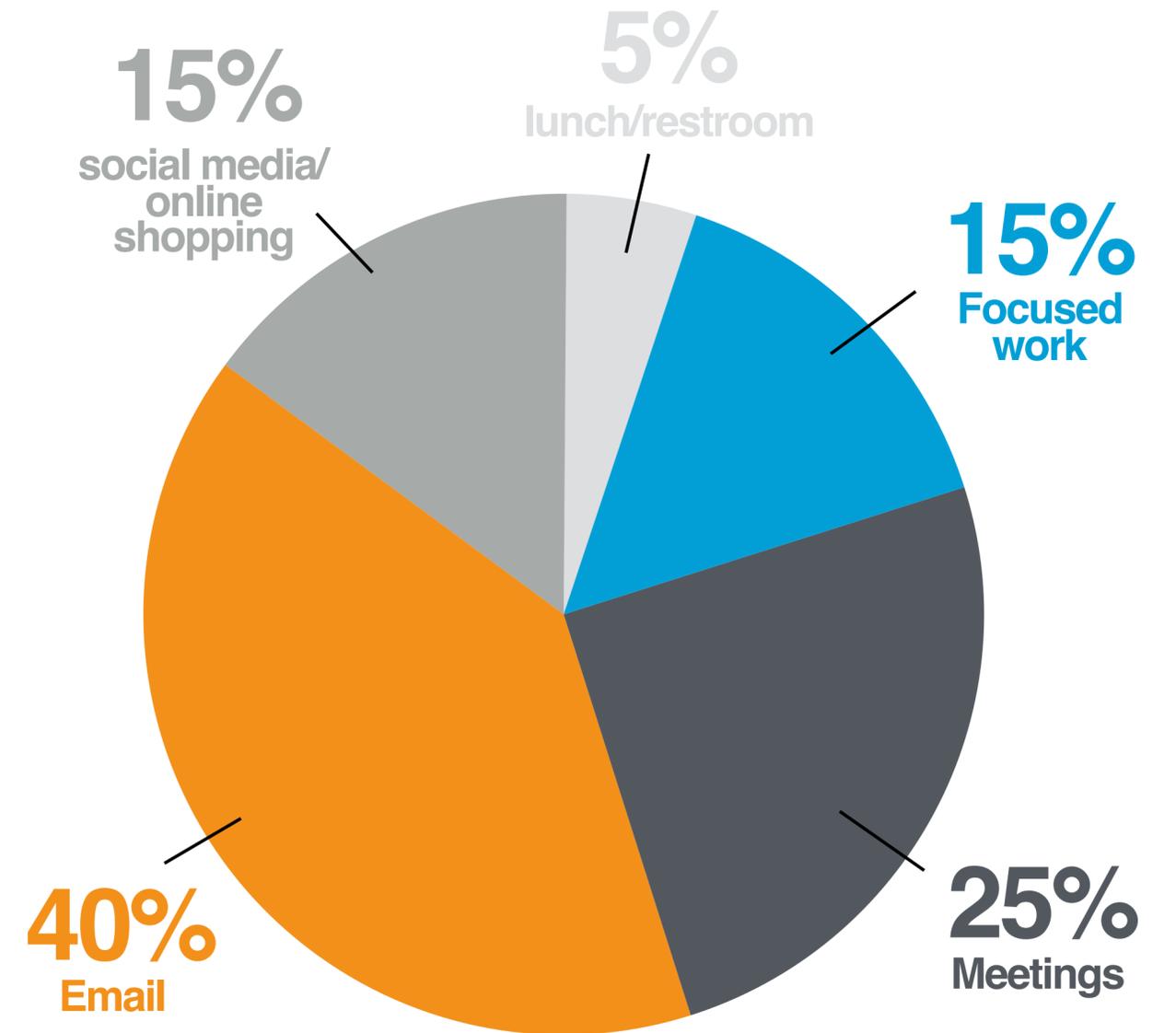
How Katey *actually* spends her day



How Katey *wants* to spend her day

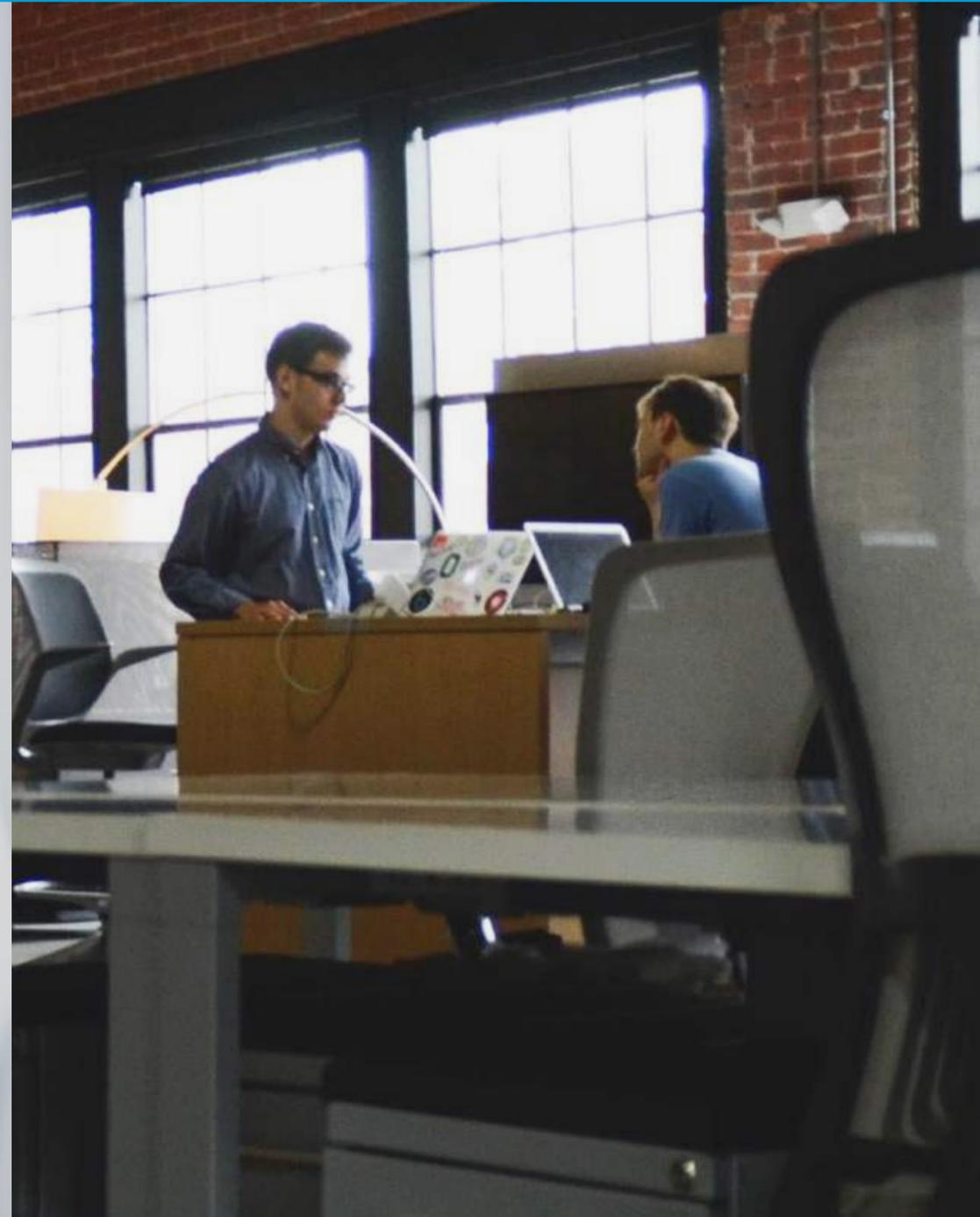


How Katey *actually* spends her day



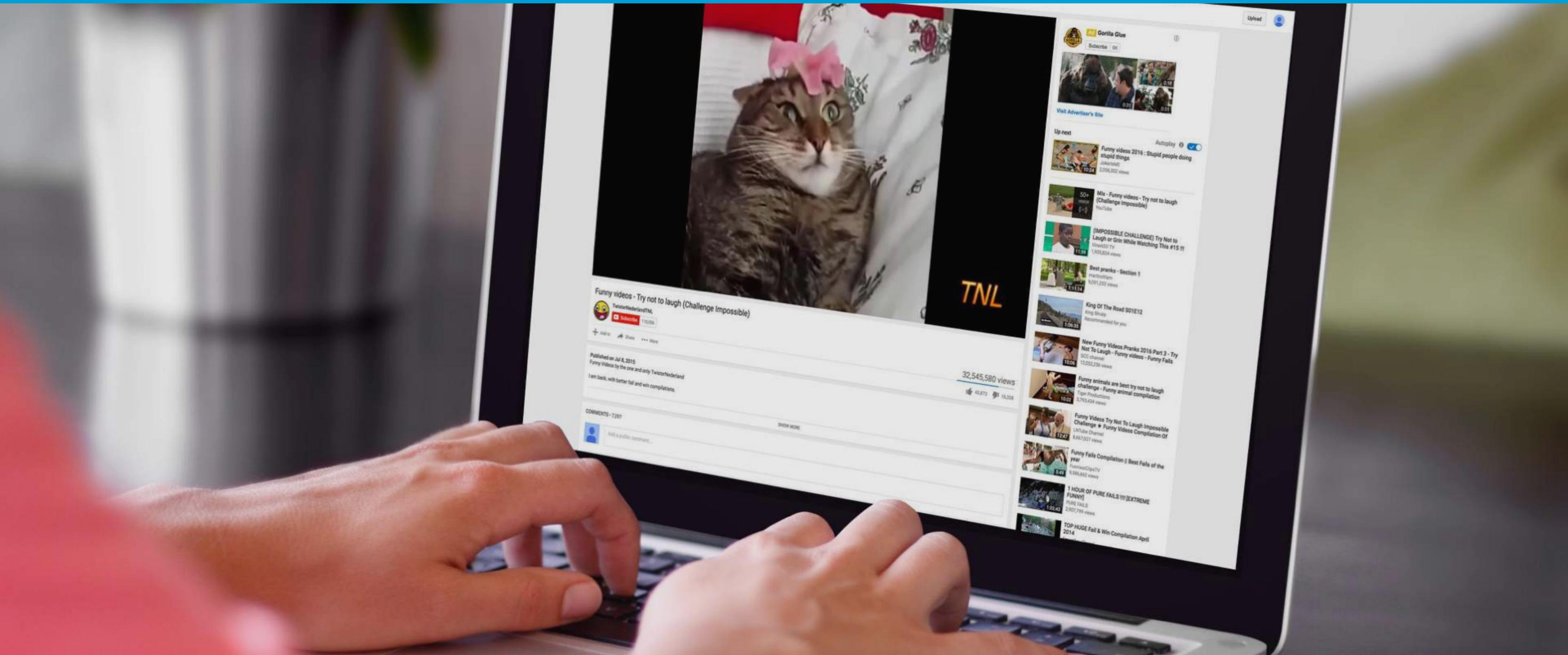
3 reasons our days veer off course

External distractions



3 reasons our days veer off course

Internal distractions



3 reasons our days veer off course

Cognitive biases



The image features a speedometer with a cracked glass overlay. The speedometer has red numbers ranging from 20 to 240, with a needle pointing towards the 100 mark. The text "Your mental blindspots" is written in white, bold, sans-serif font across the center of the speedometer. The background is dark, and the cracks on the glass are white and irregular.

Your mental blindspots

The completion bias

Disney To Do. Brain Dump

Cleanup

~~EJ's epipen~~

- travel supplies

~~order groceries~~

~~order cake~~

- check reservations

- check flight.

- Book

- balloons: mickey mouse

- T-shirts - EJ

- 1 pair of pants - EJ

- T-shirts - me

- socks

- underwear.

The completion bias

TO DO

- Write the great American novel
- Go to Target

The allure of multitasking





The allure of multitasking



This is your brain on multitasking

30%
longer to
finish work

2x
mistakes

Why does multitasking feel productive?





When multitasking does work



**Physical activity + Mental activity
= Smart multitasking**



The Effort Trap

Feeling productive \neq Being productive

Scheduling with energy levels in mind



Track Your Energy

Instructions

Every 90 minutes for the next 3 workdays, rate your energy level from 1 to 7.

How much energy do you have right now?
(1 = Low energy; 7 = High energy)

Workday 1

5:00am	<input type="text"/>
6:30am	<input type="text"/>
8:00am	<input type="text"/>
9:30am	<input type="text"/>
11:00am	<input type="text"/>
12:30pm	<input type="text"/>
2:00pm	<input type="text"/>
3:30pm	<input type="text"/>

Workday 2

5:00am	<input type="text"/>
6:30am	<input type="text"/>
8:00am	<input type="text"/>
9:30am	<input type="text"/>
11:00am	<input type="text"/>
12:30pm	<input type="text"/>
2:00pm	<input type="text"/>
3:30pm	<input type="text"/>

Workday 3

5:00am	<input type="text"/>
6:30am	<input type="text"/>
8:00am	<input type="text"/>
9:30am	<input type="text"/>
11:00am	<input type="text"/>
12:30pm	<input type="text"/>
2:00pm	<input type="text"/>
3:30pm	<input type="text"/>
5:00pm	<input type="text"/>

Your energy level over the course of the day

Early Bird

Your Energy Diagnostic

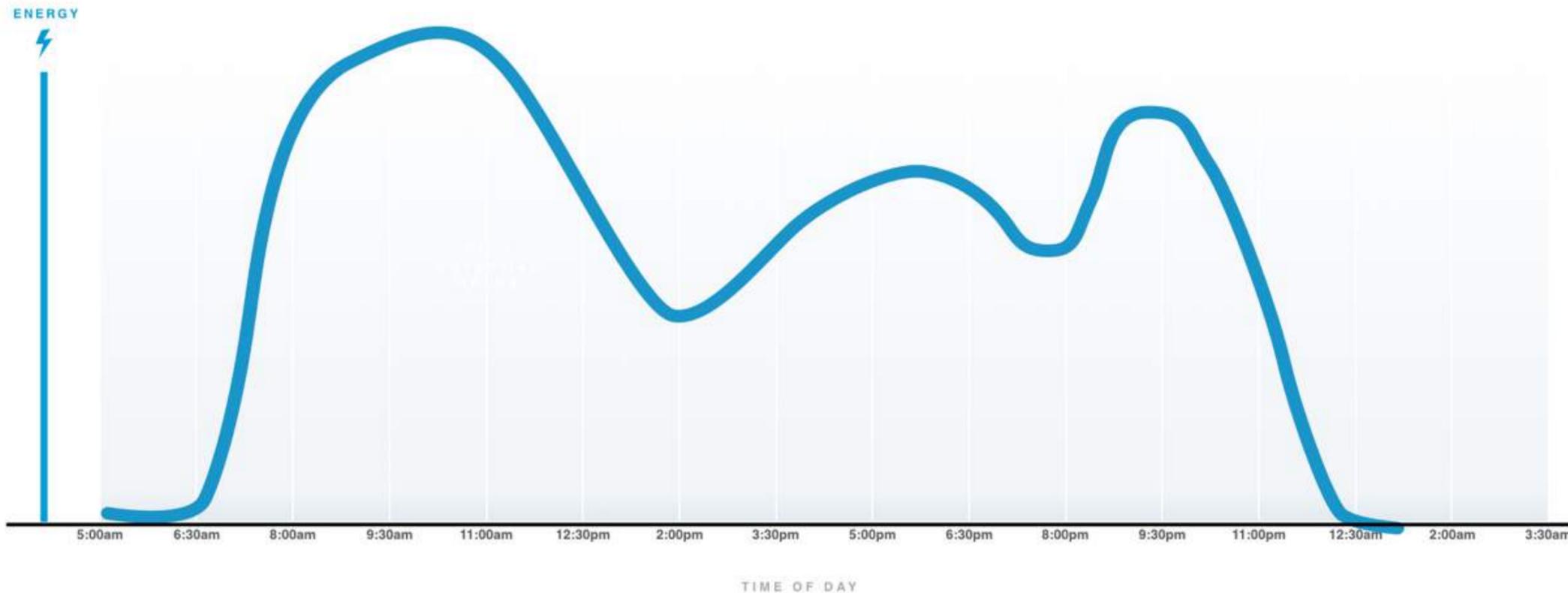
Ron Friedman



HIGH POTENTIAL HOURS

Your high potential hours represent the time of day during which you tend to produce your highest quality work.

Over the coming weeks, we'll discuss strategies for guarding this time and leveraging it to multiply your productivity.



Your energy level over the course of the day

Night Owl

Your Energy Diagnostic

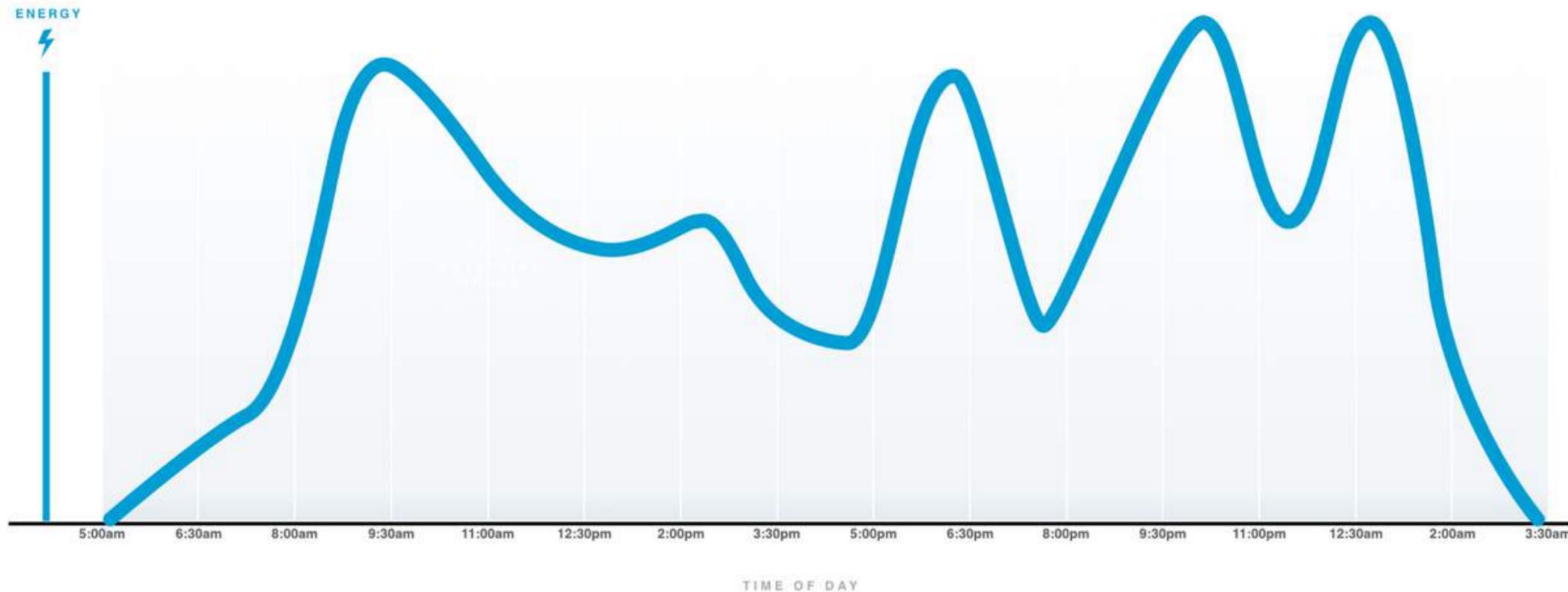
Ron Friedman



HIGH POTENTIAL HOURS

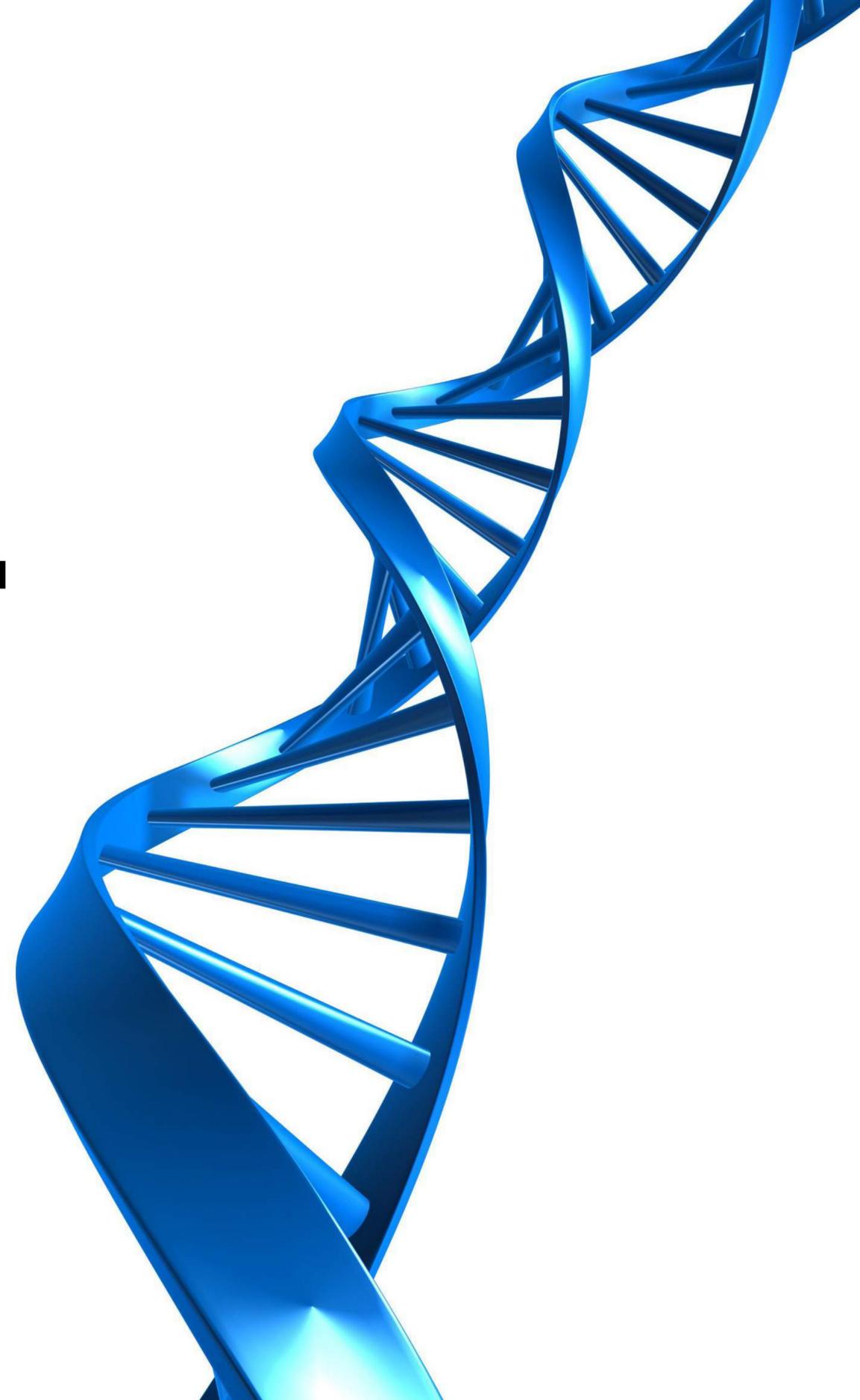
Your high potential hours represent the time of day during which you tend to produce your highest quality work.

Over the coming weeks, we'll discuss strategies for guarding this time and leveraging it to multiply your productivity.



The reason this happens is not just motivational.

It's biological.



A row of slot machines in a casino at night. The machines are illuminated with blue and purple lights. The background is blurred, showing a chandelier and other casino decor. The text "Why casinos are more profitable at night" is overlaid in white, bold font.

**Why casinos are
more profitable
at night**

What to do with your high potential hours

- ▶ High-focus, logic-based work
- ▶ Planning
- ▶ Learning
- ▶ Difficult conversations
- ▶ Emotionally taxing work

The Surprising Upside of Fatigue

Tasks that don't require concentration

Physical tasks

Idea generation

**Scheduling
Intelligently**

**Reserve high-
potential hours
for high-value
activities**



**Scheduling
Intelligently**

**Some hours
are more
valuable than
others**



Block High-Potential Hours on Your Calendar

A screenshot of a calendar application interface. The calendar is displayed in a weekly view for the week of Monday, April 4th to Friday, April 8th. The interface includes a browser-like header with navigation arrows, a search bar, and a star icon. The calendar grid shows time slots from 8a to 5p. A blue diagonal block labeled 'High-Potential Hours' is present in the 9a-11a slot for every day of the week.

Mon 04	Tue 05	Wed 06	Thu 07	Fri 08
8a	8a	8a	8a	8a
High-Potential Hours 9a-11a				
12p	12p	12p	12p	12p
1p	1p	1p	1p	1p
2p	2p	2p	2p	2p
3p	3p	3p	3p	3p
4p	4p	4p	4p	4p
5p	5p	5p	5p	5p

Protect your calendar



Make yourself inaccessible



**Save meetings
and phone calls for
low-energy times**



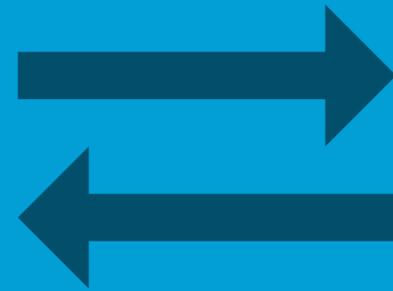


WARNING

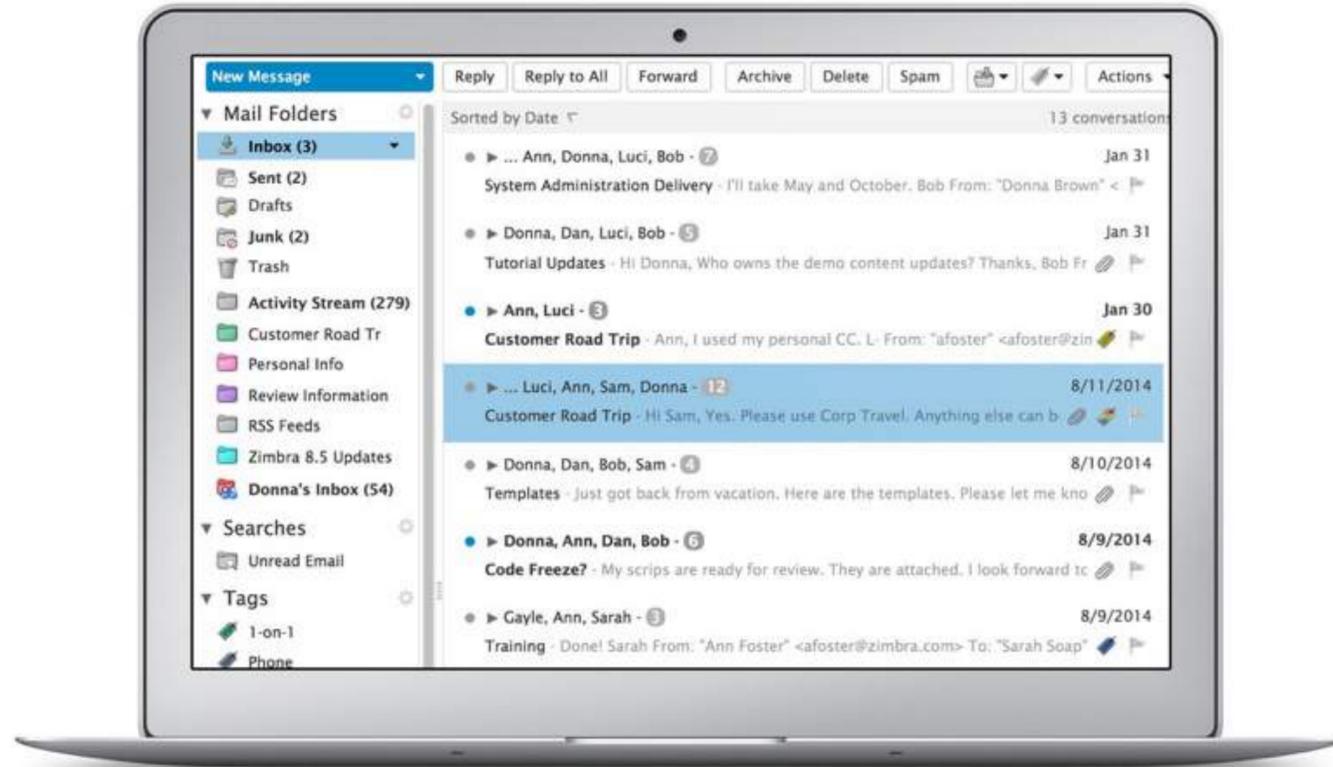
**High-potential
hours are
deceptively brief**

The hidden energy killer:

Task Switching



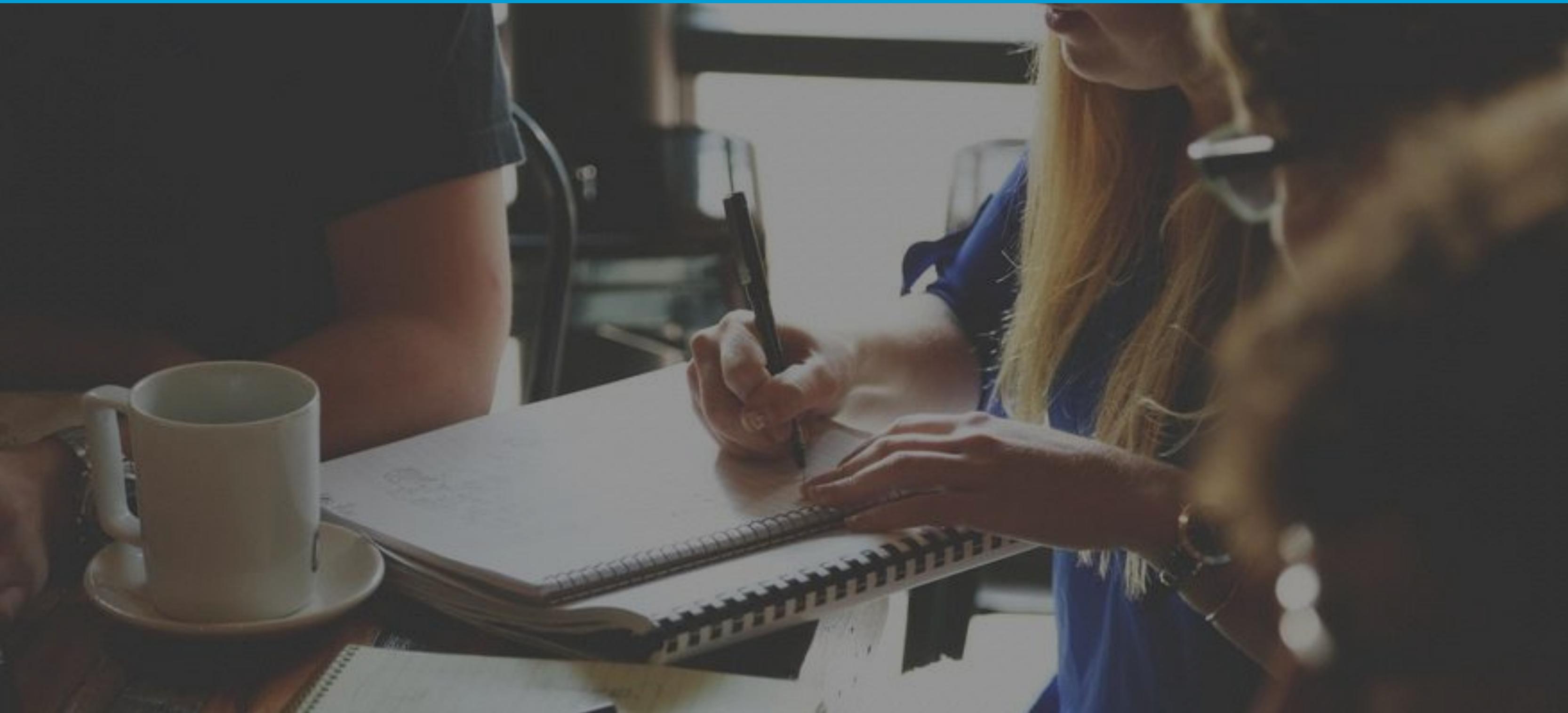
Switching from this to this costs mental energy



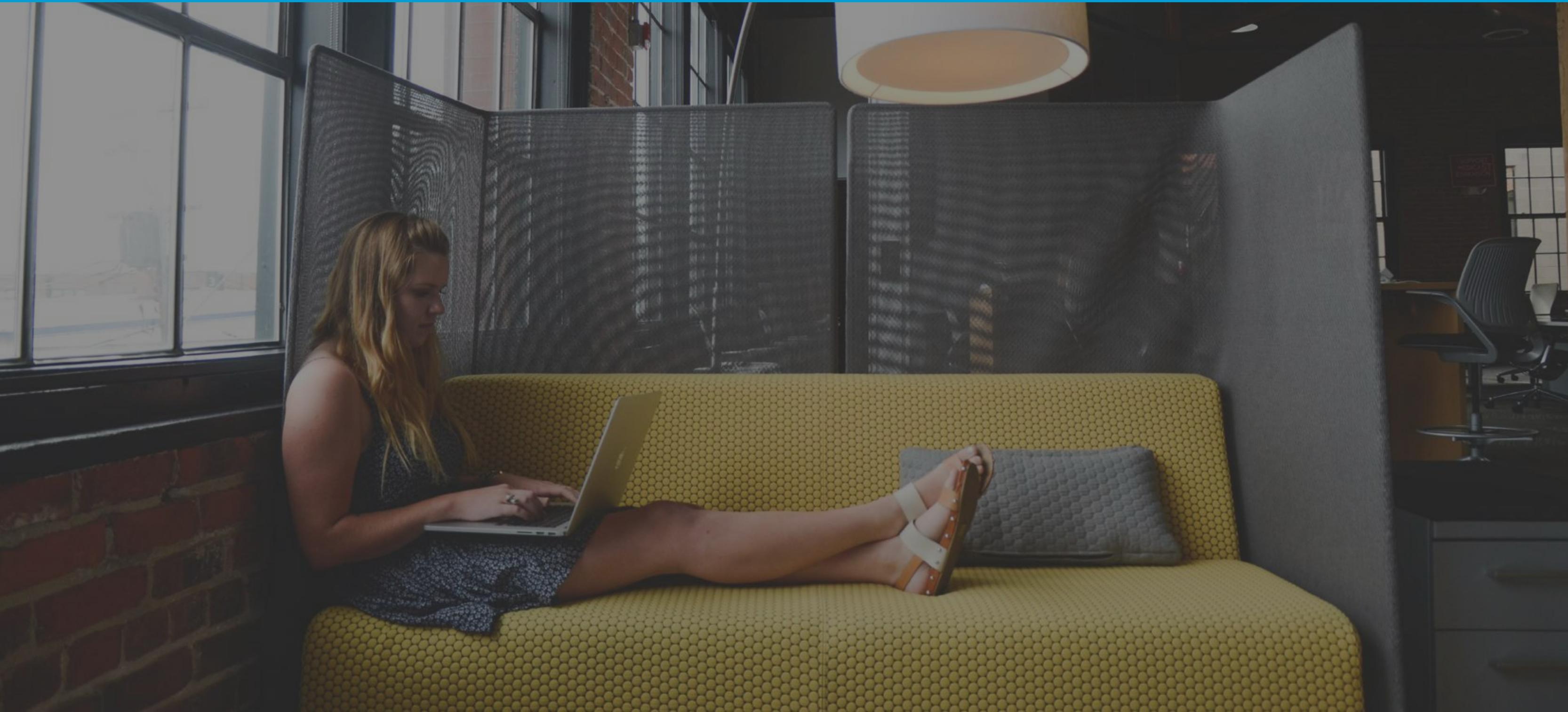
A screenshot of a Microsoft Excel spreadsheet titled "Bicycle expenses - Daniel Oines". The spreadsheet contains a detailed list of bicycle-related expenses and their associated costs and metrics. The data is organized into columns for item description, quantity, unit price, total cost, and various performance metrics like miles and hours.

	A	B	C	D	E	F	G	H	I
1	Huffy Cranbrook bike 2012 11 23	1	\$73.83	\$4.83	\$2,020.82	78175	23435	3,040	
2	Sports Authority 2012 11 26	4	\$47.88	\$2.92	Retail	Schwinn min	Cranbrook min	Supenia min	
3	Schwinn Typhoon bike 2011 02 10	1	\$189.00	\$0.00					
4	Zefal helmet and chain lube	2	\$26.75	\$1.75	\$101.07	16,751.57	5,021.72	693	22,466.20
5	Bell tire levers	1	\$5.35	\$0.35	4.80%	Schwinn km	Cranbrook km	Supenia km	Total km
6	Bell F12 cyclocomputer	1	\$10.69	\$0.70	Tax				
7	Tools and chain 2011 12 27 (gift card)	3	\$0.86	\$0.00		1,302.92	396.58	50.67	1,744.17
8	Basket and grips 2011 10 24	2	\$28.94	\$0.00	\$235.85	Schwinn hours	Cranbrook hours	Supenia hours	Total hours
9	20T sprocket 2011 05 23	1	\$9.74	\$0.00	\$ per bike				
10	22T sprocket 2012 09 18 (gift card)	1	\$0.00	\$0.00		10,411.17	3,120.35	430.61	13,959.80
11	Wrench, bearings, lube 2012 10 1	4	\$28.31	\$0.00	\$11.32	Schwinn miles	Cranbrook miles	Supenia miles	Total miles
12	Misc dollar store stuff	7	\$7.49	\$0.49	Tax per bike				
13	Clearance LEDs	7	\$8.00	\$0.56		12.86	12.86	13.68	0.55
14	Clothes and shoes	6	\$67.41	\$4.41	0.051	Schwinn KPH	Cranbrook KPH	Supenia KPH	Times around Earth
15	Bell Streamliner tires	2	\$31.03	\$2.03	Cost per mile				
16	Mirror and car wax	2	\$10.75	\$0.75		74.56%	22.35%	3.08%	2.06
17	Spray paint stuff	8	\$37.45	\$2.45	\$0.41	Schwinn use	Cranbrook use	Supenia use	Times around Moon
18	Bell	1	\$3.21	\$0.21	Cost per hour				
19	Bolt and rear wheel (warranty)	2	\$0.00	\$0.00					
20	Old rack, saddle, solid tires, etc.	7	\$100.00	\$6.00	173	25.83	6.70	2.013	
21	Huffy Good Vibrations bike 1996	1	\$106.00	\$6.00	Items	Years of cycling	Items per year	Current year	
22	DaHon Folder 1988	1	\$275.00	\$16.50					
23	Various locks	4	\$35.00	\$2.45	\$12.27	\$82.17	\$0.22	10	9
24	Spalding PhysioFit 10 speed 1987	1	\$165.00	\$11.55	Average item	\$ per year	Cost per day	Current month	Bikes
25	Various 1980s purchases	8	\$75.00	\$5.25					
26	Geo Gonne	1	\$1.07	\$0.07	\$268.50	\$3.10		83.967	\$2,122.69
27	Velcro adhesive backed squares	1	\$2.14	\$0.14	Fuel at 150 MPG	Gas price		lifetime miles	Total
28	Reflectors and reflective tape	3	\$7.49	\$0.49					

The task switching penalty



The task switching penalty



Attentional residue



A photograph of a market stall displaying various fruits. The stall is made of dark wood and has several shelves. On the top shelf, there are baskets of green kiwis, red tomatoes, and green pears. Below the shelves, there are several white wooden buckets filled with fruit: one with green kiwis, one with red apples, one with yellow lemons, and one with red and green apples. In the background, there is a chalkboard sign that says "Special Lait d'Arrom Annonces".

Batch similar tasks



Daily batching

- ▶ Meetings
- ▶ Phone calls
- ▶ Emails
- ▶ Writing tasks
- ▶ Reading tasks
- ▶ Analyses
- ▶ Social media
- ▶ Idea generation

Longer-term batching

- ▶ Administrative tasks
(processing receipts, etc.)
- ▶ Pay bills
- ▶ Sales calls
- ▶ Blog writing
- ▶ Review newsletter subscriptions
- ▶ Set up meetings with potential clients

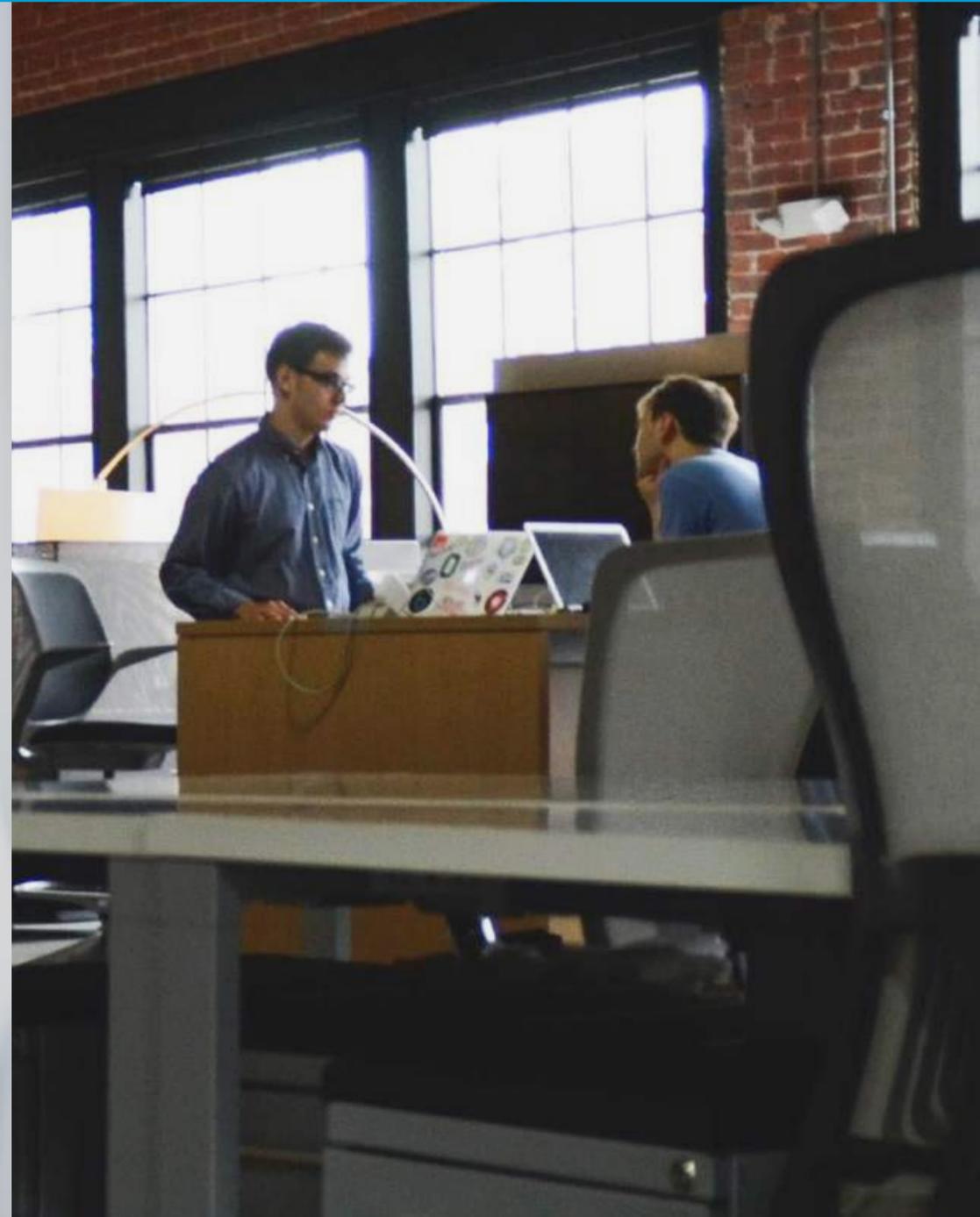
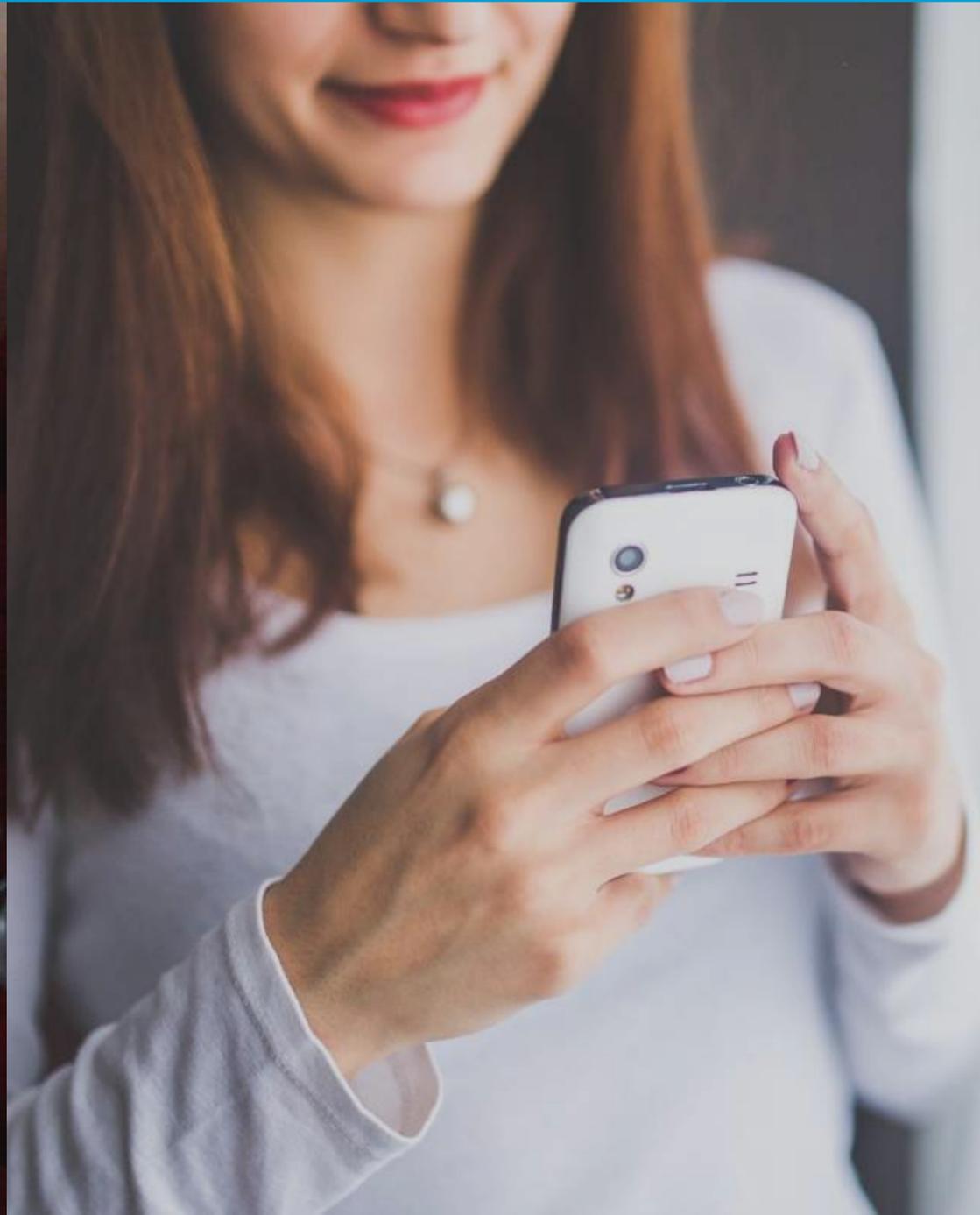


Batching home activities

- ▶ Laundry
- ▶ Cleaning
- ▶ Grocery shopping
- ▶ Cooking
- ▶ Errands

**“Anything that damages
your productivity
lengthens your day”**

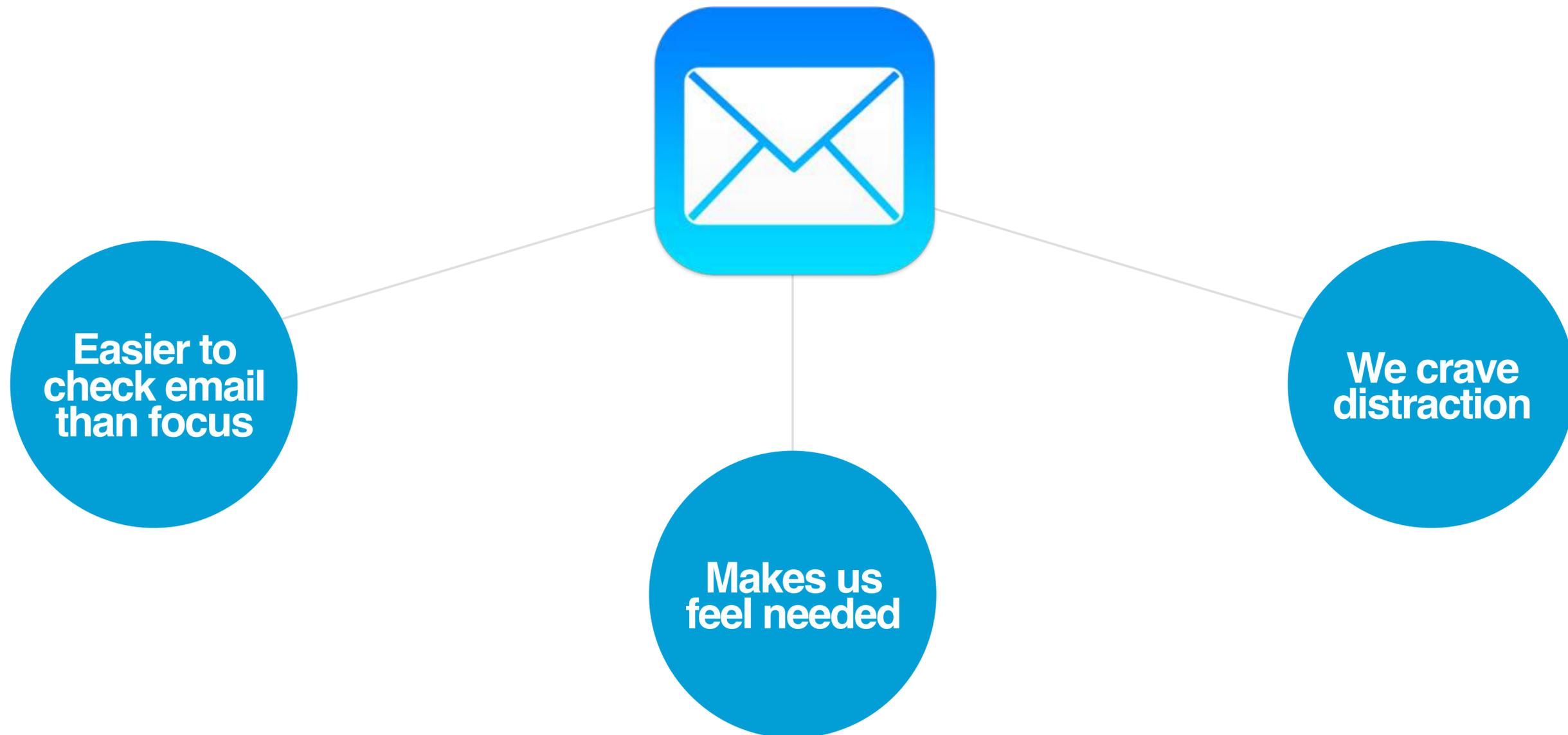
External distractions





Taming email

The real reason we spend 6 hours a day on email



**The real reason
we spend 6 hours
a day on email**



This is your brain OFF email



**Work with
email open**



**Check email
3 times a day**

Significantly
less stress

Managed
email in 20%
less time

Happy Side Effects of Checking Email Less Frequently

You receive less email

You earn people's respect

The Ideal Email Frequency



Entry level



every
25
minutes



**Manager or
Client Facing**



every
55
minutes



Entrepreneur



3
times
a day

A person wearing a dark suit, a white shirt, and a blue tie with a white anchor pattern is seated at a wooden table. They are holding a white coffee cup on a saucer with their right hand. The background is dark and out of focus. The text "What to do when you work for someone else" is overlaid in large, white, bold font on the left side of the image.

**What to do
when you
work for
someone else**



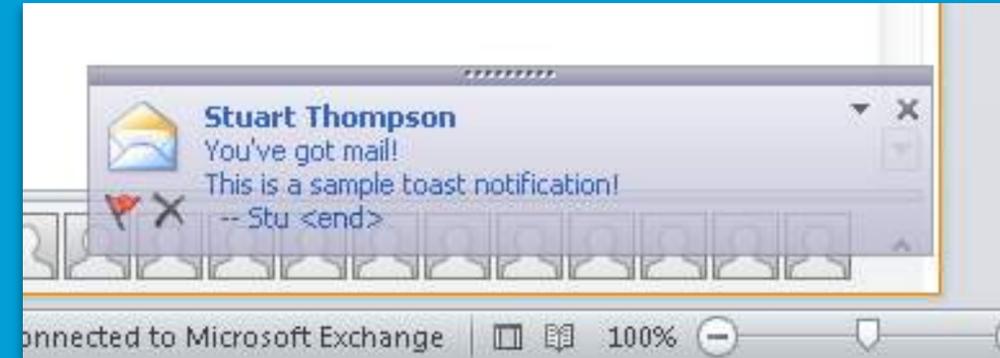
How to auto-forward important emails to texts



It Gets Easier

How to Work with Zero Distractions

Eliminate all notifications



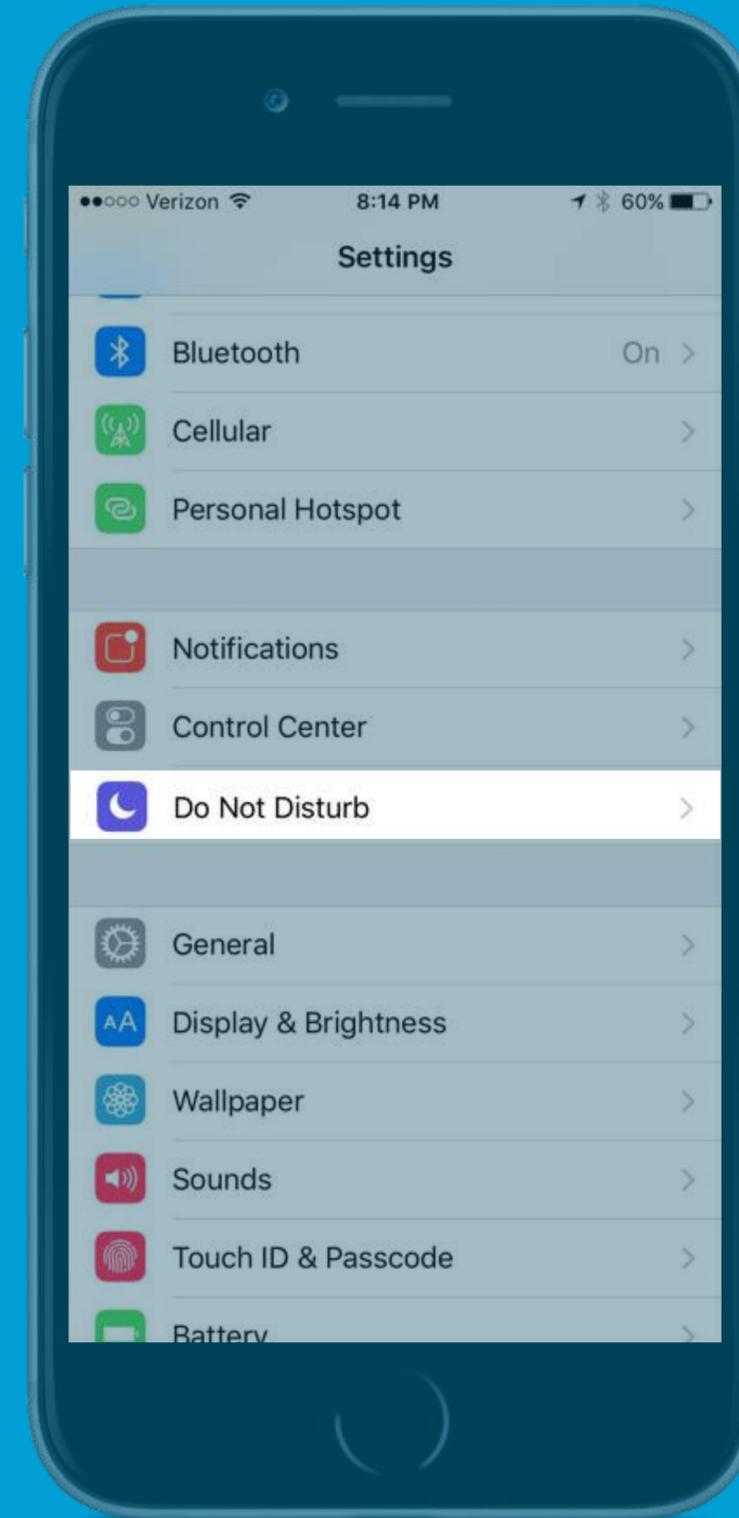
**How to Work with
Zero Distractions**

**Keep your
phone out
of view**



How to Work with
Zero Distractions

Choose
Who Can
Reach You



**How to Work with
Zero Distractions**

**Block out
noise**



How to Work with
Zero Distractions

Internet blocking apps



Stayfocusd

(block specific site)



Freedom

(block internet access)



Kill News Feed

(block Facebook news feed)

How to Work with
Zero Distractions

**Use
different
browsers**



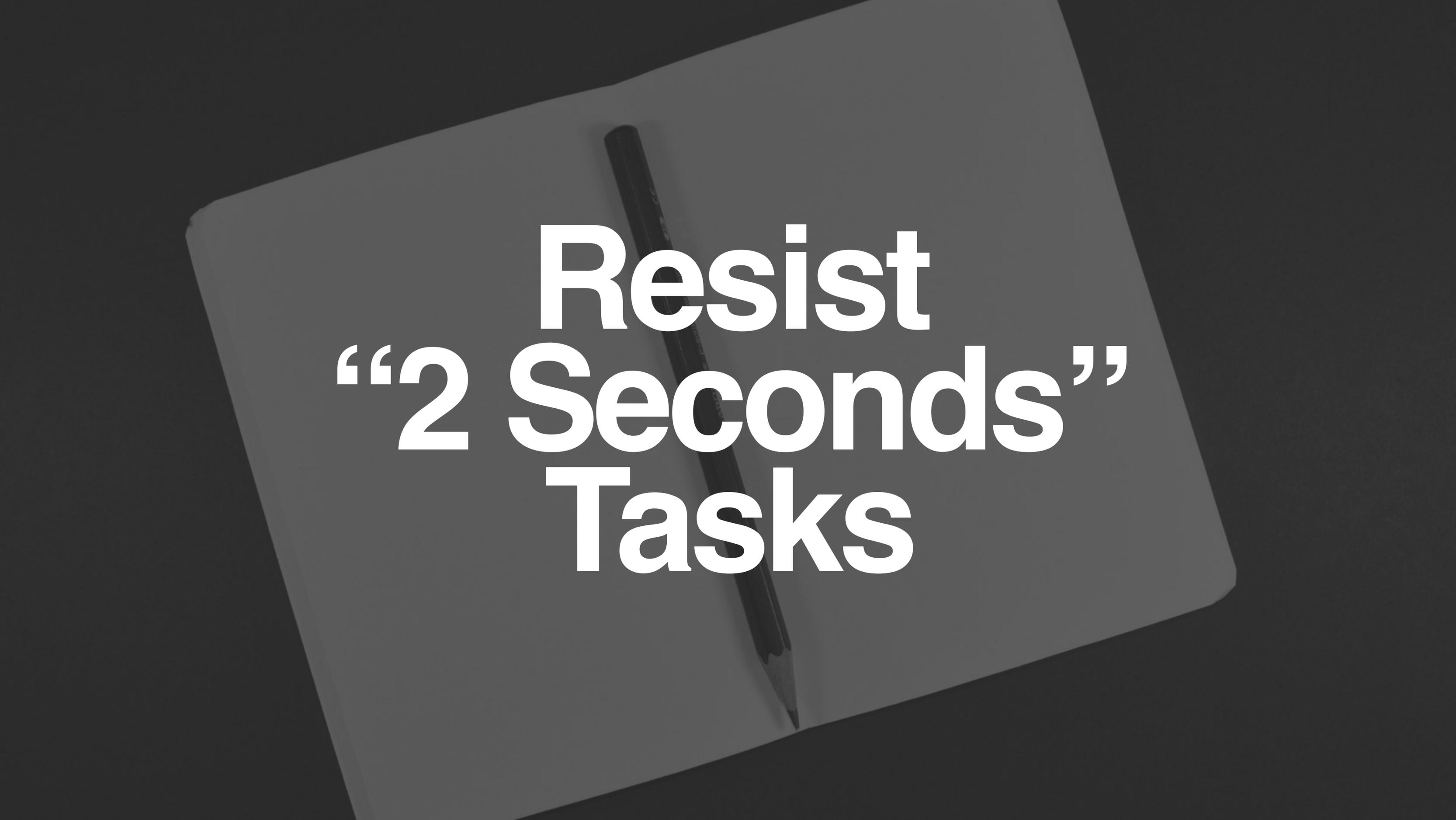
Chrome



Mozilla



How to manage internal distractions



**Resist
“2 Seconds”
Tasks**

**“The faintest pencil
is better than the
strongest memory”**

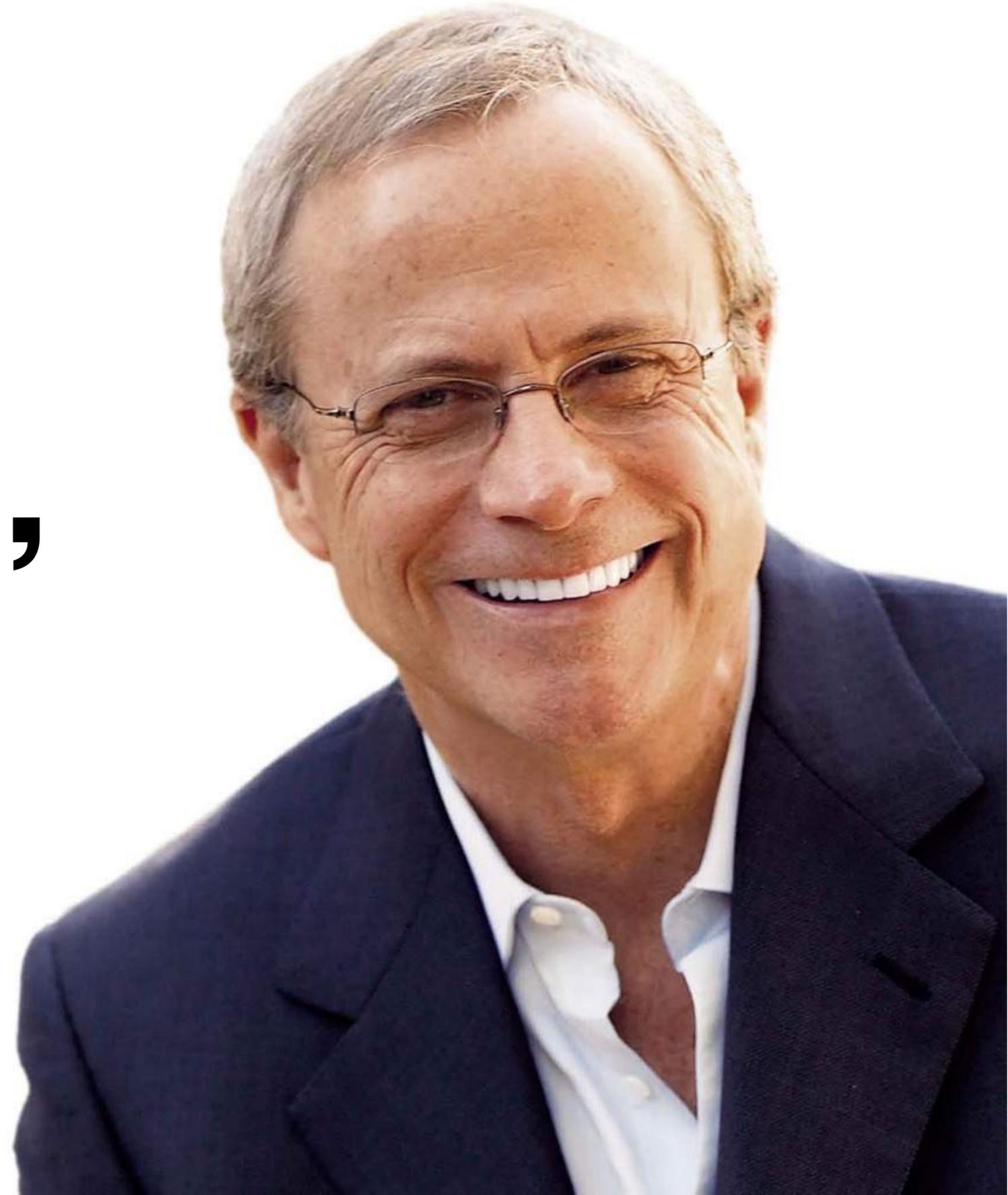


– Chinese Proverb

**“The mind is
for having
ideas, not for
holding them”**

– David Allen

author of *Getting Things Done*



Common Internal Distractions

Work-related
tasks

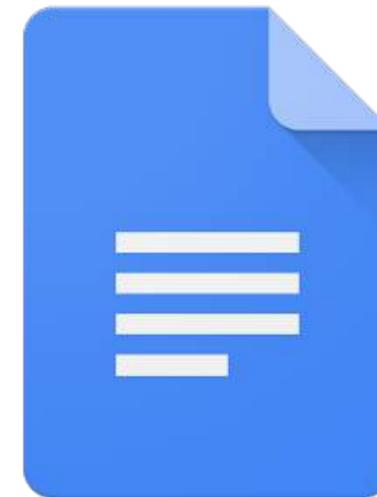
Things you
need to buy

Things you
want to read,
watch, or
listen to

Create a “Capture List”



Evernote



Google Docs

List Keeping Devices



Sample lists:

- ▶ To buy [Supermarket]
- ▶ To buy [Home Depot]
- ▶ To buy [Target]
- ▶ Movies to watch
- ▶ Movies to watch (with kids)
- ▶ Restaurants to try
- ▶ Gift ideas
- ▶ Handyman projects



Mastering Email

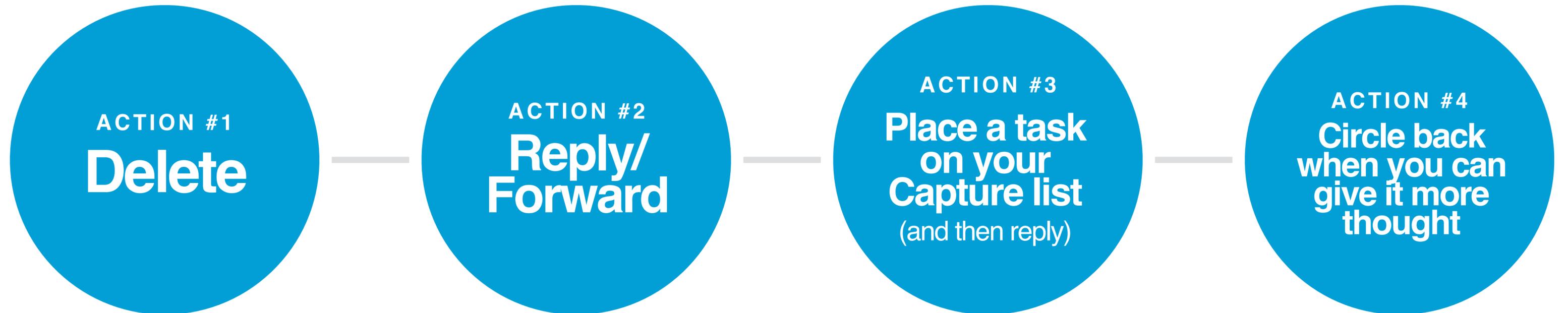
Transform your email mindset

DON'T ASK
“Is this
interesting?”

ASK
“What’s the
next action?”



What is the next action?



What is the
next action?

DO THIS ONCE

ACTION #1

Reply/
Forward

ACTION #3

Place a task
on your
Capture list
(and then reply)

ACTION #4

Circle back
when you can
give it more
thought

**You
would
never
do this**



What to do with deferred email

Gmail ▾

UNPAUSE

COMPOSE

Inbox

Sent Mail

All Mail

[Gmail] Trash

Answer This

A Beginner's Guide to Distraction-Free Email



Three tips for
distraction-
free email

Use a Capture List



Three tips for
distraction-
free email

File
entertainment
for later

The screenshot shows a browser window with the 'pocket' logo in the top right. The interface displays a grid of article cards. The first row includes: 'Smartphone Upgrades Slow as 'Wow' Factor Fades' with an image of hands holding a phone; 'How Clothes Should Fit' with a text snippet about appearance; and 'Chrome OS tip: What you're missing your home end keys' with an image of a laptop keyboard. The second row features a large card for 'Qualcomm "TOQ" trademark filing hints at smart watch' with an image of a smartwatch, and 'In re Apple In-App Purchase Litigation' with a text snippet about a lawsuit. The third row shows 'Apple details how to recoup kids' in-app purchases under class action settlement', 'DIY Photo Light Box - A Finish Fifty Project', and 'Can Humans Survive'.

class action settlement
kids, in-app purchases under
apple details how to recoup

Finish Project
DIY Photo Light Box - A Finish

Can Humans Survive
OVER THE past four years, bee
OVER THE past four years, bee

Three tips for
distraction-
free email

**Prevent
new emails
from
coming in**

Google

Gmail ▾

PAUSE

COMPOSE

Inbox

Starred

Folder Ideas for Unclogging Your Inbox



Calendar invitations

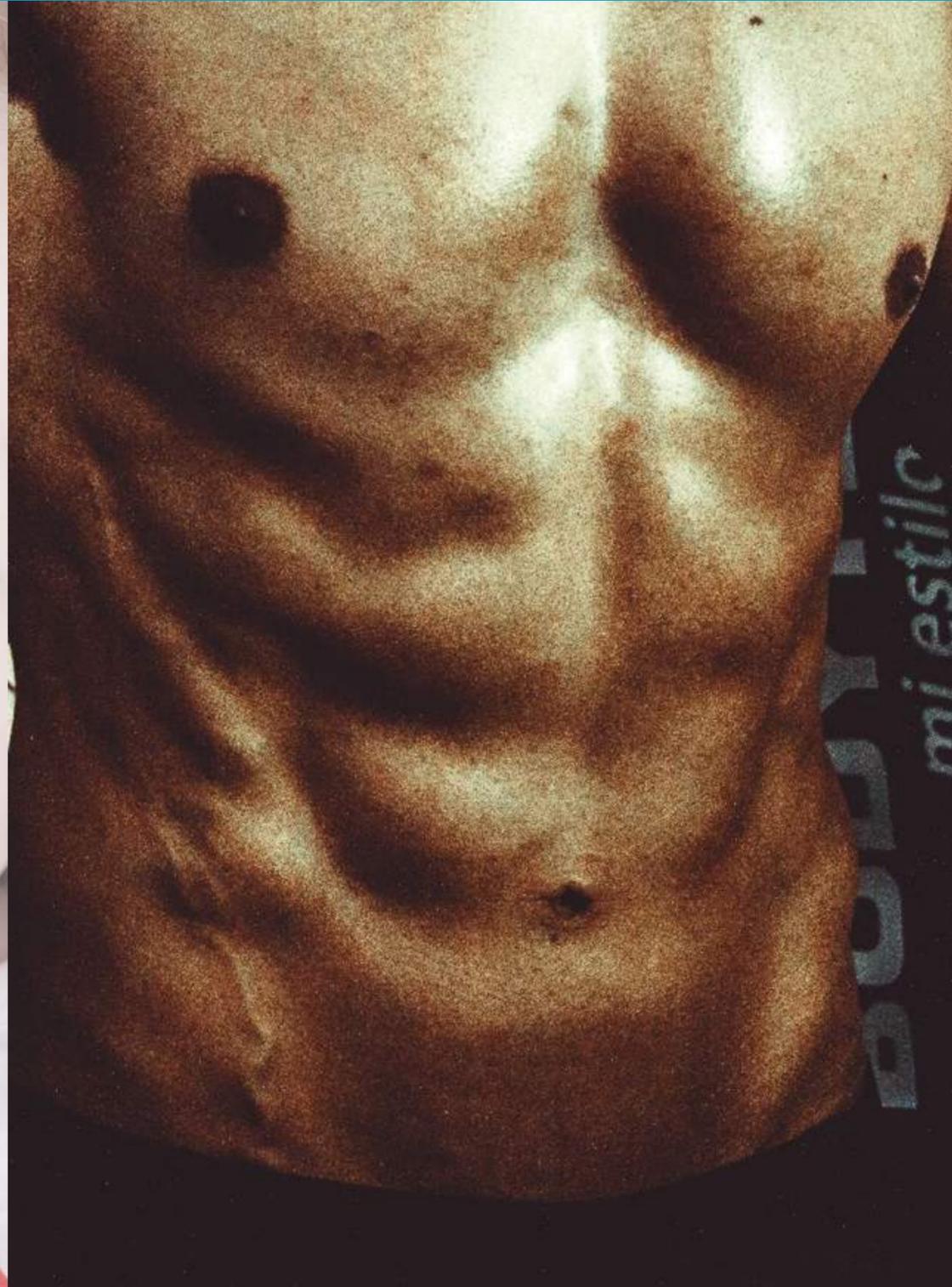


Newsletters



Emails on which you were only CCed

Minimize Category Jumps



Leverage “Canned” Responses

Sample canned responses:

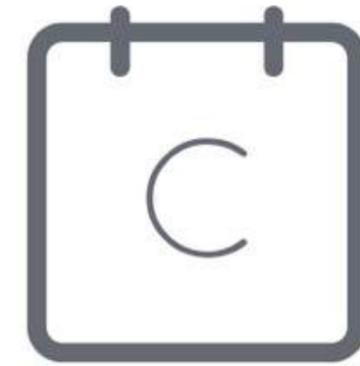
- ▶ Reaching out to a potential client
- ▶ Introducing two colleagues
- ▶ Asking for a meeting
- ▶ Responding to a proposal
- ▶ Responding to a client request



Make scheduling a breeze



ScheduleOnce



calendly



Avoid typing on a smartphone

- ▶ Process email on a computer
- ▶ Leverage dictation



**Take combustible
conversations offline**



Coming up next week

Staying Energized, All Day Long