

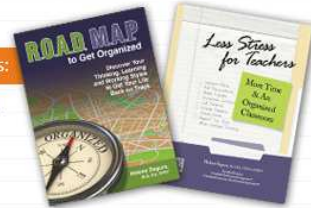


Helene Segura

Kick chaos to the curb!

Author of two best-selling books:

R.O.A.D.M.A.P. to Get Organized
Less Stress for Teachers



AUTHOR | SPEAKER | PRODUCTIVITY EXPERT

#1 Time Saver Tip

I always meet with my clients in their place of business. I sit with them at their desks and interview them. I listen intently, but I also watch their body language, figure out their personalities, brain types and workstyles, and pick up on their habits. During nearly every initial meeting that I've had with business clients, there is one top time-waster that I've observed and that I recommend they quit. Those who don't follow that particular recommendation miss out on the easiest way to cut disruptions. Those who do follow my recommendation tell me that just by doing that one little thing, they gain an incredible amount of time back and increase their productivity exponentially.

What is this simple fix that people hear about but usually don't implement?

Turn off your email and text indicators.

I've worked with executives, solopreneurs, office managers, authors, media consultants, physicians... you name it. Those with the indicator turned on took longer to get through our interviews because their attention was constantly drawn to the little blip on the screen that kept popping up or the little beep that let them know that a new email or text had arrived.

At the end of our interview, after giving them other recommendations based on my findings, I pointed out how many times they checked their email or text messages and gave them the total number of minutes eaten away by a lack of focus and their need to regroup their thoughts or be reminded of where we were in the conversation.

Everyone is a bit taken aback by this. They start apologizing for being rude. I explain to them that my observation has nothing to do with social etiquette. It has to do with time and reaching a higher state of brain function. If you just lost 20% of your time with someone you're paying to have sit in your office to coach you, how much do you lose when there's no one here? In one hour, we've lost 12 minutes. Over an eight-hour day, you'd lose about an hour and a half. Over one week, you'd lose over 7 hours. In one month, you'd lose nearly 30 hours. In....

"OK, OK! But I can't turn it off. I need to know what's going on." Unless you're a first responder who needs to send EMS to sites or you were hired to answer customer questions within 30 seconds of receiving an email, it can wait until you're ready.

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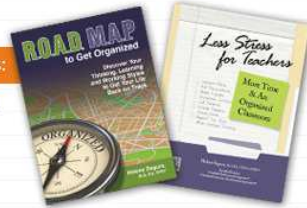


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"But...I LIKE it.

I think I might be addicted to it." Try this. After I leave, turn off your email indicator for one hour. Work on something for 10 minutes, then check your email. Work on something for 10 minutes, then check your email.

"Fine. But I know I won't like it." I know, but please humor me.

Every single client who accepted my challenge reported back that they had the most amazing hour in their professional lives. They had never realized how unfocused they were because it had been so long since they had focused. They got stuff done. Even more importantly, they experienced a clarity in their brains that they hadn't experienced in ages. Not only did they complete more tasks, they produced better quality work.

It was scary to quit their addiction cold turkey, but it was the most productive they'd been in ages. One reporter called me back two days after our interview and said, "That changed my life! My mind was...electrified. Who knew?"

Is this a sexy topic? No. Is this earth shattering advice? To those who *do* it, yes.

A non-client once said to me that I needed to give more exciting and original advice. "If Forbes interviewed you, would you talk about turning off your email indicator?"

If it gave back someone nearly 4 full business days per month and the mind clarity that leads to greatness, hell yeah.

Are bold enough to turn off your indicators?

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