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# PRODUCTIVITY STRATEGIES FOR GETTING MORE DONE FASTER, BETTER & EASIER

FROM **ALEX MANDOSSIAN**

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## DAILY TASKS

*The “what’s”  
always  
trump the  
“why’s” and  
the “how’s”*

### How do you boost your productivity with completing your daily tasks?

If you’re an entrepreneur, small business owner or independent professional, your daily tasks are the “what’s” of what you do. The “what’s” always trump the “why’s” and the “how’s.” I read that once in a Marcus Buckingham book, and I’ll never forget it.

What you do is either efficient or inefficient, either effective or ineffective. When inefficient or ineffective, your tasks will suck more time out of your day until your day runs away from you, or you can make it so you’re productive and efficient. Then you’ll get more done faster, better and easier.

I have three tips for you, and the first tip is...

- **Tip #1: The 50-minute power hour**

It’s 50 minutes, and it’s called a power hour. Why is it called a power hour when it’s only 50 minutes? I believe, just as in weight lifting, that every segment of intense activity requires recovery.



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*Have 50 minutes of intense activity, and then have 10 minutes of recovery time*

What I do is I work for 50 minutes, and then I take a 10-minute break. During that 10-minute break, it really is a break.

I give my mind a rest. I give my body a rest, or sometimes I do exercise. Sometimes I walk my dog. Other times, I go down to the kitchen because I work out of my home, and I'll grab a glass of water or a snack.

First, you have 50 minutes of intense activity. It's almost like a game. You're just completing tasks and crossing out the to-do's that you have. Then you have 10 minutes of recovery time.

At that point, you can come back for another power hour, or you go into meetings and move on with your day. It's the old assembly line theory, and when you do this, you have very intense and focused task consumption, which will make you very productive.

- **Tip #2: How do you know when the 50 minutes is up?**

Use a countdown timer. When you use a countdown timer, you set it to 50 minutes like I do, and when the timer goes off, stop. The key is to stop with discipline once the timer goes off. Then take your 10-minute break and come back.

The reason I like a countdown timer and not a count up timer and not just looking at the clock is because it puts mental, emotional, physical,



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and even spiritual pressure on me to get the job done. It's kind of like a race, and it gets me to be very productive.

*Avoid disruptions by making it clear to everyone else and to yourself that you will no longer accept any disruptions during that 50-minute power hour*

- **Tip #3: Eliminate disruptions**

Eliminate those passive disruptions, such as email, your phone ringing, and people coming through the door, wherever it is you work, whether at home or in the office. Even eliminate the interruption of a fax machine. I turn my phone ringer off.

I never know when someone is going to call, and just hearing the phone is a disruption.

With email I turn off my email program, I don't even look at it. Outlook is completely turned off so I don't even see it, I'm not tempted.

I work out of my home. I have a door to my office. It's a converted bedroom, and I have a sign that I put on the door that says "On Air Now." My family and friends know that when that sign is on the door, they don't come in.

So avoid disruptions by making it clear to everyone else and to yourself that you will no longer accept any disruptions during that 50-minute power hour. Utilize that time to its fullness, and you'll get more done, faster, better and easier.



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*“There are only two ways to live your life. One is as though nothing is a miracle, and the other is as though everything is a miracle.”*

*- Albert Einstein*

*When you  
make a  
correction,  
that is a  
miracle*

I believe that when you make a correction, that is a miracle. So, if you start handling your tasks the way I've provided these tips, you will get more done faster, better and easier.

I hope our paths cross again soon.



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## EXPERTS ARE RAVING ABOUT ALEX



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*“Alex, you are a terrific interviewer and host!”*

**Bob Bly**

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*“I’ve been in over 100 plus programs over my 20 year career as an entrepreneur, but Alex’s course is the best value for the dollar that I’ve ever experienced. His teachings, personality, and dedication are a true gift to anyone who is fortunate enough to learn from him.”*

**Tom Ward**



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*“It was wonderful to have Alex on the show, and I appreciate his time and am inspired by what he is creating in and for the world.”*

**Kristen Moeller**

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