



# NINE PRINCIPLES OF EFFICIENCY

From *Come Up For Air: How Teams Can Leverage Systems and Tools to Stop Drowning in Work*.

## 1. Optimize for the speed of *retrieval* of information, not transfer.

Storing information in the right place is the best way to alleviate the Scavenger Hunt, even if it might take longer in the moment.

## 2. “Your brain is for having ideas, not holding them.”

Implement David Allen's advice by setting up systems to hold your ideas and reminders (no matter how small) so you can free up your brain to focus on more important things.

## 3. Individual productivity is necessary but not sufficient for team productivity.

Remember that your actions affect others on the team. Sometimes you may need to sacrifice your own productivity for the greater good.

## 4. Focus on work that utilizes your Unique Ability®.

In the words of Dan Sullivan, your Unique Ability® is what you love and do best. Reinvesting time saved into activities within your Unique Ability is a major win.

## 5. It's not the tool; it's when and how you use it.

Tools will come and go. The principles remain the same.

## 6. Fix the sink, don't mop faster.

Get clear on what the real problem is before you solve it, rather than going with your gut reaction.

## 7. If something needs to be done more than once, find a way to not do it.

There's always a better way! Be on the lookout for ways to optimize, delegate, or remove work that doesn't need to be on your plate.

## 8. True productivity is the sum of many small wins.

Seconds matter. Even small time savings are worth celebrating!

## 9. Time isn't linear.

Not all hours are created equal. 9 a.m. on a Monday is more valuable than 5:00 p.m. on a Friday when you're exhausted, on your way home. Try to structure your work accordingly.



**Book a call** to learn how we can help you optimize your organizational efficiency.