

HOW TO BOOST PRODUCTIVITY AND EFFECTIVENESS

5 PRINCIPLES TO ELEVATE BUSINESS SUCCESS



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Preface

I have always aimed to be as productive and effective as possible, and I thrive on progress. Achieving results and adding value is at the core of everything I do.

Whether through my professional roles as a Business Development Manager, State Manager, or in my own financial services business – or my equally important roles as father, husband, brother, and son – it’s always just made me feel great when I *get things done*. The bottom line is that I value time – my own as well as others – so I strive to use it as productively and effectively as possible.

I also love learning. Whether reading business books, attending seminars, programs, and workshops, or – more recently – listening to podcasts and joining online programs, I’m always searching for the next breakthrough strategy or distinction to apply to my life and work, and that of my clients.

In this document, I explain a process I’ve developed for applying **5 key principles** that will boost **productivity** and **effectiveness** – principles I’ve helped many professionals apply to elevate their success at both a personal and business level.

I hope it helps elevate your success so that you can achieve the results you know you’re capable of.

Thank you for taking the time to read it.



Robert Bonifacio

Business coach, mentor and strategist

Introduction

Have you ever felt you should be able to do more, but something is holding you back?

If you are not getting the results you want, being able to boost **productivity** and **effectiveness** are two key strategies to help you change this. They are keys to achieving a more fulfilled life and having a more successful business.

This document outlines 5 key principles for achieving optimum productivity and effectiveness. But before we get to that, it's important to first look at what I mean by productivity and effectiveness, and how that might apply to your current situation.

Let's get started.

What do I mean by productivity and effectiveness?

My definitions:

- **Productivity** is the efficiency of your input. It's how you do what you do.
- **Effectiveness** is focusing on the right things and having clarity about your outcomes.

Combining productivity and effectiveness empowers individuals and optimises results.



How will boosting productivity and effectiveness help you?

Boosting productivity and effectiveness will help you:

- Overcome stress and frustration.
- Leverage your time efficiently.
- Achieve results and goals.
- Be better organised.
- Feel more in control.

More specifically, implementing the **5 key principles** will help you achieve:

- An attitude of getting things done and overcoming procrastination.
- Increased clarity of the role of high-payoff activities (HPAs).
- A focus on outcomes and what needs to be done.
- Enhanced prioritisation and time management.
- Greater control over activities and the business.
- Accelerated momentum towards achieving goals.

Productivity and effectiveness – a closer look

Let's now look more closely at productivity and effectiveness by considering:

- What productivity and effectiveness each require.
- Characteristics of high and low productivity and effectiveness.
- A productivity and effectiveness matrix showing the path to optimum performance.
- Why we need to look at productivity and effectiveness from both personal and business perspectives.
- The 5 key principles to boost productivity and effectiveness.

What do productivity and effectiveness require?

<p>Being productive requires:</p> <ul style="list-style-type: none"> • Self-management. • Being organised. • Knowing what's next. • Putting first things first. • A resilient mind. 	<p>Being effective requires:</p> <ul style="list-style-type: none"> • Clarity about vision. • Quality in what you do. • Being outcome driven. • Focusing on value. • Achieving satisfaction.
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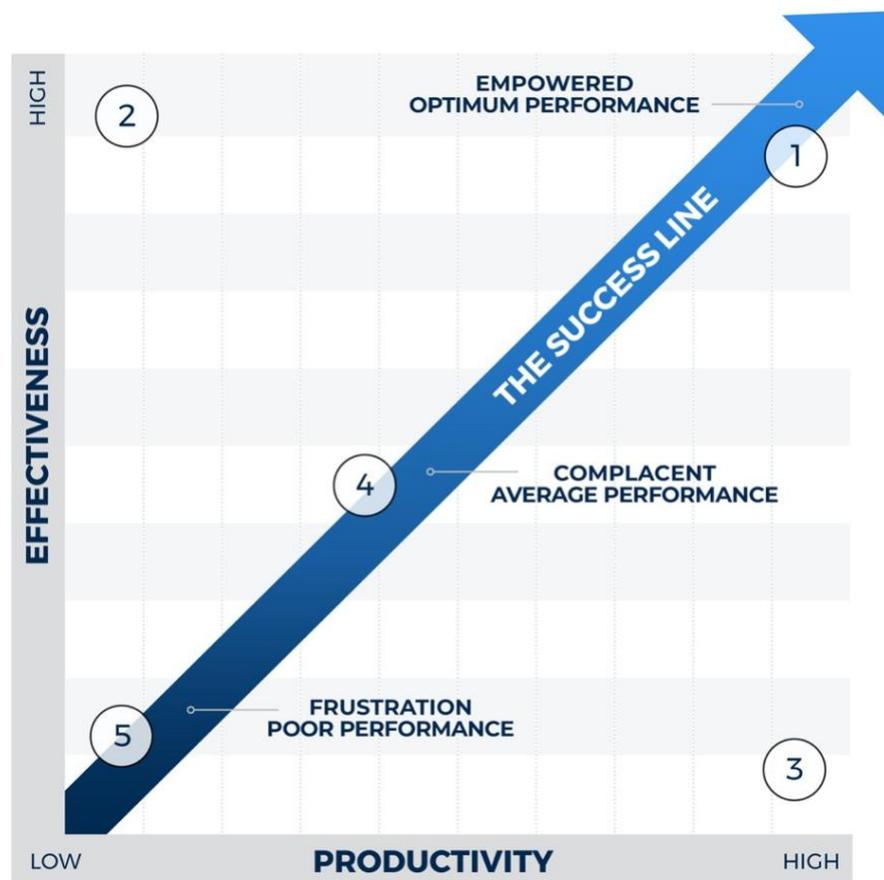
Characteristics of high vs low productivity and effectiveness

<p>High productivity</p> <ul style="list-style-type: none"> • Organised and disciplined • Efficient use of time • Empowering habits and routines • Process-driven • Innovative and adaptable 	<p>Low productivity</p> <ul style="list-style-type: none"> • Disorganised and under pressure • Reactive and controlled by the urgent • Frustrated and distracted • Vague and complacent • Antiquated and underprepared
<p>High effectiveness</p> <ul style="list-style-type: none"> • Results orientated • Competitive and sustainable • Focus on high client satisfaction • A thought leader • Adaptable to change 	<p>Low effectiveness</p> <ul style="list-style-type: none"> • Unclear of outcomes required • Conservative and uncertain • Disengaged and disgruntled clients • Static and passive mindset • Inward looking and resistant

The productivity and effectiveness matrix

Let's look now at the following matrix I developed. It demonstrates how a combination of effectiveness and productivity lead to empowered optimum performance.

Following are notes on how each of these numbers might be manifesting your productivity and effectiveness are in *Where are you now?*



Where are you now?

Looking at the numbered characteristics below with reference to the matrix above, consider where you might now be in terms of your productivity and effectiveness.

1. With **high productivity** and **high effectiveness**, you:
 - Have clarity, control and accountability.
 - Are motivated to achieve better outcomes, with a focus on results.
 - Use time efficiently and are consistently prioritising.
 - Drive to achieve key strategic objectives and accomplish what's required.
 - Adopt, innovate, and look to integrate improved solutions.
 - Focus on making meaningful progress towards desired objectives and goals.

2. With high effectiveness and low productivity, you:

- Produce quality work, however, tasks take longer than acceptable to complete.
- Achieve results, however, skills and staff are underutilised.
- Acknowledge improvements are required; however, you are unsure of how or what to do.
- Know what needs doing; however, something always gets in the way.
- Are regularly busy but disorganised and overworked, leading to frustration.
- Set important priorities, however, you work more on the urgent.

3. With high productivity and low effectiveness, you:

- Spend excessive time on tasks that have little impact on key objectives.
- Get a lot done, however, there are often errors or omissions.
- Are inefficient as a result of inadequate systems and processes.
- Are clear on what you want to achieve, however, your focus is poor and you're easily distracted.
- Are not achieving the results required and are conservative regarding the outlook.
- Are often unsure and don't communicate as well as needed.

4. With average productivity and average effectiveness, you:

- Get by and are doing okay, however not growing and expanding.
- Are making some progress, but it's slower than it should be.
- Feel as if you are running a marathon along the soft sand on the beach.
- You and your staff are comfortable, don't want to change and are not sure how to progress.
- Are not fully embracing innovation and unsure how or what to do next.
- Are in a holding pattern and the waiting room for potential failure.

5. With low productivity and low effectiveness, you:

- Do not make meaningful progress, and the business has no key objectives.
- Are regularly reactive and always busy, which results in errors.
- Are stressed, overwhelmed, and disorganised.
- Lose market share, money, and clients.
- Use antiquated technology and techniques and have not utilised any innovation.
- Are easily distracted, resistant to change, and want things to stay the same.

Regardless of where you are now, it's now time to move up the success line.

If you would like to complete a more detailed personal self assessment, [click here](#) and find out exactly where you are on the Business Optimisation Matrix.

It's not what you know that's important. It's what you do with what you know that makes the difference.

Two levels of productivity and effectiveness – personal and business

To ensure optimum performance and capitalise on productivity and effectiveness, it is important to look at two levels – personal and business. This is important because if the business is productive and effective, but personal output is not, there is less efficiency. The same applies in reverse. If you are productive and effective, and the business is not, your model is not sustainable. Let me explain further below.

How to combine people and business for productivity

If the business is systematised, has effective processes, and uses state-of-the-art technology, it is highly productive. However, if an individual working within that business is disorganised and frustrated, overall productivity levels are being severely impacted.

If, in contrast, an individual is organised and motivated, but the business is not systematised, lacks processes, and is not using the right technology, the utilisation of resources and output is severely impacted.

How to combine people and business for effectiveness

Some people produce quality work, offer superior advice, and have effective interpersonal skills. However, if the business is not providing value for money or delivering to the needs of clients in acceptable timeframes, the business is ineffective, and success is limited.

If a business is providing value for money and delivering to the needs of clients at a level that exceeds industry standards, it is effective. However, if the quality of work is unacceptable, the advice is problematic, and communication is inadequate, the model is not sustainable. It's equivalent to having a state-of-the-art prestige motor vehicle and using unleaded petrol. Eventually, it will break down.

Characteristics of personal and business productivity and effectiveness

<p>Personal productivity</p> <ul style="list-style-type: none"> • Accountable and focused • Organised and disciplined • Uses time efficiently • Makes decisions • Habits and empowered mindset 	<p>Personal effectiveness</p> <ul style="list-style-type: none"> • Clarity of outcomes required • Seeks to achieve results • Focuses on high-payoff activities (HPAs) • Produces quality work • Happiness and satisfaction
<p>Business productivity</p> <ul style="list-style-type: none"> • Focused on the ELEVATE success formula (outlined later in this guide) • Uses systems and processes • Embraces resources and technology • Quality employee HR practices • Innovative and adaptable 	<p>Business effectiveness</p> <ul style="list-style-type: none"> • Clarity on the strategic objectives • Provides value • Delivers client satisfaction • Adopts benchmarking • Is an employer of choice

5 key principles to boost productivity and effectiveness

The five key principles I have identified to boost productivity and effectiveness and deliver optimum performance are:

1. Establish clear objectives.
2. Prioritise what you do.
3. Schedule your time.
4. Create great habits and routines.
5. Develop an empowered mindset.

Before we delve into each, it's important to reiterate that this has been a work in progress my entire working life. Different distinctions and moments of clarity continue to present themselves as I continue to refine what I do and how I do it. I am grateful for the constant improvements and refinements that I can achieve.

Let's get into it.

1. Establish clear objectives.

At the core of being productive and effective is **clarity**. This is one of my favourite words, and it has a profound meaning.

To me, it means the more that I have, the easier it is to know what to focus on to achieve the results I need. It's knowing what I want to achieve and what I need to do to achieve it.

"My goal is not to be better than anyone else, but to be better than I used to be."

Wayne Dyer

It's important to note this should not apply to only one part of your life, but rather your whole life – both business and personal. There needs to be congruency. It's less effective and sustainable if we are one type of person at home and another at work or in business.

To be productive and effective starts by having absolute clarity about your **strategic objectives**. These form the drivers and are the catalyst for all the decisions that allow forward progression.

To have clarity about strategic objectives requires a documented **vision** and **mission**. These provide clarity about what you are striving to achieve in business and personal life.

2. Prioritise what you do.

Once there is clarity about business objectives, it's important to control your time. To do this, spend time on planning and scheduling. Time is a constant, so don't think it can be controlled; you can only control yourself, and how time is used. I know it can be easier said than done. But by leaving things too much to chance, chaos will ensue.

Controlling what you do is paramount. It starts by knowing each day the two, three, or four priorities that need to be achieved. Do this with deliberate planning, clarity, and control.

“An hour of planning can save you ten hours of doing.”

Dale Carnegie

What is required is a system to capture the things that pop up and potentially get in the way of your focus. Remember to control the controllable.

I have learnt that someone else’s ‘urgent’ does not have to be my urgent. Yes, I may be in a position to help, however, I can decide whether it is a priority for me. It’s not harsh, it’s the ability to make decisions and share and control what’s possible and what’s not.

I need to be clear what it is I need to do each day. I don’t want to leave things to chance; priorities need to be a conscious decision. I make sure each night before bed, I review my capture list. That is the list where all the tasks and activities, current and past, are stored. The alternative – keeping them just in my mind – leaves too much margin to forget and creates too much white noise.

So, each night, I review the list, then decide on what the two, three, or four priorities are that I need to achieve the next day.

When I look at my list, I ask myself the following questions to help prioritise:

- What is the most important thing on my list?
- What will help me drive my business forward?
- If I could complete one task tomorrow what does it need to be?
- What would be next?
- What would make me happy if I completed it tomorrow?
- What do I need to follow up?
- What would just take the stress away from my life?
- What have I been avoiding that needs attention?

Answering these questions allows me to prioritise tasks, my day, and to schedule with clarity.

3. Schedule your time.

Scheduling is ensuring the activities that need attention, based on the planning I have just completed, actually get done. They get completed by allocating both an actual time of day and an amount of time required in the diary. It’s not just client appointments that I allocate time for in my diary, it’s also key tasks, projects, and activities. It’s the tasks that come from my capture list that need to be addressed and actioned.

I also know how important it is to schedule regular time for things that need to be repeatedly done, from my accounts every Thursday morning or specific marketing activities on a Tuesday afternoon. It’s important to do this because, while we put all our client appointments into our diaries, we sometimes neglect to allocate time for our essential tasks and projects too.

“The key is not to prioritize what’s on your schedule, but to schedule your priorities”.

Stephen Covey

Steven Covey calls these tasks and projects the big rocks. The big rocks continue to go into my diary, which allows the smaller rocks (tasks) to fit in around them. I need to be able to see when I can allocate time to do my two, three, or four key actions each day.

An important element for making your scheduled time efficient is to have measures in place to be able to deal with distractions, and a mechanism to eliminate and deal with choices. Being able to optimise your focus is key to achieving superior outcomes.

There are some days where I may be unable to do all of the things I want because the day is already fully booked. So be it. That's the reason a diary has 7 days, 52 weeks, and 12 months.

A practical strategy is to allocate time in advance. My attitude is that if I regularly achieve 80% or more of what needs doing, I'm in front. That allows time for the unexpected and reduces the pressure. When something can't be done, it just needs to be rescheduled, not cancelled.

The intention is to regularly and consciously allocate time for the tasks that need to be done. That way, the day has structure, and I have greater control. Do not underestimate the enormous benefit that this will deliver for you.

4. Create great habits and routines.

It was said that if you can take control of your habits, you can take control of your life. I believe this to be true. Let me begin by defining what I mean by habits and routines. Habits and routines are behaviours performed repeatedly and regularly.

**"Take control of your habits.
Take control of your life."
Unknown**

Habits supported by routines are at the core of the important things we do. For me, habits and routines are part of my work life, personal life, and leisure activities. For as long as I can remember, I have engaged in morning exercise before work. In the early days, it was a run, nowadays it's a 30–45-minute power walk, which finishes with a series of stretching exercises. I sometimes break that up with a swim, a cycle, and various exercise classes for variety. This serves me both mentally and physically.

Habits and routines include things done regularly to support my success. In my previous business, for 12 years, I attended a weekly business networking meeting every Wednesday morning. These meetings became a key habit that served my strategic objectives. They still went in my diary, not because I needed to remember them but because I didn't want to let anything else get in the way. Other things worked around my big rocks.

My goal has been to achieve a success rate of 80% or better. There will be occasions when I am not able to engage in my regular habits and routines. But this is the exception, not the rule.

The right habits and routines form part of my key drivers. They become a part of what serves me. These include the time I start my day, to the way I start my workday. The time I go to bed, to the time I regularly get up in the morning. In the past, I know I have had habits that have not served me, and I have had to consciously adjust and change these.

The easiest way to change an old habit – especially if it does not serve you – is to replace it. But before replacing it, we need to accept the fact that's it's a habit and that it does not serve us. Then acknowledge that you want to make a change.

Identify the habits and routines that you want as part of your life. These can support both personal and business life and be able to assist physically, mentally, and emotionally. They can assist in key areas such as marketing, planning, and operations. Begin by recognising the current habits and routines that are not serving you that need changing.

5. Develop an empowered mindset.

To make productivity and effectiveness possible, we have to look after ourselves. That starts by having the right mindset. The aim is an empowered mindset.

However, there are going to be days when the world just seems to be against us or days when we wish we had not got out of bed. Days when we wonder if we unconsciously walked under a ladder. To deal with these situations, we require a mechanism.

**“Nothing is impossible.
The word itself says I’m
possible.”
Audrey Hepburn**

To me, mindset is about my attitudes, beliefs, and self-awareness. About being present in the moment, and knowing the positive and negative triggers that influence the way I feel and view the world. It’s about what to do when things seem against me, and I don’t have a positive perspective.

Sometimes it’s not easy. But staying with a mindset that does not serve me does not help me. I have learnt that I can’t be sad and happy at the same time. It’s about knowing what makes me happy and moves me forward. It’s having the tools and mechanisms to go from one mode of thinking or feeling to another.

I have learnt that having a personal mantra can get me “focused” or “in-state” whenever I need it. That there are activities that can change me from not being my happiest to feeling great and on top of the world again. I know the power that a daily gratitude journal gives me every day to reflect on what I am grateful for.

Also, we are indeed the average of our five closest friends. As such, I have had to make some adjustments over the years – not so much to who my friends are but rather who I continue to hang around with regularly. Adjustments that have made a profound impact on my life, my mind, and the way I see the world.

Finally, I am also an avid reader and understand the value of what I let into my mind. So, I also regularly look to refuel my mind.

Here are some questions I have found contribute to a more positive, empowered mindset:

- What attitudes or traits need to change?
- What positive triggers allow me to refocus?
- What beliefs do I need to have?
- Is my peer group serving me, or does it need adjusting?
- What does a resilient mind need to look like for me? Define it.

Here are some easily available mindset activities:

- A gratitude journal
- Meditation
- Regular exercise
- Reading
- Activities with your partner
- A personal mantra

**"You either run the day
or the day runs you."**

Jim Rohn

Of course, the list can be as long as your imagination. The most important thing is that the activities deliver valuable benefits.

So, these have been the five principles that have worked for me. Following and applying them has contributed to my results and made my life and business continuously productive and effective.

How I can help.

I know these five principles will boost your productivity and effectiveness. When adapted, you will experience how powerful they are. There are very few lightbulb moments in life. There are insights and opportunities that – when **actioned** – have a cumulative and compound effect on your results. If you are looking to boost productivity and effectiveness, you will need a structured approach applied at the personal and business level.

If you haven't yet completed your productivity and effectiveness matrix assessment, [click here](#) and find out exactly where you are on the Business Optimisation Matrix.

To support you to get started applying and implementing these five principles, consider my **four-module** program - [How to boost your business Productivity and Effectiveness in 30 days](#). The program offers a structured and organised process that expands these five principles. When implemented correctly, they are guaranteed to boost your productivity and effectiveness and have an impact in 30 days. The program comprises of one-on-one sessions with me, with supporting worksheets and individual feedback. For ease and convenience, each module is facilitated with the assistance of technology.

Working personally with me will allow me to provide guidance tailored to your specific needs. I will show you the skills and share the knowledge needed so you too can make the adjustments and changes needed to be empowered, create lasting change, achieve optimum performance and boost your productivity and effectiveness.

The 4 module program will allow you in 30 days to:

- Establish a clear destination.
- Create the right habits and routines
- Master prioritising.
- Construct your day.
- Manage your time.
- Produce an empowered mindset.
- Execute the principles that will ensure you boost your productivity and effectiveness.

If you are after any one of these outcomes, [please do get in touch or visit www.robertbonifacio.com.au](#)

Take action

If you are reading this, there is no doubt you are looking to create change. You might be looking to no longer feel **frustrated** or continuously **under pressure**. You might be looking to have **greater control and to gain more confidence**. The next step is to take action. It would be my privilege to assist you in achieving these outcomes by helping you implement the principles that will boost your productivity and effectiveness.

Let me help by visiting [www.robertbonifacio.com.au](#)

A final word

My programs provide personal direction, support, and encouragement to make the changes and adjustments you require – starting by boosting productivity and effectiveness.

My objective is to support those who are looking for guidance and assistance in a structured yet flexible format to ensure they achieve results and create lasting change.

Until we have the chance to speak or meet, I encourage you to continue to take action, strive for improvement and always look to implement the one-percenters that cumulatively make a difference.

Thank you again for your time.

Robert Bonifacio

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Turning knowledge into results

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