

## Trigger Your Productivity Zone

By Sacha Crouch

Having a highly successful business or career with minimal effort is everyone's ideal. But few and far between make it a reality. It's not as simple as just cutting back hours or charging higher rates (although these are an integral part). It means being at your absolute best when you are working so that you squeeze maximum output from every dose of input. And this means being able to get into the 'productivity zone' at the click of your fingers.

What do I mean by the 'productivity zone'? I'm talking about times when you are totally on fire because you are in a state of complete focus and presence. You feel fantastic, are highly productive and ooze energy. You're a magnet of attraction (well you feel like you are anyway☺).

A great example is when I'm working on this newsletter. In the past, I used to set aside time and just sit at my desk and write. It wasn't the most inspiring of methods to say the least and was very dependent upon my mood, focus, and thoughts at the time. It was regular for me to sit and write for a good hour or two and end up with a page of complete hog wash!

It was time to try something different. I took a look at what was going on when I was most effective as a writer. The most obvious was when I started my thought processes by hand rather than on computer. That is, I would do a mini brainstorming and outline exercise in my thoughts notebook before venturing to my laptop to start the actual newsletter.

My expression and eloquence were even more stimulated whenever I grabbed a white chocolate mocha from Gloria Jeans and sat down on my picnic rug at Manly by the Harbour. The inspiration of the ocean seemed to bring on the stream of flowing ideas. [Over winter this became sitting in a coffee shop with a beautiful ocean view].

This simple combination of ambience, fresh air, ocean views, caffeine and specific location are now associated with my writing productivity zone. I find it easy to block out the noise around me and the hour or so I spend writing are incredibly productive – always!

The trick is creating specific strategies and triggers for different types of work. I have separate triggers to get in the zone for writing, training, doing my accounts, making calls, and coaching sessions.

How can you find your own triggers?

Choose a particular type of work where you want to be more productive. Then try the following:

### A. Set the Emotion

What emotion is conducive to your productivity? For example, do you need to feel calm, or vibrant and full of energy, or clear headed? What activity can

you carry out immediately prior to doing the job that will get you in this state? For example, going for a brisk walk is fabulous for me prior to a speaking gig but not prior to a writing session as I feel too restless.

**B. Evaluate Previous Triggers**

Think back to times when you have been in the productivity zone for a particular activity. What was going on at that time that helped you be in the zone? Think about things such as the environment you were in, the time of day, what you had done immediately prior, the thoughts going through your mind.

**C. Practice re-creating the zone**

Practice creating the productivity zone by using a series of strategies you identified in A and B. Consistently use these strategies every time you go to work on this activity so that they eventually become associated with the activity and hence trigger the zone.

**D. Guilt Free Time Out**

We are much more likely to be in the productivity zone for short spurts of time. Taking time out allows us to recreate the zone more readily. Take guilt-free breaks between activities and do something non-work related.

Stop being 'busy' and start being 'productive'! Make the commitment right now to do less and create more. Then sit back, relax and reap the rewards...

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