



By Dave Oshlag, W5Templates

# P-R-O-D-U-C-T-I-V-I-T-Y AND SOME GREAT READS!

A lot goes into being productive running a company, on projects or in your day-to-day job responsibilities. Interestingly enough, the letters making up the word "productivity" define a number of key concepts, leading to better outcomes. For your consideration ...

Positive attitude, makes the world go around and projects more successful. Half full vs. half empty is key. For additional learning consider *The Power of Nice* by Linda Kaplan Thaler and Robin Koval.

Reliably completing tasks on time. Consistency matters. Others are counting on you and your team to delivery or complete your portion, before they can start their tasks. For some vision check out *The Power of Consistency*, by Weldon Long.

Outsource when necessary. External resources are an excellent solution when you need something done, which can't or will take too long to complete internally. There's lots of talent out there. A suggested reading on this topic includes *Strategic Outsourcing*, by Maurice F. Greaver.

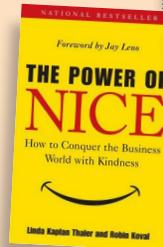
Doing tasks that move the project forward vs. those that just kill time. You have the power to decide what will and will not advance your business or a project. Focus on things that make an impact. An interesting read on this topic includes *E-Myth*, by Michael E. Gerber.

Uncompromising commitment to excellence. Always strive to be your best at what you do. Others do care and notice. No one likes second best. A classic read on this topic should include *In Search of Excellence*, by Thomas J. Peters.

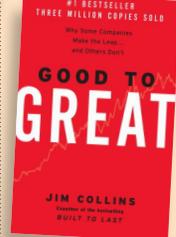
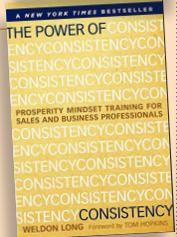
Continuous improvement is key. Just because it worked well the last time, doesn't mean it can't be improved upon the next time. Complacency is dangerous. Metrics matter. Always look for a better way to get things done. A great book on this topic includes *Gemba-Kaizen*, by Masaaki Imai.



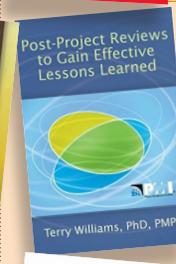
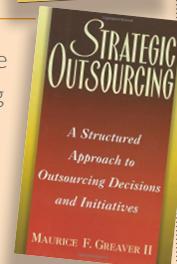
Time is money – be as efficient as you can in your approach. Make lists, before you attack. Plot your course, so you don't end up spinning your wheels on your way to achieving your goal. For a refreshing perspective, pick up a copy of *The Checklist Manifesto*, by Atul Gawande.



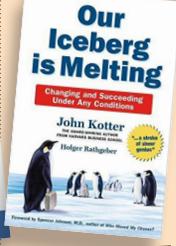
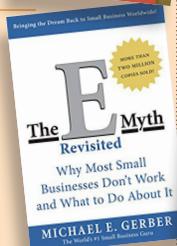
Innovate, innovate, innovate. Just because something's been done a particular way before, doesn't mean it's the best way. Improvements to time, cost and quality are the most beneficial places to start. *The Art of Innovation*, by Tom Kelley.



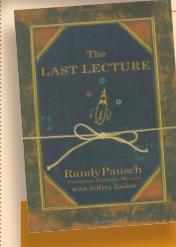
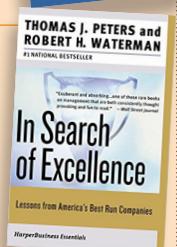
Value Add – If the task you are doing is not adding value to the overall project, perhaps it should be eliminated. Not all tasks or companies are created equally. *From Good to Great*, by Jim Collins will help clarify why.



Introspection, and reflection of the job just completed leads to improvement the next time the task is undertaken. For a bit of a primer on this topic check out *Post-Project Reviews to Gain Effective Lessons Learned*, by Terry Williams.



Teamwork, well-coordinated teamwork is the single best way to complete complicated projects and tasks. Each functional area has its specialty and particular knowledge base. Each team member, working in concert with each other, makes a project successful. An easy read on this topic includes *Our Iceberg is Melting* by John Kotter.



Yields increase as a result of productivity gains. For a personally inspiring read enjoy a copy of *The Last Lecture*, by Randy Pausch.



If you have a product, service offering or a book that makes SMB's more productive by saving them time and money, e-mail [daveo@w5templates.com](mailto:daveo@w5templates.com) to schedule a review via telephone or over coffee.

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