

— HOW TO BE MORE — **PRODUCTIVE**

Tools to Increase Employee Performance



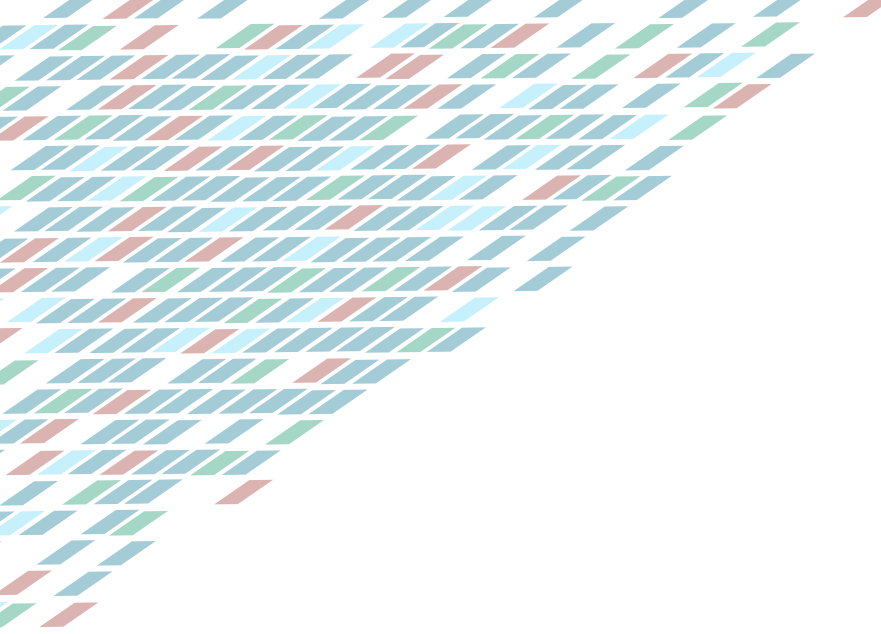


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INTRODUCTION

We've all had those mornings. You get to the office early with the best intentions in mind. There's a huge project on your to-do list and the deadline is looming.

But instead of sticking to the plan and getting an early start, everything but work captures your attention. First, it's the break room. You've got to grab that morning cup of coffee, of course. Once you're at your desk, it's Facebook, Feedly, and LinkedIn. Don't get me started on email. Before too long, your co-workers have joined with chatter of their weekend plans. Any hope of that project being done before lunch is a distant thought.

If you work an office job, you know the distractions all too well: texting, gossip, online forums, social media. Even that team chat room, as helpful and hilarious as it is, can be your productivity's worst nightmare.

In fact, [28% of the average office worker's day](#) is spent focused on unnecessary distractions. That includes an [average of five hours each week](#) surfing websites not related to work. Just when you put those unnecessary distractions aside, lunchtime hunger pains creep in and all you can think about is Chipotle. Now that you've wasted your entire morning, your brain suddenly erupts into a state of panic and your stressful afternoon evolves into a long night at the office.

But imagine if having a productive workday was more than just a fluke, but a sustained habit. I have no doubt that most workers wish there were more hours in the day — just use your next procrastination break to look up the monthly search traffic for “how to be more productive.”

28%

of each day spent on
DISTRACTIONS

27%

of office workers feel
DISORGANIZED

13 hours

on average per week
CHECKING EMAIL

To boost your morning motivation and help you knock out your to-do list with less stress-induced headaches, read on for practical productivity tips and tricks. Proceed with caution: Additional time and effort will be required in the beginning. But after a bit of self-reflection and forward-thinking, I hope you'll find these tips helpful for long-term changes in your workday habits.



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Have one thing you plan on getting done each day. It's overwhelming once I start adding to my list of things to do and I always spread myself thin. By having one main goal, even if I end up jumping to other projects, I know I have to eventually jump back and finish that priority task before the day ends.”

David Ly Khim

Growth Marketer, HubSpot



8:30 **STARTING YOUR DAY**

There is no denying that your first hour of work can set the tone for the entire day. Begin with a productive writing session, for example, and the creative juices will continue flowing for hours to come. Yet, with a few wrong decisions, you may find yourself at 10:30 a.m. asking where the first two hours of your day went.

Morning productivity is all about forming habits that stick. That way, when Monday rolls around and being productive is the last thing you want, you'll be thankful it's become second nature to open Google Docs instead of Facebook. Continue reading for tips to upgrade your early morning routine.

First Things First

Starting your morning off well begins long before you step foot into the office by eating a healthy breakfast. Remember, what you eat has a direct effect on how productive you are at work. Experts suggest [foods low in glycemic carbohydrates](#) to provide sustained energy throughout the day. For those of us who are not dietitians, this means plenty of fruits, vegetables, and whole grains. For example, a breakfast of eggs, bananas, yogurt, or blueberries can help to boost memory and counteract stress.



Fight the temptation to check your email when you first sit down at your desk. When you begin your day in the chaos of your inbox, you enter a productivity vacuum of reading, replying, and organizing that can steal your most precious early-morning hours of creative thinking. In addition, you'll establish a day-long habit of checking your email all too often (more on this danger later). For those who do not drive themselves to work, try checking your email on your commute. It might also work well to set aside 5 to 10 minutes as you get ready for work to monitor your email for any vital to-do items. But after a quick check, shut it down. Your productivity will thank you, I promise.

Tiny Habits

Is the urge to click the Gmail tab still too strong? The easiest way to achieve productivity goals is to build “[tiny habits](#).” These are small, easy-to-do actions that bring long-term changes in your behavior. To make new habits stick, identify the following elements:

1. Authentic motivation to change the habit
2. Simple actions that make the new habit easy to accomplish
3. A trigger that causes an action, which leads to a reward

For example, if you know checking your email is a major distraction for you, schedule times to check your inbox. If you complete it in under 15 minutes, reward yourself with a snack break. Try this technique for any behavior you want to transform into a habit: reading, meditating, or even flossing your teeth.



Prioritize Prioritizing

Although we might not all be Type A personalities, it doesn't mean we wouldn't benefit from a more organized to-do list. Build out your list, separating tasks by different priority levels. While it is always tempting to pick the smallest tasks, setting priority levels will remind you to tackle the largest projects first. A word of caution on to-do list making, especially for those notorious for color coding and label making (you know who you are): spending the first hour of your work crafting a beautiful to-do list can be just as detrimental to your productivity as checking your email first thing. Try using your commute or even the night before to set your priorities. If you use a cloud-based app like [Evernote](#), your list will be synced between your devices effortlessly. This way, you can arrive at the office ready to work.

As you set your to-do list, prioritize any creative work for the morning. Although we might not all be morning people, give it a try for a week or two. You might be surprised by how much better your brain works when you start a project in the morning instead of during the post-lunch lull.

Identify What Distracts You

As in the world of medicine, it is difficult to prescribe the right medicine if you haven't identified a diagnosis. Therefore, to set productivity habits that last months, not days, it is vital to know what exactly it is that distracts you. Take a week to track how you spend your time, whether it's using a time tracker like [RescueTime](#), a spreadsheet, or old fashioned pen and paper. Be honest with yourself through the process, noting what distractions hit you and when. At the end of the week, set aside time to evaluate how



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I pay very close attention to my periods of high and low energy during the day and adjust what I'm working on accordingly. I find my energy and productivity is highest between 7 a.m. and 12 p.m., so I like to tackle most of my writing in the early morning hours. Sometimes, I'll immediately start writing when I wake up and work from home until I hit a wall. My energy tends to decrease in the mid- to late afternoon, so I leave smaller projects and emails for that time whenever I can.”

Lindsay Kolowich

Staff Writer for HubSpot Content

you spend your time at work. Look for cause and effect trends. Maybe it's whenever you are researching, you fall prey to reading the news. Or perhaps when you check your email, you find yourself shifting from a LinkedIn new connection email to 30 minutes of social media scrolling.

Many will be tempted to skip this step, arguing that it will take a lot of extra time to record your week. But don't ignore this one. Although it will add work to one week, it might just save you hundreds of hours of lost productivity in the future.

<i>Time</i>	<i>Activity</i>	<i>Duration</i>	<i>Value</i>
●			
●			
●			



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I usually do laundry when I work from home and I set mini-deadlines for myself corresponding to when I have to go downstairs to switch loads. If I'm working on an article, I tell myself I'll get to a certain point before the wash cycle ends. Then I set another goal for the dryer.”

Emma Snider

Section Editor, HubSpot Sales Blog

Working From Home

To many people's excitement, [working from home](#) has become a more common benefit of the modern workplace. But just because you are far away from the distractions of co-workers, doesn't mean you are home free. In fact, when you work from home you often become your own worst distraction. To maximize productivity on your out-of-office days, mimic your regular workday as much as possible. This means getting started at a normal hour, taking a shower, and dressing as if you are going to the office. And just because you are working from home doesn't mean you actually have to work from home. Go to a coffee shop to eliminate the temptation to clean the bathrooms or alphabetize the bookshelves. Finally, remember that working from home is a luxury and commit to doing more — perhaps even getting ahead on your blog writing for the week.



10:30 OFFICE ETIQUETTE

Mid-morning has hit and your productivity has been strong thus far. Coming into the office early has been on your side and you had held strong against the temptation to check your email every 15 minutes. But no matter your level of focus or how expensive your noise canceling headphones are, you can't always be to blame when co-workers are the root of your distraction.

Don't Be That Co-Worker

Everyone has their ideal work environment. While some prefer deafening silence, others rely on coffee house buzz to keep them on task. Despite our varying preferences, the frustration of loud co-workers is universal. [Consider these stats:](#)

- 61% say loud colleagues are the biggest office distraction
- 86% prefer to work alone to hit maximum productivity
- 40% consider impromptu desk-side meetings a major distraction

In other words, don't be that co-worker. Yes, it may be tempting to stop by a co-worker's desk on the way to get coffee to talk about your day or ask your manager

a question in person instead of via Hangouts or Slack. But, proceed with caution — you are not the only person in the office. Especially with the rise of open office floorplans, don't be the one that makes people reluctantly blast classical music in their headphones. Although it may sound harsh, there is one piece of advice I have always appreciated: figure it out yourself. Don't ask questions Google can answer. Don't put yourself in a place where you are asking to be micromanaged.

Make Meetings Efficient

You may have seen the popular office meme: "I survived another meeting that should have been an email." There is a reason it gets a laugh out of most office workers — it's all too relatable. According to [Atlassian](#), the average office worker spends over 31 hours each month in unproductive meetings. Now, imagine a workplace without meetings. Bliss, right? While some meetings, of course, have their necessary place, be sure to do a self-check before you send out that Google Calendar invite.

If an obligatory meeting is in order, be sure to include an agenda in the calendar invite. This will keep the meeting on track and on time, and also provide an outlet for attendees to write down questions before it even begins. This way, you can prepare your answers for these questions in advance and avoid scheduling yet another follow-up meeting.

I
SURVIVED
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EMAIL



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Writing down what you're thankful for increases happiness. Happiness increases productivity. Thus, a gratitude journal is arguably the most underrated tool for increasing productivity.”

Scott Tousley

Growth Marketer, HubSpot



12:00 TAKE A BREAK

Nothing interrupts a productive workflow like the rumbling of your stomach. So, when the clock strikes noon, don't ignore what your body is telling you. Skipping lunch is not only dangerous to your health, but your work habits as well. But what about non-lunchtime breaks? Is it bad to take the occasional walk around the office or grab a second (or third) cup of coffee from the breakroom?

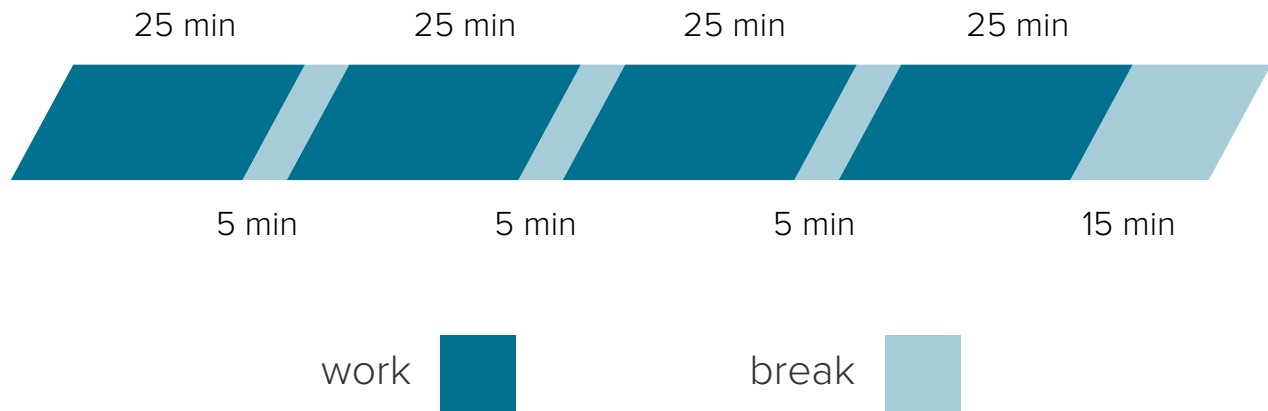
Often we think that the ideal productive day would involve eight plus hours of endless tapping on our keyboards. But in reality, the average person switches tasks [every three minutes](#). Maximizing our productivity is all about finding the right balance. And getting more done in a day involves identifying what tasks are most important. No matter what crucial projects may be on your to-do list for the day, remember taking breaks is just as important.

The Pomodoro Technique

There is only so much time you can work non-stop before your brain starts to fry. Experts have found that working in 90 minute intervals maximizes productivity. In fact, the human mind can only work for [90 to 120 minutes](#) before it begs for a break. Using your prioritized to-do list, pick your most important task and focus on it solely for 90 minutes and then reward yourself with a break.

If repeating 90 minute work sessions isn't the right fit for your work style, test out the [Pomodoro Technique](#). Work on one task for 25 minutes. Take a five minute break. Repeat this process three more times, and then take a 15 minute break.

ONE POMODORO CYCLE



Do Lunch Right

We all have those days where we forget to eat lunch. Or if we do take the time to eat, it's often with a fork in one hand while the other stumbles across the keyboard. Yet, multitasking can [reduce our productivity](#) by up to 40%. When you add the effect of these 30 minutes of unproductive work to the fact that [more than a quarter](#) of workers don't take a break other than lunch, it is no surprise afternoon motivation dwindles.

As you implement leisurely lunches back into your work routine, be sure you are doing them right. Use this time to connect with teammates outside of work-talk or meet employees you otherwise wouldn't cross paths with. It is great to be able to call on friends in other departments for advice or perspective.

Your **BRAIN** accounts for 2% of your body weight but consumes **20%** of your daily **CALORIES**





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In Latin America it's very common that people start sharing their weekend or last night experiences over coffee in the morning. Instead of losing this time where you can be most productive use lunch time for catching up with your work colleagues and friends instead of that 9 a.m. coffee chat in the hallway.”

Carolina Samsing

Marketing Manager Latin America, HubSpot

Aside from those you eat with, choose what you eat wisely. Employees who ate healthy all day long were 25% more likely to have [higher job performance](#). And compared to workers who were obese, employees who ate healthy and exercised regularly were absent from work 27% less and performed 11% better at their jobs.

In addition to lunches, be sure to utilize your breaks to eat a healthy snack. Avoid foods high in sugar that lead to a drop in blood sugar and the dreaded afternoon slump. Instead, try berries, avocado, or almonds to keep your brain well fed, and encourage yourself to choose water or coffee over soda. For more ideas of workplace food that will help you get more done in your day, check out the [Productivity Diet](#).



3:00 AFTERNOON SLUMP

As 3:00 p.m. hits, work can be the last thing on your mind. What should I cook for dinner? When should I head out of the office today? Should I go grocery shopping or do laundry today — or neither? When your thoughts finally shift back to the project at hand, they generally are a mix of deadline-induced panic and frustration. Especially if the first half of your day has been less than productive, starting a new project after lunch may feel like an impossible feat. Read on to learn how to fight afternoon procrastination and the dreaded creative burnout.

Procrastination Woes

Each day, the average worker procrastinates for [2.09 hours](#). And once distracted, it takes the average person [23 minutes](#) to regain focus on their original task. Sound familiar? We each have our go-to escapes: reading the news, sorting our inbox, cleaning our desk, monitoring Twitter. The scary part is we are incredibly good at rationalizing to ourselves why said distraction is a part of our job description or will make us better employees.

For most of us, we are increasingly more susceptible to procrastination depending on the size or importance of the project at hand. But don't be fooled — when we procrastinate, we think about the worst parts of our project and the job grows before our

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PROCRASTINATING



eyes. Instead, recall your priority list and listen to the motivation of one of our favorite ad campaigns: Just Do it.

Even if you successfully avoided checking your email first thing in the morning, don't let email be your afternoon escape either. The average person checks their email [36 times in an hour](#). That adds up to [13 hours a week](#) spent reading, deleting, sorting and sending emails. If there is one piece of productivity advice I am guilty of breaking each day it's this: don't convince yourself that you need to respond to an incoming email that very minute. Instead, schedule breaks to check your email throughout the day and stick to them.

Creative Burnout

Whether you spend your days crafting art in Illustrator or crunching numbers in Excel, creativity is a necessary attribute of a successful employee. But when innovative ideas seem out of reach, how do you stop an afternoon brain cramp? Following the theme of fighting procrastination, try setting a cap on your research time. It is tempting to follow link after link as you look for ideas, just to find yourself in a sea of GIFs and even further away from your starting point.

One of the most effective ways to kickstart your momentum and reduce afternoon headaches is to turn your eyes away from your screen. In the United States, the average person spends 444 minutes or 7.4 hours every day [staring at a computer screen](#). To avoid symptoms of dry eye, shut your laptop and break out the legal pad or journal to restart your brainstorming process. Try doodling or drawing a flowchart to gain perspective on the scope of your project and begin making connections. Finally, remember to use your non-work time to brainstorm. While it is important to be able to leave work at work and achieve the coveted work-life balance, there is no denying that many of our best ideas come while driving or taking a shower.

Step Away from the Desk

A wave of tiredness often comes alongside the afternoon slump. To give yourself a boost of energy, get away from your desk and add some variety to your working environment. [Studies show](#) that surrounding yourself with natural light will keep you

energized while you work and help you fall asleep more easily at night. If possible, opt for a standing desk (or hybrid) to keep you alert and the blood flowing. Finally, if your workload requires a lot of writing, consider booking yourself a conference room to shut out distractions and maximize productivity. No matter what, get away from your desk for at least a portion of each day.

Drop the Beats

There is nothing like the right song to boost motivation. And with Spotify's playlists organized by genre and mood, it is easy to find the perfect soundtrack for your workday. Match your playlist to the task at hand. For me, that often means "[Relax & Unwind](#)" for researching, "[Deep Focus](#)" for intense writing sessions, and "[Indie Pop](#)" for designing. For additional music suggestions, check out HubSpot's [psychology-backed playlists](#) for improving your productivity. To help block out the distractions of a noisy office, get a nice pair of noise canceling headphones — it will be worth the investment. [Focus@Will](#) is another tool to increase concentration and focus by personalizing music to your work intensity and reminding you to take breaks. Finally, [Noisli](#) will help you get in the zone with the sound of a summer thunderstorm or your favorite coffee house bustle.

Part of mastering the art of music in the workplace is also know when music could be doing more harm than good. Especially during the mornings, I find it best to keep the headphones in, but opt for no music. The headphones will help block out the occasional distraction. Meanwhile, you can take advantage of the rare quiet office.



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Whether you're a hardcore gamer or you've never picked up a controller in your life, video game soundtracks might just be the solution to your concentration woes. Think about it: Playing a video game requires a lot of focus. To make it to the next level, players commonly have to avoid traps, dodge obstacles, and escape a handful of "near death" experiences. As a result, the music selection for video games is often very strategic, and could help you remain focused on what you're trying to accomplish.”

Carly Stec

Staff Writer for HubSpot Content



5:30 LIFE ON THE OUTSIDE

The key to productivity is learning how to achieve balance. When you arrive at work, this means knowing when to stop updating your to-do list and when to start your most demanding projects. As your day progresses, this often requires taking a break as your stress levels peak and even closing your laptop from time to time.

Nevertheless, how you spend your time outside the office can be just as significant to your workplace productivity. Sure, you might not be able to leave at 5:30 p.m. every night. That's okay. But without an adequate work-life balance, you will not be able to do the things that make you the human that you are outside of your job title.

How you apply productive habits both in and out of the office is a two-way street. By forming more efficient workplace habits, you'll be able to alleviate much of the stress at home. And by getting ample rest and recreation outside of work, you'll be more content to use time wisely and get your job done. Remember, happy employees are the best employees. Teach yourself a new hobby and cherish time with family and friends. Without these outlets, a key component of the productivity puzzle will forever be missing.

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The Ultimate

PRODUCTIVITY

Checklist

Resist the temptation to check your email first thing — schedule email breaks instead

☐

Create a to-do list with priority levels

☐

Track your work activity for one week and evaluate the cause and effect of your distractions

☐

Only schedule purposeful meetings

☐

Identify a break schedule that works for you — and stick to it

☐

Take a (healthy) lunch break with co-workers from other departments

☐

Get away from your desk for part of each afternoon

☐

Fuel your productivity with psychology-backed playlists

☐