Productivity

Efficiency

Optimizing productivity and efficiency

ROSALIND FRANKLIN
WOMEN IN WHEAT CHAMPIONS

What is the difference between Productivity vs. Efficiency

Productivity
Focuses on outcomes
Refers to the amount of work that can be completed in a certain period
Measures production, output, or performance rates
Focuses on quantity, such as number of experiments are conducted
Measure output per unit input to gauge efficiency

Time management

What is the difference between Productivity vs. Efficiency

Productivity	Efficiency
Focuses on outcomes	Focusses on improving processes
Refers to the amount of work that can be completed in a certain period	Refers to how well resources (e.g. time & money) are used to complete tasks
Measures production, output, or performance rates	Measures how many resources are needed for a given task
Focuses on quantity, such as number of experiments are conducted	Focuses on quality, such as how well a task is completed or the quality of the output
Measure output per unit input to gauge efficiency	**Uses least amount of resource to achieve highest output**

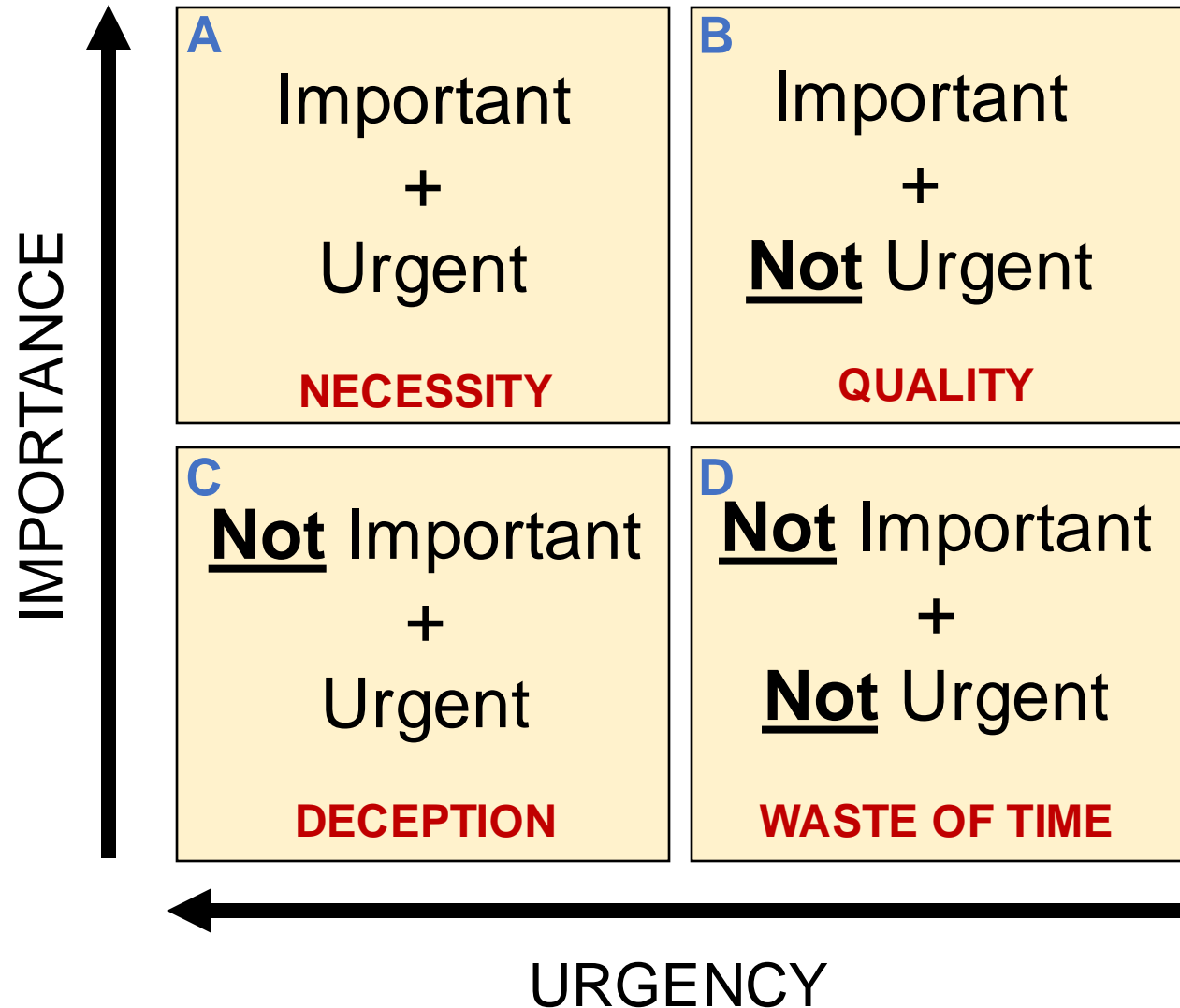**Time management**   **Optimizing resources**

Time management

Good time management takes a shift in focus
from **activities** to **results**.

Being busy isn't the same as being effective. For many
people, the busier they are, the less they actually achieve.

The Eisenhower Matrix: Important vs. Urgent Tasks

A. Do ASAP
B. Appoint to undisturbed periods of time
C. Drop/delegate or do in periods of low performance
D. Drop!!!!!!

IMPORTANCE

A	B
Important + Urgent	Important + **Not** Urgent
NECESSITY	**QUALITY**

C	D
Not Important + Urgent	**Not** Important + **Not** Urgent
DECEPTION	**WASTE OF TIME**

URGENCY

The Eisenhower Matrix: Important vs. Urgent Tasks

- Stress
- Burnout
- Constant putting out fires
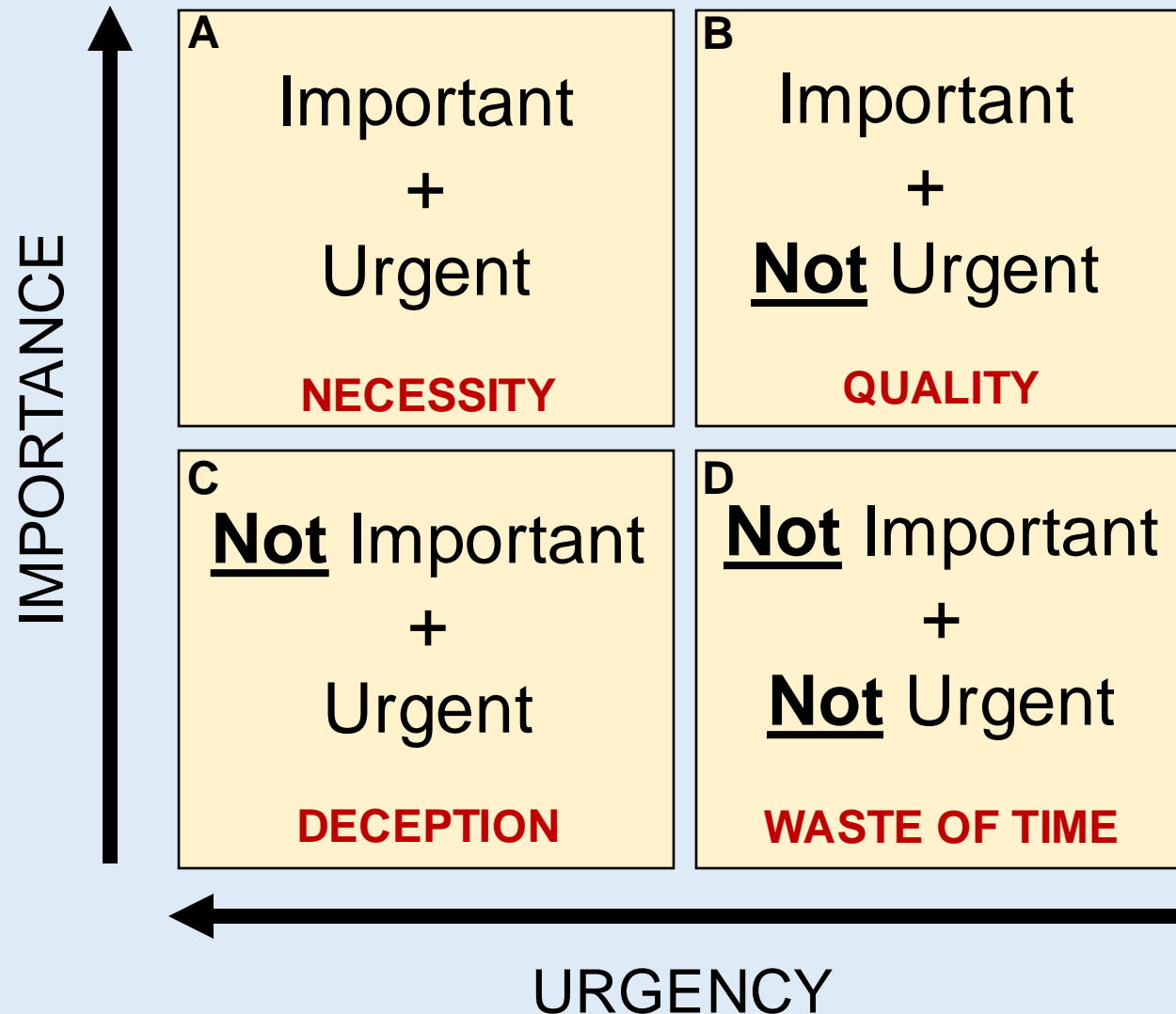- No time to think
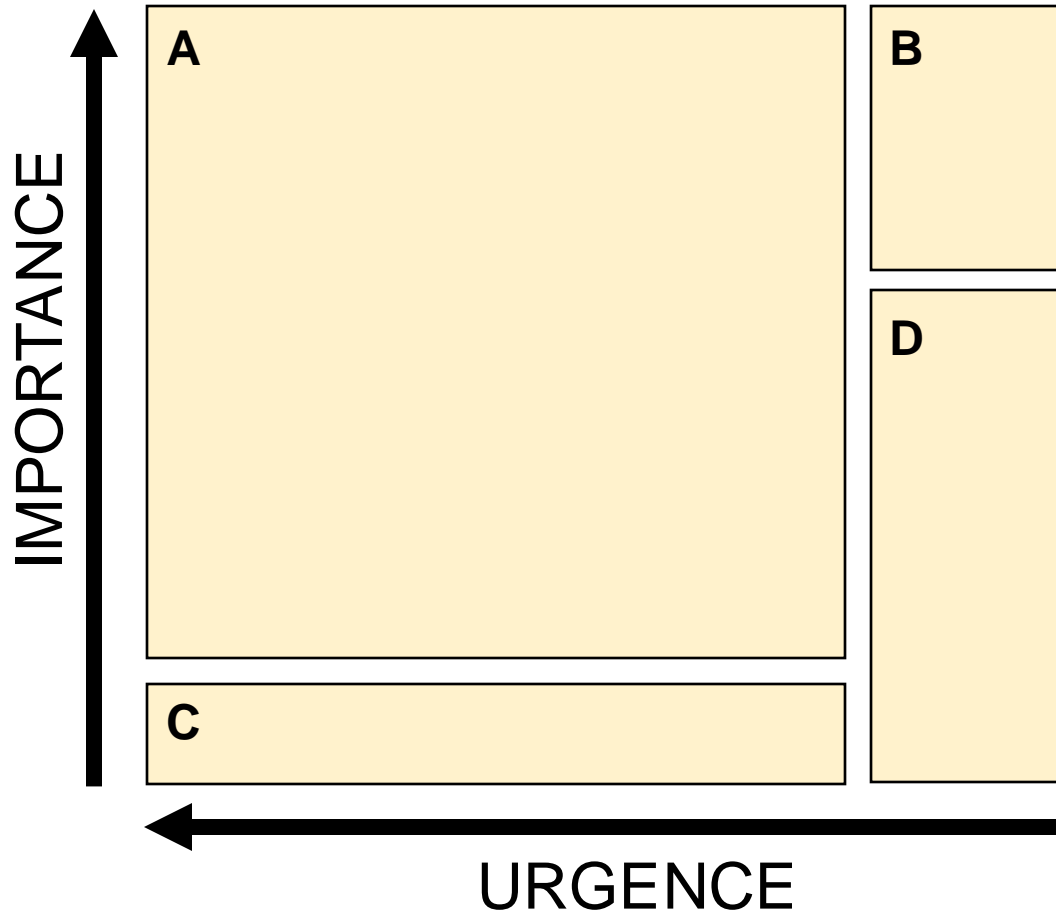
- Feel out of control
- Not achieving objectives
- Short term focus
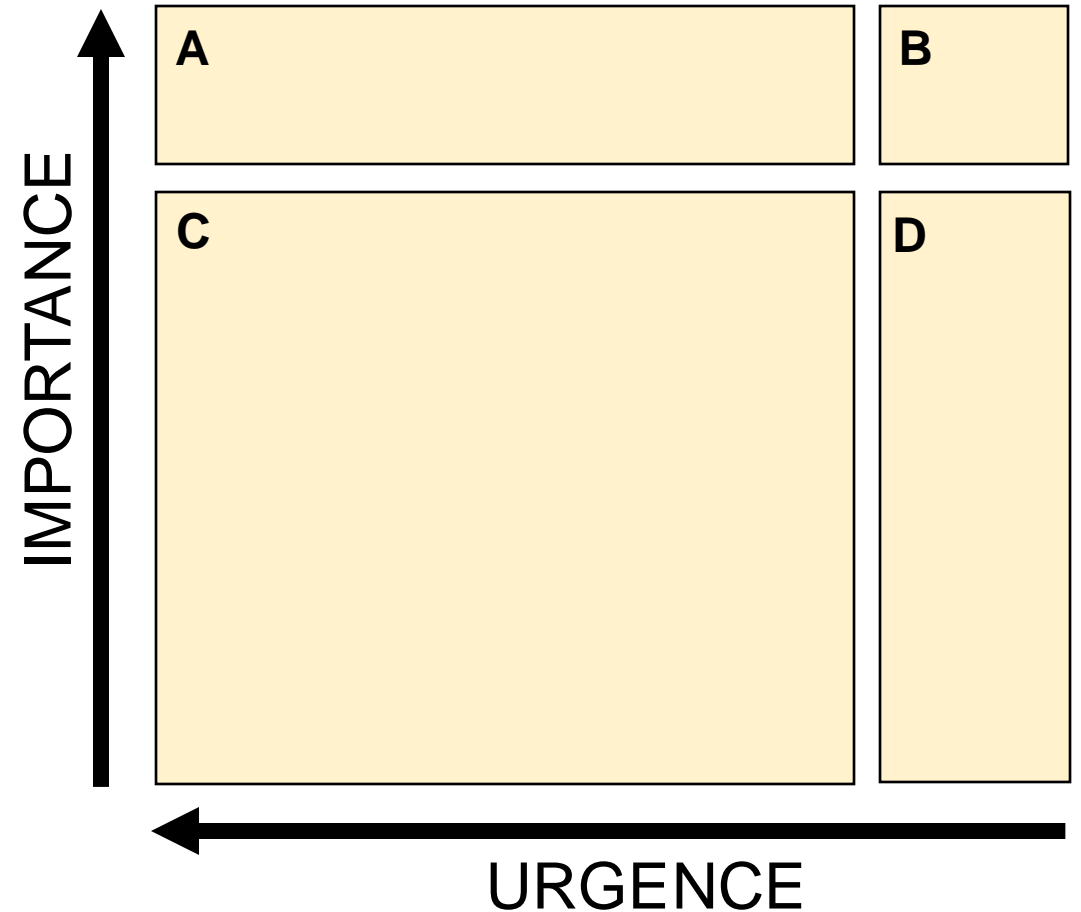
The Eisenhower Matrix: The ideal balance
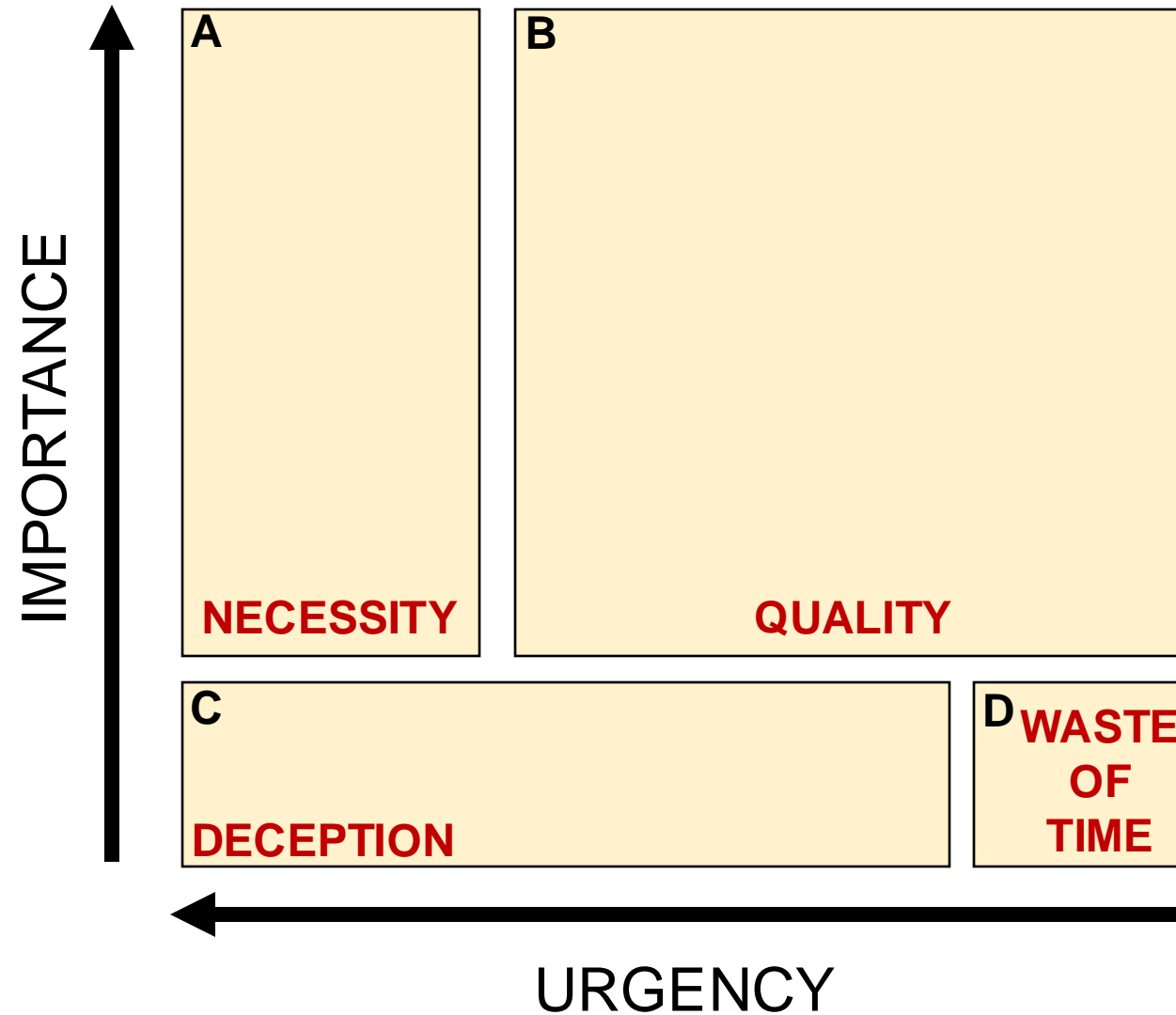
Discuss in groups:

1. Use the <u>handout</u> to list ~15 typical activities of your daily work/life.

2. Fit your activities into the Eisenhower matrix.

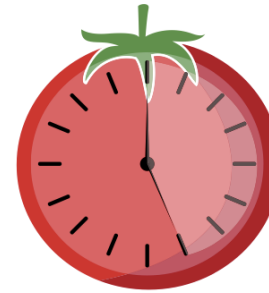3. Compare and discuss your assignments with your colleagues.

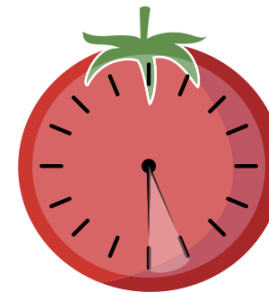**20 minutes**

Time management: The Pomodoro Technique

Breaks down tasks into smaller chunks:

- Work for 25 mins, break for 5 mins
- Repeat 4 times and then take a longer break

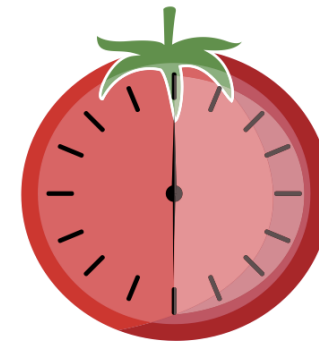Every pomodoro provides an opportunity to improve upon the last!!

25 minutes
WORK

5 minutes
REST

repeat
x 4

15-30 minutes
REST

Time management: Parkinson's Law

British historian Cyril Northcote Parkinson: "**work expands so as to fill the time available for its completion**."

Limit time for tasks: Give yourself 20 minutes in the morning to answer emails

Set a deadline: Give yourself specific time and cut it in half

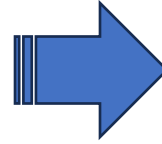**Get tasks completed early:** Set earlier goals for tasks prior to the deadline

Try working without a computer charger: Forces you to complete tasks before your computer dies!
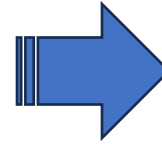
Efficiency: Optimizing resources

Image: https://www.usemotion.com/blog/efficient-vs-productive
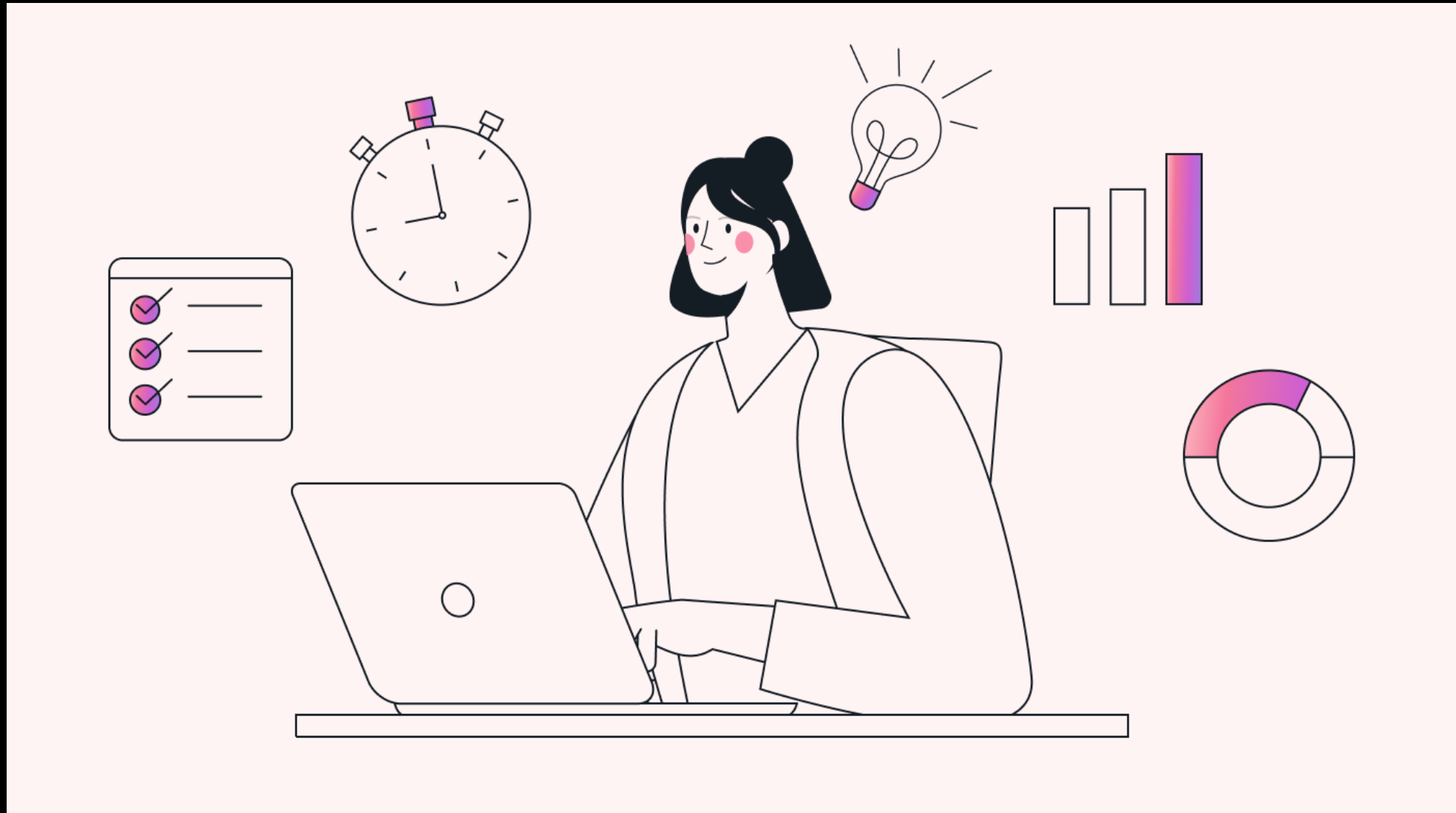
Efficiency: What stops people being efficient?
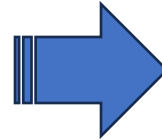
A. **Slow and ineffective processes** → Reduce distractions to maintain primary focus (e.g. admin, simplify processes)

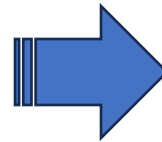**B.** **Lack of clarity or direction in objectives** → Prioritize objectives to optimize time & resource management
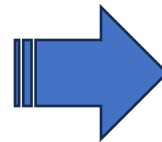
C. **Too many restrictions** → Ensure you have sufficient freedom to maximize creativity & innovation

D. **No tools – or the wrong tools/equipment** → Evaluate tools/equipment provided & raise issues

E. **Personal challenges** → Take time to balance personal challenges & take breaks!

Efficiency: reducing procrastination

Unnecessarily postponing decisions or actions – is linked to higher stress levels & lower wellbeing

Why do we procrastinate?

1. **Fear of failure**

   - Overvaluing other people's responses to your work

     o Perfectionism

     o Protecting your self-esteem

2. **Fear of success or exceeding expectations**

   - Afraid of what happens if we are successful

3. **Difficulty making decisions**

4. **Uncertainty of what is expected**

5. **Excitement of last-minute work**

6. **Belief you work better under time pressure**

7. **Unpleasant tasks**

8. **Challenging projects**

9. **Poor time management skills**

10. **Lack of motivation**

And many more……

Use SMART goals to set clear, achieveable & measureable objectives

| Specific	Measurable	Attainable	Relevant	Time-bound
S	**M**	**A**	**R**	**T**
G	O	A	L	S
What *exactly* are you trying to achieve?	How will you know when you've achieved it?	Is it genuinely possible to achieve it?	Does it contribute to your agency's revenue growth?	When do you want to achieve this by?

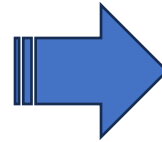# Balancing productivity and efficiency

A. **Establish clear goals** → Break goals into manageable tasks to track progress
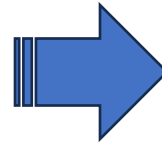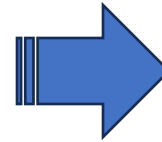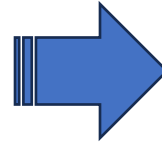
B. **Prioritize tasks** → Know what needs attention first. Also prevents procrastination
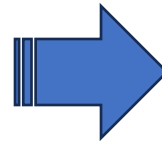
C. **Master delegation** → Allocate tasks to the right people with the skills to complete them
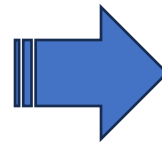
D. **Take regular breaks** → Your brain needs regular rest to work optimally.

E. **Limit interuptions** → Turn off social media, emails etc. as quiet workspaces help with focus

F. **Encourage feedback** → Helps to refine work processes