

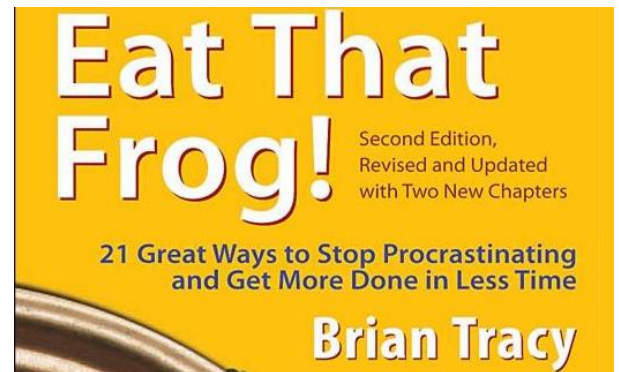
## Stop Procrastinating – The “Eat That Frog” Concept -

Brian Tracy is a world renowned author, speaker and guru of achievement. When it comes to managing issues of procrastination I can highly recommend you read his book – “**Eat That Frog**”. The following is a brief précis of the book that will provide the core highlights of his 21 ways to stop procrastinating. Hopefully it will motivate you towards buying the book, reading it, and then applying what you learn from it.

The title inspiration comes from Mark Twain who once said that if the first thing you do each morning is to eat a live frog, you can go through the day with the satisfaction of knowing that that is probably the worst thing that is going to happen to you all day long.

So similarly, if the “frog” is your most important task and the one most likely you will try and put off, then doing that task first will have the greatest impact on your results. Brian Tracy suggests two rules:

1. If you have 2 frogs to eat, then eat the ugliest one first i.e. do the most important one first;
2. If you have to eat a frog at all, then it doesn't pay to keep looking at it for a long time - so act quickly.



So here are the 21 core ways to help you avoid putting off what you really need to do:

1. **Set the table:** Decide exactly what you want. Clarity is essential. Write out your goals and objectives before you begin;
2. **Plan every day in advance:** Think on paper. Every minute you spend in planning can save you five or ten minutes in execution;
3. **Apply the 80/20 Rule to everything:** Twenty percent of your activities will account for eighty percent of your results. Always concentrate your efforts on that top twenty percent;
4. **Consider the consequences:** Your most important tasks and priorities are those that can have the most serious consequences, positive or negative, on your life or work. Focus on these above all else;
5. **Practice creative procrastination:** Since you can't do everything, you must learn to deliberately put off those tasks that are of low value so that you have enough time to do the few things that really count;
6. **Use the ABCDE Method continually:** Before you begin work on a list of tasks, take a few moments to organize them by value and priority so you can be sure of working on your most important Activities;
7. **Focus on key result areas:** Identify and determine those results that you absolutely, positively have to get to do your job well, and work on them all day long;
8. **The Law of Three:** Identify the three things you do in your work that account for 90% of your contribution and focus on getting them done before anything else. You will then have more time for your family and personal life;
9. **Prepare thoroughly before you begin:** have everything you need at hand before you start. Assemble all papers, information, tools, work materials and numbers so that you can get started and keep going.

10. **Take it one oil barrel at a time:** You can accomplish the biggest and most complicated job if you just complete it one step at a time;
11. **Upgrade your key skills:** The more knowledgeable and skilled you become at your key tasks, the faster you start them and the sooner you get them done;
12. **Leverage your special talents:** Determine exactly what it is that you are very good at doing, or could be very good at, and throw your whole heart into doing those specific things very, very well;
13. **Identify your key constraints:** Determine the bottlenecks or chokepoints, internally or externally, that set the speed at which you achieve your most important goals and focus on alleviating them;
14. **Put the pressure on yourself:** Imagine that you have to leave town for a month and work as if you had to get all your major tasks completed before you left;
15. **Maximize your personal powers:** Identify your periods of highest mental and physical energy each day and structure your most important and demanding tasks around these times. Get lots of rest so you can perform at your best;
16. **Motivate yourself into action:** Be your own cheerleader. Look for the good in every situation. Focus on the solution rather than the problem. Always be optimistic and constructive;
17. **Get Out of the Technological Time Sinks:** Use technology to improve the quality of your communications, but do not allow yourself to become a slave to. Learn to occasionally turn things off, and leave them off;
18. **Slice and dice the task:** Break large, complex tasks down into bite sized pieces and then just do one small part of the task to get started;
19. **Create large chunks of time:** Organize your days around large blocks of time where you can concentrate for extended periods on your most important tasks;
20. **Develop a sense of urgency:** Make a habit of moving fast on your key tasks. Become known as a person who does things quickly and well;
21. **Single-handle every task:** Set clear priorities, start immediately on your most important task and then work without stopping until the job is 100% complete. This is the real key to high performance and maximum personal productivity.

So plenty of ideas here to help you manage yourself when you have a tendency to procrastinate.

The most important advice I can give you – apart from buying the book – is to practise these every day and build some new habits and behaviours.

I would love to hear any success stories so do [email me](#)

Hope this is useful.

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