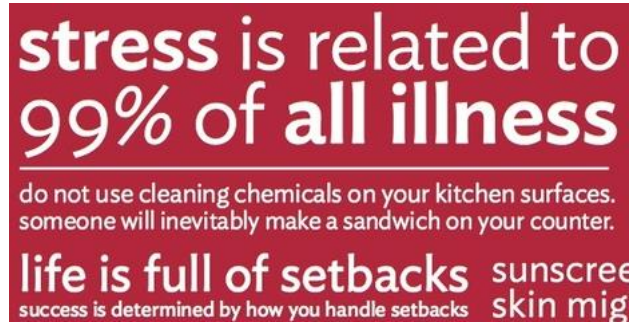


BE PROACTIVE & WIN!

I'm not convinced that the claims on Lululemon shopping bags are born from hard science, but "stress is related to 99% of all illness" sure makes you think.

A few weeks back, I was walking down the street. A fellow was approaching me in a black t-shirt with striking bold, white letters that read:



Wake up.

Survive.

Go back to bed.

I laughed and, at the same time, I thought about how true that is for so many people.

Stress is a reactive state. Something happens and we have a knee-jerk reaction. In Stephen Covey's classic *7 Habits of Highly Effective People*, "Be Proactive" is habit #1. The etymology of Proactive is "before action". That's the opposite of reactivity. It introduces the conscious choice. You take the horse by the reigns and direct your future.

Being proactive in your workday can completely shift your experience. Not only can practicing this simple principle reduce work stress, but proactivity can also make you happier and healthier in the process.

Leading research from Dan Ariely of Duke University reports that you're sharpest in the first two to three hours after you fully awake. What are you doing with this bright eyed, bushy tailed energy?

The Time Management Matrix (more Covey wisdom), prioritizes work into four categories: 1) Important, Urgent 2) Important, Non-Urgent, 3) Not Important,

Urgent 4) Not Important, Non-Urgent.

Covey suggests that you focus more of your attention into quadrant 2 – Important, Non-Urgent work. In other words, BE PROACTIVE.

Look ahead. What needs to be done to drive your business forward? Hit it before it becomes urgent. When? Two to three hours after you're fully awake. When your mind is sharp like the sword of a Ninja, cut a path into your best future.

Do the productivity math on your day. If you wake up at 6:30 am, science says your work is at its peak 7:00 - 10:00 a.m. Do you use up those golden hours checking email and driving yourself into reactivity mode, actively chasing fires the rest of your day?

Start your day with the highest priority NON-URGENT quadrant 2 task pre-inputs. Just you and that business-evolving work that's going to up-level everything.

Make this your daily routine and you'll start to get ahead of the important, urgent, stress-inducing work. You'll win...and so will your health. The scientists at Lululemon guarantee it! 😊

Paul Larmer offers workshops, webinars and one-on-one training to help individuals and teams bring out their best. Contact Paul at plarmer@livnorth.com