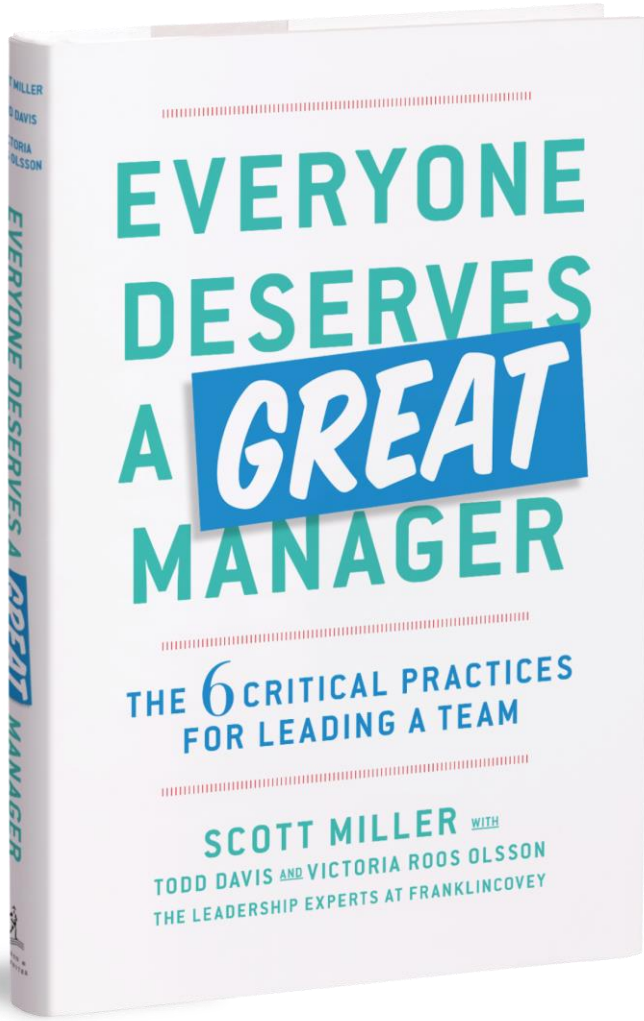


THE **5** CHOICES<sup>®</sup>  
to extraordinary productivity

Welcome



Victoria Roos Olsson









VIDEO

*BURIED ALIVE*

- What's the gravel in your life?
- How is it affecting you and your productivity?
- How is it affecting your organization's productivity?



# THE PARADOX

In today's world, it's both easier and harder than ever to achieve extraordinary productivity.





Then



Then



Now





Important 60%

Unimportant 40%

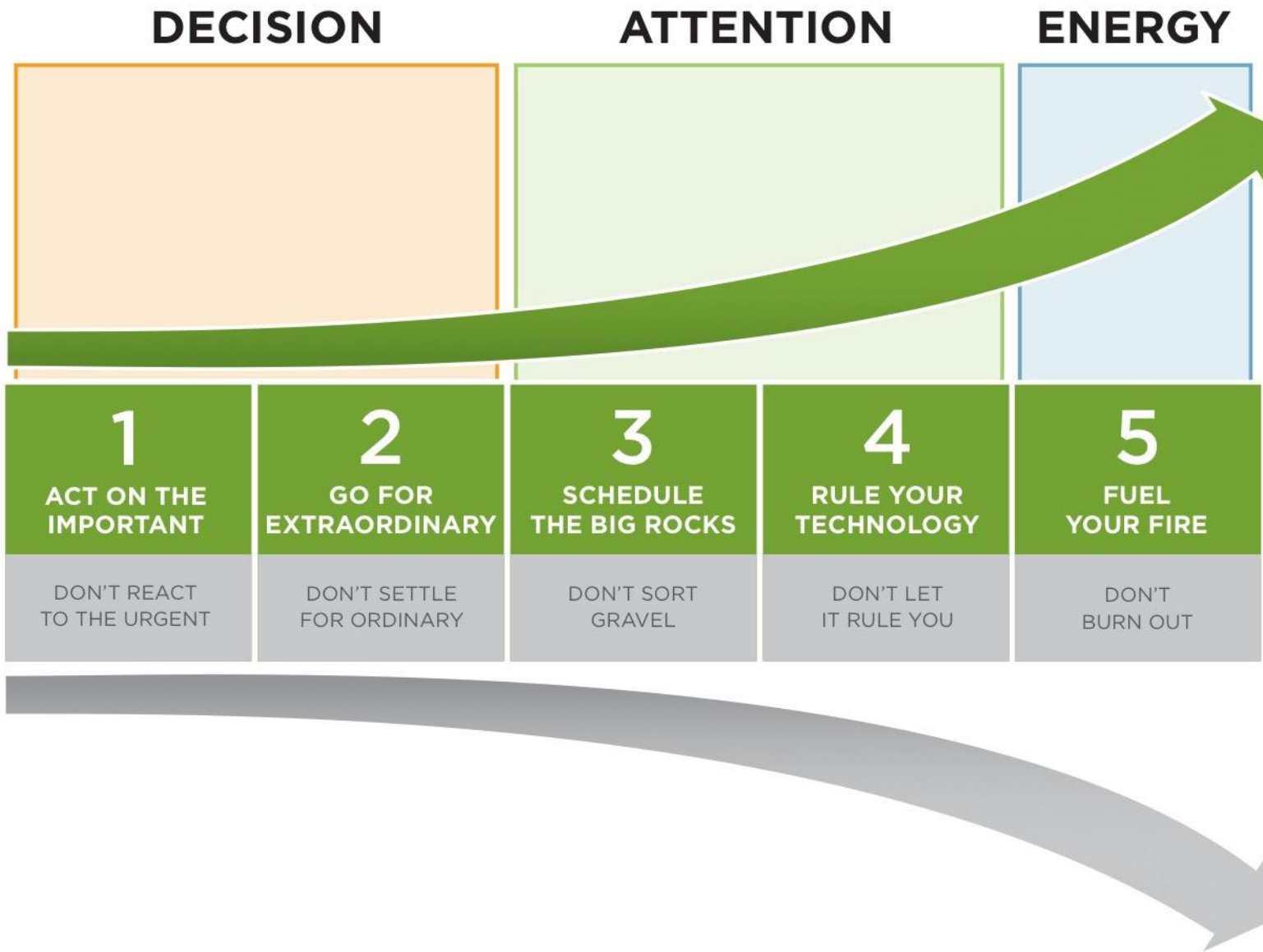
# Not Just Time Management

- High-Value Decisions
- Focused Attention
- High Energy



# THE PREMISE

We all have the potential  
to do extraordinary things.





# CHOICE 1

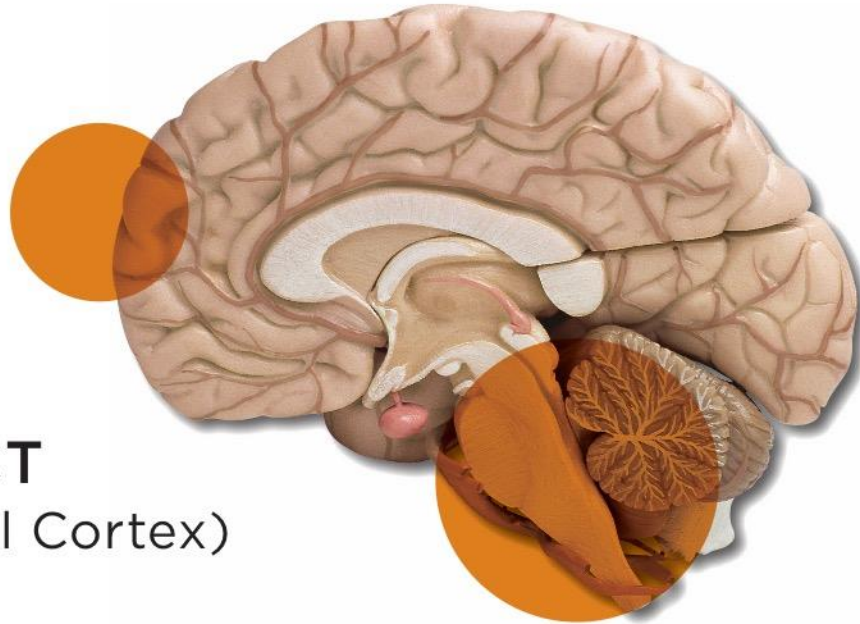
ACT ON THE IMPORTANT



don't react to the urgent

VIDEO

***BRAIN ATTACK!***



## **ACT** (Prefrontal Cortex)

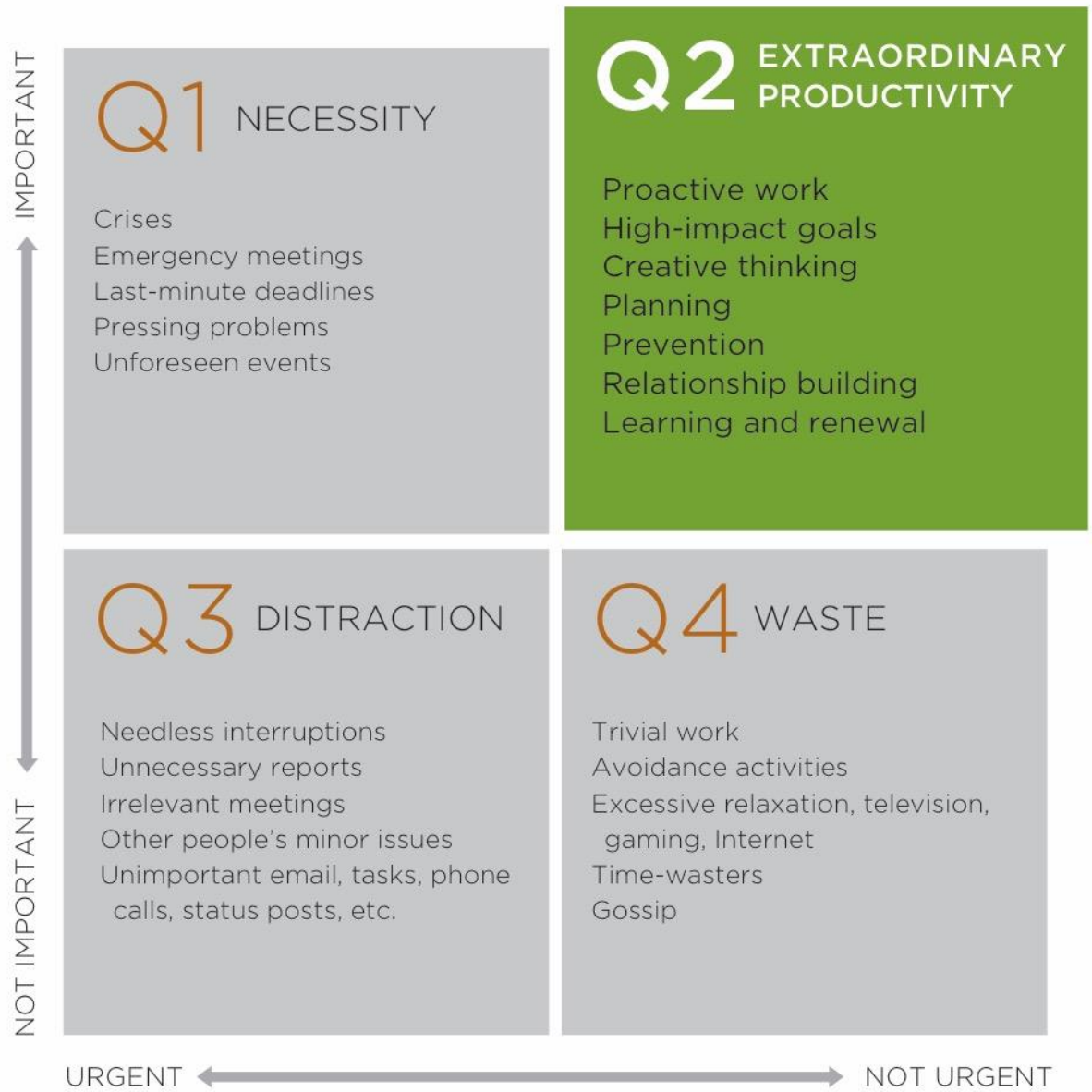
- Planning
- Attention
- Self-Control
- Choices
- Follow-Through

## **REACT** (Primitive/ Emotional Brain)

- Reflexes
- Instincts
- Emotions
- Reactions
- Impulses

VIDEO

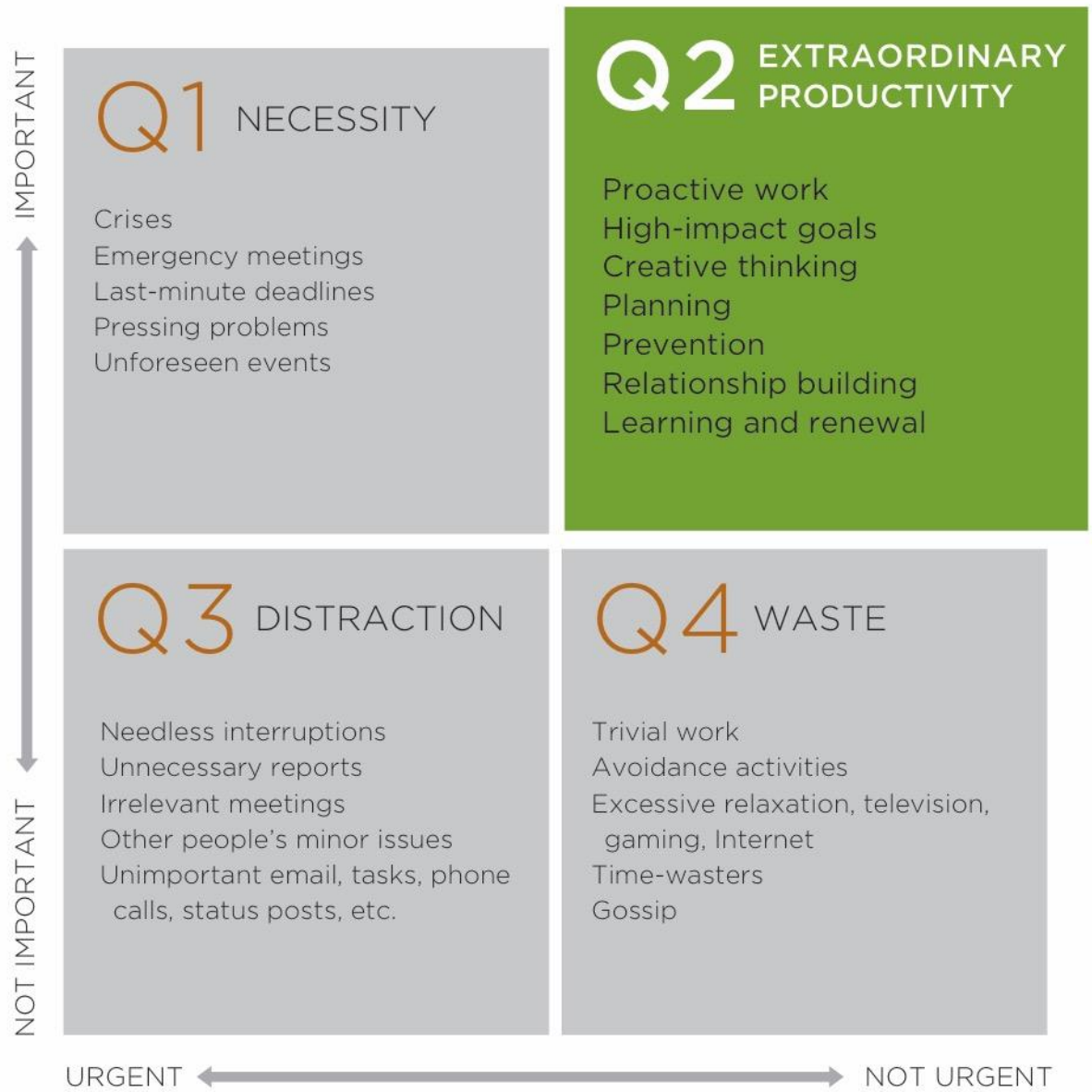
*THE TIME MATRIX*®



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What are typical activities in this quadrant?

What's the long-term impact of staying here?



© 1989 Franklin Covey Co.





What would be the value of taking the time and energy you spend in the other quadrants and putting it into Q2?



VIDEO

*Q2 CULTURE*

**UP**  
(Boss/Supervisor)



**SIDEWAYS**  
(Peers, Partners,  
Co-workers, etc.)



**SIDEWAYS**  
(Peers, Partners,  
Co-workers, etc.)

**DOWN**  
(Direct Report)





Is this a Q2 activity?

What Q3 activities can we get rid of, so we can spend more time in Q2?





This feels more like a Q3;  
why is this a Q1?

What could we do in Q2 to avoid Q1s  
like this in the future?



## Q2 CONVERSATION STARTER

### Instructions:

1. Review the Time Matrix with your boss, co-workers, or team.
2. Assign current tasks, projects, and activities to their appropriate quadrants. (Are they a Q1? Q2? Q3? Q4?)



1. Identify the top two to three Q2 activities that could make a significant impact on your team or organizational goals.

Determine the value of those Q2 activities (impact on the bottom line, customer loyalty, problem prevention, key relationships).

Identify two to three Q3 activities that hinder these Q2 activities and discuss how to eliminate them.

# CHOICE 2

GO FOR EXTRAORDINARY



don't settle for ordinary

# THE 5 CHOICES<sup>®</sup>

to extraordinary productivity

EXTRAORDINARY  
PRODUCTIVITY



BURIED ALIVE



VIDEO

*EXTRAORDINARY ROLES*

# BEHAVIORS

- **Identify your Q2 Roles.**
- Craft Q2 Role Statements.
- Set Q2 Goals.



# Your Q2 Roles...

- 1 Represent key responsibilities and relationships.
- 2 Should be limited to a few (five to seven).
- 3 Express your deepest values and highest aspirations.
- 4 Create a balanced perspective of your life.
- 5 Change over time.

Lives in Toronto,  
Ontario, Canada

Married, 38,  
two kids



Runs a  
large-scale  
social media  
campaign

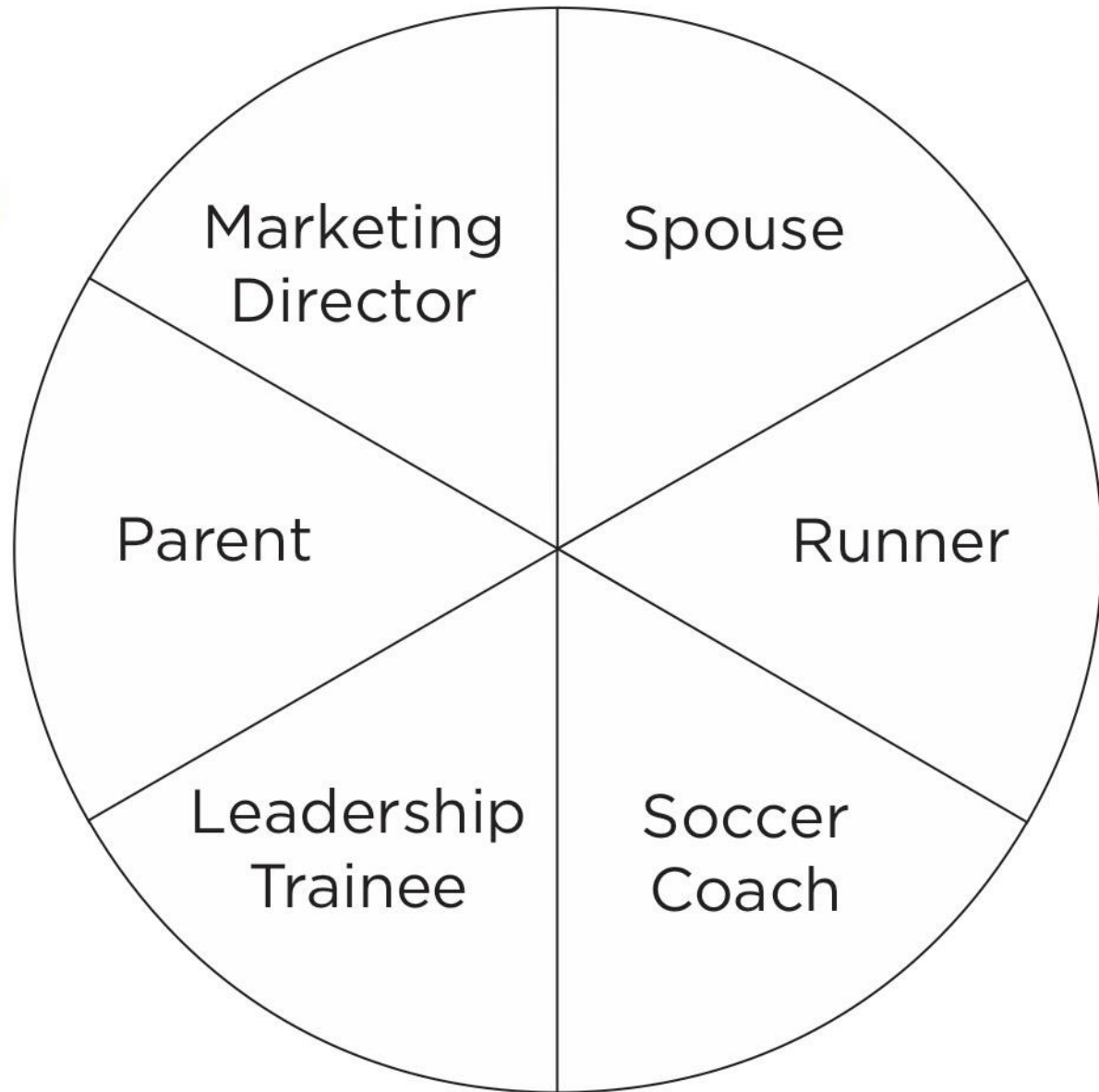
Marketing  
Director, Indian  
software firm

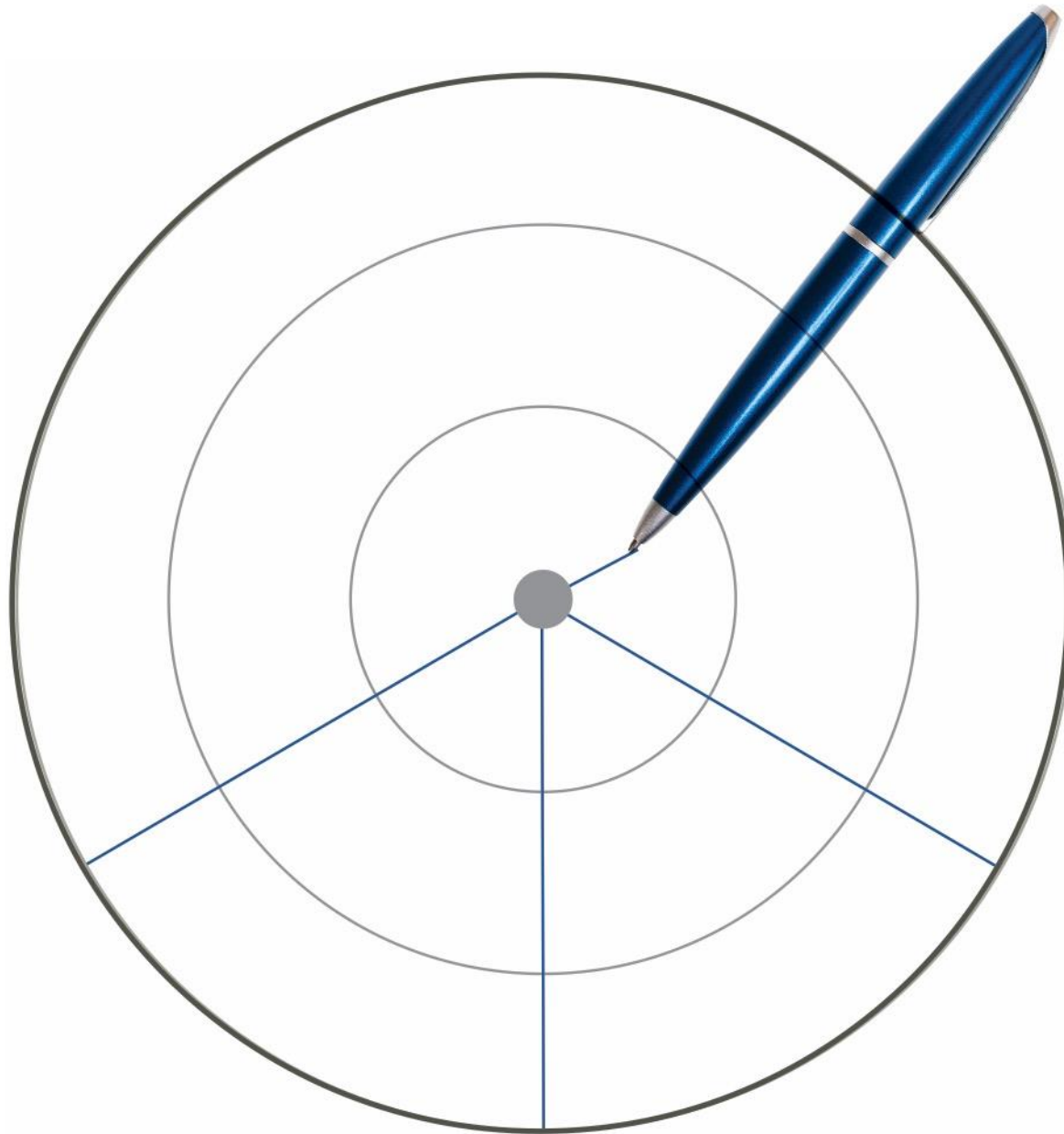
Directs a large  
customer-  
feedback  
project

JENNIFER



JENNIFER





Administrator  
Architect  
Artist  
Assistant  
Athlete  
Brother  
Caregiver  
CFO  
Challenger  
Chairperson  
Chef  
Citizen  
Client  
Coach  
Colleague  
Companion  
Consultant  
Consumer  
Contractor  
Cook

Counselor  
Daughter  
Designer  
Editor  
Energizer  
Executive  
Explorer  
Friend  
Gardener  
Grandparent  
Influencer  
Inventor  
Investor  
Leader  
Manager  
Mentor  
Musician  
Neighbor  
Nurse  
Owner

Parent  
Partner  
Patron  
Peacemaker  
Programmer  
Reporter  
Salesperson  
Sister  
Son  
Spouse  
Supervisor  
Supporter  
Teacher  
Teammate  
Technician  
Trainer  
Traveler  
Vice-president  
Volunteer  
Writer

## **UNDERPERFORMING**

---

I'm not doing what I should in this role and haven't spent much time or energy on it.

## **ORDINARY**

---

I do what is expected in this role.

## **EXTRAORDINARY**

---

I'm excited about the valuable contribution I am making in this role.





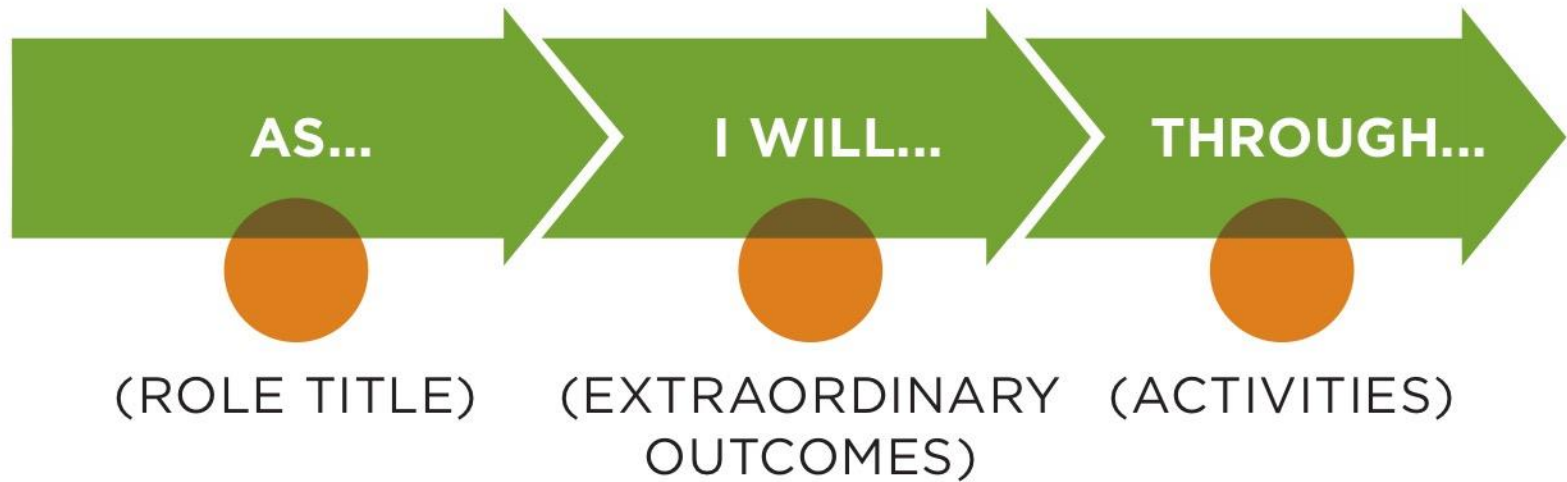
ANTHONY



## BEHAVIORS

- Identify your Q2 Roles.
- **Craft Q2 Role Statements.**
- Set Q2 Goals.







JENNIFER

Marketing  
Director  
(Work)

### BUSINESS CATALYST

**As** a Business Catalyst, **I will** build a trusted, reputable brand that attracts a new, younger market **through** innovative products distributed powerfully via social media as well as traditional channels.

### STEVE'S BEST FRIEND

**As** Steve's Best Friend, **I will** show my unconditional love and support **through** regularly communicating my feelings for him and helping him achieve his life goals.

- What do I see myself doing and achieving in this role?
- Who are the people I most influence when I'm in this role?
- What would I want those people to say about me (my actions, performance, results, achievements)?



# Q2 Role: Work

## Q2 ROLE AND GOALS WORKSHEET

1. Q2 ROLE STATEMENT



**AS...** (Role Title)

**I WILL...** (Extraordinary Outcomes)

**THROUGH...** (Activities)

# BEHAVIORS

- Identify your Q2 Roles.
- Craft Q2 Role Statements.
- **Set Q2 Goals.**





JENNIFER

## Q2 GOALS

Launch a social-media campaign to generate \$1.3 million by December 31.

Increase our customer-loyalty score from 45 to 65 by December 31.



# Q2 Goal: Work

2. Q2 GOALS

FROM X TO Y BY WHEN

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# Q2 Goal: Personal

2. Q2 GOALS

FROM X TO Y BY WHEN

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**CHOICE 2:  
GO FOR EXTRAORDINARY,  
DON'T SETTLE FOR ORDINARY**

Before



After



3. I have written down my vision of what success looks like in my work, and I have written a specific set of goals to help me fulfill my vision.
4. I have written down my vision of what success looks like in my personal life, and I have written a specific set of goals to help me fulfill my vision.

## Q2 ROLE AND GOALS WORKSHEET

1. Q2 ROLE STATEMENT

AS...

I WILL...

THROUGH...

**AS...** (Role Title)

**I WILL...** (Extraordinary Outcomes)

**THROUGH...** (Activities)

2. Q2 GOALS

FROM X TO Y BY WHEN