

VISIT US ONLINE
www.TheProductivityPro.com



LAURA
STACK
The Productivity Pro®

CATALOG OF SAMPLE
COURSE OFFERINGS
FROM THE PRODUCTIVITY PRO, INC.



TABLE OF CONTENTS

These topics are available in 45-minute, 90-minute, half-day, full-day, and two-day formats for keynotes, breakout and concurrent sessions, onsite training, and workshops. Please note these are samples only; the objectives and modules may be mixed and matched to suit your learning goals. Please discuss your time constraints and productivity challenges with us, and we'll help you design the best training program to meet your group's needs.

1. Attack of the Productivity Suckers (DISTRACTIONS)	3
2. Become an Email Cracker Jack with Laura Stack (MICROSOFT OUTLOOK)	4
3. Creating High-Performance Teams (TEAMWORK)	5
4. Doing the Right Things Right (TIME MANAGEMENT FOR LEADERS)	6
5. Execution IS the Strategy (EMPLOYEE PRODUCTIVITY)	7
6. Seven Daily Habits of Highly Profitable Salespeople (SALES PRODUCTIVITY)	8
7. SuperCompetent® (PEAK PERFORMANCE)	9
8. Ten Characteristics of P-R-O-D-U-C-T-I-V-E Professionals (PRODUCTIVITY)	10
9. The Stack Attack™ with Laura Stack (ORGANIZING WORKSHOP)	11
10. What to Do When There's Too Much to Do (OVERLOAD)	12
11. Workflow Mastery: Time, Tasks, and Email (WORKFLOW)	13
12. YOU Can Be a Productivity PRO®! (GAMESHOW)	14

ATTACK OF THE PRODUCTIVITY SUCKERS



The Four Things That Suck the Productivity Out of You ...and How to Fight Back!



SEMINAR DESCRIPTION

You work hard. You know how to make lists and check things off. You really *want* to be productive. But everyone and everything else keeps ruining your plans! So many things keep us from doing what we know we should be doing. In this funny, high-energy program, Laura Stack aka The Productivity Pro®, reviews the four main things that suck the productivity right out of you! You'll discover your biggest productivity sucker and take away some practical tools to defend yourself.

Productivity Sucker #1: TECHNOLOGY TRAPS

Technology Trap #1: Disorganization

Technology Trap #2: Oh Shiny! Syndrome

Technology Trap #3: Lack of Focus

Productivity Sucker #2: SABOTAGE STUNTS

Self-Sabotage Stunt #1: Obeying Your Brain

Self-Sabotage Stunt #2: Wasting Time

Self-Sabotage Stunt #3: Picking the Wrong Task

Productivity Sucker #3: PEOPLE PITFALLS

People Pitfall #1: The Open Door

People Pitfall #2: Lack of Communication

People Pitfall #3: An Inability to Say No

Productivity Sucker #4: ENERGY ENEMIES

Energy Enemy #1: Low-Value Activities

Energy Enemy #2: Feeling Tired During the Day

Energy Enemy #3: Losing Your Sense of Humor

BECOME AN EMAIL CRACKER JACK WITH LAURA STACK!



Dealing with Digital Overload (Requires
Microsoft Outlook with Exchange)



SEMINAR DESCRIPTION

Certified Microsoft Office Outlook Specialist, Laura Stack, is the Queen of Email Productivity. This seminar will give you solutions for some of your most challenging Outlook questions! Includes a reference workbook with screen shots and detailed, step-by-step instructions, as well as an optional 12-hour online followup training curriculum. Laura will help you overcome your fear of something falling through the cracks, because her system is bullet-proof!

Laura's Top Ten Strategies for Email Management:

1. **Reducing**: reducing the volume of inbound messages
2. **Filtering**: automatically removing, moving, or filing certain types of communication
3. **Converting**: witching emails into meetings or to-do items
4. **Prioritizing**: triaging the actions inside the emails and knowing what to do next
5. **Writing**: responding quickly with emails that are actually read
6. **Scheduling**: blocking out time to work on email without having it take over your day
7. **Alternating**: using other tools except email to complete certain tasks
8. **Speeding**: using templates, quicksteps, multi-actions, and short keys to perform email tasks more efficiently
9. **Emptying**: learning a step-by-step process to get to Inbox Zero every day
10. **Saving**: stop using email folders and find what you want when you want it (no, your inbox is not a filing system either)

CREATING HIGH-PERFORMANCE TEAMS



How to Make Your Team *WORK*



SEMINAR DESCRIPTION

Teamwork is the core foundation of your organization. When you can help your team members become more productive, cohesive, and synergistic, you'll create an unstoppable force that can take your company anywhere you want to go. Laura Stack's T-E-A-M model will help facilitate this shift. We must all work together to keep from wasting each other's collective time.

T = TIME: Don't waste each other's time

- Create effective email protocols
- Run efficient meetings
- Control technology (IM, text, cell)

E = ENGAGE: Think about your actions from another's perspective

- Communicate clearly and concisely
- Understand time styles
- Streamline your workflow

A = ACCOUNTABLE: Do what you say you'll do

- Get organized so things stop falling through the cracks
- Track your commitments and pending items
- Be reliable and follow-up as promised

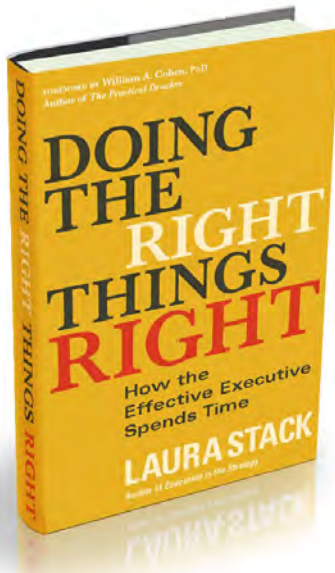
M = MANAGE: Manage the environment

- Avoid interruptions and "drop in's"
- Help your teammates focus
- Maintain an awareness of your surroundings



DOING THE RIGHT THINGS RIGHT

How the Effective Executive Spends Time



KEYNOTE DESCRIPTION

As an MBA student, Laura Stack was inspired by Peter Drucker's classic 1969 book *The Effective Executive*. But a lot has changed since it was written. And while Drucker's advice on *what* to do remains brilliant, he didn't give much detail on the *how*. This keynote detailing how today's leaders and managers can obtain profitable, productive results with their time by managing the intersection of two critical values: effectiveness and efficiency.

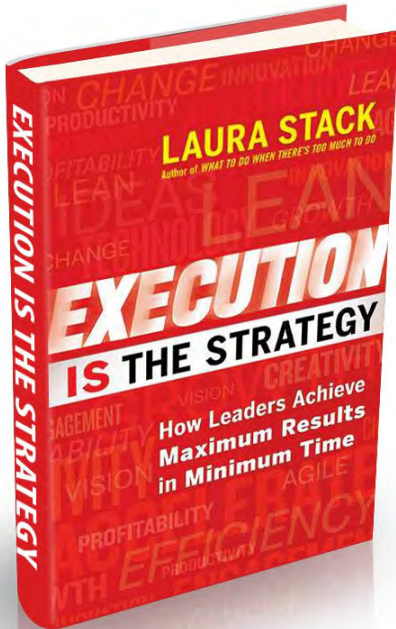
Effectiveness, Stack says, is identifying and achieving the best objectives for your organization—doing the right things. Efficiency is accomplishing them with the least amount of time, effort, and cost—doing things right. If you're not clear on both, you're wasting your time. As Drucker put it, "There is nothing so useless as doing efficiently that which should not be done at all."



Stack identifies twelve practices that will enable leaders to be effective and efficient, grouped into three areas where they spend their time, called 3T Leadership: **THINK** (Business), **TEAM** (Employees), and **TACTICS** (Self). For each practice, Stack offers advice from her 25 years in the trenches, working with thousands of leaders globally. You'll receive scores of new ideas on how you, your team, and your organization can boost productivity.

Execution IS the Strategy

How Productive Leaders Get Things Done Through Others



SEMINAR DESCRIPTION

Laura Stack believes that creating a strategy isn't the biggest leadership challenge—it's executing the strategy. If you know your strategy is right on, how do you get your team to nail it? In this innovative program, Stack discusses how her **L-E-A-D Strategy™** helps leaders quickly drive strategic initiatives and get great results from their teams. The pressures on an organization to move quickly mirror the pressures individuals face on a personal level. Organizations will create better results if leaders can create agile cultures, full of strategic thinkers.

The L-E-A-D Strategy

LEVERAGE = Leverage the people and resources you need to create an agile organization

- Define the Value in Your Work: Your Personal ROI
- Use the Five Why's: Identify and Reduce Low-Value Work
- Communicate and Agree Upon Priorities

ENVIRONMENT = Establish an **ENVIRONMENT** where your employees are confident and capable enough to take the initiative and make on-the-fly changes

- Describe the Challenge of Change Through an Employee's Eyes
- Develop a Culture of Speed: Implement Changes More Quickly
- Graph the Link Between Employee Performance and Stress

ALIGNMENT = Ensure that your team is in **ALIGNMENT** with the organization's goals, so they'll make the right strategic choices

- Graph Your Team Performance Engagement Scale
- Understand How To Spot and Coach Each Work Style
- Track Items You've Delegated Using Microsoft Outlook

DRIVE = Remove obstacles, so they can **DRIVE** the organization forward quickly

- Make Decisions Faster and Avoid Over-Collaboration
- Create a Productive Interruption Protocol for Your Team
- Stop Wasting Time with Poor Email Behaviors

THE SEVEN DAILY HABITS OF HIGHLY PROFITABLE SALESPEOPLE



How the Effective Salesperson Spends Time



KEYNOTE DESCRIPTION

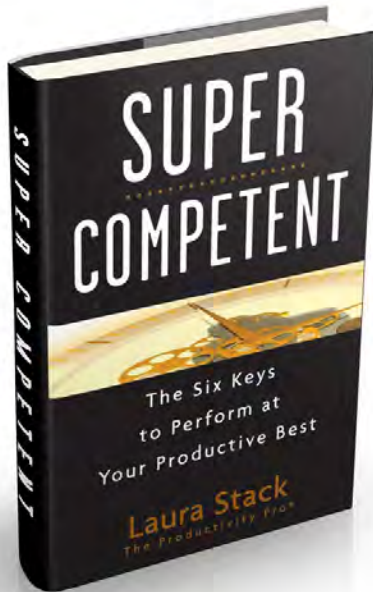
What separates an average salesperson from a high-performing salesperson? They spend more time on activities that produce sales and less time on those that don't. Simple concept? Yes, but difficult to implement in reality, because most traditional sales training doesn't focus on productivity, and "old school" time management techniques have little application for the salesperson. In this session, you'll learn "real world" methods to manage your day.

The Seven Daily Habits:

1. Do more of the activities that drive sales (actively selling, prospecting or closing sales).
2. Do fewer non-income producing activities (delegate, automate, reduce).
3. Integrate their various tools seamlessly (sync your in-house CRM, email, handheld, tablet, laptop).
4. Automate administrative activities (manual processing, filing, moving).
5. Maintain flawless organization systems (effective time, email, and information management).
6. Follow-up with impeccable accuracy and predictability (workflow systems that track open loops and pending items).
7. Work efficiently from anywhere (road warriors, mobile office, down time usage).

SUPERCOMPETENT®

The Six Keys to Perform at Your Productive Best



KEYNOTE DESCRIPTION

In this presentation, emerging leaders, high potentials, and new leaders will learn how to achieve peak performance in the workplace. In this competitive economy, just being able to do your job is no longer enough. Competence is expected; you've got to be SuperCompetent to get an edge. SuperCompetent will give you proven methods to reach your maximum potential and achieve breakthrough results.

You'll get to your productive best by mastering Six Keys to peak performance:

1. **Activity**: the value and importance you place on your work
2. **Availability**: the mastery over your schedule
3. **Attention**: the capacity to focus intently and concentrate on tasks
4. **Accessibility**: the ability to organize the inputs and outputs in your life
5. **Accountability**: the extent to which you take personal responsibility for your actions and outcomes
6. **Attitude**: your motivation, drive, and proactiveness

THE TEN HABITS OF HIGHLY P-R-O-D-U-C-T-I-V-E PROFESSIONALS



How to Have a Productive Day, Every Day!

SEMINAR DESCRIPTION

From her groundbreaking, bestselling book, *Leave the Office Earlier*, Laura Stack discusses the Ten Habits of Highly P-R-O-D-U-C-T-I-V-E™ people (full day required):

P = PREPARATION. Get ready to have a productive day. Set goals, plan, and prioritize your activities. Translate your lofty, long-term goals into actionable tasks you can work on today.

R = REDUCTION. Eliminate things that slow you down. Evaluate commitments, inefficiencies, and meetings. Discover your low-value activities and focus on the important.

O = ORDER. Get organized. Use Laura's C-O-R-E, 6D, and Space methodologies to regain control. Create the systems you need to stay on top of things.

D = DISCIPLINE. Maintain productive behaviors. Practice self-control, eliminate procrastination, and reduce perfectionist tendencies. Focus on doing what you should be doing, rather than what you want to be doing.

U = UNEASE. Use stress positively. Recognize your signs of overload, increase flexibility, and control your emotions. Maintain control when pushed to the limit.

C = CONCENTRATION. Stay on target and stop multi-tasking. Learn the four T-Y-P-Es of distractions, discover amazing focus techniques, and achieve a state of F-L-O-W. Discover how to maintain focus on the task at hand.

T = TIME MASTERY. Manage your activities effectively throughout the day. Discover your biggest time wasters, communication obstacles, and scheduling inefficiencies. Run your life, rather than letting it run you.

I = INFORMATION MANAGEMENT. Use technology to boost output. S-H-A-R-E your information, manage your email and keep an empty inbox, and discover cool new technologies. Keep track of the deluge of information effortlessly.

V = VITALITY. Focus on yourself. Boost your energy levels, discover how health impacts productivity, and practice good self-care. Increase your capacity, so you can perform at your best.

E = EQUILIBRIUM. Spend time correctly across all areas of your life. Articulate your core values, your personal mission statement, and discover what "balance" means for you. Make the proper personal choices and work at a realistic level.

THE STACK ATTACK! (HANDS-ON WORKSHOP WITH LAURA)



Mastering Your Workflow, Time, Tasks, and Email



SEMINAR DESCRIPTION

Laura STACK will help you ATTACK your organization, email, and time management systems. You will arrive with your smartphone, tablet, laptop, time management system, to-do lists, calendars, and an open mind. You will leave with an empty email inbox, a new organizational system, and a brand-new time management methodology. After this day, you will always know what to do with any piece of information that enters your life in the future. You will watch Laura's demonstrations of how she actually runs her workflow and then receive coaching and direction while you do it.

This is not a sit-and-watch seminar. This is a hands-on, overhaul-your-system, implement-new-techniques full-day work session. You will first learn my methods by watching Laura demonstrate on her computer and devices, projected on the screen. You'll then be head down, working down the entire day while I assist you. You'll learn how to integrate your email...with your smartphone...with your tablet...with your paper...with your laptop...with your online information...with your contacts...with your calendar...you get the point. You will change your Outlook settings, create rules, and integrate all your disparate devices and information into one seamless, productivity-boosting system. This Microsoft certified Outlook expert will also leave behind 12 HOURS of online videos, so you won't get "stuck" after she leaves.

Corporate Requirement: Microsoft Outlook 2010 or higher, Microsoft Exchange Server or office365.com.

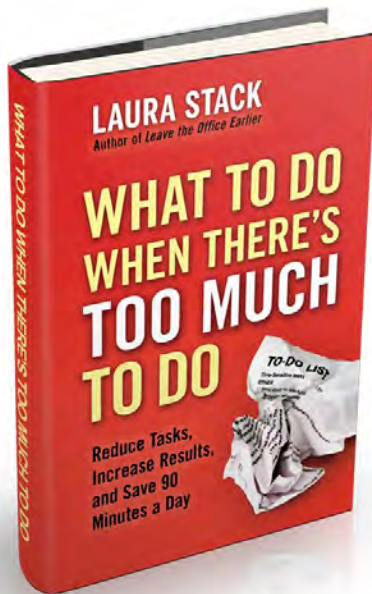


Outlook

WHAT TO DO WHEN THERE'S TOO MUCH TO DO



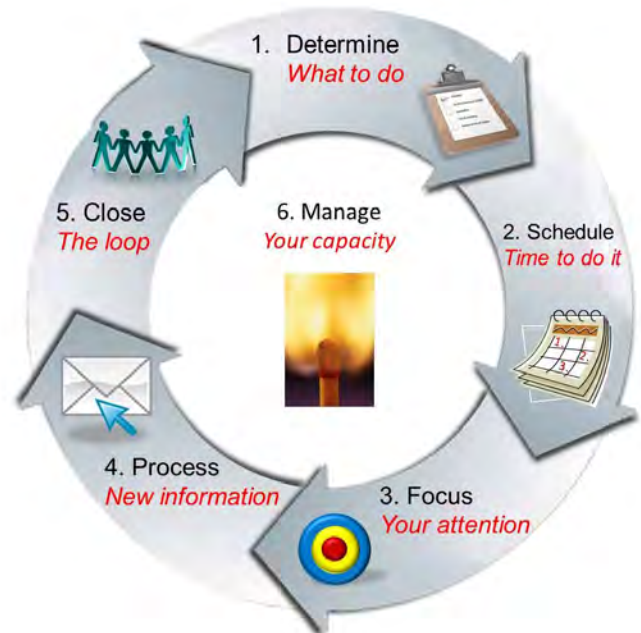
Reduce Tasks, Increase Results & Save 90 Minutes a Day



KEYNOTE DESCRIPTION

Look at your to-do list. It's ridiculous. You can't get all that done. As a skeptical audience member once told author Laura Stack before a presentation, "I don't want to hear a productivity consultant telling me to do more with less. I want to do less and achieve more." That's exactly what Laura offers in this presentation.

You're never going to save time and increase efficiency by adding more to your bloated list. You need a comprehensive approach that will enable you to organize your life around the tasks that really matter and let go of the ones that doesn't. Stack's innovative, six step Productivity Workflow Formula (PWF) allows you to spend less time and achieve greater results than you ever thought possible. By following her logical and intuitive process, you can wrestle your schedule into submission.



Laura shows how to separate the productive wheat from the nonproductive chaff—to hone in on the high-value tasks, protect the time to do them, and focus on their execution. You'll learn how to scale back—*reduce, reduce, reduce* is her mantra. You'll find dozens of ways to shrink your to-do list, calendar commitments, distractions, interruptions, information overload, inefficiencies, and energy expenditures. Each reduction will increase your results and save you time.

WORKFLOW MASTERY

Organize Your Time, Tasks, and Inbox



TRAINING DESCRIPTION

Workflow is the skillset that truly sets Laura Stack apart from all productivity experts. It requires mastery of email handling, planning, scheduling, project, time, and task management, prioritization, and organization. Workflow is the "secret sauce" that separates ordinary performers from the extraordinary. Having these skills will set you apart from the rest. Your team will function at optimal levels with everyone using the same system. Laura's method is bulletproof.

Nothing falls through the cracks. Deadlines aren't missed. Pending items are tracked. Loops are closed. There is no re-reading, re-thinking, re-processing. Inboxes are empty, and multiple to-do lists are integrated into a single, consolidated system. You'll sleep well at night, knowing that everything is under control, and you're on top of everything. Your life will never be the same. Even "power users" are wide-eyed at the end of this session. AND as a bonus, Laura injects plenty of humor to make it fun. *(NOTE: Laura prefers a 3-hour general session for this presentation; her system is demonstrated using Microsoft Outlook.)*

- Process your email quickly and track pending items, tasks owed by others, and "waiting for" information.
- Get your text, emails, Facebook messages, ideas, to-do lists, sticky notes, and meeting notes all into one place.
- Combine multiple to-do lists into one central, consolidated list, where you can make the best choice in the moment on the best use of your time.
- Create an organized time management system to help you capture, organize, reference, and execute your highest priorities.
- Keep track of your action items and don't let anything fall through the cracks.
- Conduct daily, weekly, and monthly planning periods to stay on top of projects and tasks coming down the pike.

YOU CAN BE A PRODUCTIVITY PRO!

The Productive Teambuilding Gameshow



KEYNOTE DESCRIPTION

Using a funny, fast-paced, game-show format, your audience members will compete over the bragging rights to the title “THE (your meeting here) PRODUCTIVITY PRO!” Using whole-audience techniques and multi-media, everyone will be involved, all the while building stronger teams and learning what it takes to be productive in today’s busy workplaces. You can expect musical instruments, videos, audience interaction, prizes, and attendees up on stage. But it’s not ALL fun and games! Your audience will learn about the Characteristics of a Productivity PRO, so great content is added to the fun—all customized around the performance focus areas YOU want to highlight for your meeting.

Sample Objectives (customized for your theme):

1. Invest time in the game changers.
2. Stay focused and concentrate on your work.
3. Save your fellow team members time.

