



---

New Blog by Time Management and Productivity Expert Laura Stack Addresses  
Achieving Super Competence in Today's Competitive Workplace



*Competence is a valuable commodity in today's super competitive workplace. Being super competent, according to time management and productivity expert Laura Stack, is an enviable and achievable goal in a market where just being able to do your job is no longer enough. In her new blog titled "Super Competent: Achieve More in Today's Workplace," Stack addresses the first steps necessary to achieving super competence.*

DENVER, Colorado, April 11, 2012 – In an economy as competitive as it's been in decades, people who are currently employed are counted among the lucky and are willing to take on more work just to maintain their favorable employment status. Time management and productivity expert Laura Stack says that just being able to do your job is no longer enough. In other words, competence isn't enough. It's the super competent, Stack says, who achieve and maintain an edge in today's ferocious job market.

But how does one achieve super competence? Stack, an expert on the subject, offers some new insight for the 2012 workplace in her newest blog, "[Super Competent: Achieve More in Today's Workplace.](#)"

Stack uses this blog to focus on one of the six keys she says is necessary to unlock the full productivity potential within and achieve super competence: activity.

Activity, availability, attention, accessibility, accountability, and attitude all play key roles in achieving maximum productivity at a conscious level, and each may take a bit of mastering.

“The difference between merely having ability and being exceptional may be the difference between losing your job and keeping it,” Stack says. “The best workers possess a constant, expansive ability to be good at everything they do, no matter how general or specific.”

Stack offers the reader advice on separating the concept of being busy from being productive, and she offers some focused instruction on recognizing the difference.

“You can be busy all day long running from one brushfire to another and not accomplish anything productive at all,” She says. “True activity involves knowing your goals intimately, keeping them constantly in mind, and working toward them in an efficient way that wastes a minimum energy and time.”

In fact, a big part of achieving super competence, Stack says, is maintaining top productivity while utilizing a minimum of time and energy. Super competent people recognize opportunities to do things more efficiently, and they are not saddled with a need to stick with old methods when a more efficient option presents itself.

At the end of the day, all that matters is results, Stack says—and results are measured by productivity. That means not only accounting for your time at work, but making sure your time has real value.

“Productivity, in its most meaningful sense, is all about reaching high-value goals in every area of your life, often in the shortest amount of time,” Stack says. “Nobody cares how many things you crossed off your list; nobody cares how busy you were last week if key projects are falling through the cracks—only results matter.”

To find out more about improving personal and workplace productivity, visit the Productivity Pro website at [www.TheProductivityPro.com](http://www.TheProductivityPro.com), send an Email to [Laura@TheProductivityPro.com](mailto:Laura@TheProductivityPro.com), or call (303) 471-7401.

### **About Laura Stack:**

[Laura Stack](#) is a time management and productivity expert who has been speaking and writing about human potential and peak performance since 1992. She has implemented employee productivity improvement programs at Wal-Mart, Cisco Systems, UBS, Aramark, and Bank of America. Stack presents keynotes and seminars internationally for leaders, entrepreneurs, salespeople, and professional services firms on improving output, lowering stress, and saving time in the workplace.

The president of [The Productivity Pro®, Inc.](#), a time management firm specializing in high-stress environments, Stack is the bestselling author of five books: [“SuperCompetent”](#) (2010); “The Exhaustion Cure” (2008), “Find More Time” (2006), “Leave the Office Earlier” (2004), and “What to Do When There’s Too Much to Do” (scheduled for release in June 2012). The 2011-2012 President of the National Speakers Association and recipient of the Certified Speaking Professional (CSP) designation, Stack has served as a spokesperson for Microsoft, 3M, Xerox, and Office Depot, and is the creator of The Productivity Pro® planner by Day-Timer. Widely regarded as one of the leading experts in the field of employee productivity and workplace issues, Stack has been featured nationally on the CBS Early Show, CNN, and in USA Today and the New York Times.