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LAURA
STACK
The Productivity Pro®

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

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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.

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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



Creating Productive eCommunication Guidelines: Eliminating Time Wasting Behaviors with Email, Meetings, Texting, Conference Calls, and IM



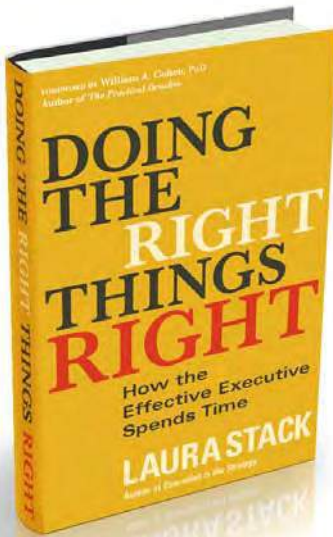
An employee hits "Reply to All" to 17 people and says, "Me too!" A collective groan goes up from the group as they read her response, since she added nothing to the conversation and wasted everyone's time. A co-worker knocks on the closed door of another, who is trying to focus on a project, and says, "Gotta minute?" A meeting attendee comments in a meeting, "That reminds me..." and takes the entire group down a rabbit trail. ENOUGH! We must all work together to develop and follow proper workplace protocols to keep from wasting each other's time. This course teaches the common courtesies and etiquette that a productive employee should exhibit.

Course Objectives

- Determine which medium is most appropriate to communicate your message.
- Discover simple tricks to reduce information overload and decrease volume by 50%.
- Use the 5 C's of effective email to convey the desired tone and ensure your message gets read.
- Create a "drop-in visitor" policy, so you can communicate to others when you're busy, without hurting their feelings.
- Reduce obsessive-compulsive email disorder and control your actions.
- Auto-file regular emails to speed up processing and reduce email volume.
- Avoid time-wasting email behaviors that slow down the recipients of your email.
- Craft guidelines around the use of technology during meetings and conference calls.
- Discuss today's commonly accepted courtesies and protocol for conference calls.
- Discuss phone, cellphone, text, and IM courtesies.
- Agree on guidelines that your team or organization will follow in meetings.
- Develop a systematic method to keep your inbox empty and stay in control.

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.

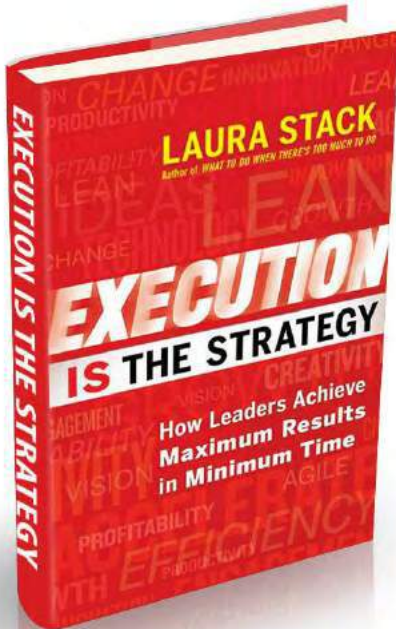
Effectiveness, Stack says, is identifying and achieving the best objectives for your organization—doing the right things. Efficiency is accomplishing them with the least amount of time, effort, and cost—doing things right. If you're not clear on both, you're wasting your time. As Drucker put it, "There 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

Keep Your Job, Your Family, and Your Sanity! Work-Life Balance, Energy, and Stress Management



Successful people don't trade personal satisfaction for professional achievement. They know high performance depends on both. To avoid the peaks and valleys of productivity created by balancing the urgent demands of work and personal life, professionals must be able to balance both without sacrificing either. This program teaches behavioral strategies and lifestyle tactics to help you to work at a realistic level. Rediscover vision, vitality, and meaning in your life!

Course Objectives

- Establish your governing purpose and values.
- Describe a personal vision for work and life.
- Design your "ideal" life.
- Allocate time according to your values and the top priorities in your life.
- Strive to reach your ideal life balance, without being satisfied with "close enough."
- Set appropriate boundaries and stick to your guns.
- Stop thinking about work and enjoy your personal time.
- Ask for help when you need it.
- Create rituals with your family to reconnect during stressful times.
- Don't waste time with excessive television, video games, or the Internet.
- Turn off the technology when you're with your family or on personal time.
- Distinguish between "negotiable" and "non-negotiable" activities.
- Develop strategies to manage and create discretionary time.
- Leave work on time.

Managing Your Time, Priorities, and Schedule: How to Focus on What's Truly Important



Do you find yourself continually racing against time? Do you feel that you have so much to do that it's difficult to get anything done? Managing time effectively is the key to managing your individual performance. Time management is much more complicated than making a list and checking things off. Learn how to set priorities and focus on what's truly important, plan and schedule your day, and organize your calendar and tasks.

Course Objectives

- Discover your time management patterns.
- Understand what time management really is.
- Understand the importance of planning.
- Prioritize your daily tasks when everything seems urgent.
- Schedule your day realistically and systematically.
- Audit your time with a time log.
- Design an effective time management system.
 - Control and manage your reading pile.
- Create systems for repetitive tasks, so you don't do things twice.
 - Save time in bits and pieces: little things add up!
- Make effective use of down time.
- Make decisions quickly, once you have the appropriate information.

Maximizing Your Productivity, Speed, and Agility: Use Technology for Higher Productivity



Today, you must be technologically savvy to be effective; indeed, we've become dependent upon our phones, social media, computers, email, voicemail, and the Internet. These technologies connect us to the world of work and life and can undoubtedly improve your productivity; however, technology can make you LESS productive if you're not careful. This seminar discusses how to use the latest technologies to your advantage, without letting technology take advantage of you.

Course Objectives

- Implement 12 email techniques to avoid spending hours in your inbox.
- Learn eight key Web 2.0 principles to avoid "obsessive compulsive social media disorder."
- Discover 30 best practices for scheduling your day on your digital calendar.
- Discover the latest software, hardware, tools, and accessories that will boost your personal productivity.
- Avoid distracting technology habits and behaviors.
- Automate tasks and save time with filters, navigation techniques, macros, templates, and other computer tricks.
- Learn shortcuts that make common functions a breeze.
- Travel with a virtual office and stay connected and organized on the road.
- Organize your computer logically, so you can find your files quickly and easily.

Productivity for Managers/1st Time Supervisors: Delegation, Meeting Management, Communication, and Project Performance Management



Good leaders understand that time management is not about squeezing more into their days; it's about you and your people spending time productively toward the accomplishment of organizational goals. This innovative program discusses three key time management principles for leaders: (1) avoiding organizational "speed bumps," (2) eliminating activities that waste your time and the time of your people, and (3) modeling effective time management behavior.

Course Objectives

- Eliminate "speed bumps" (feedback, decision making, communication)
- Manage meetings effectively and reduce wasted time.
- Determine the most productive means of communicating (meeting, phone, email, etc.)
- Delegate appropriately and follow-up correctly.
- Create email and voice mail protocols to help your staff increase efficiency.
- Help your people move through change more quickly.
- Keep people from burning out and maintain proper balance.
- Determine how to reduce interruptions in your department, so your people are more productive.
- Model effective time management behavior (priorities, scheduling, organization, saying no, procrastination).

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 PEOPLE



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.

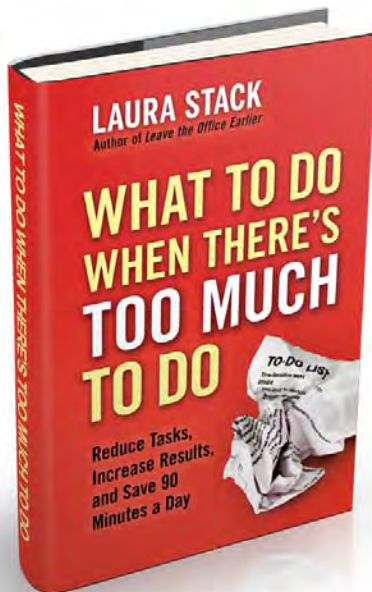


Outlook

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

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

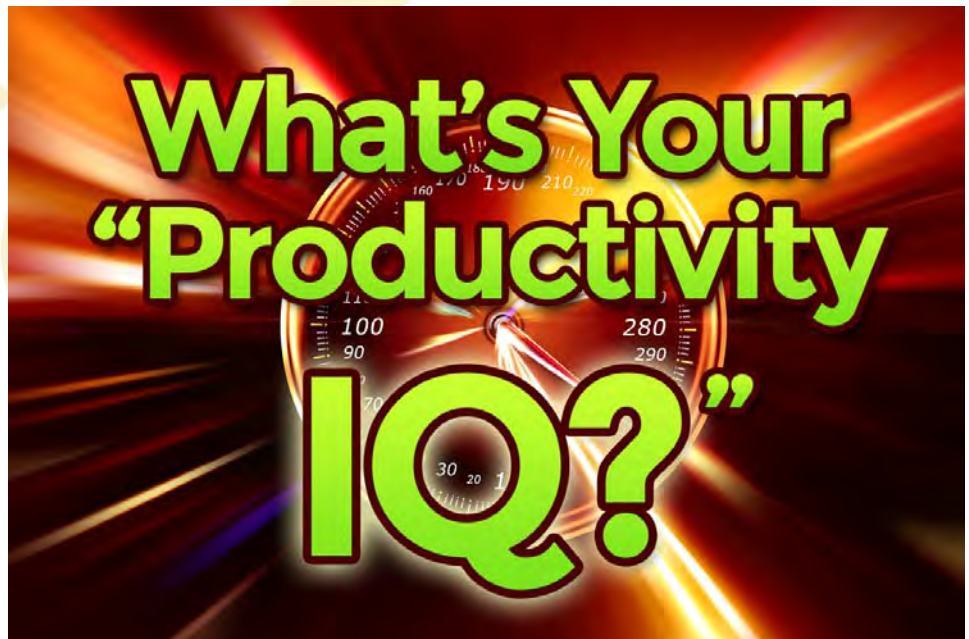


KEYNOTE DESCRIPTION

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.



About Laura Stack, MBA, CSP, CPAE



President and CEO

Laura Stack, MBA, CSP, CPAE, is best known by her moniker "The Productivity Pro®." Laura is an award-winning keynote speaker, bestselling author, and noted authority on employee and team productivity. She is the president of The Productivity Pro, Inc., a boutique consulting firm dedicated to helping leaders increase workplace performance in high-stress environments. Laura is a past President of the National Speakers Association.

Keynoter

For over 25 years, Laura's keynote speeches and seminars have helped associations and Fortune 1000 corporations improve output, increase speed in execution, and save time in the office. She is a high-energy, high-content speaker, who educates, entertains, and motivates professionals to deliver bottom-line results. Laura is a member of the prestigious CPAE Speaker Hall of Fame, which has fewer than 200 members worldwide) and holds the Certified Speaking Professional (CSP) designation.

Author

Laura is the bestselling author of seven books published by Random House, Wiley, and Berrett-Koehler, including her newest, *Doing the Right Things Right: How the Effective Executive Spends Time* (Jan. 2016). Laura's books have been published in more than 20 foreign editions, and she is a featured columnist for the *American Business Journal*, *LinkedIn*, *Time Management*, and *Productive* magazines. Laura has produced more than 50 online training programs.

Spokesperson

Microsoft • Xerox • 3M • Day-Timer
QVC • Office Depot



Recognized Productivity Expert

Laura has been featured nationally on the CBS Early Show, CNN, NPR, Bloomberg, the New York Times, USA Today, the Wall Street Journal, Entrepreneur, and Forbes magazine. Laura has been a spokesperson for Fellowes, Microsoft, 3M, Skillsoft, Office Depot, Day-Timer, and Xerox. Her client list includes top Fortune 500 companies, including Starbucks, Wal-Mart, Aramark, Bank of America, GM, Wells Fargo, and Time Warner, plus government agencies such as the Internal Revenue Service, the United States Air Force Academy, the Census Bureau, the U.S. Senate, and the Department of Defense.

Clients Include

Starbucks • Sodexo • Tyco • Ball Aerospace
Wal-Mart Quest Cisco Systems • U.S. Bank
KPMG • McDonald's • Nationwide • Nestle
MillerCoors • EMC • Sunoco • Oppenheimer
IBM • Time Warner • MCI • Wells Fargo • Sprint
Visa • Enterprise RE/MAX • Lockheed • Denver
Broncos