

M O T I V A T I O N 1 2 3™

# PRODUCTIVITY **SNAPSHOT**

# MOTIVATION 1 2 3™

In 1918, Ivy Lee was summoned to the offices of Bethlehem Steel to help Charles M. Schwab increase productivity. What Lee outlined in a mere fifteen minutes turned out to be, according to Schwab, the most profitable advice he had ever received.

Lee handed Schwab a blank sheet of paper and asked him to write down the six most important things that had to be accomplished tomorrow. He then asked Schwab to rank them in order of priority.

“Now put the paper in your pocket,” Lee said, “and the first thing tomorrow morning take it out and look at item number one. Don’t look at the others, just number one, and start working on it. And if you can, stay with it until it’s completed.

“Then take item number two the same way, then number three, and so on, till you have to quit for the day. Don’t worry if you’ve only finished one or two; the others can wait.

“If you can’t finish them all by this method, you could not have finished them with any other method, and without some system, you’d probably take ten times as long to finish them and might not even have them in the order of their importance.

“Do this every working day,” Lee went on. “After you’ve convinced yourself of the value of this system, have your people try it. Try it as long as you like, and then send me your check for whatever you think the idea is worth.”<sup>1</sup>

Schwab sent Lee a check for \$25,000 (\$400,000 in today’s dollars) and claimed the advice was worth every penny.

1: <http://www.nightingale.com/articles/the-25000-idea/>

# PRODUCTIVITY **SNAPSHOT**

If you want to get more done, it's time to put Lee's method to work. List the six most important things you want to accomplish below. Then rank the items, one through six, by placing a number next the P (priority). From there, start on item one and focus on nothing else until it's done. When it is, move to the next and repeat. You may enter and save your work directly in the form or print the non-color version to complete by hand.

## WHAT MUST BE DONE TOMORROW?

**1**

**P**

**2**

**P**

**3**

**P**

**4**

**P**

**5**

**P**

**6**

**P**

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<b>1</b>	<b>P</b>
<b>2</b>	<b>P</b>
<b>3</b>	<b>P</b>
<b>4</b>	<b>P</b>
<b>5</b>	<b>P</b>
<b>6</b>	<b>P</b>

# MORE FROM

M O T I V A T I O N 1 2 3™

## DO YOU KNOW WHAT YOU WANT?

All the motivation in the world can't help us if we don't first know what we want. Not only that, we have to know what we truly want, which is often different from what we say we're after. Each one of us has a unique combination of goals and dreams that will create the type of life we're hoping for. If you'd like to discover yours, click below.

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## DO YOU KNOW HOW TO GET IT?

Knowing what we want is only the first half of the equation. From there we have to find a way to motivate ourselves, past fear, past doubt, past procrastination. As mysterious as motivation may seem, there's actually a way to make it happen when you want it. It all comes down to a simple equation. To discover what it is and how it can help you reach your goals, click below.

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