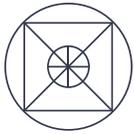




Productivity
STYLES OVERVIEW

CT
CARSON TATE



Prioritizer

- ▶ A Prioritizer is that guy or gal who will defer to logical, analytical, fact-based, critical, and realistic thinking. He or she tends to use time effectively and efficiently, focusing on the highest-value task and on achieving project outcomes.

To increase their efficiency, they time how long it takes to complete certain tasks in order to more accurately plan their days and weeks. They have never met a goal they did not like and apply a laser-like focus to ensure they accomplish their goals.

They are so focused on execution that they don't often spend much time or energy on how it is completed. At times they have a tendency to be controlling and rigid, and may be known in the office for their drive and competitiveness. They dislike chit-chat, missing data, or oversharing of anything personal. Their emails are often only a few sentences, or if possible, just a few letters.

STRENGTHS AND CONTRIBUTIONS TO THE TEAM:

- Analyzing data
- Prioritization of tasks
- Critical analysis and logical problem solving
- Goal orientation, consistency, and decisiveness

FAMOUS PRIORITIZERS:

Philosophers Aristotle and Kant, scientist Sir Isaac Newton, executives Sheryl Sandberg and Marissa Mayer

CLASSIC QUOTE:

"Being busy is a form of laziness – lazy thinking and indiscriminate action. Being selective – doing less – is the path of the productive. Lack of time is actually a lack of priorities."

- Tim Ferriss, author of The 4-Hour Workweek

PRODUCTIVITY TOOLS:

42Goals: Tracks your daily goals and keeps a log of your daily activities.

Daytum: Helps you collect, categorize, and communicate any and all of your data.

Moosti: A timer-tool based on the Pomodoro Technique.

Witty Parrott: Enables you to create snippets of content once and then seamlessly reuse or share them.

Wunderlist: Tracks and reminds you of your to-dos.

Classic low-tech tools like legal pads and a label maker.

COMMUNICATION STYLE:

If you listen closely, you can detect discernible patterns of speech used by Prioritizers. Prioritizers often use facts to illustrate points, speak in a matter of fact tone of voice, and frequently use technical jargon, acronyms, and buzz words. They speak clearly and logically and will ask direct questions about the value and function of products. For example, a Prioritizer might say, "Give me the bottom line. How well does this product work?" Or they might say, "I only want to hear the most relevant data."



Planner

- ▶ The Planner is the team member who thrives on organized, sequential, planned, and detailed thinking. Though at first glance they may appear as a Prioritizer, the Planner will immerse themselves in the details of a project, while the Prioritizer focuses on only the details that help them complete the project quickly and accurately. The Planner has never met a calendar or project-planning tool that they did not like.

They are not known for their spontaneity, and in fact they have missed opportunities due to their resistance to deviate from plans. They have been known to write something on their to-do list that has already been completed, just so they can cross it off. They thrive on schedules and action plans, and are known for their timely follow-ups. They want you to get to the point; they'll read the fine print later. They hate attending a meeting without an agenda. Their emails are detailed, often including bullet points and clearly stated next-action steps.

STRENGTHS AND CONTRIBUTIONS TO THE TEAM:

- Action orientation and practicality
- Finding overlooked flaws in plans or processes
- Organizing and maintaining data and project plans

FAMOUS PLANNERS:

Philosopher Plato, FBI director J. Edgar Hoover, British politician Margaret Thatcher

CLASSIC QUOTE:

"When I am in a situation where there are lots of things to do, I am very organized. I relentlessly check and double-check that all of the little pieces are moving the way they're supposed to be moving. Holding it together is clearly part of my pathology. I like to be in control. Even on summer vacation I write a menu of what I'm going to be cooking for dinner."

— Celebrity chef Anthony Bourdain

PRODUCTIVITY TOOLS:

Todoledo: Lets you make custom lists, create structured outlines, and view tasks on a calendar.

HabitForge: A habit-forming tool designed around accountability that includes daily checkins and progress reports.

Agendas: Creates interactive agendas and broadcasts them to iPad users.

Objectiveli: Manages and track goals in real time.

Low-tech tools like label makers, file folders, filing cabinets, drawer organizers, pen holders, and other office organizational supplies.

COMMUNICATION STYLE:

A Planner's pattern of speech is characterized by the use of precise, detailed words. Planners speak in complete sentences or paragraphs and frequently expresses skepticism and concern for quality, asking precise questions that require concrete answers. You can expect to hear Planners say things like "I believe in using proven products that have passed the test of time," or "I'm a creature of habit, and I don't easily change how I do things." Planners prefer to have information presented in a concise, consistent, detailed, and step-by-step format—and he or she expects it to be delivered on time, in writing, and with ample references. Planners also prefer detailed action plans (including contingency plans) and expect to follow those plans precisely, with few deviations. Planners typically ask "How" questions: "How frequently do problems occur?" "How do you want to approach this project?" A Planner will react cautiously when receiving feedback and requires neatness and punctuality.



Arranger

- ▶ An Arranger prefers supportive, expressive, and emotional thinking. They are the ultimate team player and excel at partnering with colleagues to get work done. They are a natural communicator and deftly facilitate project meetings. They hate when people lack that personal touch or rely too heavily on data or facts. Arrangers are talkers; they love stories, eye-to-eye contact, expressing concern for others, and asking questions about the way a project or task helps others. They have been known to need to institute a personal chat budget, only allowing a few minutes of chit chat during work hours, and have to avoid adding one more person to the cc: line on their email messages.

STRENGTHS AND CONTRIBUTIONS TO THE TEAM:

- Anticipating how others will feel and understanding their underlying emotions
- Facilitating team interaction
- Persuading and selling ideas

FAMOUS PRIORITIZERS:

Composer Chopin, non-violence advocate Mohandas K. Gandhi, humanitarian Mother Teresa, media mogul Oprah Winfrey, musician and activist Bono

CLASSIC QUOTE:

"Maybe stories are just data with a soul."

— Author, Brene Brown

PRODUCTIVITY TOOLS:

focus@will: A neuroscience-based music service that helps you focus and retain information when working, studying, writing and reading.

stickK: A habit forming tool that focuses on incentives, accountability and community (and if you are unsuccessful, stickK lets your friends know).

workshifting: A resource site that shares ideas to help you shift when, where and how you work.

Redbooth: A complete collaboration and communication solution that enables you to leverage your existing work flow infrastructure like Outlook, MSProject, Box, Gmail, DropBox, Evernote, and more.

COMMUNICATION STYLE:

The typical Arranger tends to be talkative, often using stories about people to illustrate points and speaking with warmth about personal issues. An Arranger expresses concern about people and will frequently ask questions about the way a particular project or task will benefit others.

An Arranger prefers to have information presented through an open, informal discussion. Arrangers prefer eye-to-eye contact; they generally listen actively and appear devoid of hidden agendas, using expressive body language and tone of voice to engage and connect with others. Arrangers typically ask "Who" questions: "Who are the primary stakeholders in this project?" "Who will benefit most from this process?" "Who else is involved?"

An Arranger will react with emotion when receiving feedback and needs to feel enthusiasm.



Visualizer

- ▶ A Visualizer prefers holistic, intuitive, integrating, and synthesizing thinking. They thrive under pressure and are easily bored if they are not juggling multiple, diverse projects. A Visualizer focuses on the big picture and broad concepts making connections. At times, they have a tendency to overlook details and tend to value the possibilities over process. Their excessive spontaneity and impulsiveness can lead to breakthrough ideas, but can also derail project plans at times. A Visualizer has probably not seen the surface of their desk in years because if something is out of sight, it is out of mind. And, their emails tend to be long, filled with concepts and ideas.

STRENGTHS AND CONTRIBUTIONS TO THE TEAM:

- Innovation; serving as a catalyst for change
- Creative problem solving
- Ability to envision the future, recognize new opportunities and integrate ideas and concepts

FAMOUS PRIORITIZERS:

Scientist Albert Einstein, artists Pablo Picasso and Leonardo di Vinci, entrepreneurs Steve Jobs, Richard Branson, and Larry Page

CLASSIC QUOTE:

"Some look at things that are, and ask why. I dream of things that never were and ask why not?"

— Playwright George Bernard Shaw.

PRODUCTIVITY TOOLS:

Lifetick: A highly visual dreams achievement tool where you can create and add to your lifelong "bucket list."

iThoughts HD: A digital mind-mapping tool.

AdBlock Plus: A tool that blocks ads automatically and speeds up page download times.

ZenPen: A tool that creates a minimalist writing zone where you can block out all distractions.

Visually vibrant, low-tech tools: multicolored Post-It notes, colored folders, notebooks with unlined pages, pens in a variety of ink colors, large white boards, baskets, folders, and bags and clipboards for keeping papers visible while still organized.

COMMUNICATION STYLE:

A Visualizer uses visual language when speaking—words and phrases like see, look, envision, imagine, and the big picture. They typically speak in abstract phrases and frequently use metaphors. They also tend to ask general, broad-based questions about concepts and innovative aspects of a particular task or project.

A Visualizer prefers to have information presented using metaphors or visual aids that place specific details within a big-picture overview or conceptual framework, often aligned to the organization's longterm strategy. Visualizers value the flexibility to move away from a planned agenda in search of new, fun, and imaginative approaches. Visualizers typically ask "Why" questions: "Why is this process better?" "Why do we do things this way?"