

The ultimate cult of “being busy”





Hello!

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1

Bounce the ball

Removing self from the delays



Who is a **good** team player?

- Does the job
- Doesn't complain (much)
- Works within the given scope or structure


A good team player will always score high enough to get by and bring results.



Who is a **great** team player?

- Does the job **quicker** (by focusing)
- Suggests **simplified** structure (if smth adds delay)
- (Almost) **never** the one who other team players **need to wait** for

A great team player will always **score very high** and **help others** bring results.



**We all get tasks, questions, requests all the time — some of them planned, some not.
*Treat all of them as a ball thrown at you.***





Most are **very minor**

- **Have to** be bounced instantly
- Can't help? Bounce a **clear rejection**—don't ignore
- Can't actually help? Bounce with **"I don't know"** – be brave to **not** know everything

If any of the requests **are more important**—they will **bounce back** to you.



Don't be **too quick**

- Don't get a habit of treating **everything** as minor
- **Sloppy** bounces back **instantly**
- Do **quality work** where quality work needs to be done

Get into a habit of seeing **quality over quantity**—adding value over being busy.



Put some stress **once bounced**

- You **added value**, see that value **become a result**
- Feel the stress of **creating a result**
- Keep it **healthy** – allow your Team to invest quality

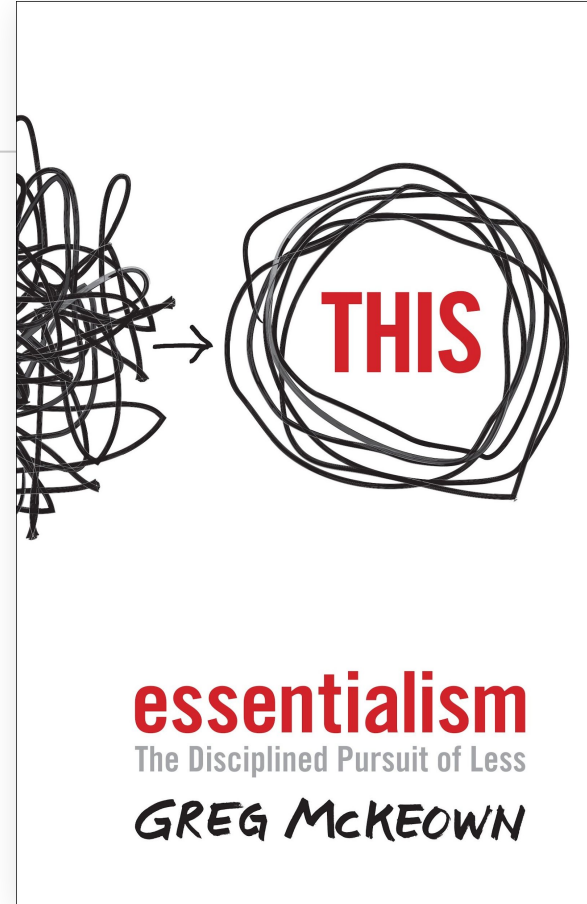
When you bounce the ball back, **you control the situation**. When someone pushes you to deliver the result, **they control the situation**.



Essentialism by Greg McKeown

“Remember that if you don't prioritize your life **someone else will.**”

“You cannot overestimate the **unimportance** of practically everything.”



2

Focus on results

Don't focus on vanity metrics



Value over **Vanity Metrics**

- Don't focus just on the number of visits / likes
- Identify your vanity metrics early
- Minimise the number of key metrics

If your Company is not **obsessed about data** and metrics, then it should start there.

Don't have '**Hunch Driven Development**'.



The Value of +1%

- Huge win **once** < **steady positive results**
- Break projects into **pieces**
- Focus / keep the pieces which **bring value**
- Pieces with **no value** – are they **really needed**?

You indicated that they will not add value. Next step – **agree they are not needed at all.**



Team > Sum of Members.





Team > Sum of Members

- Still **have** the MVPs
- Focus to **achieve more** than **individually**

If everyone **works alone** – why call it a Team?



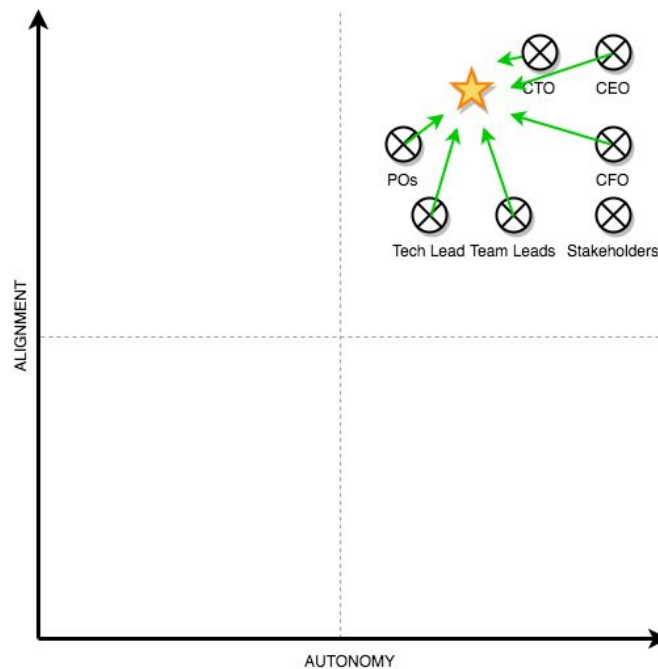
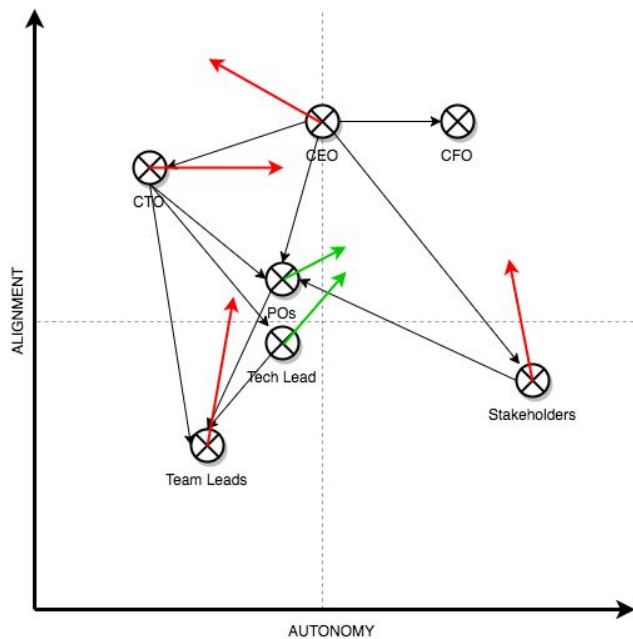
Understanding the **Why?**

- Caring about **why daily tasks** are done
- Caring about the **greater goal** a company is trying to achieve
- Why are they **creating** this product?

Understanding the **answer** and working **together** with the team to achieve the “Why?”



Understanding the **Why?**





Deep Work by Cal Newport

“Clarity about **what matters** provides clarity about **what does not.**”

“Who you are, what you think, feel, and do, what you love—is the sum of **what you focus on.**”

DEEP WORK



Cal Newport
Author of So Good They Can't Ignore You



Thanks!

Any **questions** ?

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