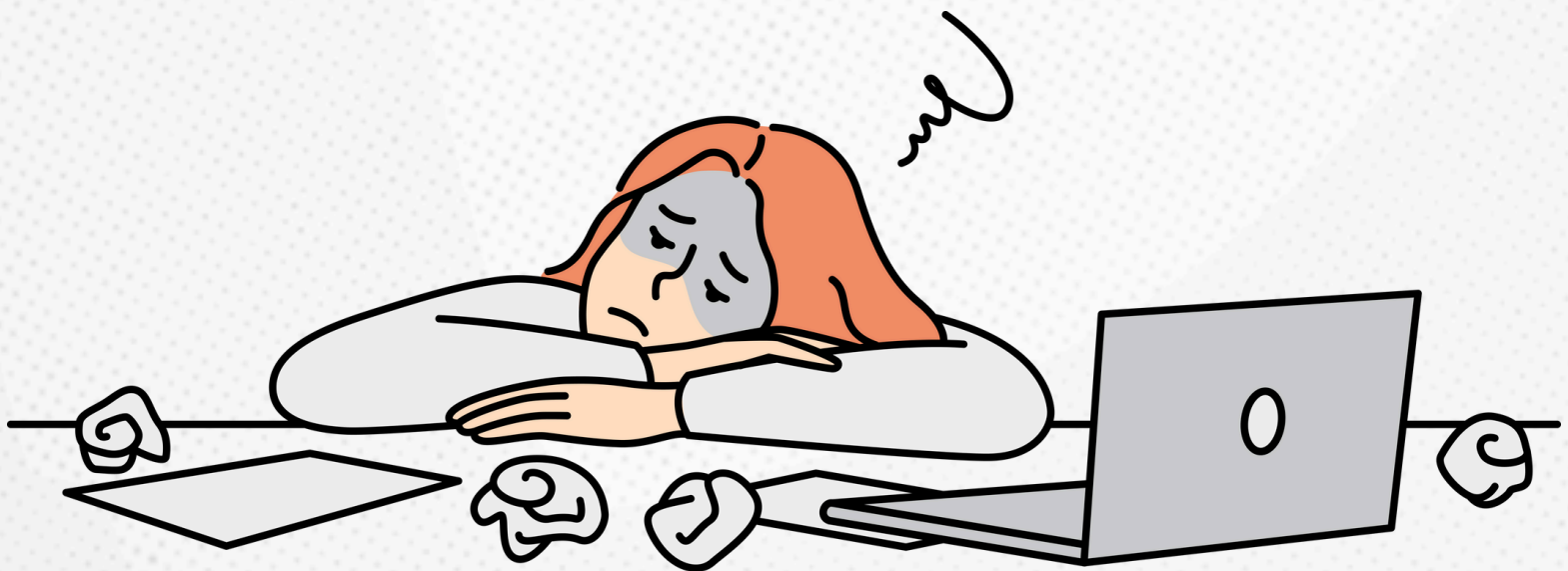


Why Working Harder Isn't The Answer

Written by Colby Kultgen



Working hard feels productive (and often it is).

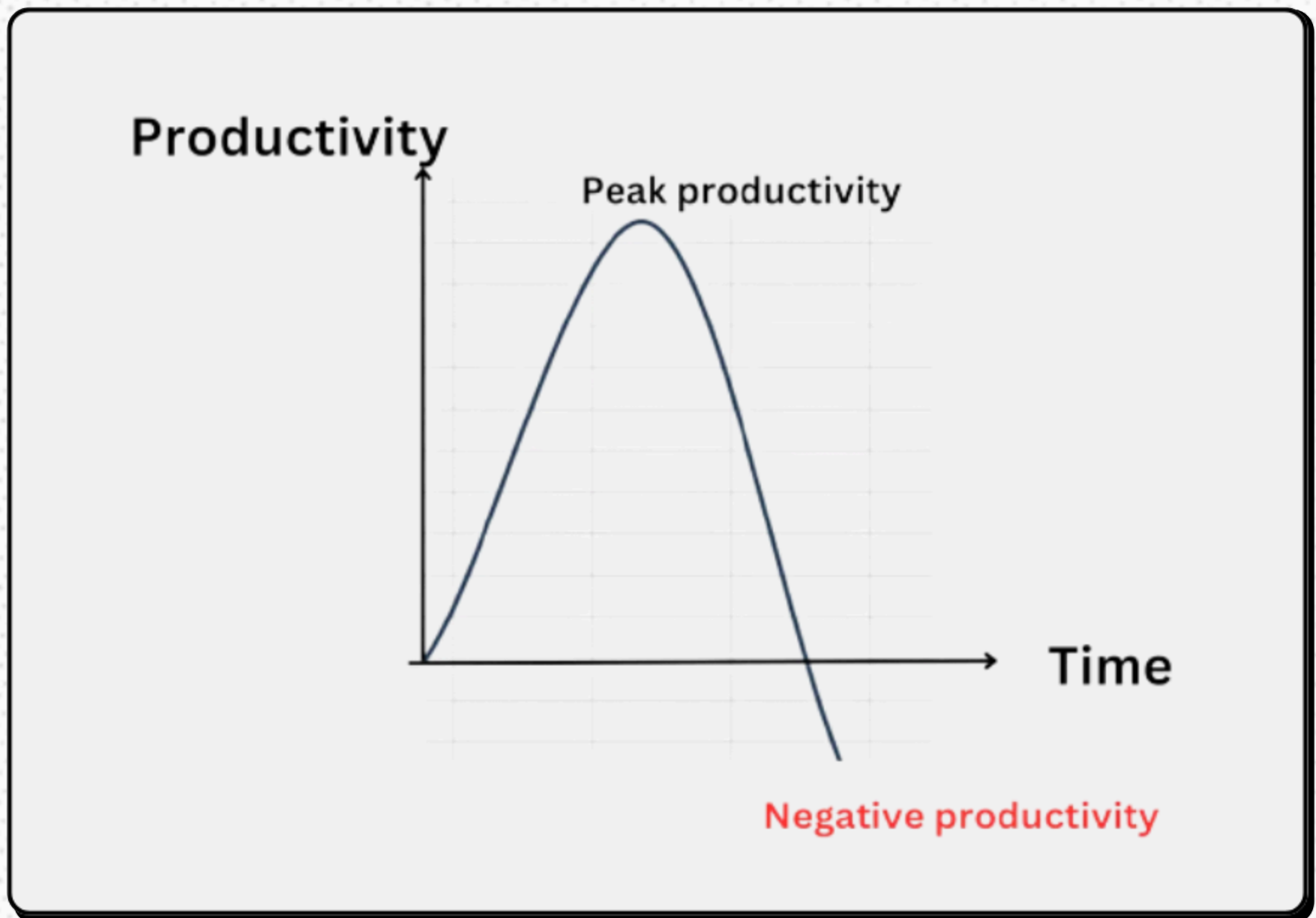
But it can be **deceptive**.



A **Stanford** study showed:

Productivity declined when a person worked **more than 50 hours per week.**

And sharply declined after 55 hours.



So, if we all have the **same number of hours**.

Why are some able to achieve so much, while others seem to just spin their wheels?

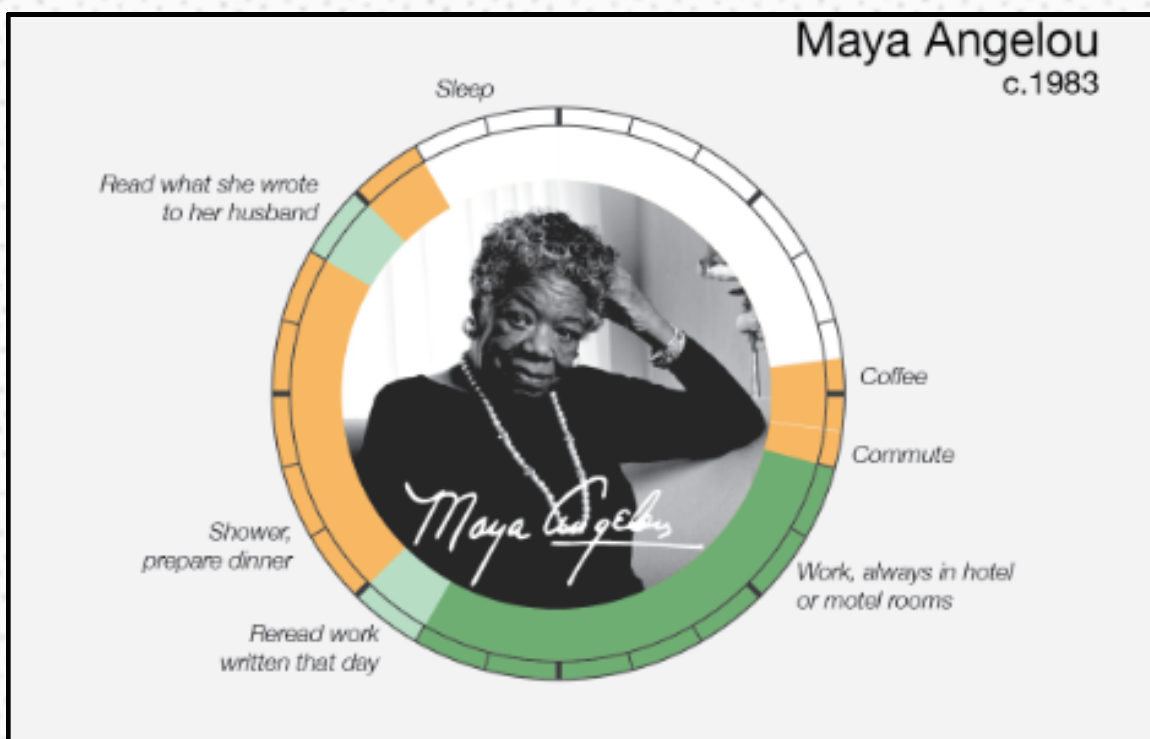
The answer can be found in this **Naval** quote:



Naval  @naval

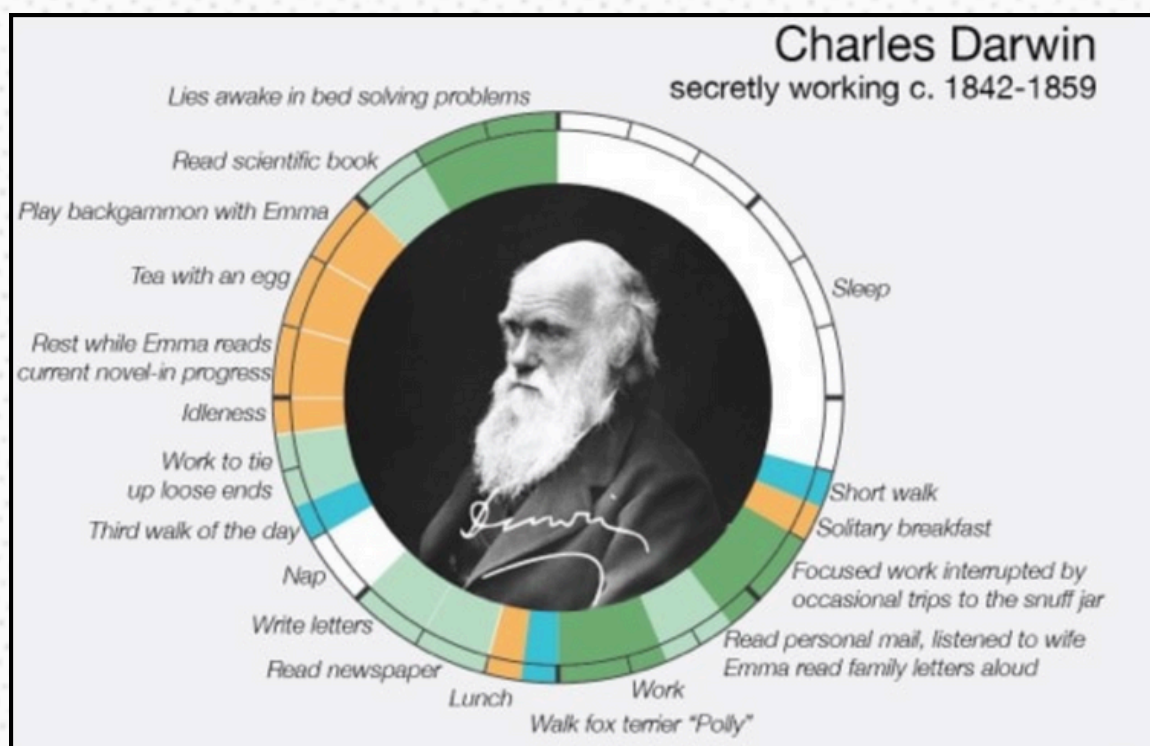
What you choose to work on, and who you choose to work with, are far more important than how hard you work.

Let's look at the **routines** of some high performers:



Maya Angelou
(poet/writer)

7 hours of focused work per day



Charles Darwin
(biologist)

5 hours of focused work per day



The world's elite don't necessarily work harder than everyone else.

They just do a **few key things** right:



1. They block out time every day for undisturbed work



2. They identify and tackle needle-moving tasks



3. They focus on consistency over intensity

Let's take a **closer look** at each one:



1. They block out time every day for undisturbed work

High achievers dedicate time to their craft every day.

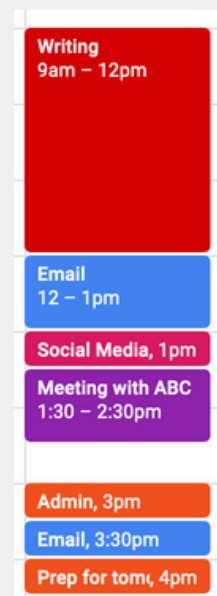
The key here is undisturbed.

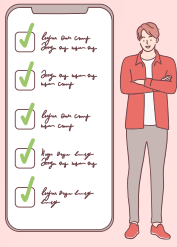
4 hrs focused work > 8 hrs distracted work

How you can improve:

Try time-blocking your day:

1. Break your day into chunks
2. Assign a task to each chunk
3. Avoid task-switching at all costs
4. Remove potential distractions





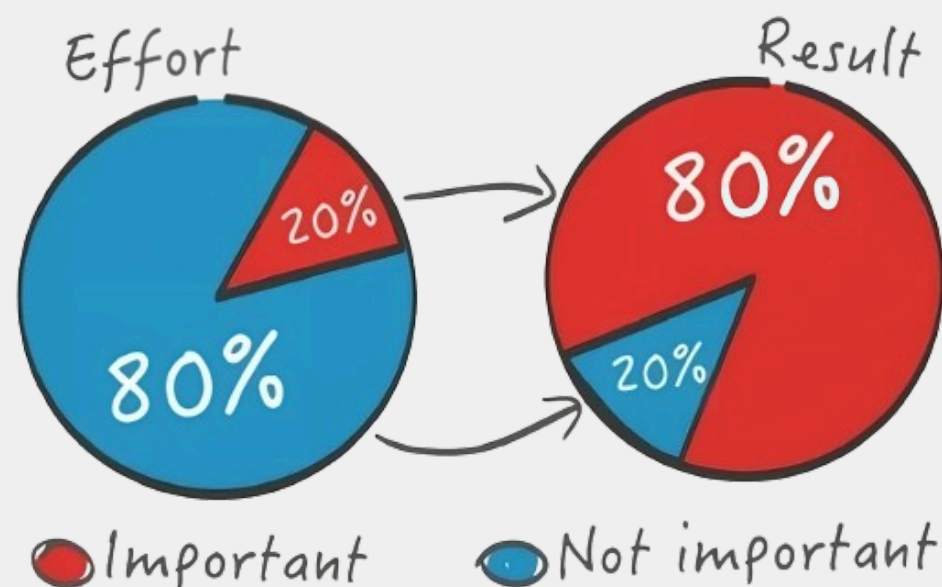
2. They identify and tackle needle-moving tasks

High achievers have mastered the art of choosing the right thing to work on.

They know how to prioritize, and avoid getting caught up in "busywork".

How you can improve:

Identify the 20% of your actions which bring 80% of your results (Pareto Principle)





3. They focus on consistency over intensity

High performers understand that there's no such thing as an "overnight success".

Stop trying to build a business in 90 days. Start showing up daily for the next 3-5 years.

How you can improve:

Focus on the systems over the results:

✗ *"I want to gain 50K followers"*
(out of your control)

✓ *"I want to publish 50 pieces of content"*
(in your control)

There's no doubt **hard work is required** to accomplish anything meaningful.

But it's only one part of a larger equation.

