

productive vs **un**productive leaders



1 easy shift for +30% time **today**



illustrations by Zdenek Sasek

Kate Sotsenko
Productivity Training & Coaching



#thegoodbusy
thegoodbusy.com

unproductive leaders
treat their time as



peanuts

their time is available and free to grab



so their calendars are
overbooked with
meetings



productive leaders
treat their time as

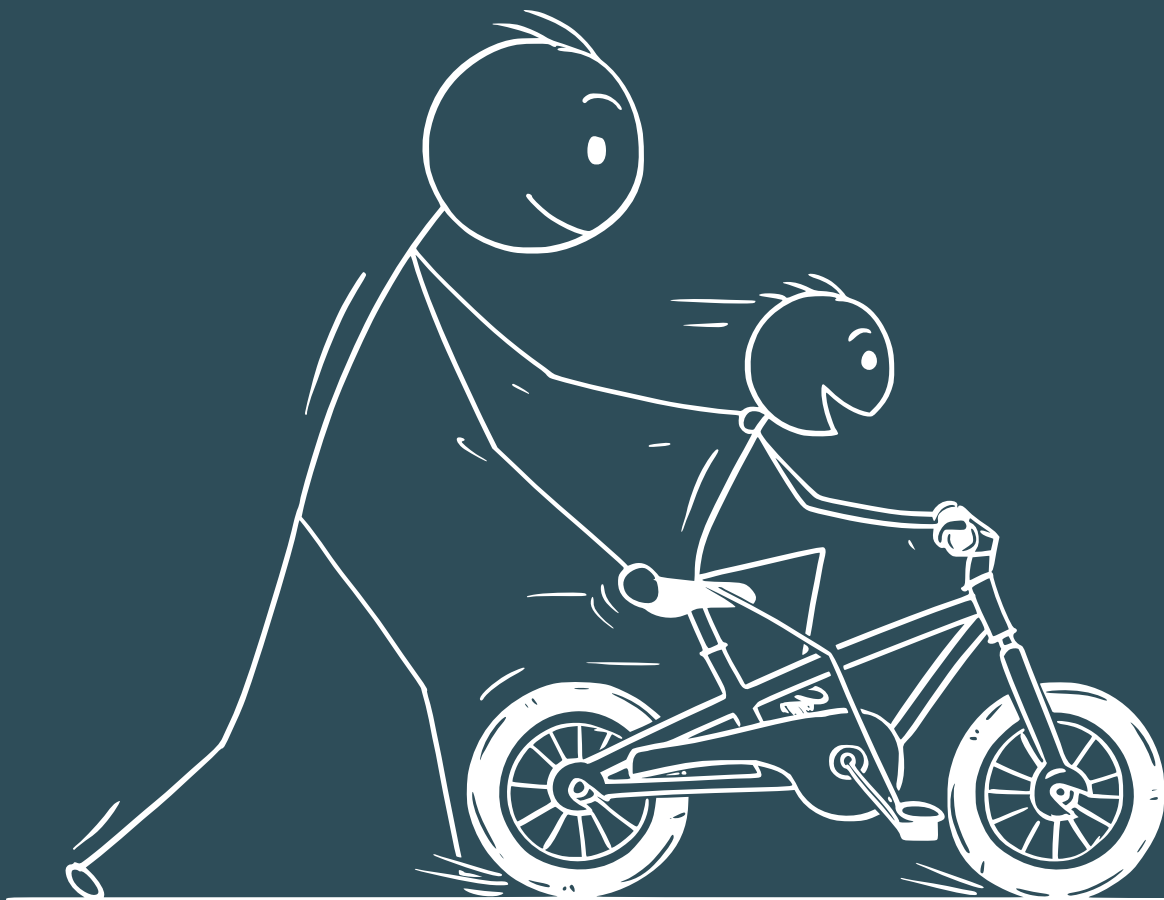


diamonds

their time is rare and
hard to find



so their calendars
are booked with
what matters



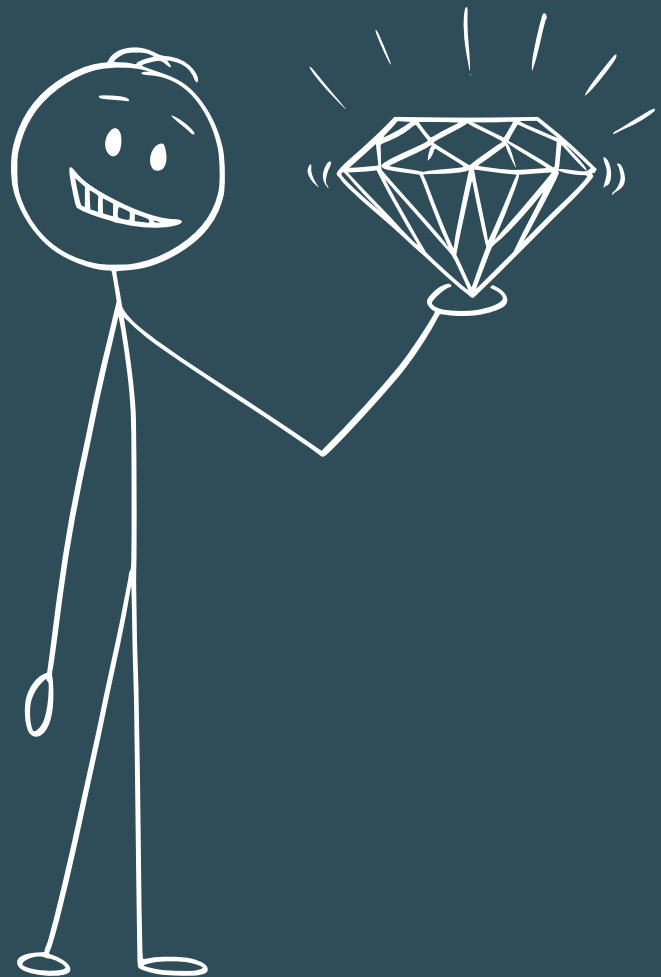
the how



make your time
a luxury for others



add these **10 time
blockers** to your
calendar today



illustrations by Zdenek Sasek

Kate Sotsenko
Productivity Training & Coaching



#thegoodbusy
thegoodbusy.com

01

value work

block time for each item on your
“**must do list**” in your calendar



02

coffee chats

friendship at work can make you
+63% more productive



03

emails

dedicated time for email speeds
up your email work **by +20%**



04

energy

proper nutrition can boost your
productivity **by +20%**



05

joy

positive emotions can make you
12% more productive



well-being

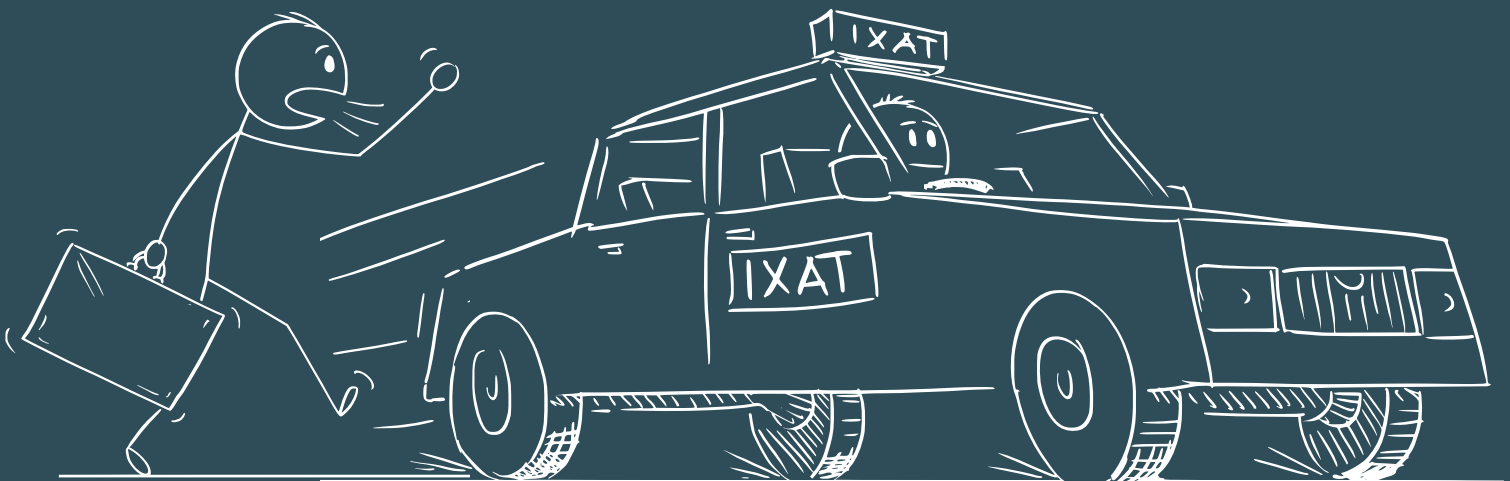
on your workout days you're likely to be **+21%** more focused, and **+41%** more motivated



07

the unavoidable

add commute and set up time **to**
reduce urgency and stress



08

learning

create **your happiness**: growth is the 2nd factor to happiness at work (Harvard Business Review)



09

procrastination

offload: your working memory
processes max 9 ideas at a time



10

sleep

prioritize your rest: sleep can not
compensate for the lack of time



important

factor in biological needs

you're a human after all



add 10 time blockers to your calendar

01/ value work

02/ coffee chats

03/ emails

04/ energy

05/ joy

06/ well-being

07/ the unavoidable

08/ learning

09/ procrastination

10/ sleep

important: factor in biological needs



the what



making my time rare,
I learned how to:

1/ value it

2/ respect it

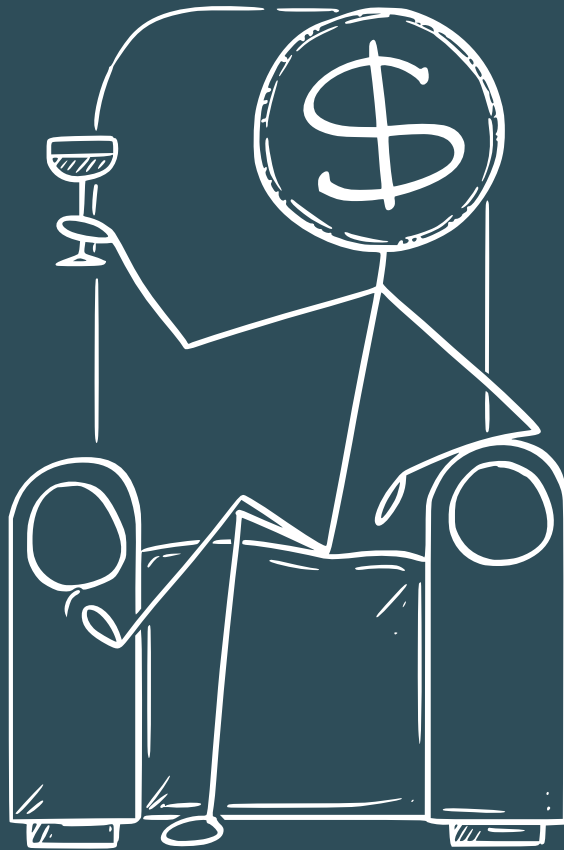
**3/ bring others to value
and respect it**



the result

good busy:

making time a luxury for others
and enjoying +30% of time a day



the alternative

bad busy:

treating time as peanuts and
missing out on all the fun



wisdom of the day



to live is the rarest thing in
the world; most people just
exist

Oscar Wilde

PS: repost to gift
time to others

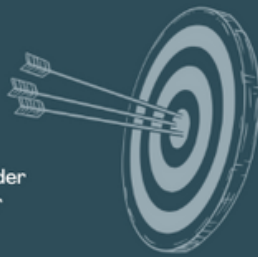


PPS: I'm working on a course to help busy leaders treat their time as diamonds

The Good Busy Course

and how

become a good busy leader
so you can make time for
what matters to you



This course guides you through the busyness at work. We'll decode productivity fundamentals for achieving results with less. To start, we'll look at **self-leadership principles as the backbone for productive team management**. In the following sections, I'll introduce you to the core components of The Good Busy: **curiosity** (the art of asking questions) and **organisation** (the art of making decisions).

We'll dive into practical frameworks like the **Zero Budgeting approach** to learn how to use time more intentionally. Lastly, I'll equip you with **actionable exercises** to embrace these uncomplicated principles and bid farewell to bad busyness.

Applying this know-how, **you'll become a productive leader.**
You'll effortlessly reclaim 30% of your time at work for what truly matters to you.

What you'll find in the course?

- Techniques to set achievable goals
- A breakdown of common cognitive biases
- Principles to foster more objective decision-making

What you will **not** find in the course?

- Specific blueprints to organise your work
- Quick fixes promising instant productivity
- Recommendations of productivity tools and apps



launch date coming soon

get **good** busy

make time for what matters

Hi, I'm Kate

join **1,125** leaders at
thegoodbusy.com/newsletter



+5 free
playbooks



Kate Sotsenko
Productivity Training & Coaching



#thegoodbusy
thegoodbusy.com