**INTRODUCTION**

*Would the younger version of you be proud of who you have become now? Did you grow up imagining you can be more or do much more than the examples in your environment? Is that your current reality? Are you really on top of your game? Are you winning or losing? Think about it!*

Did you know that every generation has people who rise above the noise, create impact, and leave their mark on the world? Surprisingly, they are not always the smartest, most connected, or the most talented ones but I can bet they are almost always the most productive people.

When we discuss the subject of personal productivity, it goes far beyond completing tasks on a checklist or staying busy from morning to night. Rather, productivity is about redirecting your *time, energy, and resources* toward activities that create **value,** not just for yourself, but for others and for society at large.

Why is this important? Why does it count?

It is simply because impact flows from productivity. They are both interconnected. You can neither create impact if you are constantly stuck in survival mode nor deliver value to others if your own life is disorganized. To change lives, you must first master the art of managing yours and that is where the conversation of personal productivity starts.

When you are productive, your work begins to speak louder than your intentions. Opportunities will naturally gravitate toward you because value attracts attention. Over time, your name will be known, liked and trusted as consistency builds credibility. Your influence will grow, not by chance, but by the steady results your productivity produces.

On the other hand, many brilliant dreams have died not because the vision was impossible, but because the dreamer lacked the required habits and systems to bring it to life.

*Talent and Passion minus productivity = Wasted potential + Frustration*

In other words, productivity is not optional for anyone who desires to win. Productivity is the bridge between where you are and the impact you want to create. It is the game you must learn to play well if you want your life to count.

I learned this firsthand – the hard way. A few years ago, as an undergraduate, I found myself overwhelmed with mind-blowing ideas yet frustrated by my lack of results. I wanted to create impact, add value and make a lot of money while at it but I got caught up in web of inconsistency, especially by starting projects without finishing them and working hard without direction. These are very common roadblocks that bedevil many young people.