

Redefining Productivity Through Leverage

Today's Gameplan

- 1** The Problem with Productivity
- 2** Productivity Redefined
- 3** The Only Real-Life Superpower
- 4** Shattering Your Time-Based Identity

Mainstream Productivity Advice is Broken

“ You just have to put the time in! ”

“ Work harder! ”

“ Hustle ”

“ Do more to get more! ”

“ You get out what you put in! ”

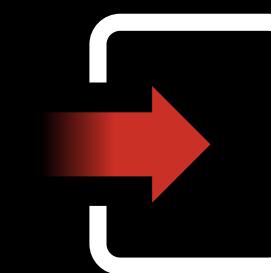
This Advice Focuses on the Wrong Side of the Equation



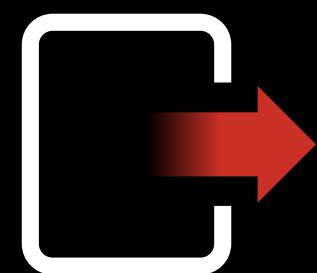
Doing More



Getting More Done



Input



Output



Activity

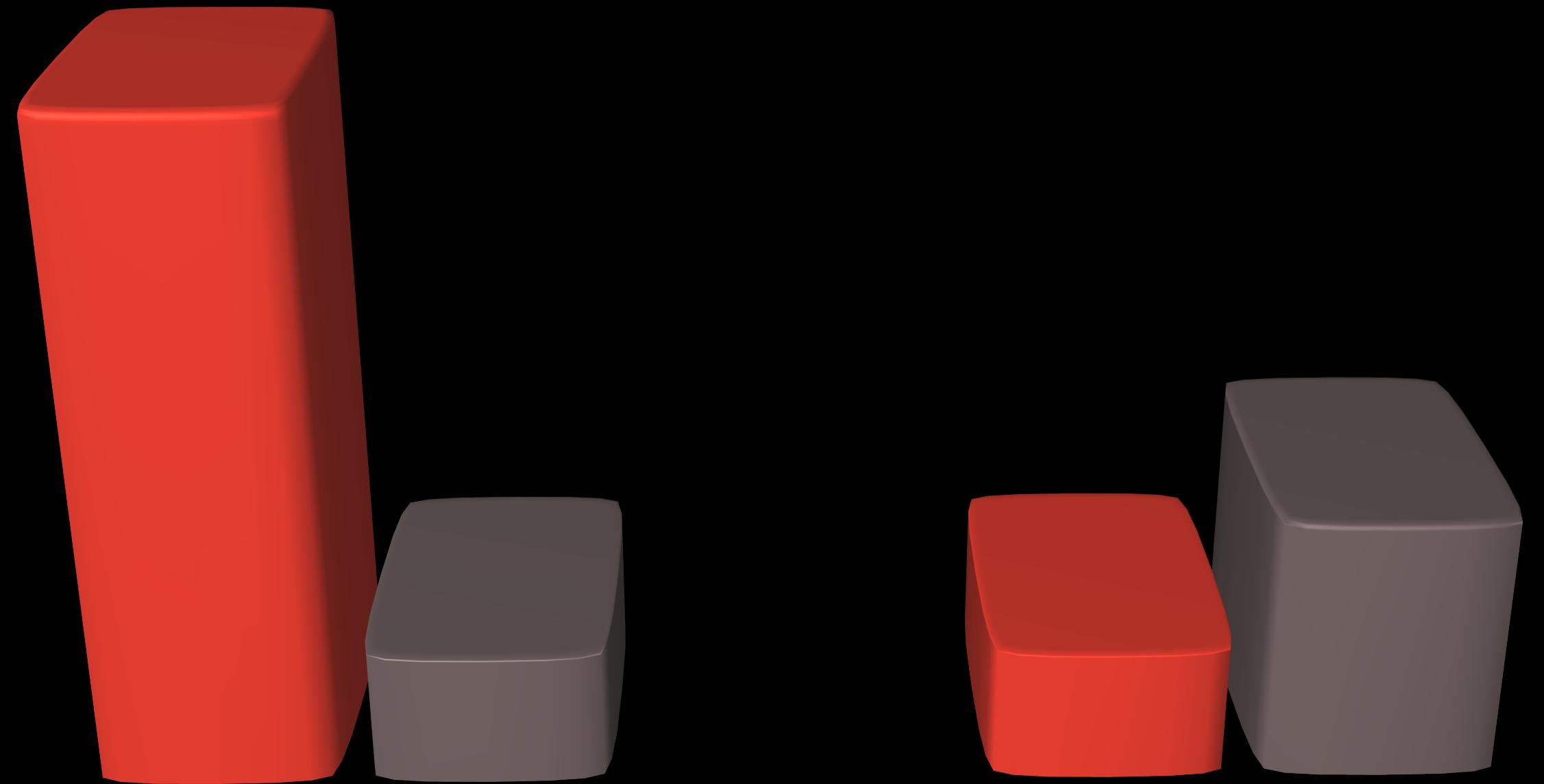


Accomplishment

● Success ● Hours Worked

Hours Worked Can't Be a Large Determining Factor in Success

Success Varies Wildly, Hours Worked
Can't Vary Wildly as Time Is Fixed.

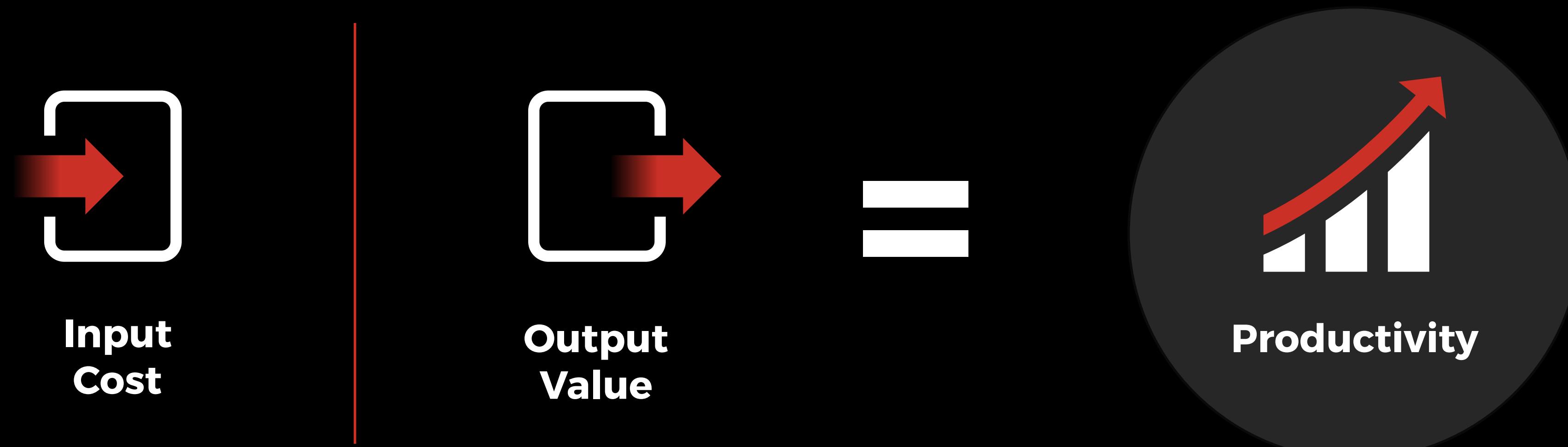


Arianna Huffington

Laundromat

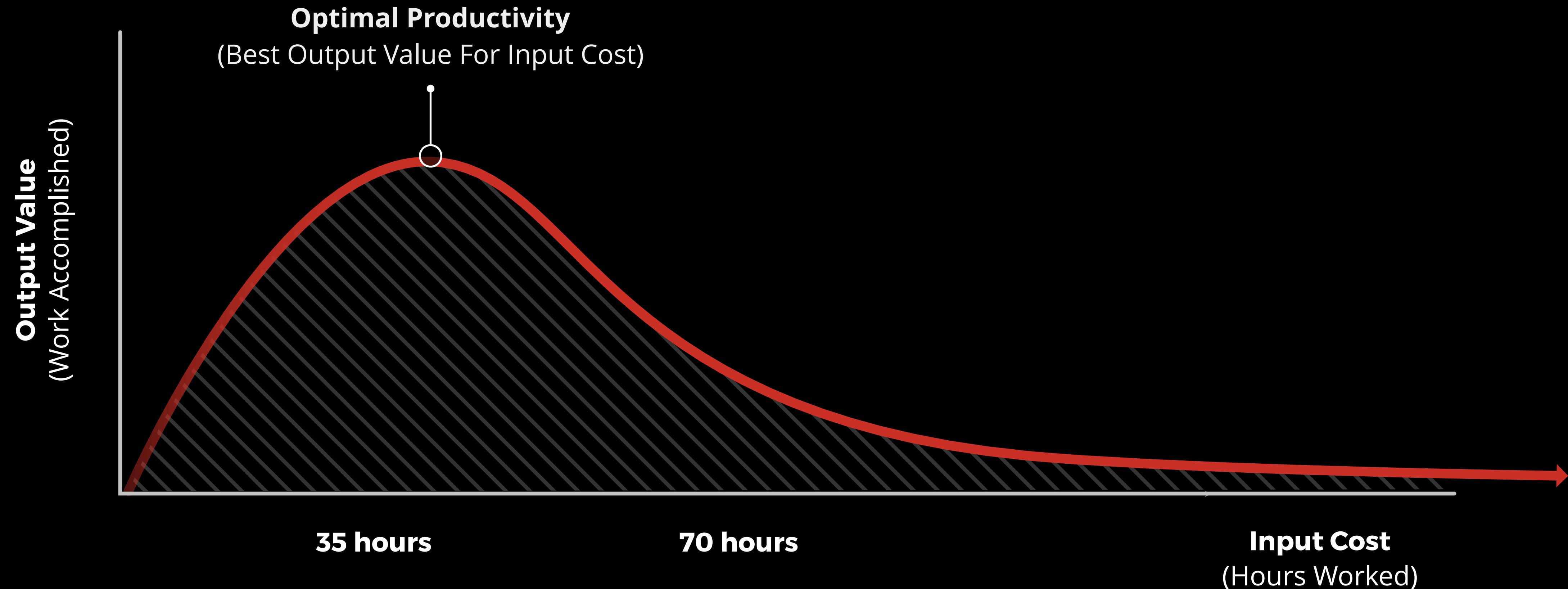
How is it Possible That Hours Worked Don't Dictate Success?

The Productivity Equation

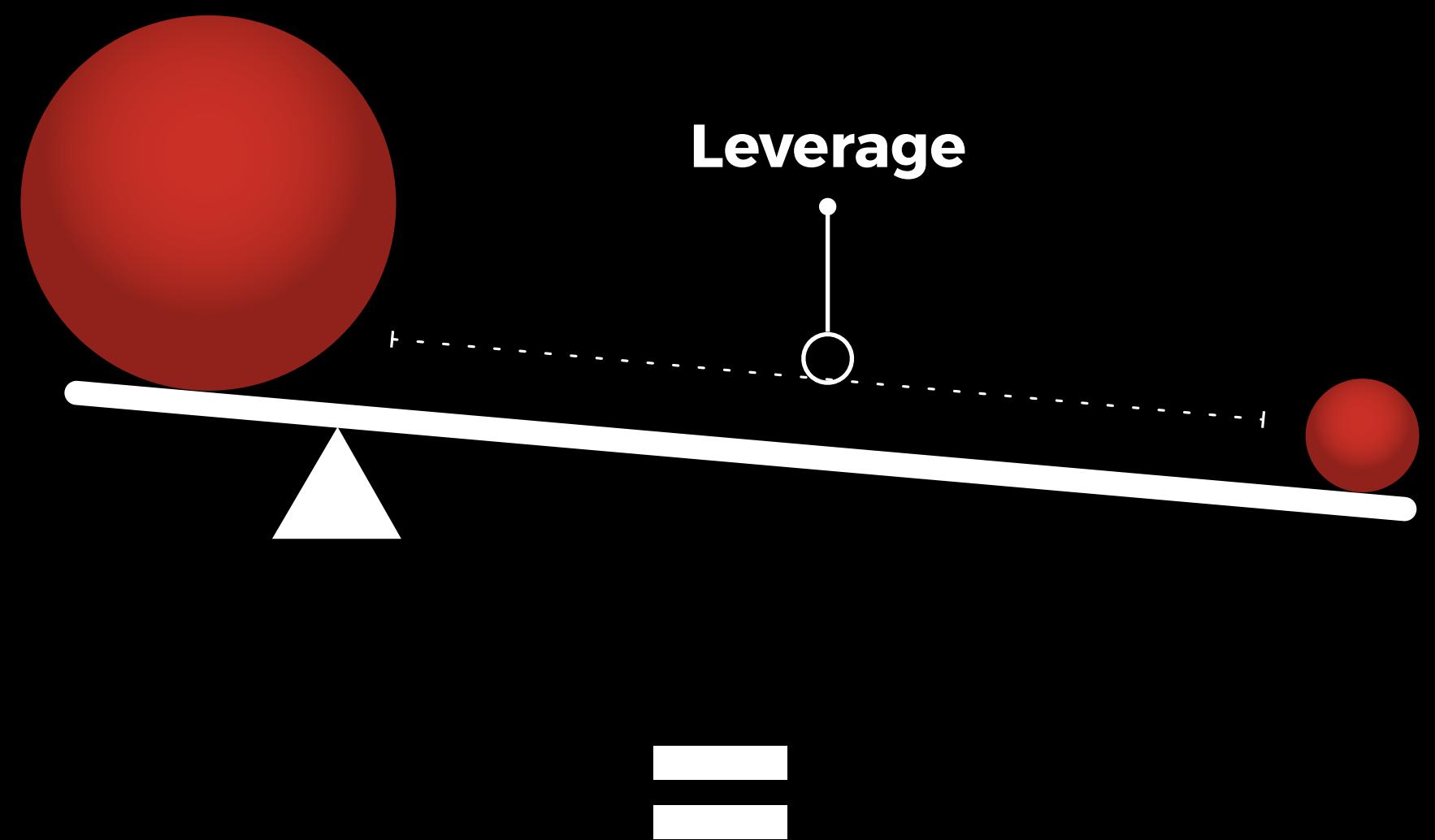


Hours worked is not inherently related to productivity.

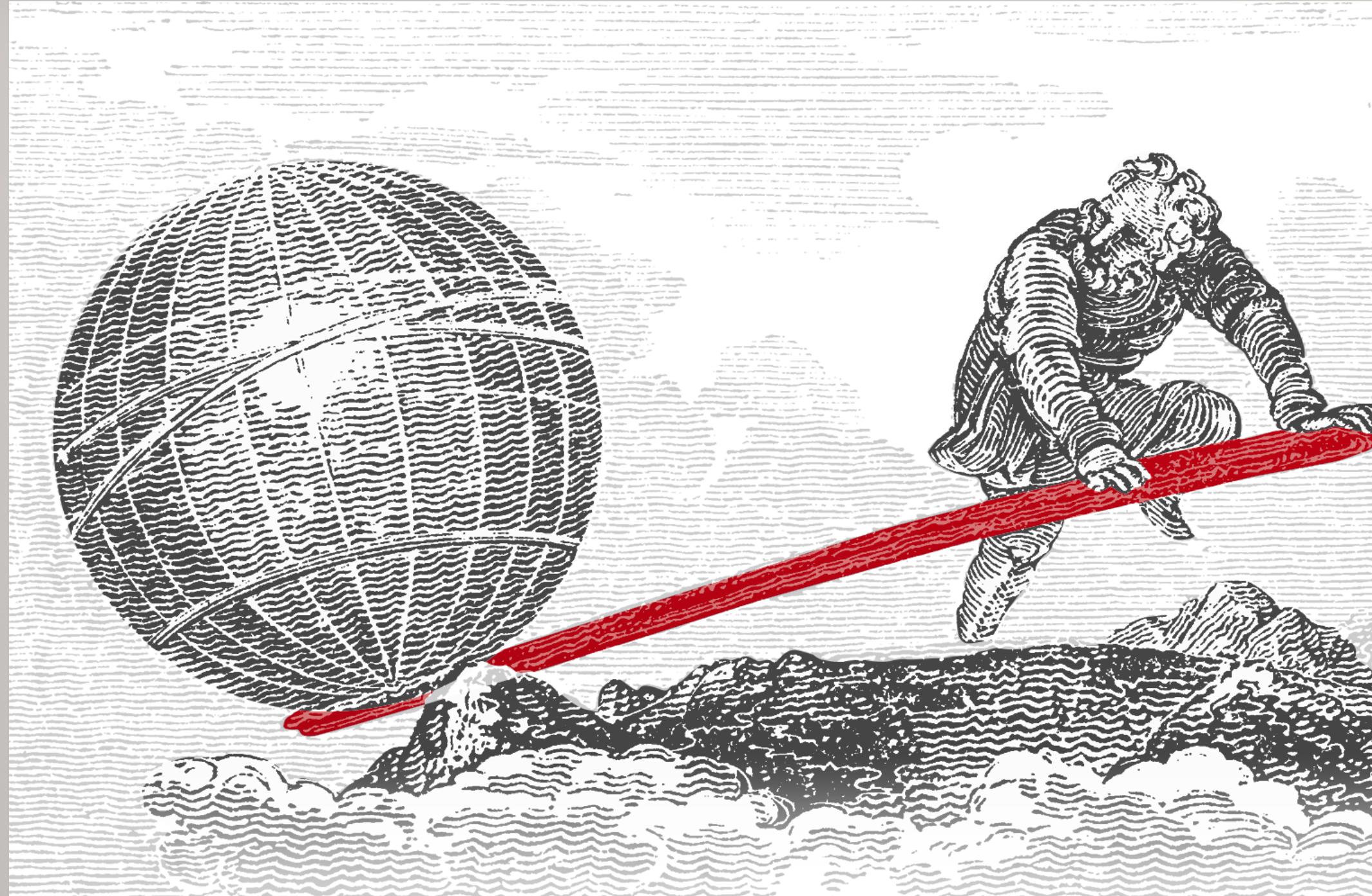
Decreasing Hours Worked is an Easy Way to Increase Productivity



Acquiring Leverage is How We Put This into Practice



Anything that boosts productivity by increasing output value relative to input cost.



“ Give me a lever long enough ”
and I shall move the world.
— Archimedes

Time is Fixed, Leverage is Infinite

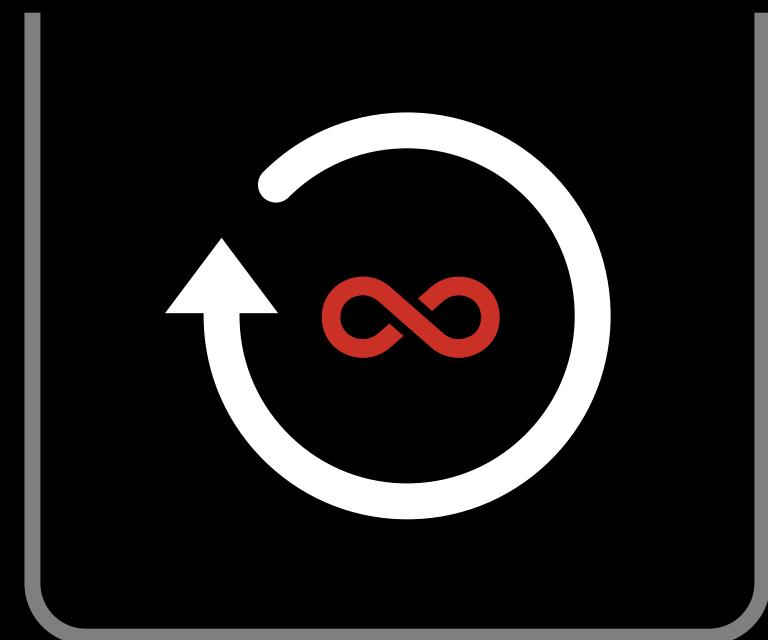
FIXED



Time Spent

Upper limit is 80 hours per week.

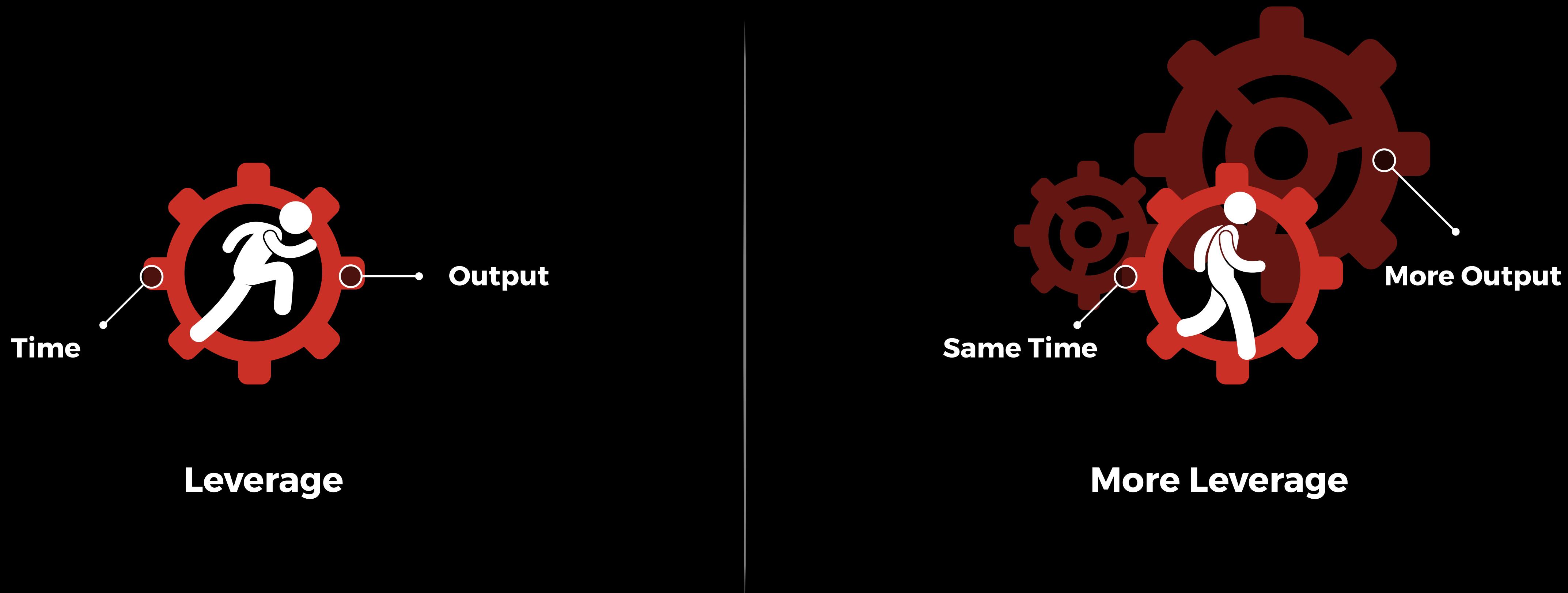
VARIABLE



Leverage

Infinite. No upper limit exists.

Achieving Nonlinear Output Is the Aim of the Productivity Game

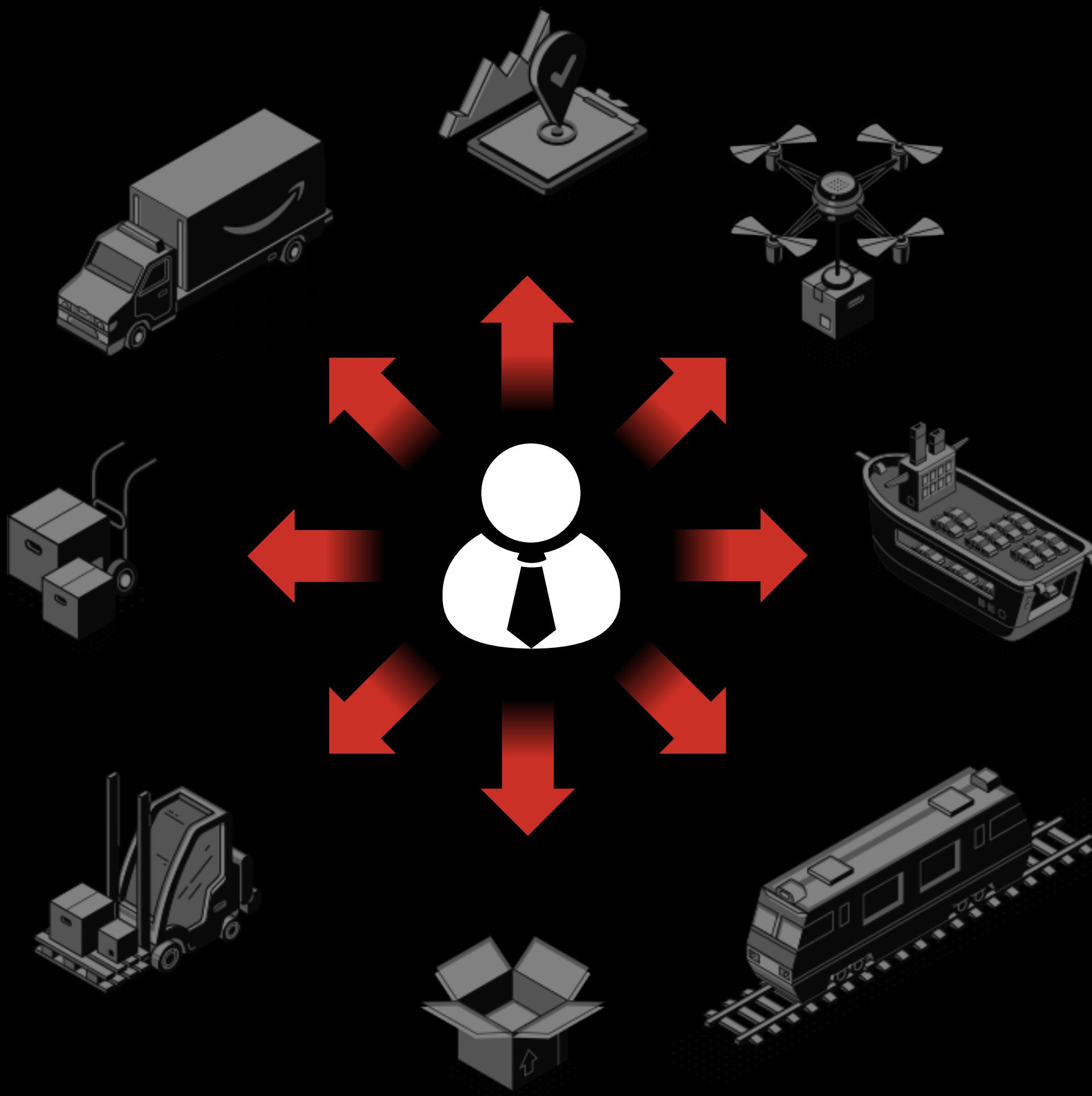


Leverage Can Be Acquired to No End

**390 Years of Productivity
in an Hour?**

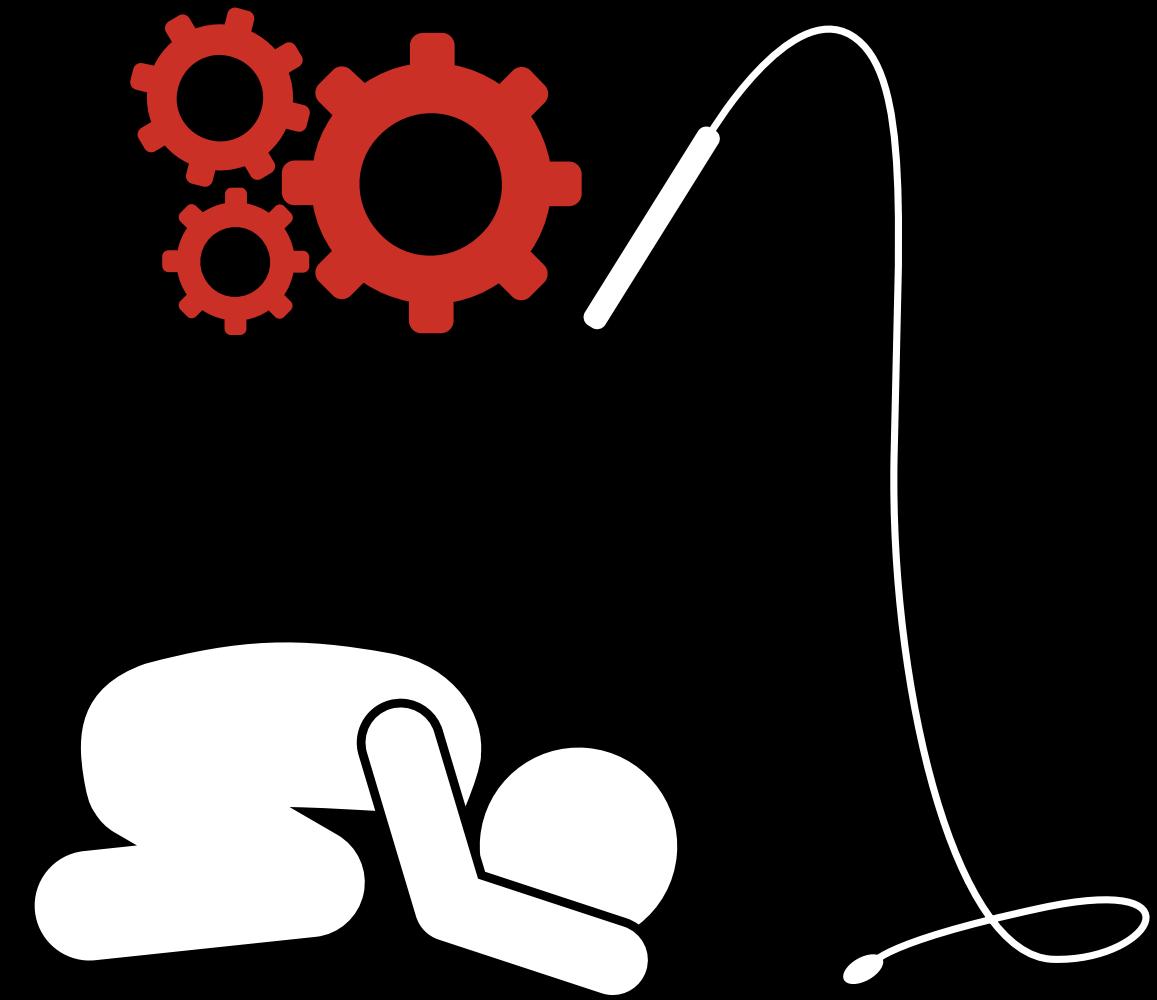
A Capitalistic Example:

1 hour for Bezos > 750,000 hours of labor influenced



Leverage Leads to Freedom

Time-Focused Tim



Focuses on hours worked. Has to work more hours to accomplish more.

Leverage Focused Lucas



Focuses on leverage. Every hour worked enables doing more in less time in the future.

Work Ethic → Leverage Ethic

Ditch the notion of work ethic. All that matters is what you create, produce or accomplish in this world.

- Identifying with how much you work will destroy your life.
- Identity with what you produce and accomplish.
- Working hard is not impressive. Producing results is impressive.
- Don't identify as someone who DOES A LOT.
- Identify as someone who GETS IT DONE!
- The more you can do and the less you can do it with, the more impressive.

Time Focused

Output

Hours

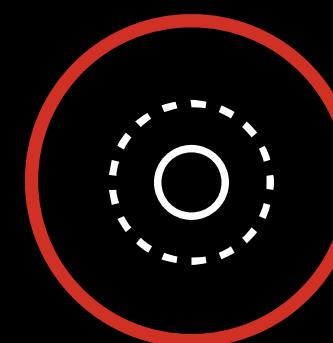
Leverage Focused

Output

Hours

Sources of Leverage

Some common ways to increase output value relative to your input cost



Flow

Enables you to work less hours, producing greater output.



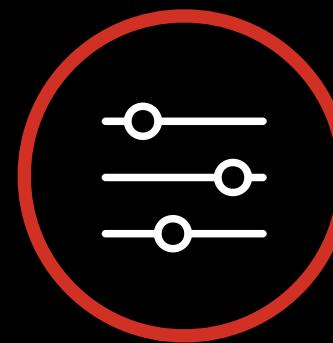
Prioritization and Elimination

ID and double down on the highest yield activities.



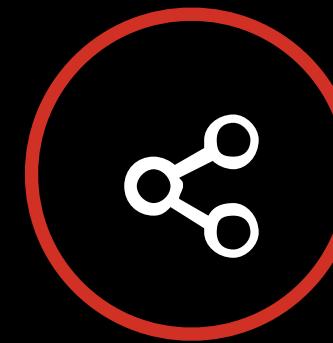
People

Ask "who?" not "how?".



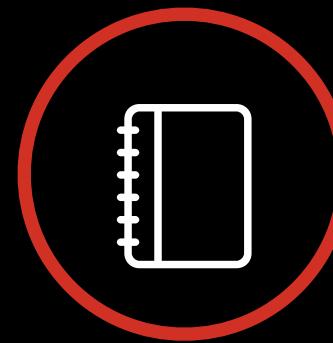
Rule Based Decision Making

Decide once, apply endlessly.



Systems

Build once, use forever.



Learning

The right knowledge enables you to do more with less.



Technology

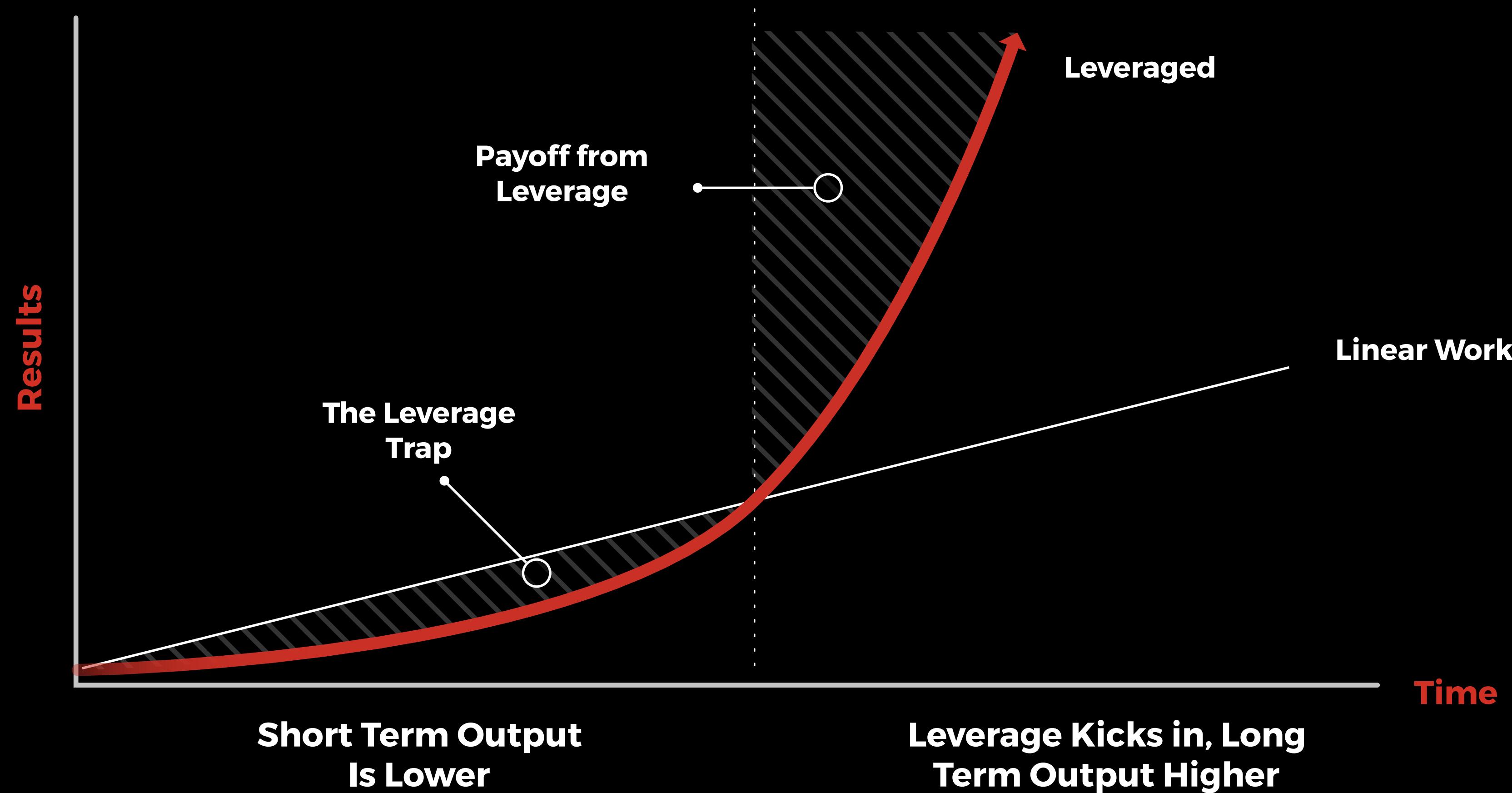
Code once, use repeatedly.



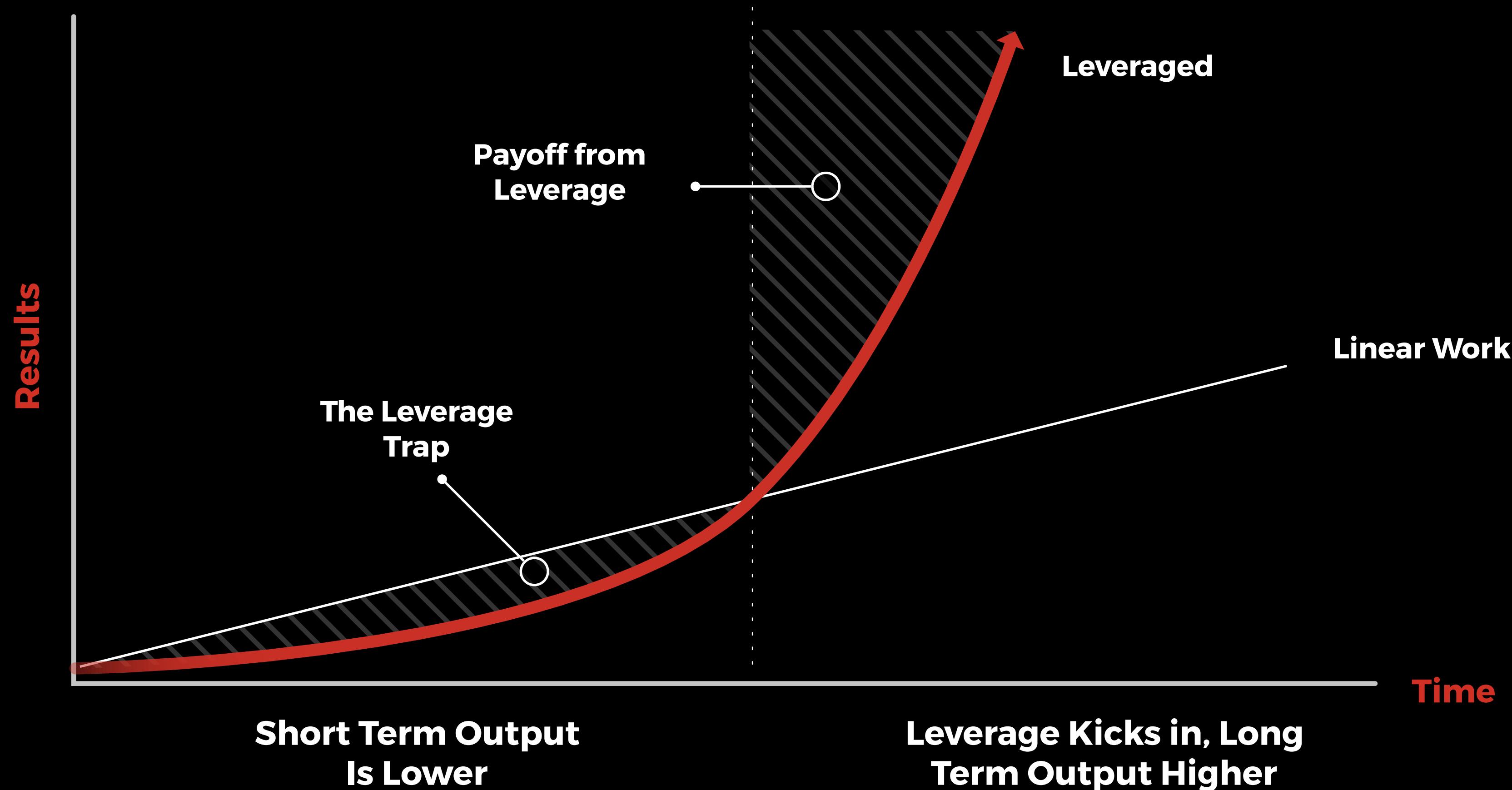
Skill Development

Get more output for every unit of input.

The Key to Gaining Leverage Is Embracing the Leverage Gap

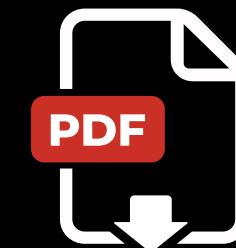


Get Comfortable Living in the Leverage Gap



Exercise:

Force Yourself into the Leverage Gap by Limiting Your Hours Worked

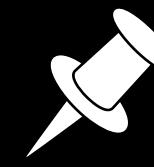
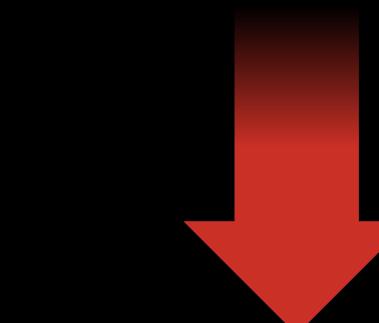
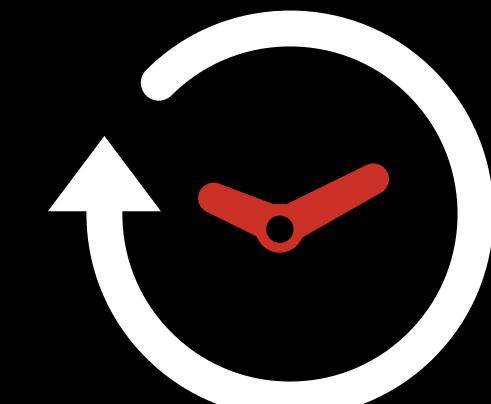


Download Workbook
to Get Started



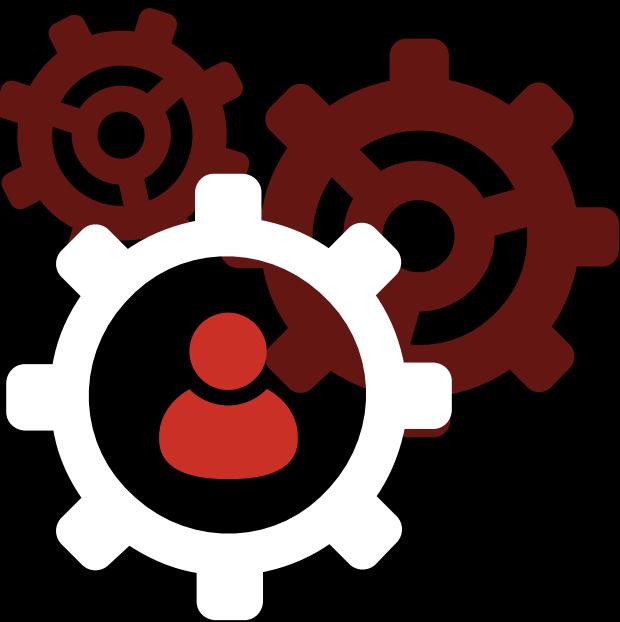
Time is Fixed Arbitrarily Regardless

Time Spent



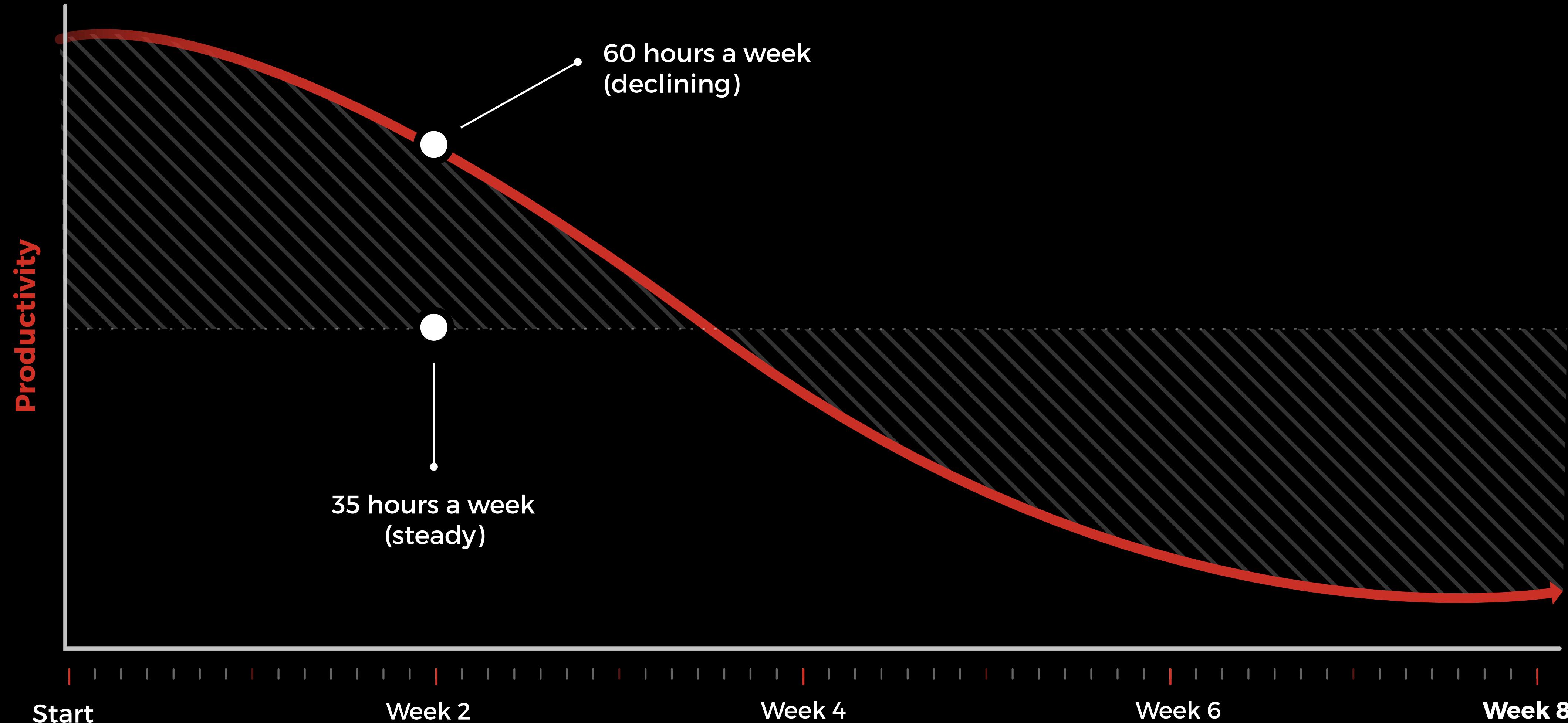
FIXED

Leverage

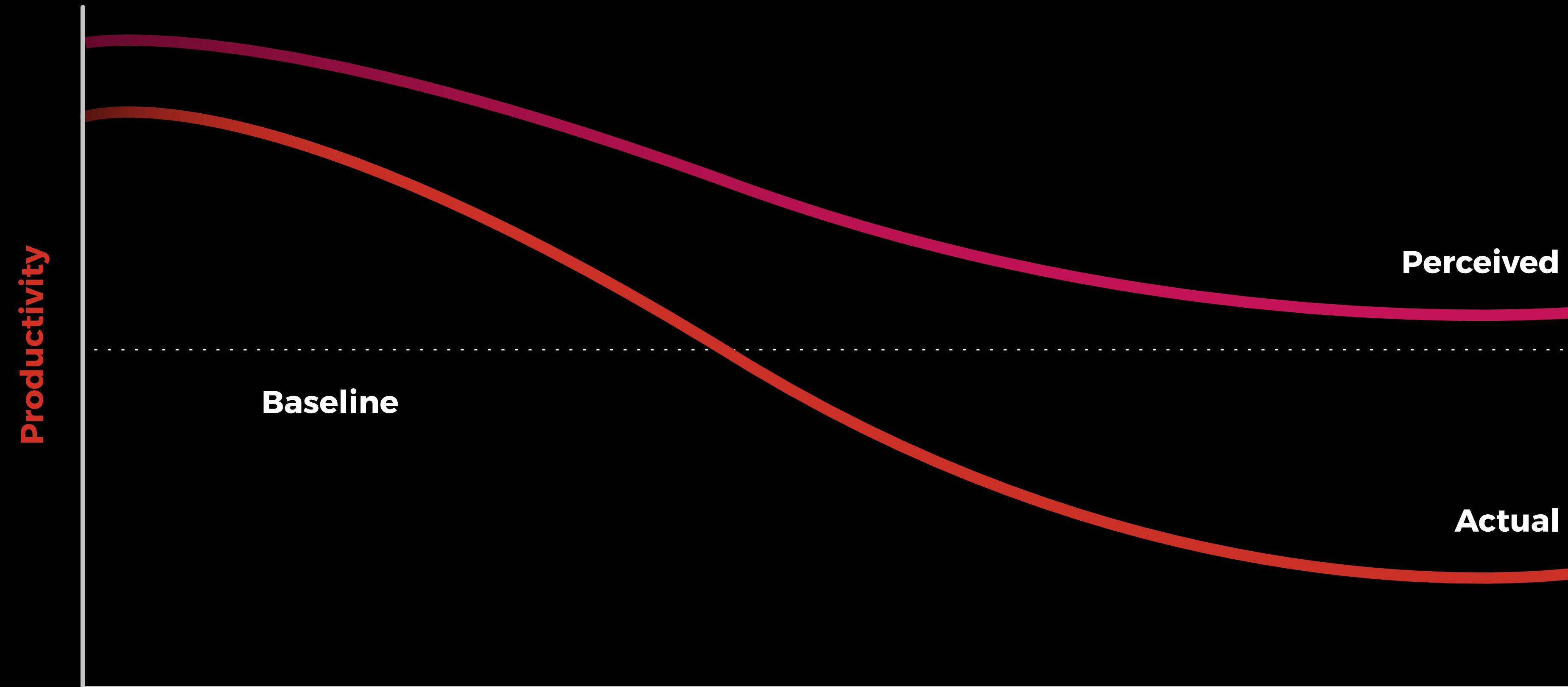


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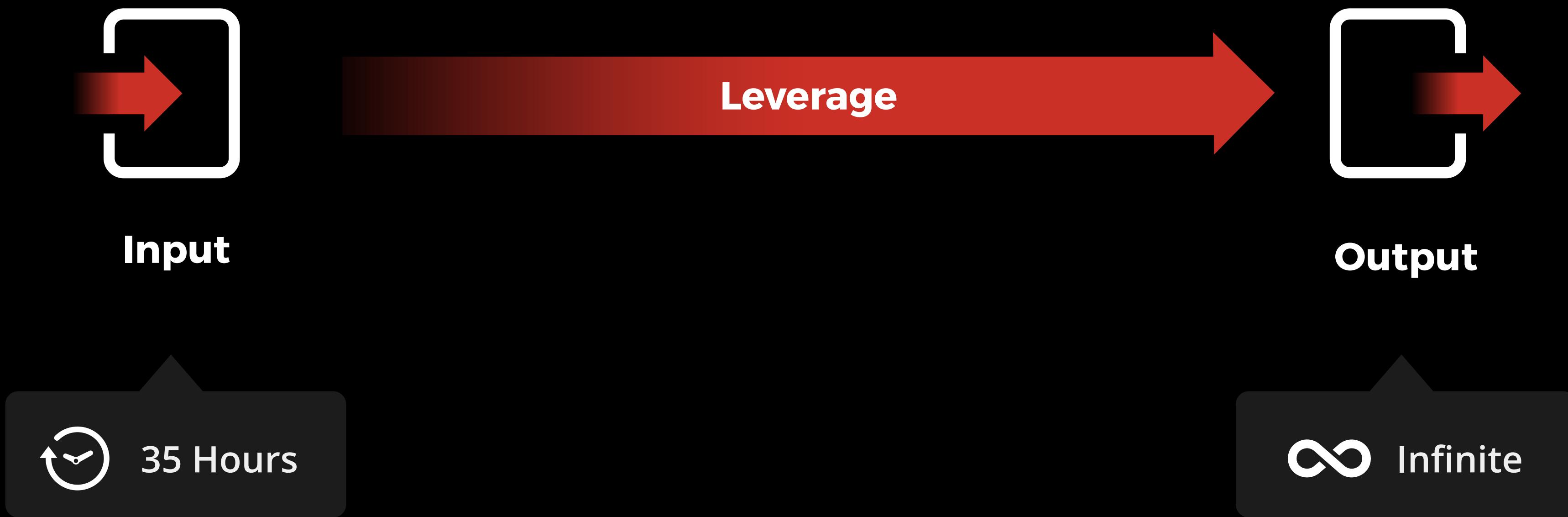
Research Shows 35 Hours per Week Is Optimal for Output



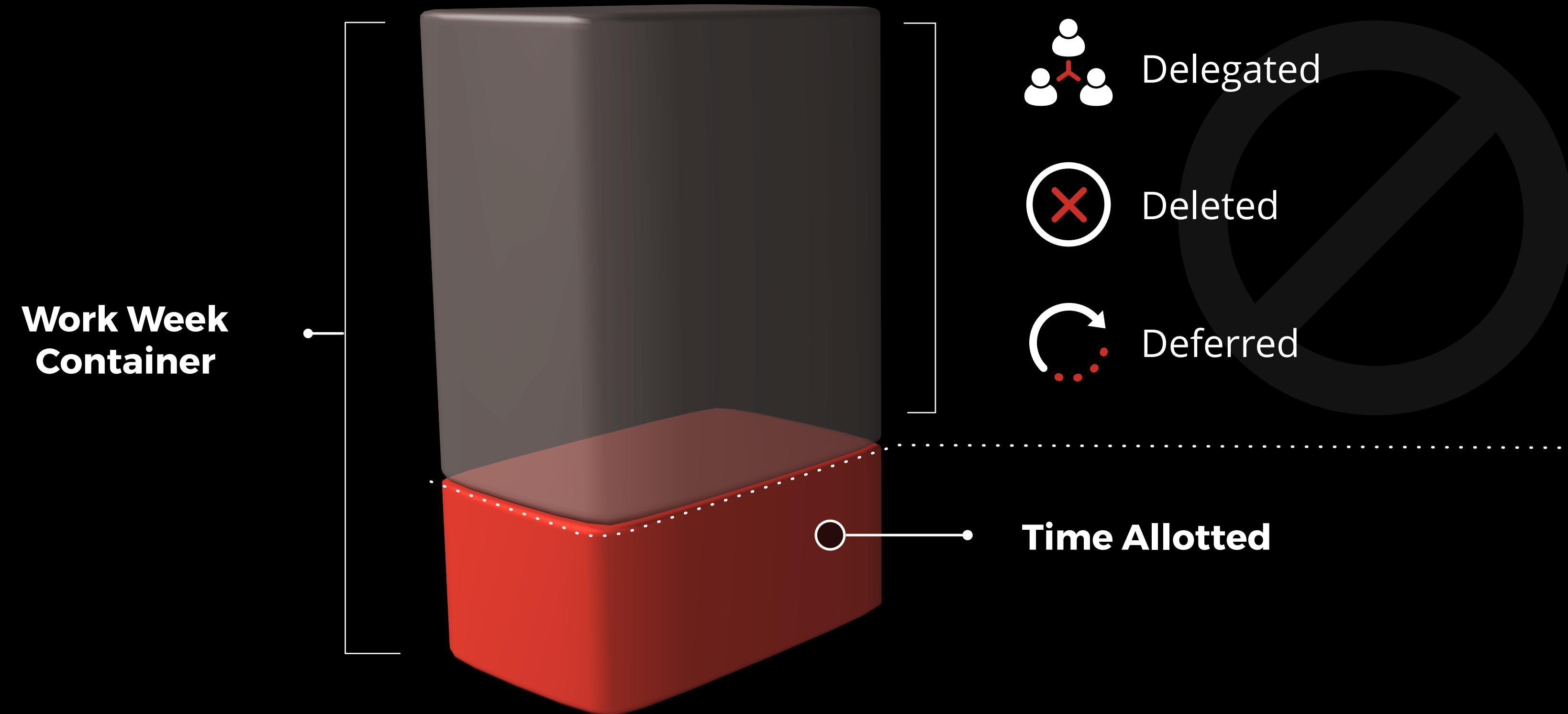
Actual Output Drops Far Below Perceived Output



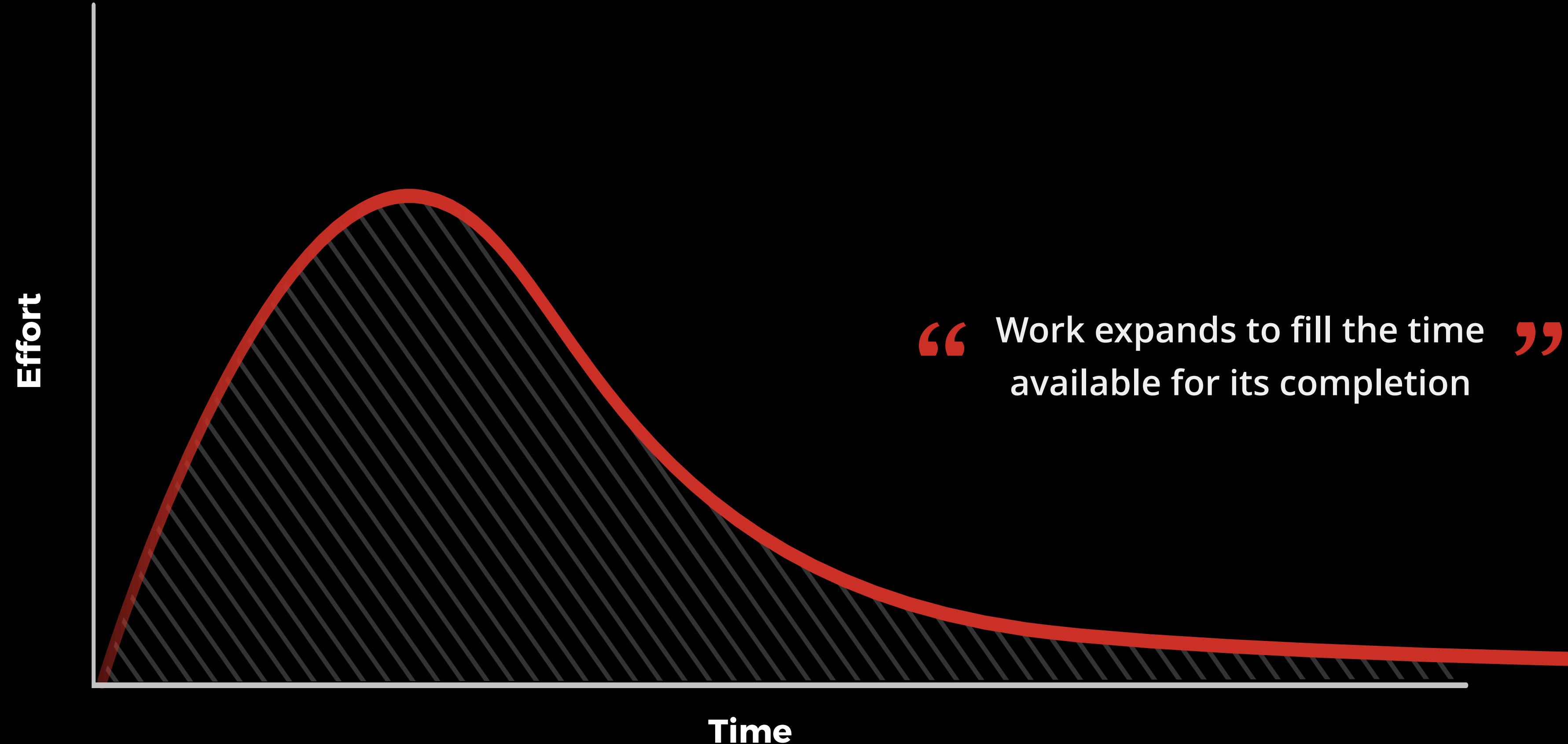
7 Hours per Day to Conquer Your Objectives



It Will Work if You Contain it



Leverage Parkinson's Law



Watch as Your Work Contracts, Keeping Output the Same



Task

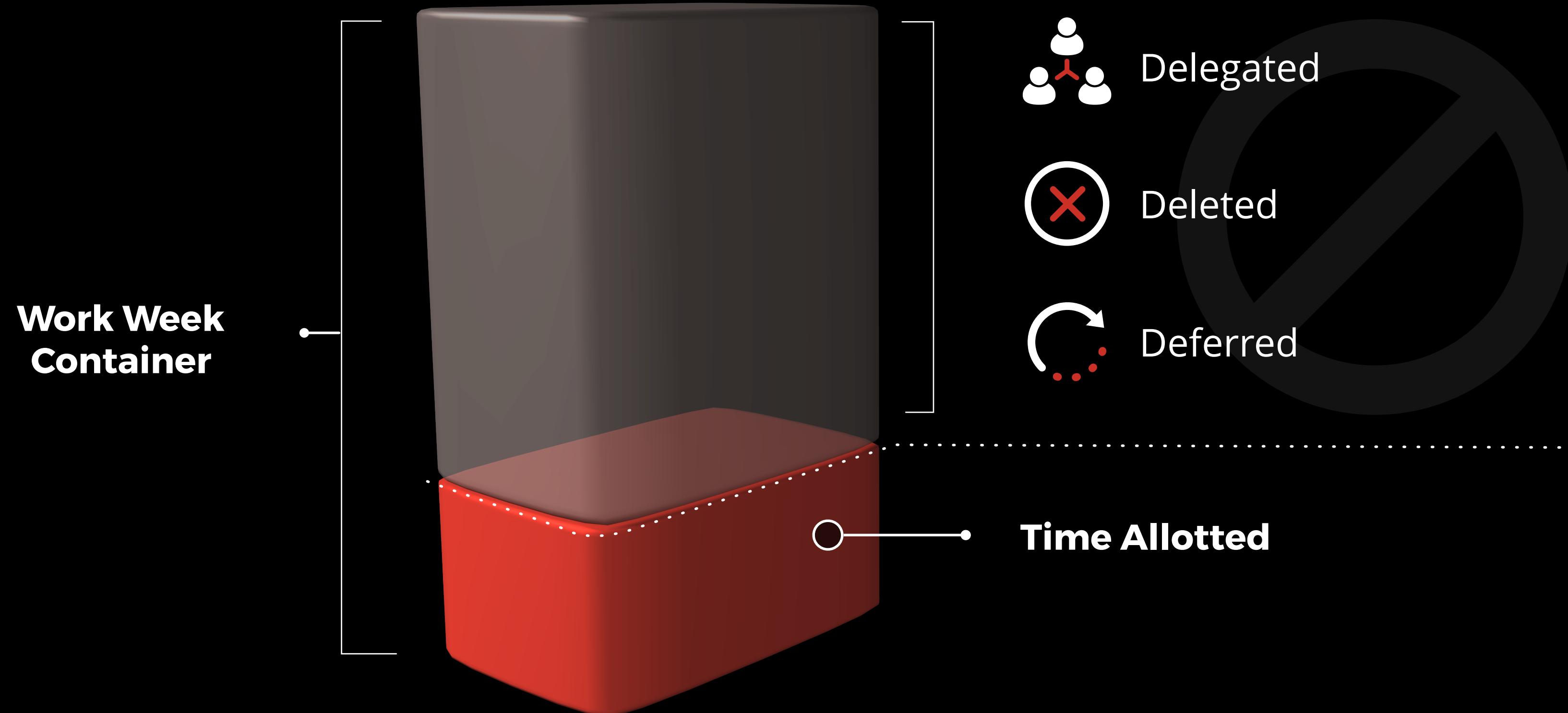
Time Allotted



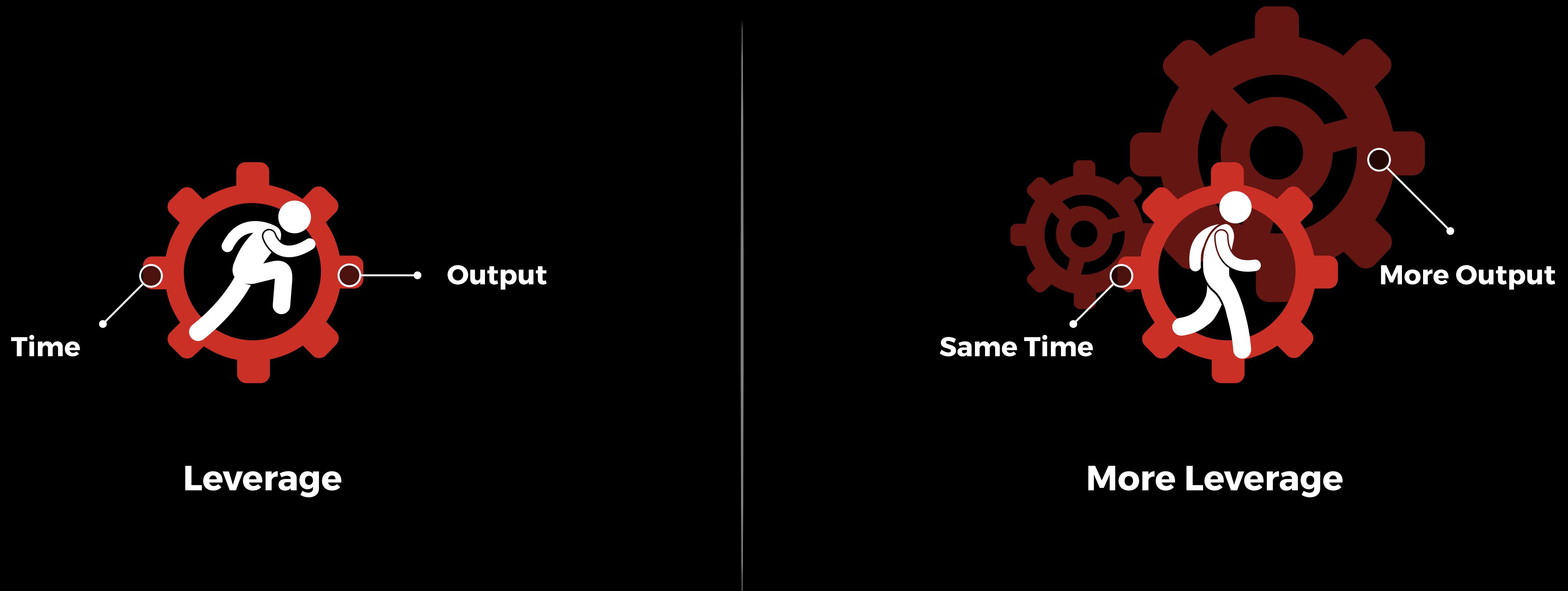
Task

Time Allotted

Overflow – Triple D's, Leverage, Velocity and Flow



Look Inside the Magic Leverage Box if You're Struggling



Exercise:
Leverage Assessment

- 1** Ask yourself—"What would I need to do to cut my hours of work in half while increasing my output?"
- 2** Force yourself into the leverage gap by limiting your hours worked.



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