



How to Use a Sense of Urgency to Do What Actually Matters

如何利用紧迫感去做真正重要的事

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421 Words

How many times have you purchased something you didn't need because there was a time-limited sale happening or gone to a store you weren't thinking about until you noticed your **coupon** was about to **expire**? Marketers have long been aware that making us feel a sense of urgency (and **scarcity** of a special deal) is a great way to get us to shell over our money.

你有多少次因为限时特卖而买了你并不需要的东西，或者因为你发现优惠券快到期了才想起来去某家商店？营销人员早就意识到，让我们有一种紧迫感（以及限量供应特价商品）是让我们花钱的好办法。

When we feel the weight of a ticking clock, something switches on inside of us that makes us lock in with laser focus. Suddenly, we **feel in our bones** that a task must be completed by a certain time, **to the detriment of** other potentially more important ones. Why are we so **tempted** by urgency?

当我们感觉到滴答作响的时钟的分量时，我们体内的某种东西就会启动，让我们聚焦在某一点上。突然间，我们从内心觉得一项任务必须在一定时间内完成，这就影响了其他可能更重要的任务。为什么我们会受到紧迫感的诱惑？

In 2018, a study showed that people tended to complete time-sensitive tasks first rather than tasks that were not as time-sensitive but were more important. The researchers were able to **rule out** reasons why people may choose to **prioritize** urgent tasks over more important ones such as wanting to do something that is easier, preferring an immediate reward, or having a **thought-out** plan of doing the urgent task first before moving onto the important task, to show that people chose the

coupon ['ku:pən] n. 优惠券

expire [ɪk'spaɪər] v. 失效，到期；去世，死亡 | When does your driving licence expire? 你的驾照什么时候到期？

scarcity ['skærəti] n. 缺乏，不足

feel sth. in one's bones 从内心感受到某事，凭直觉确信某事为真，预感到会有某事 | She knew that something good was sure to happen; she could feel it in her bones. 她觉得肯定有好事要发生了，她有这样的预感。

to the detriment of (结果) 不利于，有害于，有损于 | Children spend too much time on schoolwork, to the detriment of other activities. 孩子把太多的时间用于做作业，影响了他们参加其他活动。

tempt [tempt] v. 引诱，诱惑 | The new program is designed to tempt young people into studying engineering. 这项新计划旨在吸引年轻人学工科。

rule out 排除，不予考虑 | The police have ruled out suicide. 警方已经排除了自杀的可能。

prioritize [praɪ'ɔ:reɪz] v. 优先处理；按重要性排列，划分优先顺序 | The organization was formed to

urgent task merely because they felt they had to beat an imaginary deadline. The study's authors further explained that when people are vividly aware that they have a limited amount of time to complete something, they tend to focus more on the window of time they have to finish the task rather than on the actual **payoffs** or benefits they are going to get from completing the task.

2018 年, 一项研究表明, 人们倾向于优先完成有时效性的任务, 而不是那些不注重时效但更重要的任务。研究人员排除了人们为什么会选择优先处理紧急任务而不是更重要的任务的某些原因, 比如想做更容易的事情, 更喜欢即时的奖励, 或者在做重要任务之前先对紧急任务进行周密的规划, 证明人们选择紧急任务只是因为他们觉得必须赶在假想的最后期限之前完成任务。该研究的作者进一步解释说, 当人们清楚地意识到他们只有有限的时间来完成某件事时, 他们往往会更关注需要完成任务的时间窗口, 而不是他们从完成任务中获得的实际回报或利益。

We know that our brains respond to urgency, so instead of fighting against ourselves, we can **harness** this **latent** motivation and use it to get things done. If you are struggling to start (or finish) a **dreadful** task, try setting a timer to limit how long you will allow yourself to complete the task. You can also pick a smaller **chunk** of the task to work on, also using a timer, and then continue using this strategy for each **subsequent** chunk of the task to keep your motivation and sense of progress **elevated**. Use a combination of hourly, daily, and weekly deadlines to keep yourself on track when working on larger projects.

我们知道大脑会对紧急情况做出反应, 那么我们可以利用这种潜在的动机来完成事情, 而不是与自己斗争。如果你正挣扎着开始 (或完成) 一项艰巨的任务, 试着设置一个计时器来限制完成任务的时间。你也可以选择任务中的一小部分来完成, 也使用计时器限制时间, 然后在后续的任务中继续使用这种策略, 以保持你的动力和成就感。当你在完成更大的项目时, 结合使用每小时、每天和每周的最后期限让自己保持在正轨上。

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prioritize the needs of older people.
这个机构是为优先满足老年人的需要而成立的。

thought-out *adj.* 考虑仔细的, 周密的

payoff [*ˈpeɪ, ɒf*] *n.* 回报, 收益; 补偿; 贿赂 | Until now the payoff of these reforms has not been seen. 直到现在, 这些改革措施还不见有什么成效。

harness [*ˈhɑːrnɪs*] *v.* 利用, 控制 | We must harness the skill and creativity of our workforce. 我们必须尽量发挥全体职工的技能 and 创造力。

latent [*ˈleɪnt*] *adj.* 潜在的, 隐藏的 | The virus remains latent in the body for many years. 这种病毒会在体内潜伏许多年。

dreadful [*ˈdredfəl*] *adj.* 讨厌的, 令人不快的, 糟糕透顶的; 极度的 | I'm afraid there's been a dreadful mistake. 恐怕是出了大错。

chunk [*tʃʌŋk*] *n.* 大量, 大部分; 厚块, 大块 | I've already written a fair chunk of the article. 我已写出文章的大部份。

subsequent [*ˈsʌbsɪkwənt*] *adj.* 随后的, 后来的 | Developments on this issue will be dealt with in a subsequent report. 这个问题的发展将在后续的报道中予以说明。

elevate [*ˈelɪveɪt*] *v.* 提高, 增加; 提拔 | Smoking often elevates blood pressure. 抽烟常常使血压升高。

The next time you need to finish something that is actually important, tell yourself, “I need to (and will) do this before **chosen** time” and hold yourself to it like it’s an urgent matter that must be **tended to**.

下次当你需要完成一些真正重要的事情时，告诉自己，“我需要(也将)在选定的时间之前完成这件事”，并坚持下去，就像这是一件必须处理的紧急事件一样。

chosen [ˈtʃəʊzn] *adj.* 选定的，选中的 | This training should help you in your chosen career. 这种训练对于你所选的职业有帮助。

tend to sb./sth. 照料，照顾 | I have to tend to the children before I go out. 我出去之前得先把孩子们安置好。

➤ 脉络梳理

- Para. 1-2 引出话题：我们很容易受到紧迫感的诱惑
Para. 3 分析人们倾向于优先完成紧急任务的原因
Para. 4-5 分析如何利用这种倾向来完成重要的任务

➤ 长难句拆解

主句

The researchers were able to rule out reasons

定语从句，修饰 reasons

why people may choose to prioritize urgent tasks over more important ones

举例说明 reasons

such as wanting to do something that is easier, preferring an immediate reward,

or having a thought-out plan of doing the urgent task first before moving onto the important task,

状语

宾语从句，作 show 的宾语

to show that people chose the urgent task merely because they felt they had to beat an imaginary deadline.