

Insights from Eat That Frog! by Brian Tracy

"It is the quality of time at work that counts and the quantity of time at home that matters." – Brian Tracy

To increase the quality of your work-time, you need to eat more 'frogs'.

"Your 'frog' is your biggest, most important task, the one you are most likely to procrastinate on if you don't do something about it. It is also the one task that can have the greatest positive impact on your life and results at the moment." – Brian Tracy

Eating your biggest frogs allows you to get more done in less time so that you can spend more face time with the people you care about most, doing the things that give you the most joy.

How to Find Your Biggest Frog

Consider the Consequences



We all take on roles in our professional lives, and those roles require a series of key results to survive and thrive.

"The key result areas of management are planning, organising, staffing, delegating, supervising, measuring, and reporting. These are the areas in which a manager must get results to succeed in his or her area of responsibility. A weakness in any one of these areas can lead to under-achievement and failure as a manager." – Brian Tracy

What are the key result areas of your current role? **Hint:** Your key results are the reason you're on the payroll (if you're an employee) or the reason you're in business (if you're an entrepreneur).

Visualize the long-term consequences of doing nothing on your work-to-do list for an entire week. Then circle the five items, if left undone, that would have the greatest long-term impact on your key results areas.

"The potential consequences of any task or activity are the key determinants of how important a task really is to you and to your company. This way of evaluating the significance of a task is how you determine what your next frog really is." – Brian Tracy

"The mark of the superior thinker is his or her ability to accurately predict the consequences of doing or not doing something." – Brian Tracy

Find Your Greatest Contribution



Among the things that you've identified to have long-term consequences on your key result areas, ask yourself:

What ONE task could I do ALL day, that would contribute the greatest value to my company?

Brian Tracy says that if you ask yourself that question three times, the three tasks you come up with will be 90% of the contribution you can provide your company.

"Perhaps the most important WORD in the world of work is contribution. Your rewards, both financial and emotional, will always be in direct proportion to your results, to the value of your contribution." – Brian Tracy

"Identify the three things you do in your work that account for 90 percent of your contribution, and focus on getting them done before anything else. You will then have more time for your family and personal life." – Brian Tracy

Do the Worst First



Start with the task you've most been avoiding. Do the worst first.

By doing the worst first, you'll receive the greatest sense of relief and satisfaction upon completing it, giving you the confidence you eat more frogs.

"Eat the biggest and ugliest frogs before anything else." – Brian Tracy

"Mark Twain once said that if the first thing you do each morning is to eat a live frog, you can go through the day with the satisfaction of knowing that that is probably the worst thing that is going to happen to you all day long." – Brian Tracy

How to Eat That Frog

The best way to eat a big ugly frog is to focus (solely) on the next bite.

"One of the best ways to eat a large frog is for you to take it one bite at a time... There is an old saying that 'by the yard it's hard; but inch by inch, anything's a cinch!'" – Brian Tracy

I focus solely on the next bite by asking myself: "What initial result can I achieve in the next 10 minutes to get me moving in the right direction?"

"Your job is to go as far as you can see. You will then see far enough to go further. To accomplish a great task, you must step out in faith and have complete confidence that your next step will soon become clear to you." – Brian Tracy

"You cannot eat every tadpole and frog in the pond, but you can eat the biggest and ugliest one, and that will be enough, at least for the time being." – Brian Tracy