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THE PRODUCTIVITY POWERPACK

ESSENTIAL STRATEGIES
FOR PEAK PERFORMANCE



Jonny Elliott

THREE DUCKS | BE VISIONARY PODCAST

INTRODUCTION



Hi, I'm Jonny Elliott.

Welcome to the
Productivity Powerpack.

This guide has been carefully crafted to enhance your efficiency, decision-making skills, and time-management capabilities in both your personal and professional life.

At Three Ducks, we specialise in time-saving solutions through innovative website design and maintenance packages.

We focus on incorporating productivity enhancements through design and provide expert consultation to help you achieve your business goals.

With streamlined processes, we become trusted allies on your business journey, allowing you to focus on fulfilling your purpose and maximising your online presence.

As a young introvert, I turned challenges, self-doubt, and external pressure from enemies to allies.

My early fascination with entrepreneurship, coupled with talent for organisation and strategic planning, paved the way for Three Ducks.

It wasn't just business acumen that guided me but also understanding the value of time, mental agility, and the courage to say 'no' when needed. These principles drove my growth and helped me maintain a work-life balance, most of the time.

This guide is more than just productivity hacks; it reflects my journey, life lessons, and a toolkit that plays a significant role in achieving my goals. It provides practical strategies to revolutionise your approach to everyday challenges.

Whether you're an aspiring entrepreneur, business leader, or interested in personal growth, the Productivity Powerpack is here to accompany you on your quest for efficiency, balance, and success.

PART ONE:

Essential Time Mastery Techniques

In the world of entrepreneurship and personal development, mastering time isn't just a skill, it's an art. As a relentless pursuer of efficiency and effectiveness, I've discovered that the secret to mastering time lies in the subtle, yet impactful art of distinguishing urgency from importance whilst knowing what your core value goals are.



1 UNDERSTANDING URGENCY VS. IMPORTANCE:

“It is crucial to avoid getting overwhelmed by the multitude of daily tasks as this is a one way road to procrastination.”

To effectively navigate through this chaos, I employ a powerful approach: the 80/20 rule, also known as the Pareto Principle. According to this principle, 80% of outcomes often stem from just 20% of all efforts. By embracing this concept, I have totally changed my task management approach, honing in on the activities that yield the greatest impact and align with my overarching goals.

While managing client projects at Three Ducks and striving to focus on growing the business rather than just working in it, I reached a critical turning point. My time was being drained, and I constantly felt overwhelmed and unable to complete my tasks.

This led to bouts of procrastination and further added to my sense of frustration. Eventually, I meticulously reviewed my task list and identified the crucial 20% of tasks that would drive 80% of my business growth.

This tactical approach streamlined my workflow, alleviated tension in both my body and mind, and magnified the impact of my efforts, resulting in significant business growth and increased client satisfaction.



2 EFFECTIVE PRIORITISATION STRATEGIES

In the midst of numerous tasks demanding attention, how do you efficiently decide what to focus and work on?

The tranquillity of the early hours

Every morning, I embrace the tranquillity of the early hours. I wake up at around 5am to cultivate sharp focus and align my tasks with my top three goals. By reviewing my weekly and daily outlines, and utilising the Aki-flow inbox, where all tasks are stored, I ensure that I am content with my chosen priorities for the day ahead. This clarity becomes my guiding light, enabling me to navigate through the day's tasks with precision and purpose.

Engaging in a brain dump

A brain dump is a powerful technique for transferring thoughts out of your head and onto paper. It involves a purging process where I list every task, categorise them, and identify those aligned with my goals as well as those that can be postponed. By jotting down tasks and items that require attention, I not only choose where to focus but also calm the busy and anxious part of my mind. I group and estimate time for each task, enabling effective prioritisation. This method ensures efficient task management, reducing overwhelm and uncertainty about next steps. It is particularly beneficial when starting a new project, a new month, or if it has been a while since you've done something like this.

Goal Alignment

This is the foundation of my day. By examining each task in light of my main objectives, I ensure that every step I take brings me closer to my ultimate goal. Even if the tasks appear small or unnecessary, I focus on the small 1% gains and extra details that contribute to my end vision. These incremental improvements are crucial in reaching the summit I envision.

By integrating these strategies, an ordinary day transforms into a landscape of opportunity and accomplishment. It's not solely about executing tasks correctly, but rather about prioritising the right tasks.

PART TWO:

Efficiency Hacks

Efficiency isn't just about doing things faster; it's about doing the right things in the smartest way possible. In this section, I'll delve into the heart of efficiency: decision-making and the strategic avoidance of decision fatigue.



1 MASTERING DECISION-MAKING

In the daily life of an entrepreneur, decision-making takes centre stage as a crucial aspect of our pursuits. My approach to decision-making is structured yet flexible, led by a robust framework that prioritises effectiveness over mere efficiency.

Having a Goal Centric Focus

I have a goal-centric focus in every decision I make, ensuring that each choice becomes a stepping stone towards my ultimate objectives. It's like connecting the dots backward, where each decision reflects my overarching goals. To reach your destination, you don't just drive aimlessly; you set the Sat Nav for where you want to go. The same principle applies to your goals. Plan and navigate your path with intention, ensuring you stay on track towards success.

The 80/20 Rule

The 80/20 Rule, also known as the Pareto Principle, is not just a guideline, but a life mantra that I hold close. It is a powerful concept that suggests that roughly 80% of the results come from 20% of the efforts.

I apply this principle to every aspect of my life, carefully considering each decision through the lens of this principle. By doing so, I strive to make choices that not only maximise impact but also ensure that my time and energy are focused on what truly matters. Embracing the 80/20 Rule has been transformative for me, allowing me to prioritise effectively and achieve greater efficiency in all areas of my life.



2 AVOIDING DECISION FATIGUE

Decision fatigue, an often overlooked enemy of efficiency, can significantly impair judgment and deplete energy reserves. Here are my personal strategies to shield myself from decision fatigue:

Evening Routine

I follow a calming evening routine that involves meticulously planning the next day. This includes selecting my outfit, preparing meals, and scheduling business or personal events. To promote relaxation, I dedicate 10–15 minutes to meditation and wear blue light glasses from around 5/6pm onwards. Additionally, I refrain from eating 3 hours before bedtime. After dinner, I often take a leisurely stroll with my partner to get my steps in and to reflect on the day.

This process is more than just organisation; it cultivates a sense of clarity, calmness and determination for the following day. It greatly contributes to restful sleep, particularly for individuals who struggle with anxiety and racing thoughts (a common occurrence for entrepreneurs). If you find it challenging to relax and sleep due to a busy mind, this evening routine has the potential to be a game changer for you.

Task Batching

I also employ the method of batching similar tasks together to avoid decision fatigue. By grouping tasks that require similar decision-making processes, I can streamline my workflow and conserve mental energy. This approach allows me to make decisions more efficiently and reduces the cognitive load associated with constant decision-making throughout the day.

In the world of productivity, these tactics are more than just tips; they serve as the foundational pillars supporting a structure of enduring productivity and intentional actions.

PART THREE:

Peek into My Productivity Toolkit

AkiFlow



This isn't just any task manager; it's the Foundation of my organisational system. With AkiFlow's time-blocking and category selection features, I seamlessly align tasks with my daily goals. It serves as the central hub of my life, allowing me to curate and prioritise my day with precision. AkiFlow effortlessly syncs with MS Outlook and Google Calendar, acting as the ultimate command centre for managing my busy schedule. Truly a game-changer, AkiFlow empowers me to stay on top of my commitments and navigate through life smoothly.

Suitedash



Suitedash is an incredible all-in-one platform that offers automation for a wide range of tasks. It empowers you to create exceptional client experiences while efficiently managing and automating projects, SOPs, invoicing, and much more.

Bonsai



A secret weapon for solopreneurs and small enterprises, Bonsai simplifies client management with its powerful yet user-friendly interface. From project initiation to successful completion, Bonsai ensures clients feel well-supported and genuinely valued. With its affordable monthly pricing, this software is a valuable asset for startups. While its automation features maybe more limited compared to its competitors, you can still connect to other software through Zapier and benefit from foundational and time-saving automations.

TOOLKIT PART 1



monday.com is a reliable ally for managing operations, packed with features to enhance business efficiency. With its structured approach and user-friendly design, it offers excellent project and task management capabilities. Streamline operations, collaborate seamlessly, and track progress effortlessly with monday.com's customisable workflows, powerful analytics, and reporting features. Stay organised, productive, and successful.



The unrivaled champion of password management. With advanced security protocols and an intuitive interface, it's a critical addition to my productivity toolkit. Keeper provides a secure vault for storing passwords, credit card information, and other sensitive data - all encrypted for ultimate security. Generating highly secure passwords with a click, auto-fill feature, and multi-device sync capabilities make managing passwords effortless. By employing Keeper Security, I've reduced the time and cognitive load of password management while doubling down my defences against cyber threats.



An outstanding video messaging tool that boosts productivity by offering a seamless communication platform. With Loom, there's no need for lengthy emails or time-consuming meetings. Record and share high-quality video messages to explain complex topics, provide feedback, or convey personal messages. The ability to record your screen with audio reduces miscommunications and enhances workflow efficiency. It's a brilliant time-saving tool that facilitates clear communication.

TOOLKIT PART 2

Craft App

Craft allows me to quickly shape ideas into meticulously structured plans. It boasts exceptional organisational structure and note-taking functionalities, complemented by a diverse array of features and templates to cater to your use cases. This offers a seamless and highly efficient experience for capturing and organising information. If you've been longing for an alternative to Apple's Notes, Craft might just be the solution you've been seeking.

Voice Memos on iPhone

One of the most effective yet often overlooked methods I employ to capture ideas is the Voice Memos app on my iPhone. It's perfect for those moments when taking notes is impractical or when I want to express my thoughts in my own voice. This simple tool ensures that no burst of creativity goes to waste and allows me to revisit and refine my ideas at my own pace. I often find myself recording in the car and have stumbled upon some truly brilliant ideas during long journeys.

Meal Prep Service

A crucial component of my productivity toolkit, a reliable meal prep service saves valuable time. With a busy schedule, it's easy to compromise on healthy eating, but a meal prep service ensures a steady supply of nutritious, ready-to-eat meals. This not only saves time on grocery shopping and cooking but also supports a balanced diet. It's an investment in health and productivity—a perfect solution for entrepreneurs who prioritise their well-being. My personal preference is BodyFit UK, but of course, there are plenty of options such as Lions Prep, Prep Kitchen and Muscle Food.

TOOLKIT PART 3

London Nootropics - Mushroom Coffee



As an entrepreneur always seeking innovative ways to boost productivity, I came across London Nootropics and their mushroom coffees. Each blend is infused with specific adaptogenic mushrooms like Lion's Mane for focus, Chaga for immune support, and Reishi for stress management. The taste is smooth with a subtle earthiness, a delightful twist on my usual morning brew. Plus, the potential cognitive benefits make it an exciting addition to my daily routine. Give it a try, fellow go-getters!

Neutonic Productivity Drink



A game-changer for sluggish mornings and afternoons. This blend of natural nootropics, caffeine, and essential vitamins boosts cognitive function, focus, and energy. With just one can of Neutonic, experience sustained vitality throughout the day, free from jitters or crashes. It's your secret weapon for unparalleled productivity. I personally order two cases per month, finding them consistently beneficial for boosting my productivity. A valuable addition to my arsenal.

Toolkit overview



These are just a few gems from my treasure trove of productivity tools, individually curated and tested to optimise workflow and enhance efficiency. However, remember, productivity is not a one-size-fits-all concept. It's about tailoring tools and strategies that perfectly align with your unique needs and objectives.

If you're intrigued and want to explore more, feel free to reach out. I would be delighted to help devise a custom plan brimming with handpicked tools and strategies, designed exclusively to streamline your life and work schedule.

PART FOUR:

Embracing the Power of Saying 'No'

Life is a constant series of choices and decisions. Each time we set boundaries and assert our ability to say 'no', we create clarity in daily life. Let's explore the transformative power and potential of this simple yet profound word.

A turning point in my life



I have distinct memories of moments when uttering the word 'no' felt like a daring choice, and apprehension filled me, wondering how the other person would react. Yet as I have amassed wisdom, I have come to recognise the profound impact of 'no' on personal development and overall well-being.

While working tirelessly to bring Three Ducks from a mere concept to reality, I encountered hardships, stress, and shed many tears. Amidst this whirlwind, a few tempting partnership and job opportunities presented themselves, but I graciously declined.

Instead, I directed my focus towards my true passion, resulting in heightened concentration, increased productivity, and surpassing expectations. This experience has set a new standard for all my future endeavours.

"No' is not just a word, it's a powerful tool for personal growth and success. Learn to embrace it, and you'll find yourself exceeding expectations and setting new benchmarks in your future projects."



FINDING THE PERFECT BALANCE BETWEEN OFFERING ASSISTANCE AND RESPECTING PERSONAL SPACE

My strategy is simple yet effective: no meetings after 4PM, and I keep Monday mornings and Fridays free as buffer times. This discipline extends to my communication as well, with dedicated time slots for emails and call-backs, ensuring thoughtful interactions that are never rushed.

Encouragement for the Hesitant

Saying 'no' can be intimidating, especially for those of us who aim to please others. However, declining one thing opens the door to our priorities, peace of mind, and well-being. Start small. Practice in low-stake situations and build your confidence. Let your core values guide you!

For those finding it challenging, remember – saying 'no' is a commitment to ourselves. It's about acknowledging our worth, dreams, and journey. It reaffirms that our time, respect, and energy are as valuable as anyone else's.

Parting Thoughts

As we conclude the Productivity Powerpack guide, see it as the beginning of an exciting new venture. You've embarked on a journey to master time, unravel decision-making complexities, and discover tools for seamless efficiency.

Rest assured, this isn't a farewell. By downloading this, you are now a part of the Three Ducks and Be Visionary community!

As a member, you will gain access to the Visionary Circle newsletter, where you can find valuable insights, stories, and ideas to explore. We're just a conversation away, so feel free to reach out anytime. Welcome to the community!

Stay Inspired, Stay Visionary.

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