

TOP TEN TIPS

TO BE MORE
SUCCESSFUL
AT WORK

RICHGEETM
NO EXCUSES. MAKE IT HAPPEN.





I'M GOING TO KEEP THIS SHORT.

You want the facts.

Here they are — without all the fluff, stories, pictures, buffer and padding.

The 10 things YOU need to do to BE MORE PRODUCTIVE AT WORK.

These 10 tips come from my first meeting with a new client — I provide the tools to quickly ramp up and make things happen.

Each tip will have an action step. I suggest you do it — if you do, you will see all of your current obstacles fade away.

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1

THIS IS GOING TO BE HARD.

I say this to all of my clients. You might really know your business or industry.

But people are not perfect — it's not in our nature to do everything without fault, step WAY out of our comfort zones, and do things we never do in our current roles.

You need to tell yourself every day:

1. This will stretch me, but I have done it before.
2. This will be very frustrating, but I need to be patient & persistent.
3. This might impact my self-esteem, but I am strong.

Come to the realization that initially these tips will stretch me, but in a short amount of time, you will be an expert (this happens to everyone).

Here's an interesting fact — most successful people (think CEO's & Billionaires) **Plan & Reflect**. You need to spend a few minutes every single day thinking about your life, your gratitudes, and what you've accomplished.

ACTION STEP

Pick up ["The Five Minute Journal"](#).

This book will allow you to plan and reflect every day and will help you deal with the above four issues most professionals encounter.

2

YOUR INDUSTRY IS CHANGING.

In fact, most industries are changing at LIGHT SPEED.

I've always admired the resilience of most professionals. But that resilience is really being put to the test now — so many industries have changed so much in such a short space of time.

But you're not alone. Look at publishing, media, law, medicine, finance . . . I can go on and on. Technology, global impact and public perception are radically changing the world in a way we sometimes cannot comprehend.

For professionals who have been around for a while, the ability to adapt is as important as the ability for you to do your job.

ACTION STEP

I want you to make a list of all of your competitors (10-20). I then want you to divide them into three groups:

1. Leaders (the real target)
2. Up & Comers (startups, aggressive new entrants)
3. On Their Way Out (they don't get it — think RadioShack or Kodak)

I want you to analyze the #1 & #2 organizations. What do they do differently? Start integrating their plans and directions into your business life. You might be surprised.

3

CONNECTIONS ARE YOUR LIFEBLOOD.

People who know **YOU** are the most powerful sources of success for professionals.

It's proven people are way more likely to trust the word of a friend and try to help them when they most need it. You need to be consistent to build your contact base. Every touchpoint will lead you to more key players and ultimately turn you into a Super-Connector.

What is a Super-Connector? Most successful people in business know A LOT of people and can reach out to them at a moment's notice to ask for a favor, connect them with someone else, or just say hello.

Connections are the 21st Century form of affluence. The more 'friends' you have, the 'richer' you will be! Think of George Bailey in It's A Wonderful Life — the entire town loved him — and they helped him when he needed it most.

ACTION STEP

Schedule a connection lunch every week. Try to meet someone new outside of your contact circle. You can do it — it's only 1 hour out of 40/50 each week. Equals 50 new friends each year.

Reach out and call 1 of your current connections every day for 15 minutes. It drives you into a 'networking' mode and keep your contact list fresh. Equals 250 people reached each year.

4

DEVELOP AN ENERGIZE/ENERVATE LIST.

When we hang around people who energize us, we feel like Superman (or Supergirl). We get more done, we are more assertive, confident . . . we are performing optimally. And it shows to our boss, clients, peers, and staff.

When we hang around people who enervate us, it feels as if our life-force is sucked right out of our soul. We don't feel like working, we hate our jobs, we despise our clients, and we count the hours until it's time to go home.

The solution is simple — spend a bit more time around/conversing with energetic people and spend a bit less time around/conversing with enervating people. I said 'a bit less' because our families usually contribute to the enervating list. "To play better tennis, you **MUST** play with better tennis players."

Energize Team Qualities: Assertive, Confident, Happy, Smiling, Pleasant, Engaged, Upwardly Mobile, Work Is Fun/Challenge, Positive, Helpful.

Enervate Team Qualities: Pessimistic, Gossipy, Demeaning, Finds The Worst In People & Things, Complains, Blames, Attacks, Very Critical, Not Helpful.

ACTION STEP

Take a piece of paper. At the top, put "ENERGIZE ENERVATE". Make a list of all the people who energize and enervate you. Spend a lot more time with the energizers and a lot less time with the enervators.

5

HOW TO BEAT PROCRASTINATION.

Everyone procrastinates.

Why? We don't like to do things we don't like to do. Yes, there are people out there who seem superhuman who NEVER procrastinate — but that's a sham. They do — you just don't see it.

It all comes down to **WHAT YOU LIKE TO DO** and **WHAT YOU DON'T LIKE TO DO**.

Things you **LIKE TO DO** are easy, you're good at it, are fast to accomplish, and you truly enjoy the process.

Sometimes we actually really love doing them even if they're difficult, have roadblocks, or are fraught with problems. Usually because we are still in our comfort zone and are confident during the entire journey.

Things you **DON'T LIKE TO DO** suck. They are difficult, have a lot of moving parts, take a long time, or usually have dependencies on other people or a tight schedule. So we don't do them.

Again, everyone procrastinates — so don't beat yourself up about it. Go to the next page and find the right action step to solve your problem!

5

HOW TO BEAT PROCRASTINATION.

ACTION STEP

Here are some great ways to beat procrastination:

- **Assign a drop dead date** when it **MUST** be done. If it has a date — you won't procrastinate.
- **Break the task into smaller parts** — take a big, hairy project and break it into tasty, bite-sized pieces that are easier to accomplish.
- **Hire a buddy** — get a colleague to keep tabs or help you stay on track. Check in on a regular schedule to track updates.
- **Sit back and figure out why you are procrastinating** — and get serious about changing those triggers.
- **Try the [Pomodoro Technique](#)** — I've recommended it to many clients and it works. It breaks each work-hour into work and rest — and it works!

After all, you will ultimately need to do that task — putting it off might make it easy in the short term, but hurt you in the long term. Just do it.



INTERMISSION: PREPARATION IS KEY.

“There are no secrets to success. It is the result of preparation, hard work, and learning from failure.” — Colin Powell

Your career or business will have it's ups & downs. Some time the sky's the limit, and some time you can't think of going any lower.

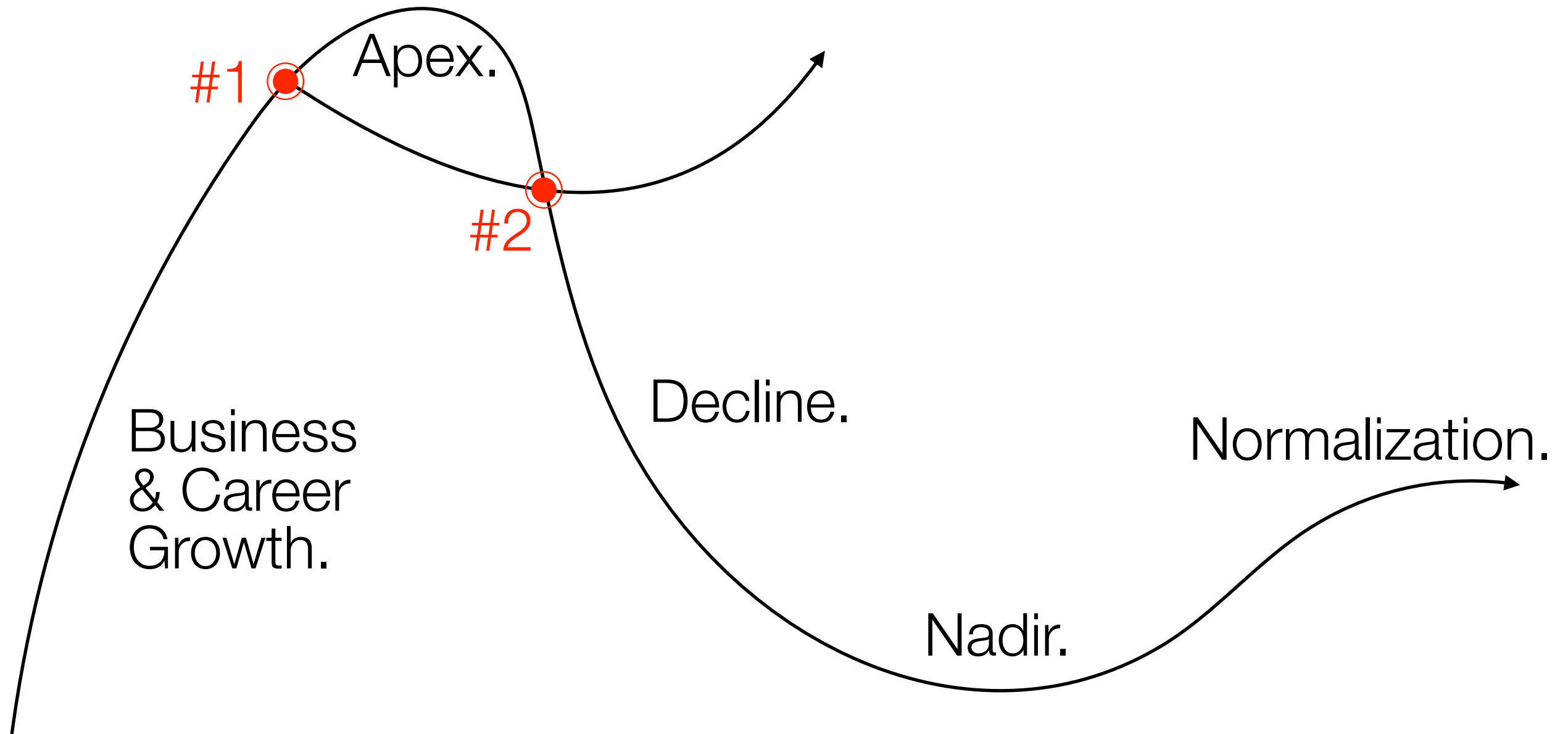
Take a look at the next page — this is what I teach my clients about business. I call it the Sigmoid Curve Effect. Invented by Charles Handy, he used the concept of the Sigmoid Curve to make the case for significant ongoing change.

The best time to start a new 'curve' is before you reach the peak of your existing one. That way, you will be starting something new when you still have the resources, and the spirit, to take it to new heights. In contrast, most people think of doing something new only when they have reached the bottom of what they are presently involved in.

Just when you feel your career or business is booming, you need to step back and reflect. Understand the forces that brought you there and start anticipating the new change in your business, industry, or organization.

Decades ago, this curve might take years to develop and mature. Today, it can happen in MONTHS.

How Preparation Keeps You On Top. The Sigmoid Curve.



#1 - Where you should start implementing changes.

#2 - Where you actually start implementing changes.



INTERMISSION: PREPARATION IS KEY.

ACTION STEPS

1. **Understand where your career or business is.** Is it growing, at an apex, in decline, at the nadir (bottom), or normalizing to a flat state (no real growth).
2. **If it is growing, start to understand your market/industry.** Do some research, meet key people to better comprehend when it's time to make your 'Sigmoid Curve' move.
3. **Don't be afraid or complacent.** Many people like riding the rollercoaster up the hill, it's a fun ride! The problem is that ultimately, you will hit the apex and ultimately see a diminution of your power or clients. Things change (and they change quickly).
4. **Start looking for new opportunities,** positions, clients, customers, or people to meet. This will invigorate and energize your business and career — to get you to be more open to new opportunities that might appear.
5. **Don't be scared of making the 'Sigmoid' jump.** DO be afraid of staying complacent — the ride will not go on forever. Some type of change will need to be made. Changes like:
 - Career: project, management, location, department, division, or company.
 - Business: location, customers, products, packaging, marketing.

6

CHARISMA IS KEY IN BUSINESS.

Your career is directly based upon a good relationship with people.

How you attract them, make them a client, work with them, motivate them, build consensus, review your work with them, price and deliver the final package with them, and ultimately keeping in contact with them.

It takes enthusiasm, patience, vision, rapport, questioning, direction and most of all trying to smile all the time.

If you check out the most successful people in business, you'll find that they excel in the social skills department.

They also have incredible communication and listening skills which are critical for any position or business.

ACTION STEP

You are not going to learn this overnight.

But there is an incredible resource to help you learn how to interact and manage your clients. And it was written over 80 years ago and it's still my 'go-to' manual for all of my clients. [Pick it up](#) and read it cover to cover.

7

TRACK YOUR TIME.

Everyone's #1 problem? Time Management. So many people do not track their time — and unfortunately, TIME IS MONEY.

You don't want that. During each workday, you need keep a tight schedule — from the time you get up to the time you go to sleep. Why? If you time-block your entire day, you suddenly see where time slips away and you spend too much time doing low output activities.

Time-block every minute of your day:

- When you get up, shower/prep time, working out
- Client appointments
- Your travel time (to and from places)
- Projects, Activities, Tasks
- Meetings, Client Appointments, Staff Meetings, Reviews
- Phone calls, email, texts, etc.
- Personal time (shopping, picking up kids, etc.)

The more rigorous you are about tracking ALL of your activities, the more you will accomplish and the faster you'll get to your goals.

ACTION STEP

Buy this book — [15 Secrets Successful People Know About Time Management: The Productivity Habits of 7 Billionaires, 13 Olympic Athletes, 29 Straight-A Students, and 239 Entrepreneurs](#)

8

LOOK AT YOURSELF.

Selling a product? You have to have a label and packaging that fits in and stands out at the same time. Your work might be stellar, but if you look like Jed Clampett, you might lose potential clients or not impress your superiors. Dress The Part!

How old are your clothes? Pick up a fashion magazine and see what colors and styles are in right now. Walk through a few men's/women's clothing stores (higher-end) and see what their promoting. Don't forget about your footwear!

How old is your hair style? Take a hard look if you've stuck with the same style for over 5-10 years (I have an excuse). Even though I'm bald, I still play with my sideburn length and facial hair. Keep it up to date. Do you need a color? (Men too!)

How old are your glasses? This is where I have to talk to clients and have them update their frames. Get rid of old and welcome in the new frames — it's amazing what a significant change it makes.

Check your accessories. This is where you can let your personality sing! A scarf, a sweater, jacket, boots, stay in style and people will notice.

ACTION STEP

Grab a trusted friend and let them mercilessly critique you. They might say something that you would never notice. Or look in the mirror and be critical.

9

PRIORITIZE YOUR TASK LIST.

I know — I said the term ‘task list’. Everyone loves to tout their own system of prioritization. Sometimes it works (and it works really well) and sometimes it doesn’t (and you feel you’ve thrown all those hours away). Here’s how I do it:

I use the Eisenhower Method. Years ago, President Eisenhower developed this method to help him prioritize his task list, “I have two kinds of problems, the urgent and the important. The urgent are not important, and the important are never urgent.”

Using the Eisenhower Method, tasks are evaluated using the criteria important/unimportant and urgent/not urgent, and then placed in according quadrants in an Eisenhower Matrix (frequently stolen and renamed by motivational speakers everywhere!). Tasks are then handled as follows:

- **Important/Urgent quadrant** are done immediately and personally, e.g. crises, deadlines, problems.
- **Important/Not Urgent quadrant** get an end date and are done personally, e.g. relationships, planning, recreation.
- **Unimportant/Urgent quadrant** are delegated, e.g. interruptions, meetings, activities.
- **Unimportant/Not Urgent quadrant** are dropped, e.g. time wasters, pleasant activities, trivia.

ACTION STEP

Check out the next page and see if it would be right for you. I suggest you try it each workday for two weeks. You’ll thank me.

9

URGENT:

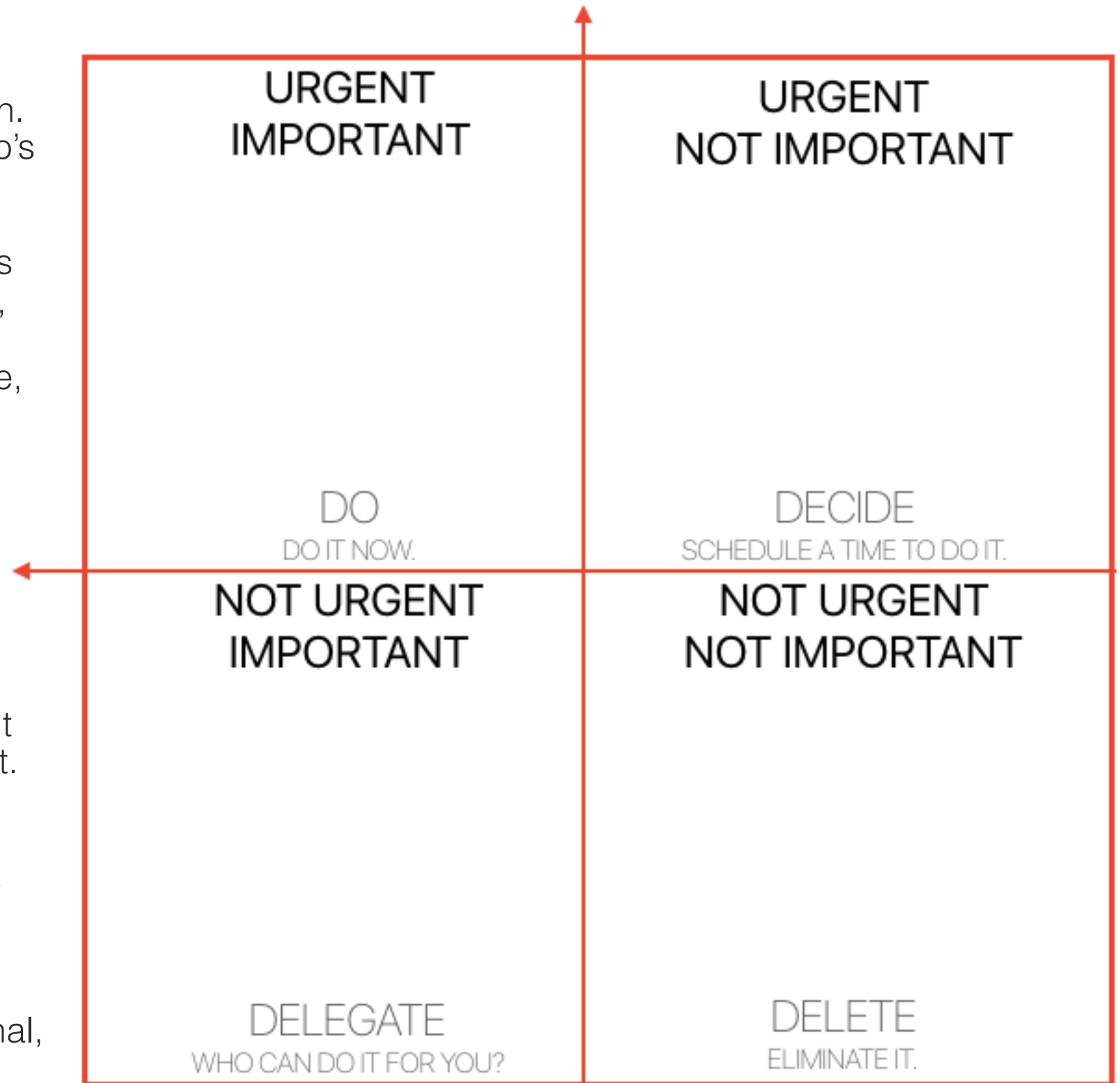
A task requires immediate attention. These are the to-do's that shout "Now!"

Urgent tasks put us in a reactive mode, one marked by a defensive, negative, hurried, and narrowly-focused mindset.

IMPORTANT:

Contribute to our long-term mission, values, and goals. are also urgent, but typically they're not.

When we focus on important activities We operate in a responsive mode, which helps us remain calm, rational, and open to new opportunities.



10

BE BOLD IN LIFE.

Be a bit more assertive in everything you do. It builds confidence and confidence is key with all successful professionals.

Ask forgiveness and not permission. Too often we get caught up in asking so many people THEIR opinion of what to do. Pick a direction, develop an action plan, and make it happen. If you spend your day asking your staff, boss, clients, or peers their opinion, you will get many disparate viewpoints and you will get stuck.

I'm not promoting going willy-nilly and pissing everyone off. Take your time, pick a strategy, develop a plan of attack, and do it.

The more boldness you add to your workday, the more you will accomplish.

ACTION STEP

If you work for a company — Look at all of your projects. How can you aggressively move them forward? Where can you step out of your comfort zone? Who can you push? Do you have to push your boss or another superior for answers? **DO IT NOW.**

If you own your own business — Where can you take a aggressive step to get new clients? Who can you call? Who do you have to ask? **YOU KNOW WHO THEY ARE.** You just have to pull the trigger to exponentially improve your client roster. **DO IT NOW.**



IF YOU LIKED THE EBOOK . . .

You might want to have a conversation with Rich.
You really don't have anything to lose. Why?

If you're having trouble with your career or business, a complimentary coaching session with Rich is for you. He's coached and ran workshops for thousands of professionals just like you.

During your free session, we will review your situation, goals, roadblocks and Rich will give you focused, strategic advice.

Rich **GUARANTEES** two things will happen during our time together:

1. You'll be coached by a professional who knows your situation.
2. You'll walk away with at least one significant breakthrough.

GO TO: <http://richgee.com/contact-2/>

Rich's team will connect with you within 24 hours to schedule your free phone session. Rich's schedule only allows for one complimentary session each week. In other words, they go VERY quickly. **So do it today.**

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