

StoryBrand Productivity Schedule



A STORYBRAND
RESOURCE

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1



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2



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STORYBRAND PRODUCTIVITY SCHEDULE

TODAY'S DATE: / /

PROJECT ONE

_____ H: M:



95%

Rest/Reward: _____

PROJECT TWO

_____ H: M:



75%

Rest/Reward: _____

PROJECT THREE

_____ H: M:



50%

Rest/Reward: _____

IF I COULD LIVE TODAY OVER AGAIN I'D

- _____
- _____
- _____
- _____
- _____
- _____

THINGS I GET TO ENJOY TODAY

- _____
- _____
- _____
- _____
- _____
- _____

APPOINTMENTS

____ : ____ _____

____ : ____ _____

____ : ____ _____

____ : ____ _____

____ : ____ _____

____ : ____ _____

____ : ____ _____

TO DO

- _____
- _____
- _____
- _____
- _____
- _____

- _____
- _____
- _____
- _____
- _____
- _____

MY LIFE THEME: _____

SCHEDULE KEY

The *StoryBrand Productivity Schedule (SPS)* works best for people who need to manage their own time. If your work day is a blank canvas in which you have to make progress on several large projects, the SPS will be of benefit. The SPS is designed to help people become more productive, overcome procrastination, stop comparing their productivity to an ideal and enhance creativity. The SPS forces time to work around your brain rather than your brain to act as a servant of time. Here is how each of the components on the daily schedule work:



PROJECT ONE: Throughout your day, your mental capacity diminishes with use just like a muscle.

Procrastination often takes place when we put off an important project until the end of the day, making it much more difficult to accomplish because we are tackling it with less mental capacity.

Therefore, our first project of the day should be our most important. Because you tackle it (or a portion of it) first, you'll experience greater success and you will soon begin to associate it with progress rather than frustration.

H:___M:___ : Many people experience guilt when working within a normal time-management system. If they say they'll work from 8am to 10am on a project and are then interrupted, they feel guilty for not fulfilling their morally neutral expectations. Reverse scheduling allows for the freedom and flow of a given day. Simply use this space to mark how much time you spent on the project once you've completed that work session. This insures you'll feel good about your work and begin to associate the project with positive feedback rather than comparisons to unrealistic expectations. You'll be more likely to give hours to it and this number will likely grow.

Rest/Reward: Because the mind works like a muscle, it fatigues easily and needs regular breaks. These breaks may be as simple as going for a walk or even taking a nap. If having coffee with a friend recharges you, feel free. The idea is to take your mind completely off your project for a period of time before either coming back to it or moving on to another project.

PROJECT TWO: Project two may be a continuation of project one or another project all together. Simply repeat the process as you move throughout your day. It is unlikely you'll be able to devote optimum mental performance to more than three projects per day.

MY LIFE THEME: We've included this box to allow you to write your personal life theme daily. A personal life theme can evolve over time, but it's to be a statement about what you want your life to be about. A personal life theme is a primary component of a decision filter. If a project or task is not in keeping with your life theme, it may be best to let it pass.

IF I COULD DO LIFE OVER AGAIN I'D: The process of considering the day as though you were reliving it comes from psychologist Viktor E. Frankl. He developed this simple mental trick in order to help his clients live more meaningful lives. Clients who were caught up in trivial problems suddenly realized they'd rather spend time with family or loved ones, work on projects they enjoyed and so on. Reverse scheduling is about not letting time manage your life, but rather living the most meaning-filled and productive life possible. We recommend writing down a couple of these per day to keep you from becoming a slave to unforeseen and often trivial pressures.

THINGS I GET TO ENJOY TODAY: According to Dr. Neil Fiore, procrastination often occurs when a person believes they won't be able to enjoy their lives because they have to work. Those who suffer this perspective often neglect their work then feel guilty and so don't enjoy life either. To his clients, he simply recommends listing the things they get to enjoy each day before tackling their work. He found the success of this simple exercise profound. His clients were more motivated to work because they felt they were not going to miss out on life. Make sure to follow through on much of your list so you are sure to enjoy life, too.

APPOINTMENTS: Most StoryBrand clients keep their calendars digitally or in a separate planner. However, those who manage their own schedules often have less than five appointments per day. Use the appointments section to manage time-specific meetings or obligations.

TO-DO: Use this section as a daily task list.

Most business leaders struggle to talk about what they do. At StoryBrand, we've created a communication framework that helps people clarify their message so their business starts growing again. We can help you clarify your message at StoryBrand.com

