

[00:00:00] All right. Let's get one thing straight here. Productivity and work are not capital, n o t, the same thing. They tend to get intermingled, but productivity is all about efficiency. How quickly and effectively you can get something done. Work. On the other hand, that is just the amount of time that you're spending on something.

That's when you're actively working.

Welcome to the short of it with Amanda Long Business and Productivity Podcast. So yeah, you could be working for hours on end, but if you're not being productive, you may as well just be putting your feet up and binge watching some Netflix. So here's the thing though, being productive doesn't necessarily mean you have to work long hours either.

Nope. It is all about getting the most bang for your. If [00:01:00] you can get a task done in 15 minutes instead of two hours, then you're being way more productive, even if it doesn't look like it on paper. So businesses out there making sure people are putting in the quote time rather than work, are measuring the wrong thing.

And I'm looking at, you work from home companies who allow your employees to work from home, but you're tracking their movements on their computers. What I want you to ask yourself is, do you want their. Or do you want their productive work product? So it's easy to think that productivity just means how long somebody's spending working on a task and measuring somebody's productivity by how much time they spend on a computer actually doing work is deceiving and it's not accurate.

What really matters is the outcome of the work, whether it's done well, and if it achieves the goals that were set and whether they're doing the work they're supposed to be doing. I just feel like I'm seeing so many employees and hearing from other marketers about how [00:02:00] their time is tracked, and it's really frustrating because we are working in a creative industry.

When our time is tracked based on how much time we're spending on the computer, that's really a creative killer. I mean, how many people can work knowing that their boss is watching over their shoulder, what they're doing, and that they have to constantly be on their computer, otherwise they're gonna be considered not working and not get paid for the time that they spend doing things off of their.

Now, I don't know about you, but I will write things down. I'll brainstorm, I'll think about stuff like I don't need to constantly be in motion to be productive. Thinking doesn't require you to be in motion, and sometimes you just have to think and look out the window or think through an idea, write things down, circle and draw.

Like it is not all in the active work that we're actually working, especially in an industry like. But for those of you marketers, maybe you're not in this environment, hopefully the [00:03:00] majority of you aren't. So let's start talking about the things that can mess with your productivity. And the number one thing or things is not having a clear goal or plan that can definitely throw you off track.

If you don't know where you're heading, how are you supposed to get there? Right? Like if you're going on a journey and you don't have a map, how are you gonna get there? If you don't have a plan or a. And it's the same thing in our daily lives, in our work and in marketing. We need to know what the goal is and then we need to be able to have a plan that's going to help us get there and what we're gonna do along the way.

Another thing that's really killer to productivity is multitasking. I tell my daughter this all the time and she sort of makes fun of me for it, but I don't think she quite understands it yet. She is 17 now, so she's gonna start getting this. But multitasking is a recipe for disaster. And I wrote down here, it feels weird saying it, but it's totally true.

It's like trying to juggle [00:04:00] flaming knives while you're riding a unicycle. Like the visual of that just makes me laugh and giggle. So I had to share that with you because that's what it feels like. Multitasking. You feel like everything's on fire. You're trying to catch it before it falls, and you're still trying to move forward and keep that momentum going forward, and it's just not feasible.

Like that's where we get that scattered brain feeling and we start feeling overwhelmed, and then we start wanting to procrastinate because we've just got too much going on. And then burnout sets. And those are major roadblocks that can really mess with your ability to get things done. I have a couple ways that are not as hard as you think they're gonna be.

And maybe they're too easy. Maybe you're gonna go, well, duh, Amanda, that's, you know, that's what we do, but let's have the conversation. So there's ways to

increase your efficiency and to get stuff done without wanting to pull your hair out All the. And setting clear goals, duh is one of them, right?

Prioritizing your tasks, minimizing [00:05:00] distractions. They're all key. We know to do these things, right? But do we actively do them? That's my question to you. Like, I know I need to do these things, but am I actually doing them? Because sometimes I catch myself and I'm like, oh, I feel really overwhelmed today.

And that's probably because I don't actually have a list of what I need to get done today. What's priority, and I'm just jumping around to the things as they pop up in Slack or come up in my email. I don't actually have a plan for the moment or the day. So make sure you're actually using those tools that you have to help you plan and be efficient, and take a moment when you're feeling overwhelmed and just assess this and see where you're at and maybe what you need to do to change and shift gears.

The next thing, stop trying to reinvent the wheel and embrace the processes that you have as well, because that's another key when we have these processes that we've created, but then we stop following them because we get into that every day cycle. And then we [00:06:00] forget that we had a process or maybe we have a process and we haven't identified it and written it down.

So those are things that you can do to start identifying where you can be a little bit more productive and effective in different areas, or you can use somebody else's process. Better yet, get your team together. And decide what your processes are, because then everybody can leverage them. Everybody knows what everyone else or how everyone else does something, and then the boxes get checked of everything that gets done, and then you're more on the same page and you can collaborate together.

And sometimes some people have a hard time figuring out what their process is. Or getting into the groove and they need some help. And if you have something that's identified by your team, then you can share that with others and they can use it too. Most important, don't forget to take breaks and give yourself some time to recharge because burnout is no joke.

You are in burnout before you realize you're in burnout. That is the scary part of [00:07:00] it, is that before you know it, you go, why do I feel so tired all the time? Why don't I wanna do this project? Why don't I feel like I have any creative ideas going on? And that's because you're in burnout or you're on the, you're teetering on the edge of falling into the abyss of burnout and it's really

hard to get out and you can get stuck there for a really long time if you're not careful.

So avoiding it is the best way to not have to worry about clawing your way out of. And I say claw your way out, because that's what it feels like when you're in burnout is so hard. You know, you start getting out of burnout, but then it's easy to sink back in. So taking breaks, giving time for yourself, making sure that you just have things in place that make it so that you're not juggling those knives all the time, and that you're able to breathe and that your team is collaborating.

Because when your team is in sync, then everything else comes a little bit easier. You don't have people who are in burnout, [00:08:00] some people who are flourishing, you know, you have everybody who's cohesively on this team collaborating, connecting, and communicating with each other so that when you are struggling with something, you've got somebody to fall back on.

And that's why it's important to create a culture of productive people on your marketing. So I just wanted to loop back here and just remind everybody that the most common mistakes of having a team that's not productive, it usually stems from not having clear expectations and goals. So that's always a really good place to start looking.

Does the team have a clear expectation? Do they know and understand what the goals? And what is expected of them, because if your team knows what's expected of them, they can focus on achieving those goals. And as a team, everyone can make real impact. And don't forget, even if you're not a leader, even if you're just another coworker on the team, Give feedback and [00:09:00] recognition to other people on your team because it helps.

I mean, you know how you feel when somebody says, Hey, this was a really great job. Or when somebody gives you just some great feedback, something to reinforce that you've done a good job, it just makes you feel good. So do that for others. And if the whole team is doing that to each other, you've created this really great team to be on.

And then the culture of productivity starts to set. And these are not huge, big things that have to happen in order to take place. So to create a truly productive marketing team, you just have to think about that big picture and take care of everybody. Make sure the team has the tools that they need, set clear expectations.

And with a little bit of effort, you're gonna be amazed at what your team can achieve. I spent many years in my own business as a solopreneur, and I have a small team right now, and I've always worked on teams, so I know how it can be to be on a team that's not [00:10:00] productive or that's not pulling their own weight and being on your own isn't any better either.

So when you can create a culture on your team, whether you're a leader or whether or not you're a leader, you can affect change in that team and you can make that team a really good place to be. Look, sometimes being on a team can be hard, but everything we talked about today can help make a team environment feel so much more productive and collaborative.

And it just takes a little bit of effort and it really only takes one person to lead the charge, whether you're a leader or you're a coworker. You can always be the one who leads the charge of change. I'd love to hear your feedback on this episode. If you have anything else to add to it, please hop over to your favorite platforms.

I am on LinkedIn, Twitter, Instagram, Facebook and TikTok. And you can DM me there at Amanda Long s m [00:11:00] s. I'd love to hear your feedback and the challenges and the celebrations that you face working on your marketing team. Join me each week for a new episode of the Short of It with Amanda Long sign up to get our emails.

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