

Workplace
Wisdom
For
9 To Thrive

*Proven tactics and hacks
to get ahead in today's workplace*

Nina Sunday

First published in Australia in 2018 by:
Brainpower Training Pty Ltd, Brisbane, Australia. www.brainpowertraining.com.au

Workplace Wisdom for 9 to Thrive™ is a trademark of Nina Sunday. Copyright © 2018 Nina Sunday

All Rights Reserved worldwide under the Berne Convention. No part of this book may be reproduced or transmitted in any form by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system without prior permission in writing from the publisher. The Australian Copyright Act 1968 (the Act) allows a maximum of one chapter or 10% of this book, whichever is the greater, to be photocopied by any educational institution for its educational purposes provided that the educational institution (or body that administers it) has given a remuneration notice to Copyright Agency (CAL) under the Act.

Every effort has been made to ensure this book is free from error or omissions. The publisher and author do not accept responsibility for any liability, injury, loss, or damage (financial, personal, or otherwise) that may be claimed or occasioned to any person acting or refraining from action as a result of material in this book whether or not such injury, loss or damage is in any way due to any negligent act or omission, breach of duty or default on the part of the publisher, the author, or their respective employees or agents.

This publication contains the opinions and ideas of its author and is designed to provide useful advice and formats to the reader on the subject matter covered. Any references to products or services do not constitute or imply an endorsement or recommendation. The publisher does not attest to the validity, accuracy or completeness of this information.

The National Library of Australia
Cataloguing-in-Publication entry:

Sunday, Nina

Workplace Wisdom for 9 to Thrive: Proven tactics and hacks to get ahead in today's workplace
ISBN-13: 978-0-9942353-2-9

1. Personal management. 2. General Management. 1. Title 658.3

Edited by Helena Bond
Internal layout by Elizabeth Beeton
Cover design by Elizabeth Beeton
Cover artwork by Praylin Paulraj Shinijah
Cover Image, 'Abstract Hallway with Many Doors', Stock illustration ID: 27559354, Shutterstock.

This book is dedicated to all my friends and fellow authors at
Professional Speakers Australia who inspire me to write.

Other works by Nina Sunday

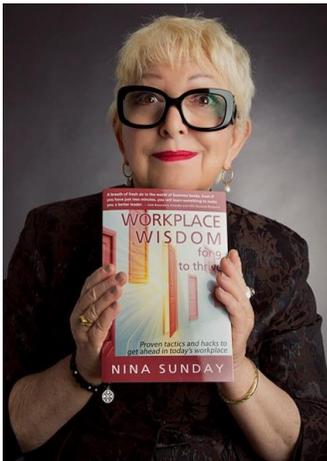
Brainpower Smart Study:

How To Study Effectively	Book	ISBN 978 0 9751941 5 7
Time Management	eBook	ASIN B00DE2X34Q
Speed Reading training	Video	ISBN 978 0 9751941 0 2
Super Memory training	Video	ISBN 978 0 9751941 1 9
Customer Service training	Video	ISBN 978 0 9751941 2 6
Time Management training	Video	ISBN 978 0 9751941 3 3
Business Writing training	Video	ISBN 978 0 9751941 4 0

Nina Sunday, CSP*

BA, Dip Ed, Grad Cert (AustFilmTVRadioSchl)

* Certified Speaking Professional



- Nina Sunday, speaker, facilitator, author on workplace know-how
- 1990, founded Brainpower Training
- pioneered Speed Reading and Memory training Australia-wide
- Won *Innovation in Learning* award from the Australian Institute of Training and Development
- Authored five training videos on workplace know-how
- Member: Mensa Australia
- Past State President and board member Professional Speakers Australia

CONTENTS

Introduction	1
1. Reinvent	5
• Marginal gains helps you win the marathon of business	7
• Kaizen: how to create a workplace with energy and vitality	9
• The NUMMI project: how to change a culture	12
• The telco that saved its skin by focusing on the customer experience	17
2. Lead from the front	19
• People don't quit companies, they quit managers	21
• Beware the sigmoid curve: how to lead from the front	22
• Want change? Go to your people with questions	23
• What are the 8 good behaviours of managers?	24
3. Engage	29
• What can make you a more engaging leader?	31
• Psychological safety: nothing else matters if you get this wrong	32
• How to create a coaching culture	35
• Team culture hack: the Morning Tea Effect	37
4. Influence	41
• Primacy and Recency: give instructions so people remember	43
• What word should you avoid when giving instructions?	45
• How to change perception by framing things differently	47
• How to motivate with towards vs away-from language	48
• How to give feedback using a 5-step verbal template	50
• Feedback hack: what two words should you avoid when giving feedback?	53
• 10 Phrases To Make Your Writing More Persuasive	54

5. Increase productivity	55
• Get more of the right things done	57
• How to stop mind churn affecting your sleep	59
• Daybook — the secret tool of organised people	60
• The art of delegating	61
• There is more than one way to do it — TIMTOWTDI	63
• Adequate is the new perfect	64
• Email hack: how to write quick subject line emails	66
• How to overcome this limiting belief about productivity	66
6. Love your customers	69
• Love your customers	71
• What are the most common reasons clients leave?	71
• Customer service hack: answer the phone with a smile in your voice	74
• Do what you say you are going to do	76
• Master the paradox of exceeding customer expectations	76
• Under-promise, over-deliver timeframes	77
• How to say ‘no’ to clients without using the ‘no’ word	80
7. Communicate	83
• The top 5 complaints of email communication	85
• How to fix 5 common business writing mistakes	88
• Anatomy of a customer-friendly email	90
• The billion-dollar business cost of typos	91
• How to cut wordiness using active voice	92
• Email hack: how to gain cut-through	94
• Don’t hide behind email. Know when to pick up the phone	96
• Commas made simple with FANBOYS	98
8. Present persuasively	101
• Five common presenting mistakes	103
• Five common slideshow mistakes	106
• How to grip an audience with your first line	107

• How to ditch your notes and speak with confidence	110
• Why you should steer your presentation with more questions	113
• How to handle Q&A	115
• Do you have a call to action at the end of your presentation?	117
• Powerpoint® hacks to add sparkle to your slideshow	118
• How to be perceived as a polished speaker	120
• What's your self-talk before you speak to an audience?	123
9. Skyrocket your sales	125
• Do you ask enough discovery questions when selling?	127
• Top 8 mistakes people make when selling	130
• When is the best time to call prospects?	132
• Sales hack: what is the best opening question?	134
• How to respond to the Hollywood brush-off	135
• How to cultivate a voice people trust	137
• How to craft a convincing return on investment	141
• Social proof as a way to negotiate	144
10. Sharpen your office etiquette	147
• How to remember people's names and never be embarrassed again	149
• Great office etiquette helps teams thrive	152
• Five annoying open-plan office behaviours	156
• Etiquette hack: how to properly introduce a VIP	158
• Impress people by fine-tuning your handshake	160
• How to stand out with a simple thank-you card	162
11. Gather wisdom	165
• Read your way to the top	167
• Are we in danger of losing our deep reading brain?	169
• What habits make you a sluggish reader?	171
• Collapse time and reduce information overload	175
• Speed reading hack: double your reading rate with Macroreading®	176

• How to measure your reading rate	179
12. Stay curious	181
• Curiosity has nine lives	183
• How to brainstorm: always look for the second right answer	192
• Where are the gaps in your work/life balance?	195
• How to boost your emotional intelligence	197
References	203
Acknowledgements	213
About the author	217

INTRODUCTION

Predictions around disruption to the world of work declare there is a new work order. Young people today may have 17 jobs in five different careers. Portfolio careers are on the rise i.e. not one job, one employer, but multiple jobs and employers, perhaps over more than one profession.

In a tech world, it's high social skills that help you stand out and get ahead. The best managers are outstanding communicators who know how to lead a team, collaborate with a diverse range of people and able to influence peers and customers to take action. They know it's not what you say but how you say it that makes the difference. Word choice and how we use language impacts the way we persuade others. In the age of disruption, being adept at human interaction is rewarded with higher wages.

Being average at your job is over. Not being interdisciplinary can harm your career. To thrive in a rapidly changing world, managers and teams need to continuously improve all aspects of their workplace know-how: the art of communication and influence, productivity, sales and service, leading people and creating a conscious and transparent workplace culture.

To future-proof your employability in a VUCA world, (short for volatile, uncertain, complex and ambiguous), constant reinvention is the key to keeping up, evolving and staying relevant. Your job IS change. It's up to you to stay change agile and continuously grow and reboot your brain. I trust this book will help you achieve the getting of workplace wisdom.

How to use this book

For managers

Each chapter is a stand-alone piece of micro-learning. Copy a chapter to distribute to your team and invite them to read before the next team meeting. You'll find a list of trigger questions in the article *How to Brainstorm* within the *Stay Curious* section, such as:

- What can we **start** doing?

- What can we **stop** doing?
- What can we do **more of**?
- What can we do **less of**?
- What can we **improve**?

And when you've captured in writing a wish-list of next actions, then rate each suggestion as an A, B, C or D according to its priority, for example:

- A. low effort, high payoff – do first
- B. low effort, low payoff – do next
- C. high effort, high payoff – just get started with the first action-step
- D. high effort, low payoff – don't bother

For individual contributors

Show this book to your manager and volunteer to copy a chapter to send around, with your manager's blessing, to team members with the invitation to read then participate in an ideas discussion at the next team meeting.

You might like to suggest your manager leads that discussion, or if they decline, offer to do so yourself. At the meeting, use the trigger questions and record each suggestion in writing as they come up. Allocate a specific time. After idea generation, go back to quickly rate each suggestion as an A, B, C or D priority.

By you taking the initiative this way, (where there's a positive workplace culture), it will likely identify you as a high-potential team member destined for leadership. (However, if this suggestion is not well-received, ask yourself what can be done to make the culture more conducive to growth and learning; or was it perhaps the manner in which you suggested you take the initiative?)

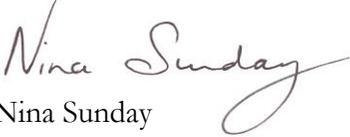
Always be reading

To grow your workplace wisdom read a non-fiction book (digital or print or listen to an audiobook) at least 10 minutes a day. Read at least one book a month, 12 books a year. See the article *Read Your Way to the Top* in the

Gather Wisdom section of this book for reasons to read every day. Leaders are readers. Be a reader.

Feel free to stay in touch by visiting the contact page at www.brainpowertraining.com.au and sharing your thoughts.

The way we did business five years ago can't be the way we do business in the next five. Constant reinvention is the key.


Nina Sunday

Increase
productivity

GET MORE OF THE RIGHT THINGS DONE

Your job is to get things done. Focus on achieving the top 20% of tasks which lead to 80% of your results. And here's a way to do it.

Steel magnate, Charles Schwab, President of Bethlehem Steel from 1903, was the first American to earn over a million dollars a year. As the story goes, in 1918, when Schwab met efficiency expert, Ivy Lee, he challenged Lee with, 'What can you teach me about productivity, Ivy, that I don't already know?'⁽¹⁾

Accepting the dare, Lee handed Schwab a blank piece of paper and instructed him to write down his top six priorities for tomorrow. After Schwab listed his six items, Lee next instructed, 'Now number each item in order of priority.' Schwab numbered his list.

Lee explained, 'When you arrive at your desk, start working on your number one item. Stay with it until it's complete or you've taken it as far as you can go. Only then start on your number two item, until it's complete or you've taken it as far as you can go; then your number three item, and so on.

'Cross off each task as it is accomplished, then move to the next to-do on your list.

'As each new action turns up throughout the day, add it to your list according to its priority, while staying focused on your current task, unless that new item is of higher importance than the one you are currently working on.

'At end of every business day, create a fresh list of your top six to-dos, in order of priority, ready for next day, including anything unfinished or new things you've added during the course of the day.'

Lee continued, 'Teach your managers to do a Top Six list at end of every day, ready for next day. And oh, by the way Charles, don't pay me now for this idea. When you are convinced of the value of this system, send me a cheque for whatever you think this idea is worth'.

Five weeks later Schwab invited Lee to his office. 'You remember, Ivy, that efficiency tip you gave me? That's the single most useful piece of advice I've ever had in business. Here's my thank you.' Schwab handed Lee a cheque for \$25,000.

This simple Top Six idea helped Schwab grow Bethlehem Steel into the second largest steel producer in the United States.

Five Quick Questions:

1. Do you use a to-do list?
2. Do you prioritise your top six items?
3. Do you create a fresh Top Six list at end of each day?
4. Do you start each day working on your top priority?
5. Do you complete each priority one at a time?

Try these five steps for a week and be amazed at how many more things you can get done in a day; more of the right things.

Observation Exercise

1. Each day for one week, make a note of your starting time for the number one item on your to-do list; your top priority.
2. With each new task, add it as a new item on your to-do list, but keep working on your top priority.
3. Stay with your number one priority until it is complete, or you have taken it as far as you can.
4. Only shift your focus from your current priority task if the new item is more important than the one you are working on.
5. Note the time you complete your top priority item.
6. Repeat this process for your number two item, then number three item, and so on.

Can you see that you accomplish more by focusing on one task at a time?

A final note: don't multi-task. Consider the Zen proverb: *The hunter who chases two rabbits, catches neither one.*

HOW TO STOP MIND CHURN AFFECTING YOUR SLEEP

Do you ever stay awake at night, your mind going over and over all the little things you have to do? This is called ‘mind churn’, and there’s a ridiculously simple way to cure it.

I was working as conference organiser for an international trade conference, and feeling quite overwhelmed; 400 delegates were flying in from around the world. With the event date looming, I felt as if it was a race against time.

My colleague, Muriel, who was more experienced at organising big events, requested I show her my to-do list. I printed it off, she scanned it, then asked, ‘Nina, is that absolutely everything?’ ‘Well no, Muriel, on this list are the most important things; the rest are up here’, pointing to my brain, indicating I was relying on memory.

Her response? ‘Nina, I only work with people who write down absolutely every to-do.’ I thought about it for a moment then responded with, ‘I’m busy getting things done. Isn’t it a waste of time compiling such a list?’ I argued, ‘I know what has to be done. I’m doing it. Shouldn’t I be trusted?’

Muriel used the broken record response and repeated, ‘Nina, I only work with people who write down absolutely everything.’ I became more adamant, ‘Muriel, you can trust me. I did the last conference. It will be fine!’

Muriel firmly stood her ground. ‘Nina, I only work with people who write down absolutely everything.’ We had reached an impasse. If I wanted Muriel to stay working on the project, I had to relent.

So I agreed to privately do a pen and paper exercise, what’s called a brain dump. I wrote down absolutely everything, every to-do, on one sheet of paper. Surprisingly, it took only 15 minutes. When done, something interesting happened. I looked at my list and every task was there, in black and white, on one page. Something clicked. By seeing a full list, I felt more in control. It all seemed more do-able than before.

Previously, my perception had been that I was under pressure with an endless number of things to do, in a race against the clock. I now felt all was in the palm of my hand.

By getting the monkey off my back, by getting everything out of my head and onto paper, suddenly I felt more relaxed, more in control, more calm about everything yet to do.

And I have Muriel to thank for that. Because if she hadn't insisted, I never would have discovered the importance of writing down absolutely everything.

Action

1. Write absolutely every task down, not just the critical things.
2. Don't rely on memory to remember to-dos; it takes up headspace better used for planning, improving, setting goals, establishing priorities and thinking strategically and creatively.
3. Have a system to capture all your to-dos. It enables your mind to relax, so you feel more in control and sleep like a baby.

DAYBOOK: THE SECRET TOOL OF ORGANISED PEOPLE

Have you ever scribbled a note to yourself on a loose piece of paper about a task or good idea, then misplaced it?

Here's a secret of people who stay organised — they keep a 'Daybook' to use during the course of the work day whether phone conversations, quick meetings and notes. If you use a paper notebook for all your daily jottings at your desk, they are then all in one place for later reference. Now of course, a Daybook doesn't mean you can't also take notes on the run on a digital device. I'm advocating a blended, paper plus digital, approach.

On my desk I keep open an A4, spiral-bound notebook to write every little thing as it happens in the course of a day. It's especially good for notes while on the phone.

At start of each day, I simply enter today's date at the top of a new page, usually in large print and in colour. The Daybook keeps track of

conversations with or about clients, suppliers, projects, anything, as they come up.

With a Daybook, my file notes are all in one place and can be archived for future reference. Actions are transferred to my to-do list and appointments to my diary.

I can use as many pages as I need; some days spread to several pages.

Some people experiment using different notebooks for different projects. I found I'd inevitably be at a planning meeting with the wrong notebook. So I abandoned a subject-based system for a chronological approach.

Sometimes, for easy reference, I number the pages. I've been known to write up a basic Table of Contents inside the front cover for pages I may want to refer to again, or use sticky notes to flag important pages.

Why not have fun with your Daybook? Use coloured pens to differentiate each day, or create individualised covers by pasting cut-outs from magazines.

Perhaps go to a stationery store and purchase a quality Daybook with an attractive look and feel. Sally McGhee, in her book 'Take Back Your Life'⁽²⁾ refers fondly to her round, bright red, leather notebook and red ink pen.

Action

1. Buy a blank, A4 size, spiral-bound paper notebook to keep open on your desk as your Daybook.
2. You might like to differentiate the cover by pasting cut-outs from magazines to remind you of your goals — new car, new home, a trip overseas, positive experiences.

THE ART OF DELEGATING

Two quick questions: If you were promoted or left your organisation today, would day-to-day operations be disrupted? Is another team member trained up and empowered to step into your role and take over should you become unavailable?

Embrace Delegation As Part Of Your Job

It enhances your career, leads to promotion and grows the enterprise. By providing opportunities for learning and growth it improves staff morale.

Learn to hand off some of your projects. It frees up headspace for you to plan, improve, set goals, establish priorities and think strategically and creatively.

Have you ever said, 'If you want it done right, do it yourself' or, 'It's faster if I do it myself'? That way of thinking leads to bottlenecks and burnout. Hoarding tasks means your company or division will be stuck at its present level of growth. Embrace delegation as part of your job. Effective, growth-oriented companies have people who excel in delegating as they grow. Better to have a job 80% done by someone else, than 0% done because you didn't get around to it.

Technical competence doesn't attract promotion; nor does doing it all yourself. Delegating does. It's a skill that saves time. To ignore it is to mismanage.

There's an art to delegating and here are a few tips.

1. Avoid 'Gofer' Delegation ('Go For This, Go For That')

Allow people to feel like they're contributors to the big vision, not just cogs in a wheel. Give them responsibility for a complete task, thoroughly explained, from beginning to end. They might surprise you with an elegant solution you never considered before.

2. Take 30 seconds to check understanding

Ask your delegate to summarise in their own words what the task is, and how it is to be done. One organisation has signs around their office, 'Take 30 seconds', as a reminder to take time to check understanding.

3. There's more than one way to do it

Focus on outcomes and timeframe, then allow the person you delegate to the freedom to decide how to do things. Make sure they know if a process exists or any steps that must be completed along the way (such as keeping certain records, or consulting certain people). They might even streamline the process with a useful shortcut.

4. *Show appreciation*

Handing over an activity, you could instruct, ‘I need you to do this . . . because I’m busy!’ Or, you could be more persuasive with, ‘I understand you have a lot on your plate. But if you’d be willing to assist me get this done, I’d really appreciate it.’

Action

1. Steadily increase how much you delegate.
2. Remind yourself that as you train a colleague, you are training yourself to become better at delegating.

THERE IS MORE THAN ONE WAY TO DO IT — TIMTOWTDI

Do you know what’s tricky about communication?

For the same set of instructions there can be more than one way to interpret, and you can end up with different results. It can be hard to know if your instructions are 100% clear and unambiguous, until you get . . . feedback.

Can you think of a time you’ve given someone instructions and they go off and do something quite different? Is it their fault? As the one communicating, perhaps it’s your responsibility to remember to check understanding?

One way to confirm understanding is to take 30 seconds, ask them to summarise in their own words what the task is and how they plan to get it done. One organisation has signs around their office — ‘Take 30 seconds’ — as a reminder to take time to check the task is fully understood.

What To Consider When Delegating

Perhaps ‘there’s more than one way to do it’? Allowing people freedom to decide how a job is done is a good thing because they may find a shortcut that transforms the process.

TIMTOWTDI (pronounced *Tim Toady*) is an acronym from Perl, a computer programming language, for, *There Is More Than One Way To Do It*. Rather than micromanage, give people responsibility for the entire task, from go to whoa. They may reinvent and improve how things are done.

ADEQUATE IS THE NEW PERFECT

Tournament chess uses a special clock with two adjacent clocks, each with a button to stop one clock then start the other. Each clock runs separately, never simultaneously.

But did you know competitive chess was originally played without a clock? In early chess competitions of the 1880s, chess masters spent all day deliberating over the next best move. Because it was so boring, spectators who paid a fee to watch the masters asked for a refund. Nothing happened.

When organisers of chess matches introduced a clock, the objective of the game changed from trying to find the best move, to finding the best move *in the time available*. Have you heard of Parkinson's Law — 'Work expands to fill the time available for its completion'.⁽³⁾ People usually take all the time allotted (and more) to accomplish any task.

Limit the amount of time to perform certain tasks, then do it with velocity.

One organisation asks their managers for a report every Monday. Instead of calling it the 'weekly report' which might take 50 minutes to write, they call it the 'ten minute' report. The goal — to summarise events of the previous week succinctly on one page, and take no more than ten minutes composing it. Instead of pondering each sentence, they just do a brain dump, do it fast and keep writing until time is up.

Use A Timer

For some activities, allocate a specific time and stick to it. Know when to stop.

- ‘I will return all my phone calls in one hour.’
- ‘I will spend ten minutes clearing this corner of my desk.’
- ‘I will take no more than two minutes for each email reply.’

Striving for perfection takes too long. Ask yourself, is this email, is this report, adequate for my purpose?

3-minute / 10-minute Rule

One rule of thumb regarding incoming phone calls is the 3-minute / 10-minute telephone rule. Most telephone calls can be completed in three minutes — unless you are enjoying the conversation, then it’s ok to extend it to ten!

When you receive an incoming call, glance at the time and find courteous ways to limit the call to three minutes. You might say, ‘I do want to discuss this with you, however, I only have three minutes right now’.

Eventually you can start to disengage from the call by referring to it in the past tense, ‘I’m happy we were able to resolve this’. Past tense places the current phone call into the past, ‘It was good we discussed this today.’ It makes it easier to wrap up the call.

Time Blocks

One way to increase throughput is to organise tasks into time blocks. And cluster the same type of task to do at the same time. Don't jump around from one email to one phone call to something else.

So, how long should you spend on tasks? Do what’s adequate for your purpose. Perfection reduces throughput. Understand it’s your overall productivity that counts.

Action

1. Make friends with the clock. Note start and end time of tasks and become aware of the time you spend.
2. Keep a log for a week to analyse your workflow and observe your behaviour patterns.

EMAIL HACK: HOW TO WRITE QUICK SUBJECT- LINE EMAILS

Did you know you can end a brief note in the subject line of an email with the letters ‘EOM’ meaning ‘end of message’? This signals to your recipient the complete message is contained wholly in the subject line.

Thirty-five per cent of email communications are six words or less. Consider these short messages in the subject line:

- ‘Planning meeting now 3pm today instead of 4pm. EOM’
- ‘Thank you. EOM’
- ‘See you at 1pm. EOM’

Tell your colleagues the meaning of EOM — End of Message. It works for me with great success. However, for EOM to be effective, the subject line message should be no more than around 10 words, so ‘EOM’ can be easily seen. Never cram too many words into the subject line as they’ll go beyond what’s visible.

EOM.

HOW TO OVERCOME THIS LIMITING BELIEF ABOUT PRODUCTIVITY

Do you ever catch yourself saying, ‘I don’t have enough time’? The belief there is not enough time limits your productivity.

The most important conversations we have every day are those we have with ourselves, our self-talk.

We have negative and positive voices inside ourselves. If you can transform the thought, ‘There’s never enough time’, into ‘I always have

enough time’, you will find it becomes a self-fulfilling prophecy. This positivity releases stress and anxiety and relaxes your mind.

Limiting Beliefs

Having a system to capture new tasks as they come up is a sure way to minimise the limiting belief, ‘I get too many interruptions’.

When I deliver workshops on ‘Time Management, sometimes I hear from certain attendees, ‘I’m a Creative. Being organised and writing lists cramps my spontaneity.’

I’m a Creative too; I’ve learned that writing down absolutely everything, combined with working to priority, frees me to follow my passion; what I’m doing today, writing this chapter.

Another limiting belief, ‘I can’t keep up with technology’. Hello! We don’t have to keep up with everything that’s happening in the digital world. That’s called Shiny Object Syndrome⁽⁴⁾ — trying to do too many new things all at once, perhaps not finishing any.

Find one new digital tool and work with it for 30 days. Watch the tutorial videos, attend a webinar if it’s offered, stretch yourself by experimenting with its functions.

After 30 days, assess, ask, ‘Is this serving me?’ If answer is yes, embrace using this tool to support your being organised. If answer is no, abandon it and move on to trial a fresh shiny object for the next month.

Master one new digital tool at a time, and by the end of a year your professional reputation will shift from technophobe to early adoptor!

Action

1. Focus on your top priorities and what you can do in a day.
2. Feel ok about what you can’t get done in a day.
3. Observe the language you use when you speak to others, and when you speak to yourself (self-talk). Replace limiting belief negative statements with positive.

REFERENCES

The quotes, anecdotes and ideas described in this book were accumulated from a variety of sources over a number of years. While we've made every attempt to fully attribute the origin of each of these items, the author may have been unable to list some sources in the detail preferred.

5. INCREASE PRODUCTIVITY

1. Scott M Cutlip's, (1994), *The Unseen Power: Public Relations: A History* refers to 1918 as the year of Lee and Schwab's meeting. Alec Mackenzie's (1972) *The Time Trap* and Mary Kay's (1995) *You Can Have It All* both reference the story as well.
2. McGhee, Sally, (2005) *Take Back Your Life!: Using Microsoft Office Outlook to Get Organized and Stay Organized*, Microsoft Press, Washington, USA, p. 56.
3. Parkinson, Cyril Northcote, (November 1955), *Parkinson's Law*, The Economist. 'Work expands so as to fill the time available for its completion'. This since became known as Parkinson's Law. Retrieved from <https://www.economist.com/node/14116121>
4. DeMers, Jason, (February 9, 2017), *Do You Have 'Shiny Object' Syndrome? What It Is and How to Beat It*, Entrepreneur, Retrieved from <https://www.entrepreneur.com/article/288370>

ACKNOWLEDGEMENTS

Thanks and appreciation to everyone who contributed their talents to this project in one way or another. Russell Perks, Helena Bond, Elizabeth Beeton, Mandy McLean, Libby McArdle, Imogen McDonald, Tim Vetter, Lily Sumner, Pip Savaris, Paula Smith.

DISCLAIMER

The material included in this book is designed to provide information and practical tips for readers and give general guidance only. Advice in this book was derived from the author's research and professional experience. No warranties or guarantees are expressed or implied by the content in this book.

Material is compressed and simplified for educational purposes and should not create expectations about how you may deal with any specific matter in particular circumstances. The reader is responsible for their own choices, actions and results.

The publisher accepts no liability for loss or damage that may be suffered by any person or entity that relies on information in this book. The purpose of this book is to increase understanding and awareness of the topic. The material should be used fairly and accurately.

ABOUT THE AUTHOR

Nina Sunday is an international speaker, educator and author. Professional Speakers Australia awarded her CSP designation (Certified Speaking Professional), held by only 12% of professional speakers worldwide.

After working in education, the performing arts, sales and television, Nina founded Australian training company, Brainpower Training, and over two decades grew a network of Facilitators delivering business skills to Top 500 companies, SMEs (small-medium enterprises) and government.

After a decade niching in Speed Reading and Memory, she spent the next 17 years developing and delivering programs in Productivity, Communication, Presentation Skills, Emotional Intelligence, Leadership, Change and Sales. Nina Sunday is the Workplace Maven, empowering managers and teams sharpen their workplace know-how for different thinking, better results.

Qualifications include a Bachelor of Arts and Diploma in Education, plus graduating in Direction and Production Management from the three-year program of the Australian Film, TV and Radio School.

After more than three decades based in Sydney, Nina recently relocated to discover a new-found love of her hometown of Brisbane in Queensland, Australia.