



## **Busy-ness and Productivity**

by [Andrew Cooke](#), [Blue Sky GPS \(Growth & Profit Solutions\)](#)

We are all working in an environment where we are expected to do more, with less, more quickly. So, we look to work faster and quicker in what we do. But this has led to a problem.

The problem is this.

### **Busy-ness = Good**

From this the belief has developed that the busier we are the better. This is wrong and leads to two key problems – people feel over-whelmed and over-scheduled. When this happens to you, or your staff, how do you feel? And what are the consequences? Not good!

Being busy does not make you productive. So, what does make you productive?

Here are 3 guidelines to be more productive:

1. **Know the results and outcomes you are looking to achieve** – start with the end in mind, and allow this to guide how you spend your time, effort and resources and on what.
2. **Establish clear KPIs** – have a few key performance indicators (KPIs) that allow you to measure how well you are progressing (or not). This allows you to track how you have performed to what you have achieved.
3. **Review and revise regularly** – look at what you have achieved and determine what you need to do in order to realize the results and outcomes you seek.

Being busy does not make you more productive, it distracts you. Use these three guidelines to help you and your teams become less busy and more productive!



### **About Andrew Cooke**

Andrew Cooke is known for his work with executives, managers and teams in helping them to grow, develop and achieve results. Using a blend of consulting, facilitation and coaching he is noted for his ability in "bringing people potential to life". Andrew takes the time to understand and assist successful business executives in creating a customized plan that allows them grow and develop their leadership effectiveness. In doing this he guides executives to manage, direct and make change work for them and their stakeholders and teams in an increasing volatile, uncertain, complex and ambiguous business environment. From this he helps others to become more successful in both what they do and how they do it.

Andrew demonstrates a proactive attitude and empathy that blends enthusiasm, energy and a pragmatic approach in engaging leaders and their stakeholders. He has over thirty years of international business experience and insights on which to draw, and has worked with blue-chip clients and other leading businesses across a range of industries. Andrew is passionate about helping others to be more successful personally and professionally

### **Qualifications & Accreditations**

Andrew is an experienced international expert in executive coaching, leadership development and business consulting. He has qualifications, certifications and accreditations from recognized leading global organizations, including:

- Masters of Business Administration (MBA), London Business School, UK
- International executive coach with certifications for Marshall Goldsmith Stakeholder Centered Coaching and Global Leader of the Future 360<sup>0</sup> Assessment
- Accredited Coach with Human Synergistics for:
  - Leadership Styles Inventory (LSI)/ Group Styles Inventory (GSI)
  - Organizational Culture including:
    - Organisational Culture Inventory® (OCI)
    - Organisational Effectiveness Inventory™ (OEI)
    - Customer ServiceStyles™ Survey (CSS)
- Accredited DISC Facilitator & Coach
- Bachelor of Business BA (Hons), University of Plymouth (UK)
- Diploma from the Institute of Marketing (UK)