

Productive to the Max

Productivity Performance Profitability



Ann Max

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July 2013

Technology Makes Me Cry

When I was younger, my two older brothers used to call me "drip". That's because I was always crying. I cried when I was happy, I cried when I was sad. I cried when I was frustrated, I cried when I was glad. This lasted for quite a while and I remember that I even cried at my first job. That made quite an impression on the CEO, I can tell you.

Eventually the crying stopped as I matured (?) and life became more challenging. I guess I realized crying wouldn't help things.

So now I only cry when sad things happen, in a mushy movie, or when my **COMPUTER DOES NOT WORK!!!!!!**

I have been experiencing some serious problems for the past few months with my Mac, iPad and iPhone. I have spent more time with staff at the Apple Store and AppleCare on line than I have with my husband; I think he is beginning to get jealous. I had to cut short my working vacation because my computer was having issues. **What about my issues???????**

As in all things I do, I always analyze why they did not work out. What could I have proactively done to make things easier? In this case probably not much. However there are certain steps we all can take to make sure that we remain friends with technology.

- Every company should proactively address the technological needs of both the

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Connect with Ann

business processes and the workers. A formal strategy needs to be devised and reviewed regularly. The strategy should include ethical guidelines for use, security details and procedures, guidelines for integrated use of fixed and mobile technologies and organized training.

- Be clear in determining your reasons for adapting technology. Is it to make information sharing quicker? To improve collaboration? To move projects forward faster and more easily? Get references before you purchase. Go on the web and look at recommendations and reviews. Too many of us just accept the first package or consultant that comes along. By the time you find out things are not working, the damage is difficult to rectify, financial costs are incurred and you are behind the eight-ball.

- Don't jump on the latest gadget just because..... Determine if it will be beneficial or detrimental as you attempt to learn how to use it and integrate it into your work. Sometimes the learning curve just is too steep for the return on investment. That happened to us this past year when we bought a CRM system that took too long to learn, was not really suitable for our business and brought a negative return.

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Groups of 5 or more can register at the group rate of \$249.00 plus HST each. Contact Tina Hughes at tina@creativerealtionsplanners.com or 613-283-2697.

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Thursday, September 12 LEAP (Life Enhancement and Productivity) Summit takes place on, 2013 at the Ottawa Conference and Event Centre (formerly the Hampton Inn) in Ottawa, Ontario. [Click here](#) for directions.

The LEAP Summit is an opportunity for women to share common issues such as balancing careers, relationships and everyday life. The Summit is where women can face these challenges together. Take this opportunity to connect with peers and support each other as well as prosper from women that have already taken the LEAP.

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Motivational Speaker Offers Productivity Matrix

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Motivational speaker Ann Max has a productivity matrix. Focus, flow, behaviour, discipline and motivation all make for a more productive day. "Every business needs a structure," said Max, founder and president of Productive to the Max. "There's so many things to do and there's not enough time...We want to do it all. You need a strategy to keep you on track." Max outlined her five-point matrix on June 12 at the Kanata Chamber of Commerce's last breakfast meeting before the summer. "This is the time to recoup," she told the attendees. "(To) figure out where you want to go"

FOCUS

For a business to be productive, it has to have a focus. "Those running a company need to set a mission statement, which should outline what the company is, the goals and strategic plan," said Max. "It is very hard to do but it is important," she said. "You need to know who you are; you need to know what you're doing. If you don't have that... you're flying by the seat of your pants. Create three goals at a time and pin them somewhere they can be seen by management and staff," said Max, adding it's important to set the bar high. "If you aim low, you won't achieve your goals," she said. "Once you have your goals...you know exactly where you're going. And when creating strategic plans, it's important to include everyone involved in the business, such as staff and clients. Ask, What do I represent to you?" said Max. "Bring in other people to give you ideas of what your business stands for."

Bring organized, managing information and having proper systems in place creates a flow of productivity. A messy desk, files all over the place, boxes stacked haphazardly can all give a client the impression a person doesn't care," she said. "You have to get organized," said Max, adding that disorganization "means you really don't respect yourself." Dealing with files and getting organized is something "you can do to give yourself a sense of peace." Create systems and processes to manage all the information that comes in. "Try out your systems. Once they are achieved, reward your staff," said Max. "As entrepreneurs, we're very hard on ourselves. "Little rewards (are) very, very important."

BEHAVIOUR

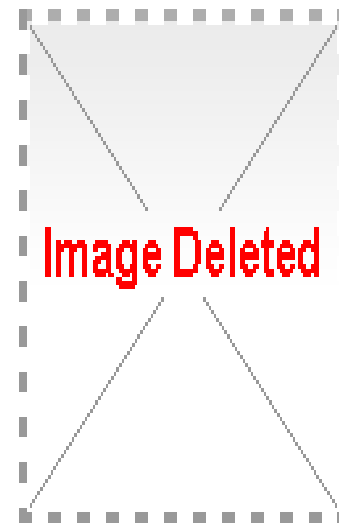
Time management and proper communication will help a business be more productive."In order to get more time, we need to plan and schedule our time," said Max. This means making use of a calendar, day book or smart phone to plan out the day. "Don't use (your brain) to try to remember things," said Max. "Use a calendar, write it down." When scheduling, work with the body's natural rhythm. If a person is a morning person, work on the hardest tasks before the afternoon slump kicks in, and vice versa, said Max.

Proper communication can also help alleviate future headaches. Listen and ask questions to ensure all parties understand what needs to be done. This will help ensure tasks are accomplished properly the first time, said Max. Personal discipline is essential to becoming more productive. Control time wasters and learn to say no, said Max. "No is not a four-letter word," she said. "(Or) we say no then give a 10 million excuses - make it short, make it sweet." Some of Max's productivity principles for discipline include:

- **Live for today and only today**
- **Focus on the big picture**
- **Be aware**
- **Be tough, yet realistic**
- **Monitor and evaluate progress**

MOTIVATION

Motivation helps people be more productive and happier in the workplace, said Max. Reward people, even with a kind word,



Motivational speaker Ann Max and Kanata Chamber of Commerce president Greg Weatherdon pose with Henrietta the chicken - a reward to those who give honest answers during Max's presentation on June 12. Max, founder and president of Productive to the Max, discussed how to maximize productivity in the work place.

for a good job or become a mentor. "Start creating relationships that create champions," she said. Max's business caters to companies, divisions, teams and individuals to create more productive environments.

Sincerely,



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