

# 10-8-20 Productivity and Execution Pillars

Wed, 9/30 7:11PM 8:53

## SUMMARY KEYWORDS

pillars, execution, execute, productive, creating, business, icing, productivity, talk, spend, logo, framework, work, revenue, episode, cake, part, generating, master, sales letter



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Hey, everyone, welcome to another episode of legendary leaders, we are rolling through these pillars. I am excited to talk about a couple more here today, it is going to be awesome and fantastic. Hopefully you are walking away with some confidence and knowledge of understanding about the nine. And really, truly, you're gaining confidence because that's the whole point, I need you confident, I need you confident that you can master these nine pillars, I want you to be part of the 18%. That's my goal that makes me happy to see each and every one of you become part of the 18%. In order to do that, you have to master the nine. So thank you for listening to these episodes. And arming yourself with the knowledge you need to master the nine. Let's dive into two more. Today, we are going to talk about two of my favorite. I like them all okay. But if I had to pick two that are my favorite, these two are my favorite. It's productivity and execution frameworks. Got to have a framework for both. So I am absolutely sure you know that these two pillars have to exist. I mean, as soon as I said productivity execution, you were like, you were probably sitting there pin paper poised. I mean, you are so ready, right? Because I was so insightful. The human getting ready to take notes on one of the pillars for today, Katrina. And as soon as I said, prototyping execution, you just dropped your pen and your pad your whatever, I knew this. Nothing new today. We'll just hang in here. Let's talk through it. Okay, if nothing else, I'm going to empower you to continue on the path that you already know, you need to go down, right? So here's the thing, absolutely. productivity and execution, they are a given, you know that. And yet, the problem is, honestly, is that people aren't sure how to truly deliver on these pillars. And that is the issue, not the fact that people are unaware that they have to have them. But the simple fact that people don't know how to actually use them, deliver upon them, create them, and then stay within the framework they've created. So let's dive into it. productivity is how you spend your time. Right? Think about it. So very simply. I could be sitting here right now as I am

creating a podcast episode for you, which is productive, okay, it's, it's part of my business. Or I can be sitting on the couch watching Netflix, which one is more productive for our business? recording this episode, right? So again, productivity is how you spend your time. Do you do the right work at the right time? Are you focused on selling and generating revenue? If you are a startup business, that is your priority. All of your work as a startup needs to point back to that selling in generating revenue. If it doesn't, you're not using your time productively.

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Truly,

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it's that simple.

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You have to be productive in your time, you have to be able to point to things at the end of the day and say, Look at what I came up with, look at what I created. And then it goes hand in hand with execution because the productivity of time is here's what I created. And then the execution is here is how I use it to then generate results in my business. I'm going to go do something about it. Okay, so execution again, very simply is did I do all the work that needs to be done to move the business forward?

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If I'm productive, that I'm doing the right things at the right time.

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And so productivity is productive execution. I'm doing which is execution. I'm doing the right work. I'm executing the right work at the right time. So I'm productively executing.

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Okay.



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Like mastering the nine pillars, are you productively executing the non pillars? Are you doing the right work at the right time? You have to be an action taker in your business when I talk about execution. You have to be



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right. Are you a dreamer Are you doers?



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execution has to occur. We've talked about that through many episodes. Starting or creating something new requires work to be done. So it's super obvious. I get it. But not everyone knows how to move forward and say okay, well, do I want to spend three weeks on creating my logo? No, that's not productive. How is creating a logo going to generate revenue Do my business. It's not remember how I said a logo is part of your brand, but it's not your brand. What if I spent a full day creating copy, and doing copywriting and creating a sales letter that is productive. But then I've got to take it a step further, not only did I create the copy in the sales letter, now I have to go execute on it, which means I have to actually take that sales letter and put it in a photo or on a landing page or in an email or wherever I'm going to use that copy, and actually get it in front of my target audience that's executing, I productively create a copy. Now I'm going to execute on it and get it in front of my customer. See how they go hand in hand. And I know you know this, but I could go and spend three weeks on a logo, and then execute on it, meaning I'm putting it out there on all of my stuff. I'm making shirts, and I'm making, you know, all kinds of swag and fun stuff I executed. But it wasn't productive. Because I'm not generating any revenue off of it. See how it goes hand in hand. See, see why that's what I call it is I call it icing on the cake. So super simple. Right now as you start your business, you need to bake the cake. The cakes don't even there. But what a lot of people do is they go focus on the icing, because icing is the fun part. And for a lot of people the icing on the cake is the their favorite part. They want the icing, but you haven't earned the right to go and put icing on anything, you don't have anything to put the icing on. So go bake the cake. Use these two of the nine pillars to help you bake the cake be productive, and go execute.



06:46

All right.



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This is what I need you to be thinking about. This is how these two pillars come in together. While you may be productive, and executing, you may be doing something in your business. Okay, let me know, let me call it productive. Let me say you're doing something in your business that you think is productive. And then you go and execute on those things.



07:08

Are you doing the right work at the right time.



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It's critical in creating a successful sustainable business. Because what happens, what happens is I spend all my money on a logo, I spend all my time creating a logo, but I don't have any money coming in. And then I'm dying. Because I spent all my money and I don't have any revenue. So then my business fails because I didn't focus on the right thing at the right time. And I didn't prioritize effectively. I wasn't productive, and I didn't execute. And this is why these are critical. Not to the nine fundamental pillars. I know you get it, but I keep trying to hammer it home. I'm trying to hammer it home because we get it so wrong. When we start. We get it so wrong. And so what I want you to understand, as you probably understand all of the stuff that I've talked about so far, you understand communication and branding and mission statements and life plans, productivity and execution, you get those things I know you do. But are you doing the right work at the right time within each of those pillars? That's where we get it wrong. That's where we get wrong. Okay, so I want to leave you with the idea that of course, productivity and execution are two of the non pillars. How you actually function within those frameworks matter. And I want you to ask yourself, are you functioning within the framework correctly right now in your business? Okay, awesome. I look forward to connecting with you tomorrow. We're going to touch on what else more pillars go and be legendary.