

## Beating Procrastination

by Ann. N. Gatty, Ph.D.

Sometimes we would rather just put things off. Sometimes we would rather ignore that stack of papers on our desk. And sometimes we would rather do something else. Why? Why can it be so easy to procrastinate? We all have done it at one time or another, but if it becomes a habit that is causing you to miss deadlines, slow your work progress or become overwhelmed, it may be time for a new strategy.

Use the start of a new year or special event, as a new chapter in your life to become happy, healthy and wise. Ending procrastination may be just the ingredient you need to add to your productivity mix to boost your work efficiency and your work profitability. Here are tips to beat procrastination once and for all.

Action is the simplest way to avoid procrastination. Nike has is right with their marketing slogan, “Just Do It.” Getting started is half the battle.

Use your time wisely. There are two clocks that we can use to be productive. The clock that denotes the hour of the day, and the biological clock denotes our energy and mood levels. When do you have the highest amount of energy in the day? Many people find that they have the most energy in the beginning of the day and that is the time to tackle the project that requires the greatest concentration. You will be doing your best work. Many people have an energy ebb in early afternoon, when you may find yourself the least productive and should tackle lighter work assignments that require less concentration.

But if you are working with customers or companies that have certain hours of the day in which you need to interact, hour clock becomes important when scheduling your “to-do” list of tasks. The more successful you are with your work projects and customer relations, the less likely you are to procrastinate. Success brings with it a sense of pride and energy. It motivates you to continue again with the next task.

I identify the time when I have the most energy and ability to concentrate as my magic time when I can create my best work. This is usually at the beginning of my day, before I get tangled in email conversations or internet drama. I plan my day carefully to allow for tackling the toughest projects during my magic time. Then I “just do it.” This strategy beats procrastination dead in its tracks.

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### About the Author

Dr. Ann Gatty is an expert at building businesses to work brilliantly. She helps her clients create workable strategic business plans and success initiatives, while improving their workplace processes. She is frequently featured in the media and writes for [www.AllBusiness.com](http://www.AllBusiness.com) and [www.WomenOnBusiness.com](http://www.WomenOnBusiness.com). Her interactive speaking engagements assist participants in discovering new-found talents and skills they can immediately apply in the workplace. Watch her video series, [Building Businesses to Work Brilliantly](#) for more business strategy tips.