



The Secret to Real Productivity: Stop Doing, Start Deciding

Most people think productivity is about doing things faster. They buy tools, read books, and fill their calendars with hacks. But if you look closer, you'll notice something odd: The people who get the most done aren't the ones who move the fastest. They're the ones who spend the least time on the wrong things.

The real secret of productivity isn't speed. It's selection.

If you want to get more done, don't ask, "How can I do this faster?" Ask, "Should I be doing this at all?" It sounds obvious, but almost nobody does it. Most companies are factories for solving the wrong problems. They automate, optimise, and measure things that shouldn't exist in the first place.

Why does this happen? Because it's easier to measure speed than direction. If you finish 100 tasks in a week, you feel productive. But if 90 of those tasks didn't matter, you just wasted your energy. Worse, you've created more work for yourself and everyone else.

Every unnecessary feature, report, or process is a future headache.

The hardest part of work is not execution. It's deciding what to ignore.

This is where most people fail. They want to look busy. They want to please their boss. They want to feel useful. So they say yes to everything, and their real work disappears under a pile of trivia.

The best leaders, managers, and employees have a different instinct. They're comfortable saying no. They ask questions like, *"What if we just didn't do this?"* They're sceptical of tradition. They shut down projects that don't make sense, even if someone spent months on them. They'd rather be unpopular for a week than waste a year.

How do you get better at this?

You need a few habits:

Interdisciplinary thinking

Most important problems don't fit neatly into one box. If you only see the world through your job title, you'll miss what matters.

The best problem-pickers read widely and talk to people outside their field.

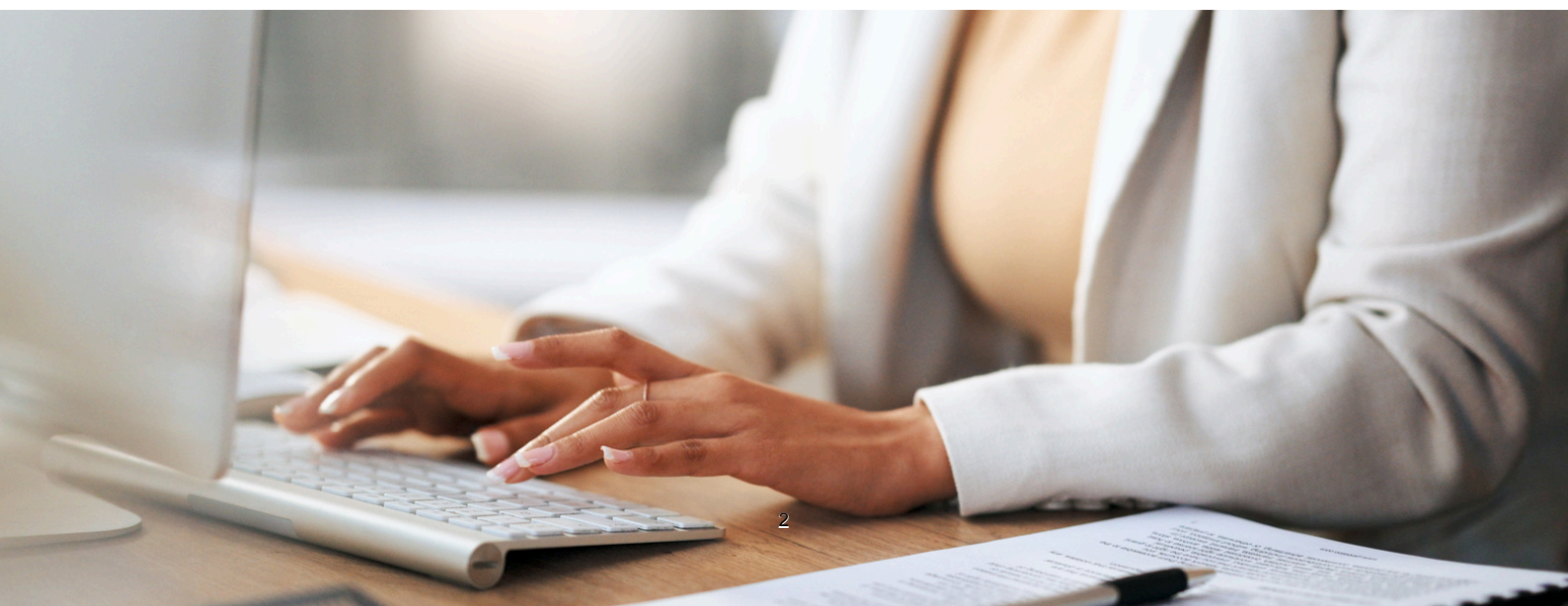
Critical thinking (Scenario Planning & First Principles)

Before you start, ask: *"What happens if we do nothing?"* or *"What if this works, but creates three new problems?"* Break issues down to basics and question assumptions. Most tasks don't survive this kind of scrutiny.

Prioritise with pain and review often

Make a list of everything you could do. Cross off everything that won't move the needle. Then cross off a few more. If you're not a little nervous about what you're ignoring, you're not prioritizing hard enough. But don't set and forget – regularly review your priorities and ask: *"Is this still the most important thing?"*

Adjust as needed to stay aligned with your actual goals.





The Bottom Line

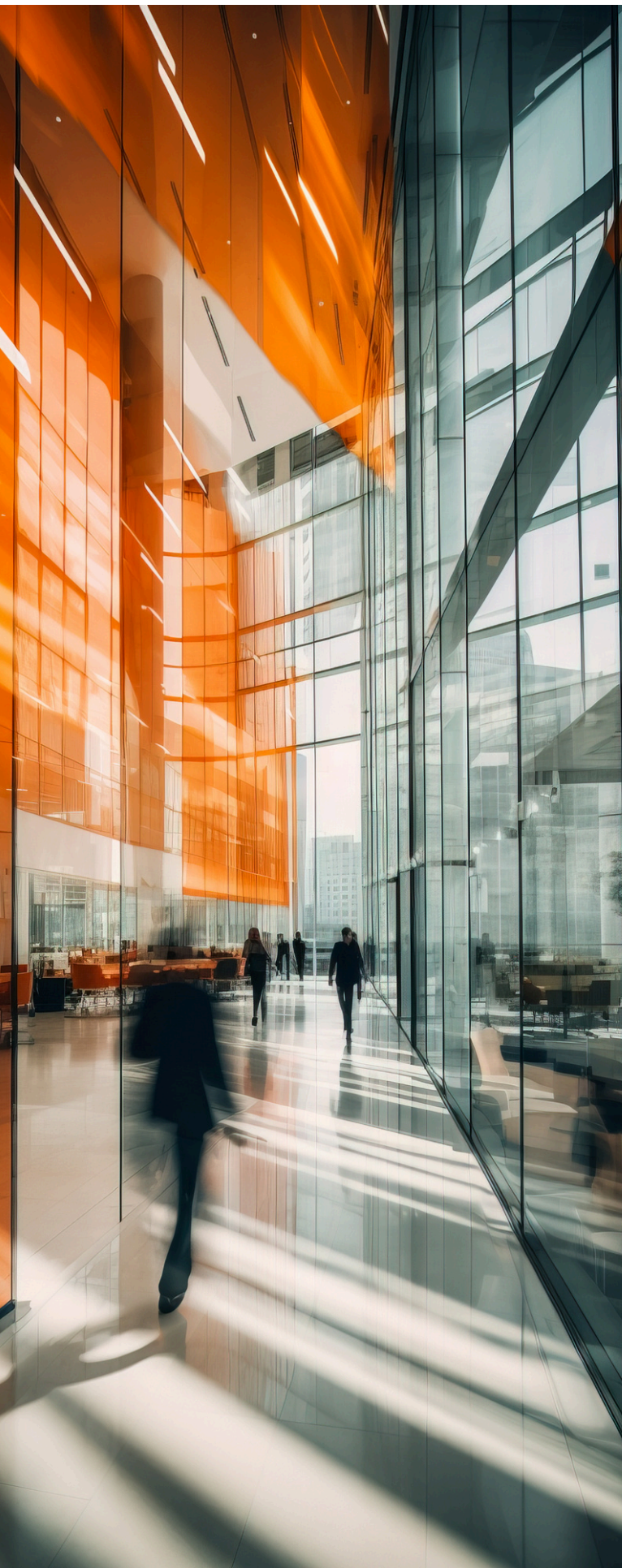
In the age of digital Darwinism, the most productive organisations won't be the ones with the most efficient processes, but those with the most adaptable and innovative workforces.

It's time to move beyond the illusion of productivity and focus on solving the right problems, the right way.

The future of work depends on it.



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