



January 2018

# GREAT LEADERS

## Share These 20 Qualities

### 1. Focus

*"To get the few critical things done, you must develop incredible selective ignorance. Otherwise, the trivial will drown you."*

—Tim Ferriss, bestselling author, host of The Tim Ferriss Show

### 2. Confidence

### 3. Transparency

### 4. Integrity

### 5. Inspiration

*"I know the power of inspiration, and if someone can stand on my shoulders to achieve greatness, I'm more than willing to help them up."*

—Arnold Schwarzenegger, former governor of California

### 6. Passion

### 7. Innovation

### 8. Patience

### 9. Stoicism

### 10. Wonkiness



### 11. Authenticity

*"Learn from others, read autobiographies of your favorite leaders, pick up skills along the way... but never lose your authentic voice, opinions and, ultimately, how you make decisions."*

—Jeremy Bloom, co-founder and CEO, Integrate

### 12. Open-mindedness

### 13. Decisiveness

### 14. Personableness

### 15. Empowerment

### 16. Positivity

### 17. Generosity

### 18. Persistence

### 19. Insightfulness

### 20. Communication

*"You might have a specific want or need, but it's super important to treat work as a collaboration. We always want people to tell us their thoughts and ideas—that's why we have all these very talented people working with us."*

—Kim Kurlanchik Russen, partner, TAO Group



# Secrets to Sleeping Better at Night

We all strive to be more productive each day, and to get proper, healthy sleep each night. When we don't get enough quality sleep, our productivity and overall wellbeing suffer. And, in today's busy, fast-paced world, being tired and sleep-deprived has become a cultural norm.

So what secret ingredient leads to us being more productive every day?

It's not about having an extra cup of coffee, or an energy drink. The recipe for accomplishing more during the day is to get a full night of sleep, and creating optimal conditions for quality sleep.

Many people struggle to fall asleep or stay asleep, but the good news is there are many things that can help with that - which in turn will help you have more time and energy to

be productive throughout the day:

## Dim Your Lights Half An Hour Before Bedtime

Being exposed to light before you go to sleep blocks your body's natural production of melatonin, the hormone that's essential to feeling sleepy. When you keep the lights on, you're telling your brain it's time to be awake, and when you dim or turn off the lights you're telling the brain it's time to get ready for sleep. Ideally, do so 30 minutes before you're ready to sleep.

## What Not to Take Before Bedtime

The American Academy of Sleep Medicine advises against taking melatonin supplements to fall

asleep and stay asleep, because it does not work long term, can make the problem worse and has other negative side effects.

If you like an occasional drink, keep it for earlier in the evening, instead of enjoying it close to bedtime. Although it may make you feel drowsy, alcohol actually disturbs the natural rhythms of sleep, obstructs REM sleep and causes other issues that can prevent good sleep. Whenever possible, it's best to have it completely out of your system before bedtime.

Another thing to avoid before bedtime is caffeine. It also disrupts sleep, increases anxiety and irritability, altogether preventing quality sleep.

## Keep Technology Away from Your Bed

When your smart phone or tablet is too close, and you either can't fall sleep or stay asleep, it can be tempting to check for notifications, or scroll through social media. If your phone is your alarm, keep it far enough that you have to get out of bed to reach it.

Also, cover or turn away the clock. If you check the time during your sleeplessness, your brain will want to subconsciously or consciously calculate how many hours more do you have before the alarm, how many hours have you been awake, etc.

## Turn Off Your Busy Mind Before Bed

We've all been there. Switching off the mind from active mode to sleep mode can be very challenging.

During a busy day, the brain doesn't

*(Continued on p. 3)*



have an opportunity to process everything that's going on, and as soon as you lay down to rest, that's what it wants to do. Try this: set aside 10 minutes before bedtime, sit in a chair or on a cushion on the floor in your bedroom, relax and let the mind decompress and do its thing.

If you have trouble falling asleep, or you wake up in the middle of the night and can't return to sleep, get up and sit in that chair or floor cushion – this will give signals to the brain that this is a designated place to be active, while the bed is the place to sleep.

It's a good idea to keep a journal or notebook close to the "thinking spot", and jot down thoughts, ideas, and things you don't want to forget. When you put them on paper, it'll be easier to let them go and not think about them all night.

Try these tips for a better night's sleep, and watch how much more energy and clarity you have to embrace your day!



# Tips for Enhanced Productivity

While there are many tools that can help us be more productive, the essence of it is to be more intentional.

## Ask the Most Important Question

The very first thing to do in order to become more productive is to ask yourself: what matters the most, what's most important, what do you value, and what impact do your efforts make, to you own self and to others?

## Biggest Task, First

While there are countless tasks and items on your to-do list, there are usually only one or two truly important things that you absolutely have to do to drive the business forward on any given day.

We often procrastinate on these items, because they require the most effort, but handling your biggest task first will set the tone for the rest of the day, and you will feel a sense of accomplishment that will likely inspire you to be even more productive. Also, if you become tired or feel drained in the middle of the workday, at least you'll have your most significant task already completed.

## Time-Blocking

Back to those long to-do lists. Actually, they are not a bad thing; they stand as a reminder of what needs to be tackled, and are even a necessity for most of us. So, why do they then often get neglected?

One of the ways to remedy that is to take your to-do list and give each item a place on your calendar, to actually schedule time in your busy

day to accomplish those tasks. This time blocking practice is simple to do, and you can use a physical or an online calendar.

As you tackle a task at the time assigned, do your best not to get distracted – turn off your phone, don't check your email (unless that's what your task is), and smile knowing you are getting things done when you said you will.

## Less Multitasking

Multitasking is extremely overrated; it very rarely means anything other than accomplishing each task with less presence, less quality, and less effectively.

When you're not moving back and forth between many tasks you stop wasting productivity, since your attention doesn't need to be spent on switching gears. More importantly, time is not spent on catching up on many different things as you switch, and you're less likely to become stressed about the activity.

If you make a conscious decision and an intentional commitment to multi-task less and focus more on each task at the time, giving it your all, you'll notice that your productivity will also increase.

***We hope that you and your team will benefit from and apply these tips to make 2018 your best year yet!***