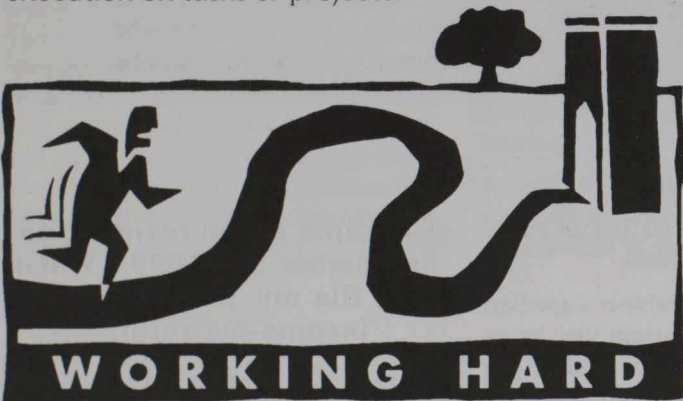


FROM **WORKING HARDER** TO WORKING SMARTER

BY RICHARD PEARSON

**In** Hong Kong there never seem to be enough hours in the day. We are all working hard; how much more can we accomplish by working even harder? The benefit of all this hard work may be making more money, but what are the consequences to us, to our families, to our friends?

To be more productive it is not enough to manage our time well. We must take time to think before we act - time to do valuable groundwork before leaping to execution on tasks or projects.



*Here are five key questions that will help you, as an individual or part of a team, work smarter.*

### 1. WHAT ARE WE TRYING TO ACCOMPLISH?

A simple question but one that can uncover a range of perspectives about the task at hand. By answering this question you can define a purpose, which is the starting point for developing an action plan.

### 2. DOES THIS WORK HELP ME ACHIEVE A SPECIAL GOAL?

It is easy to get caught up in the "busywork" or "double detail" that can eat up an entire day. Before starting a task, ask whether it helps you meet your top priorities. Even if you can spend 1-2 hours a day on the less urgent but more important tasks, it will pay back dividends in improved performance and personal satisfaction.

### 3. HAVE WE DEFINED PERFORMANCE?

Performance should be measured according to both quality and quantity. Excellent performance results in both satisfied customers and cost-effective production.

## LESSON FROM GEESE

By flying in "V" formation a flock of geese can fly 71 per cent further than a goose flying alone. When the leader gets tired it rotates to the back of the formation and another goose flies at the point. By sharing the responsibility of leadership, teams too can move from working harder to working smarter.

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