



BRAIN POWER  
A D V I S O R S

# TOP 5 Reasons

Executives  
Struggle to Get  
Stuff Done





“We have much to do and less time to do it in,” said Cary Elwes in Robin Hood Men in Tights. He was speaking to his band of merry men, but this phrase applies to most, if not all of us. It seems there is always something on the “to-do” list. Whether it is home responsibilities or projects at work, why is it that we cannot seem to accomplish everything that needs to get done?

In my work as a clinical neuropsychologist, I have worked with thousands of people and have found that while we are all unique, we often fall victim to the same pitfalls that cause us to lose out on productivity.

**Here are the Top 5 Reasons that I have seen that cause people to struggle to get stuff done:**

## #5 Attempting to Multitask

Given that we use the term “multitask” daily, it suggests most of us believe we are capable of such a thing. Even worse, many believe they are skilled at it.

One of the best books I have read lately is “The Myth of Multitasking” by Dave Crenshaw. If you haven’t read it, do yourself a favor and pick up a copy today. It is a quick read and does a fantastic job of explaining why “multitasking” is actually “switch-tasking.”

**When you feel like you are multitasking, your brain is actually switching back and forth quickly between two tasks.**

Your brain cannot fully focus on more than one activity at a time. When you feel like you are multitasking, your brain is actually switching back and forth quickly between two tasks.



**This may not seem like an issue, because if you don’t notice your brain doing it, then it must be okay, right? Wrong.**

Each time your brain switches focus, it takes time and energy, which adds up over the long-term and this leads to less efficiency, lower productivity, and lower quality of work. The solution here is clear, but not necessarily easy; do not attempt to do more than one thing at a time.

The more you can limit the temptation to multitask, the less you will do it and the more productive you will become.

# #4 Development of Bad Habits

Bad habits are easy to fall into; we all do it. And we do it without realizing it; habits are sneaky that way. It seems illogical; if something is a bad habit, then why start it to begin with?

**When we developed the habit, it served a purpose and may have even helped solve a problem at the time.**

- How many people listen to music while working because that's what we've done since we were in high school?
- Or maybe you leave our office door open because you don't want to seem closed off?
- Who is guilty of checking social media during work hours?



**These habits are not inherently bad, but they certainly can cause problems in the long-term.**

Listening to music forces your brain to divide its attention and since the brain is not capable of multitasking, this leads to lower efficiency. Leaving the door open invites interruptions, which again, causes you to have to switch focus from what you were doing.

**It seems illogical; if something is a bad habit, then why start it to begin with?**

When doors are closed, you get fewer interruptions and can maintain energy and focus on the task-at-hand. Checking social media may be important for your job, but checking it throughout the day often leads to lower productivity because we get sucked into content and lose energy and focus on our work.

The good news is that you can fairly easily break these habits by using schedule blocking; set aside times when people can come into your office and ask questions, time for checking social media for work purposes, and time for listening to music outside of work hours.

**Creating rulesets can help you increase productivity and prevent bad habits from derailing your day.**

## #3 Perfectionism

Perfectionism almost could be classified under “Bad Habits,” but it is so common amongst executives that it deserves its own category. Much like the other “Bad Habits,” perfectionism can be helpful sometimes.



For example, you want your accountant to be a perfectionist. However, when we cannot complete a task unless it is done perfectly, then we will get held up and don't have time to work on other tasks that need to get done.

If you are an accountant, it is good for business for you to be a perfectionist. But you need to know how to properly use this tendency so it doesn't slow you down, to the detriment of your other responsibilities.

**The best place to start making perfectionism work for you and to keep it from working against you is to do things twice. That's right, I said twice.**

If you are a perfectionist, you will actually be more efficient if you run through things once allowing yourself to make mistakes and then come back to it a second time with your eye for perfectionist detail. This will prevent hang-ups half-way through a task and allow for faster overall completion of tasks.

**Warning: this will feel uncomfortable, but it will work...try it!**

## #2 Complacency

If I had a dollar for every time someone told me they think they might have “ADD” and therefore, have accepted the “fact” that they are just going to continue to misplace things, forget to do things, and be distracted, I’d be a very rich woman.

To be clear, I am not talking about people who have a legitimate attention disorder, though individuals in those shoes do not have to accept their “fate” either.

**We have a lot of power to choose how we respond to the conditions that life throws our way.**



There are some things we cannot change, but I refuse to believe that people are completely broken just because they may have weaknesses, even when they are debilitating weaknesses.

We all have strengths as well. People seem to forget they can take a step back, look at the problems they are having, examine their daily frustrations, and try to problem-solve and learn ways to get around their issues by using their strengths.

**We do not have to settle and continue to be frustrated.**

If this is you, take a moment, look at what frustrates you, and take a stab at problem-solving your way through it. You may just find that you don't have to put up with the frustrations that have been gnawing away at you for years.



# #1 Using What Worked For Others

**The number one thing that causes us to struggle to get stuff done is trying to use techniques that worked for someone else.**

We are all unique and although we all have the same basic thinking abilities, there are infinite possibilities for how to process information. Each one of our brains think about things a little bit differently.



However, when we encounter a problem, we often fall into the trap of implementing a strategy that worked for someone else.

Any parents out there ever read an article about how to “fix” whatever in your kids? Whether it be how to get them to eat healthy, sleep through the night as infants, enjoy reading, stop throwing tantrums, or any number of other topics, the advice is endless.

The problem, though, is that the advice almost always comes from what worked for one parent with one kid. Then, when you try to implement it, it doesn’t work with your completely different kid in your unique situation. This likely leaves you feeling like a failure as a parent and worse, maybe like you are lacking something as a person.

**When looking at it from a distance, it sounds ridiculous, right? Of course the same thing won’t work for all kids and that doesn’t mean anything about the parent as a person.**

We do the same thing with our brains. When we encounter some problem (e.g. inattention, procrastination, failure to meet deadlines, etc.), we ask our friends or read an article about what worked for someone else. Then when we try to implement it and if it doesn’t work, we feel as though we are somehow innately built wrong or have deficits we cannot overcome. We beat ourselves up in the same irrational way parents do when the “trick” doesn’t work for their kids.

**How can we implement our own plan when we don’t know what tools we are working with?**

So we are left feeling broken and are still having the same issue - we are still not getting stuff done. But it’s also not our fault that we try what has worked for something else. We have never been told how our unique brain works so that we can figure out the best strategy for us. How can we implement our own plan when we don’t know what tools we are working with?



# Ready to Get Stuff Done?

## **Brain Power Advisors is Here to Help!**

As an executive, you should be maximizing your potential. Every hour, every meeting, every opportunity matters. And you need to be fully leveraging your unique capabilities.

The problem is, some things seem to hold you back. Difficulty remembering details, a lack of focus, a feeling of inefficiency leave you feeling frustrated that you may not be meeting your full potential. And using the same “tricks” as everyone else just isn’t helping.

## **At Brain Power Advisors, we believe your success shouldn’t be limited because you don’t know how your brain works.**

We understand how frustrating it is to know you’re capable of more, but not know how to get there.

How can you accomplish this if you don’t know exactly how your brain processes information. At Brain Power Advisors, we help business leaders discover how their brain uniquely processes information using our Executive Power Process so they can maximize their potential.

## **Follow our simple Executive Power Process process and join others who are leveraging 100% of their brain’s processing power:**

1. Begin with a Complete Brain Assessment
2. Receive a Personalized Performance Tool-Kit
3. Participate in Coaching to Maximize Potential

## **Contact us today to schedule a free consultation.**

Stop wasting time, feeling frustrated, and losing out on potential business. Learn how your unique brain works and discover your strengths that can be used to reduce frustration and increase efficiency and productivity.