

Podcast Script: Power Hour

Welcome to this 60 second sugar snippet. My name is Susie Williams. Today we're going to talk a topic that many sales reps already embrace, but it's worth sharing with a wider audience because it's applicable to a lot of people. What is it? It's the Power Hour.

If you do a Google search, "Power Hour" has many meanings, but here we're talking about the idea of taking the first hour of your day to focus on a specific set of tasks. All too often we arrive at work and are immediately overwhelmed with the emails, the phone calls, the minute-by-minute interruptions. The chaos of the day grows and grows, and by the time we're ready to leave, we often feel that we haven't accomplished much of anything!

So the thought is to take that first hour and focus. Schedule your time so that you answer emails (and ONLY answer emails) during the hour. Or, if you're a sales rep, take that hour to do your targeted cold calling. Turn off your instant messenger software, shut down those web browsers, eliminate all other distractions and focus like a laser on the task at hand.

If your schedule and work is flexible, consider doing your Power Hour at home rather than in the office; the change of scenery and ability to avoid interruptions should make that hour even more productive. If you're in the office, putting a simple "do not disturb" sign on your door or cubicle can do wonders to eliminate the distractions.

After the hour is up, you'll have a great sense of accomplishment. If nothing else happens the rest of the day, you'll know you have at done at least an hour's worth of focused, useful work.

So what are you waiting for? Stop listening to this podcast and do your power hour! I'll be back next week with your next distraction.

And that's your 60 second Sugar snippet. Goodbye!