

## Eat That Frog 21 Great Ways To Stop Procrastinating And Get More Done In Less Time

Life is not what you get out of it . . . it's what you put back in. Yet our current means for summarizing life's work, from resumes to salaries, are devoid of what matters most. This is why the work we do is often bad for our wellbeing, when it should be making us happier and healthier. What are the most meaningful contributions we can make? This is Life's Great Question. Life is about what you do that improves the world around you. It is about investing in the development of other people. And it is about efforts that will continue to grow when you are gone. Life's Great Question will show you how to make your work and life more meaningful, and greatly boost your wellbeing. In this remarkably quick read, author Tom Rath describes how finding your greatest contribution is far more effective than following talent or passion alone. More than a book, each copy includes a code for an online program that identifies the most significant contributions you can make. This deeply practical book will alter how you look at your work and change the way you live each day.

Includes old favourites with lesser known fables.

There are 168 hours in a week. This book is about where the time really goes, and how we can all use it better. It's an unquestioned truth of modern life: we are starved for time. With the rise of two-income families, extreme jobs, and 24/7 connectivity, life is so frenzied we can barely find time to breathe. We tell ourselves we'd like to read more, get to the gym regularly, try new hobbies, and accomplish all kinds of goals. But then we give up because there just aren't enough hours to do it all. Or else, if we don't make excuses, we make sacrifices. To get ahead at work we spend less time with our spouses. To carve out more family time, we put off getting in shape. To train for a marathon, we cut back on sleep. There has to be a better way-and Laura Vanderkam has found one. After interviewing dozens of successful, happy people, she realized that they allocate their time differently than most of us. Instead of letting the daily grind crowd out the important stuff, they start by making sure there's time for the important stuff. They focus on what they do best and what only they can do. When plans go wrong and they run out of time, only their lesser priorities suffer. It's not always easy, but the payoff is enormous. Vanderkam shows that it really is possible to sleep eight hours a night, exercise five days a week, take piano lessons, and write a novel without giving up quality time for work, family, and other things that really matter. The key is to start with a blank slate and to fill up your 168 hours only with things that deserve your time. Of course, you probably won't read to your children at 2:00 am, or skip a Wednesday morning meeting to go hiking, but you can cut back on how much you watch TV, do laundry, or spend time on other less fulfilling activities. Vanderkam shares creative ways to rearrange your schedule to make room for the things that matter most. 168 Hours is a fun, inspiring, practical guide that will help men and women of any age, lifestyle, or career get the most out of their time and their lives.

Presents advice on how to make a productive use of time, describing such actions as identifying top priorities, setting goals, batching similar tasks, overcoming procrastination, and controlling interruptions.

Every idea in this book is focused on increasing your overall levels of productivity, performance, and output and on making you more valuable in whatever you do. You can apply many of these ideas to your personal life as well. Each of these twenty-one methods and techniques is complete in itself. All are necessary. One strategy might be effective in one situation and another might apply to another task. All together, these twenty-one ideas represent a smorgasbord of personal effectiveness techniques that you can use at any time, in any order or sequence

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that makes sense to you at the moment. The key to success is action. These principles work to bring about fast, predictable improvements in performance and results. The faster you learn and apply them, the faster you will move ahead in your career - guaranteed! There will be no limit to what you can accomplish when you learn how to Eat That Frog!

You don't need to have been born under a lucky star, or with incredible wealth, or with terrific contacts and connections, or even special skills...but what you do need to succeed in any of your life goals is self-discipline. Unfortunately, most people give in to the two worst enemies of success; they take the path of least resistance (in other words, they're lazy) and/or they want immediate gratification; they don't consider the long-term consequences of the actions they take today. *No Excuses!* shows you how you can achieve success in all three major areas of your life; 1. Your personal goals. 2. Your business and money goals. 3. Your overall happiness. Each of the 21 chapters in this book shows you how to be more disciplined in one aspect of your life, with end-of-chapter exercises to help you apply the "no excuses" approach to your own life. With these guidelines, you can learn how to be more successful in everything you do - instead of wistfully envying others who you think are just "luckier" than you. A little self-discipline goes a long way...so stop making excuses and read this book!

\* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. By reading this summary, you will learn how to optimize your time so that you don't put off until tomorrow what you can do on the same day. You will also learn : how to organize a day; how to develop new efficiency strategies; how to prioritize tasks; how to find the motivation to act faster; how to be diligent. An eminent specialist in strategy, consulting, psychology and entrepreneurial coaching, Brian Tracy has studied the various ways to optimize his time in order to improve his daily performance. Both a spectator and a victim of procrastination, he has thought long and hard about how to prioritize tasks and no longer put off until tomorrow what can be done immediately. "Swallow the toad" offers new solutions to stop procrastinating. Now it's up to you to find the ones that best fit your schedule! \*Buy now the summary of this book for the modest price of a cup of coffee!

The Enhanced Edition includes short-course videos by the coauthors for each of the twelve chapters of the book (total of 18.5 minutes). Both Brian Tracy and Christina Tracy Stein show how to apply the messages of each chapter to everyday life. Videos include: Your Full Potential, Confront Your Frogs, You Become What You Think, The Law of Substitution, Victim of Victor in Life, and The Law of Forgiveness. Just like the lonely princess in the fairy tale who was reluctant to lock lips with a warty frog and transform him into a handsome prince, something stops many of us short of attaining our dreams. Our negative thoughts, emotions, and attitudes can threaten to keep us from achieving all that we're capable of. Here bestselling author and speaker Brian Tracy and his daughter, therapist Christina Tracy Stein, provide a set of practical, proven strategies anyone can use to turn those negative frogs into positive princes. Tracy and Stein present a step-by-step plan that addresses the root causes of negativity, helps you uncover blocks that have become mental obstacles, and shows how you can transform them into stepping-stones to achieve your fullest potential. The book distills, in an accessible and immediately useful form, what Tracy has presented in more than 5,000 talks and seminars with more than five million people in fifty-eight countries and what Stein has learned through thousands of hours of counseling people from all walks of life. "There is nothing either good or bad, but thinking makes it so," the authors quote Shakespeare. The many powerful techniques and exercises in this book will help you change your mindset

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so that you discover something worthwhile in every person and experience, however difficult and challenging they might seem at first. You'll learn how to develop unshakable self-confidence, become your best self, and begin living an extraordinary life. The workbook follows the same twenty-one-chapter format as the book. Each chapter includes four exercises with space to do the exercises on the pages. The workbook will also include a narrative character who is struggling with procrastination in her work and home lives and uses the recommendations from Eat That Frog! to improve her time management performance.

Discover 10 Essential Ways to Make the Most of Your Time "Time is money," as the saying goes, but most of us never feel we have enough of either. In *Master Your Time, Master Your Life*, internationally acclaimed productivity expert and bestselling author Brian Tracy presents a brilliant new approach to time management that will help you gain control of your time and accomplish far more, faster and more easily than you ever thought possible. Drawing on the latest research in productivity science and Tracy's decades of expertise, this breakthrough program allocates time into ten categories of priority--including strategic planning/goal setting, people and family, income improvement, rest/relaxation, and even creative time--and reveals the best techniques for focusing on each effectively. By thoughtfully applying the principles in *Master Your Time, Master Your Life*, you'll not only achieve greater results and reach your goals more quickly and successfully, you'll also have more time to devote to what you truly love.

Two top business professors offer up the only negotiation book you'll ever need *Do you know what you want? How can you make sure you get it? Or rather, how can you convince others to give it to you?* Almost every interaction involves negotiation, yet we often miss the cues that would allow us to make the most of these exchanges. In *Getting (More of) What You Want*, Margaret Neale and Thomas Lys draw on the latest advances in psychology and behavioral economics to provide new strategies for negotiation that take into account people's irrational biases as well as their rational behaviors. Whether you're shopping for a car, lobbying for a raise, or simply haggling over who takes out the trash, *Getting (More of) What You Want* shows how negotiations regularly leave significant value on the table--and how you can claim it.

Shares principles for sales success, covering such topics as "Active as If It Were Impossible to Fail," "Dedicate Yourself to Continuous Learning," "Make Every Minute Count," and "Know how to Close the Sale." 30,000 first printing.

Brian Tracy is one of the world's leading authorities on success and personal achievement, addressing more than 100,000 men and women each year in public and private seminars. In *Maximum Achievement*, he gives you a powerful, proven system -- based on twenty-five years of research and practice -- that you can apply immediately to get better results in every area of your life. You learn ideas, concepts, and methods used by high-achieving people in every field everywhere. You learn how to unlock your individual potential for personal greatness. You will immediately become more positive, persuasive, and powerfully focused in everything you do. Many of the more than one million graduates of the seminar program upon which this book is based have dramatically increased their income and improved their lives in every respect. The step-by-step blueprint for success and achievement presented in these pages includes proven principles drawn from psychology, religion, philosophy, business, economics, politics, history, and metaphysics. These ideas are combined in a fast-moving, informative series of steps that will lead

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you to greater success than you ever imagined possible -- they can raise your self-esteem, improve personal performance, and give you complete control over every aspect of your personal and professional life.

Focusing on twenty major obstacles to effective time management, a guide to using time well offers practical solutions to the problem.

The best news of all regarding business success is that nature is neutral. If you do what other successful people do, you will get the results that other successful people get. And if you don't, you won't. It is as simple as that. Some of these laws may seem simplistic or self-evident. Some repeat themselves in different ways in different categories. Don't be fooled into discounting or dismissing them on that account. Great success and mastery in any field always go to those who are brilliant on the basics. As you read, take a few moments with each law and honestly evaluate your own conduct and behavior with regard to that law. One insight or new idea that you did not have before can be all that it takes to change the direction of your life. When you apply The 100 Absolutely Unbreakable Laws of Business Success and you live your business life in harmony with them, you will gain a distinct advantage over those who do not. You will enjoy levels of success and satisfaction you may never have imagined possible. You will accomplish more in a few months or years than many people accomplish in a lifetime! . Brian Tracy, Solana Beach, California, March 2000

The law of attraction is not a fly-by-night fad, but a powerfully creative force that can give you the life of your dreams if you know how to use it, so the better you understand this power the faster it will manifest your desires. By reading this book you will learn strategies that will help you manifest money, a new job, a life partner, a lucrative business or anything else that you can make a part of your beliefs and feelings.

If you want to accomplish what's important to you, discipline and willpower won't get you where you need to go. In this iconoclastic new book, Susan Fowler reveals compelling insights and actions to help you master and maintain your motivation. Motivation is at the heart of everything you do and everything you want to do but don't. Unfortunately, the ways we typically motivate ourselves don't work. Relying on sheer determination eventually becomes exhausting—it's not sustainable. And even setting goals can backfire—if you're not setting them for the right reasons. Susan Fowler says motivation is energy, and what matters is the quality, not the quantity. Traditional “motivators” such as fear, guilt, or the promise of a reward provide low-quality, short-term energy. Drawing on the latest empirical research, she proves that high-quality, optimal motivation is a skill that you can learn and apply. Science tells us that satisfying three basic needs—for choice, connection, and competence—is essential to optimal motivation. You need to feel like you've picked your path, not that you're being driven down it. Your goal should be linked to people or a purpose meaningful to you. And you want to continually learn and grow. Through practical exercises and eye-opening stories, Fowler shows you how to

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identify and shift the quality of your motivation. The skill to master your motivation is important—it may be your greatest opportunity to evolve, grow in wisdom, and be the light the world so desperately needs.

Es gibt ein altes amerikanisches Sprichwort "Eat the Frog", das in etwa besagt: Wenn man morgens nach dem Aufstehen als erstes eine lebenden Frosch verspeist, kann man beruhigt durch den Tag gehen und darauf vertrauen, dass das das Schlimmste war, was einem an diesem Tag passieren konnte. Im übertragenen Sinn: Wer jeden Tag mit der schwierigsten und wichtigsten Aufgabe beginnt und diszipliniert arbeitet, wird Erfolg haben und Meister seines Lebens sein. Dieses Buch bietet eine Anleitung zu diszipliniertem und erfolgsorientiertem Handeln in 21 Schritten - von der Fokussierung auf Schlüsselfragen über die Prinzipien der Selbstmotivation bis hin zur tatsächlichen Umsetzung der eigenen Pläne.

Companies routinely claim that 'Our People Are Our Greatest Asset', but research data shows that in practice most people do not actually use their assets much at work. This books aims to change that. When employees learn how to truly apply their greatest strengths at work, they turbo-charge their career potential and everybody wins. Companies find that their employees are more productive, their teams are more effective, their organization is more innovative and, accordingly, their customers are more engaged. In **FIRST, BREAK ALL THE RULES**, Marcus Buckingham proved the link between engaged employees and more profitable bottom lines and highlighted great managers as the catalyst. In **NOW, DISCOVER YOUR STRENGTHS** he explained how to sort through your patterns of wishes, abilities, thoughts and feelings and, with the help of a web-based profile, identify your five most dominant talents. In **GO, PUT YOUR STRENGTHS TO WORK** he shows you how to take the crucial next step. How to seize control of your time at work and, in the face of a world that doesn't much care whether you are playing to your strengths, how to rewrite your job description under the nose of your boss.

**Stop Procrastinating Get More of the Important Things Done—Today!** There just isn't enough time for everything on our to-do list—and there never will be. Successful people don't try to do everything. They learn to focus on the most important tasks and make sure those get done. They eat their frogs. There's an old saying that if the first thing you do each morning is eat a live frog, you'll have the satisfaction of knowing you're done with the worst thing you'll have to do all day. For Tracy, eating a frog is a metaphor for tackling your most challenging task—but also the one that can have the greatest positive impact on your life. **Eat That Frog!** shows you how to organize each day so you can zero in on these critical tasks and accomplish them efficiently and effectively. In this fully revised and updated edition, Tracy adds two new chapters. The first explains how you can use technology to remind yourself of what is most important and protect yourself from what is least important. The second offers advice for maintaining focus in our era of constant distractions, electronic and

otherwise. But one thing remains unchanged: Brian Tracy cuts to the core of what is vital to effective time management: decision, discipline, and determination. This life-changing book will ensure that you get more of your important tasks done—today!

Can We Map Success? Successful people typically don't plan their success. Instead they develop a unique philosophy or attitude that works for them. They stumble across strategies which are shortcuts to success, and latch onto them. Events hand them opportunities they could not have anticipated. Often their peers with equal or greater talent fail while they succeed. It is too easy to attribute success to inherent, unstoppable genius. Bestselling author and serial entrepreneur Richard Koch charts a map of success, identifying the nine key attitudes and strategies can propel anyone to new heights of accomplishment: Self-belief Olympian Expectations Transforming Experiences One Breakthrough Achievement Make Your Own Trail Find and Drive Your Personal Vehicle Thrive on Setbacks Acquire Unique Intuition Distort Reality With this book, you can embark on a journey towards a new, unreasonably successful future.

Do you want more free book summaries like this? Download our app for free at <https://www.QuickRead.com/App> and get access to hundreds of free book and audiobook summaries. Know More, Make More, Give More: Learn How to Make More Money and Transform Your Life. Have you ever wished that you were truly financially independent? Or maybe you've simply wanted to use your money in the way you'd like or feel confident in your ability to take care of yourself and your family. Well, you aren't alone. Many of us have the desire to accumulate more wealth and financial freedom; however, many of us also believe that it's impossible. There are just too many bills to pay and not enough hours in the day. Right? Wrong. Acquiring money is all about how you play the game. That's why you see lottery winners and those who inherit money lose it all. They never knew how to play the game. It's time that you learn so you can begin accumulating the wealth you know you deserve. Throughout Money, multi-millionaire Rob Moore explains the rules of the game and shares simple tips and tricks for managing your money and making plans for your future. After all, to become a millionaire, you'll have to learn how to think like one! As you read, you'll learn that there is enough wealth for everyone, you'll learn how to calculate how much your time is worth, and how to leverage your time and money.

Eat That Frog! 21 Great Ways to Stop Procrastinating and Get More Done in Less Time [ReadHowYouWant.com](http://ReadHowYouWant.com) Brian Tracy, one of the top professional speakers and sales trainers in the world today, found that his most important breakthrough in selling was the discovery that it is the "Psychology of Selling" that is more important than the techniques and methods of selling. Tracy's classic audio program, The Psychology of Selling, is the best-selling sales training program in history and is now available in expanded and updated book format for the first time. Salespeople will learn: "the inner game of selling" how to eliminate the fear of rejection how to build unshakeable self-confidence Salespeople,

says Tracy, must learn to control their thoughts, feelings, and actions to make themselves more effective. Do you feel like your potential is severely limited due to your procrastination habit? Are you tired of the guilt, stress, and overwhelm that comes with procrastination? Do you want to learn the secret to getting things done quickly and effectively, so that you can increase your success in all areas of life? In this no-fluff and action-oriented book, you'll discover the real reason behind your procrastination (there's only one!) and you'll find potent tools to help you overcome procrastination for good. In *Stop Procrastinating You'll Discover...* More than 20 science-based strategies designed to help you overcome laziness, free yourself from excessive guilt, and get things done whether you feel like it or not. A simple strategy for programming your unconscious mind to act in any way you like New research explaining differences between procrastinators and non-procrastinators (Hint: procrastination is not your fault.) Why criticizing yourself always leads to more procrastination and what to do instead The 30-second trick to build "instant habits" so you can wake up early, exercise regularly, and get more done without wasting any willpower A quick walkthrough of the new science of willpower: why you need it, easy ways to get more of it, and step-by-step advice on how you'll use it to overcome procrastination Why your granny doesn't procrastinate (the alarming link between technology, distractions, and procrastination... and what you must do to escape this trap) Rarely discussed but highly researched strategies that tackle the root cause of procrastination... allowing you to quickly relieve guilt, feel better about yourself, and as a result get more done Whether you're a failing student, aspiring entrepreneur, stay-at-home mom, or just someone who's constantly struggling for motivation - know that by following the information in *Stop Procrastinating*, you can overcome procrastination. More importantly, you can finally realize your potential, go after your dreams, and enjoy life without constantly feeling guilty or stressed out. Don't wait. [Learn How to Overcome Procrastination by Clicking the "Buy Now" Button at the Top of the Page.](#)

Are you ready to reboot and reset your relationship with food and exercise? Most programs focus on the mechanics of weight loss, but fail to adequately address the psychology of change required. Most people know more than enough about nutrition and exercise to lose weight, but fail to take action. This book takes a new approach to getting leaner, fitter, and stronger. *The Fat Loss Habit: Creating Routines that Make Willpower and Fat Loss Automatic* uses high-impact change strategies that make the process of adopting a healthy lifestyle easier. The nutrition and workout program, like the change techniques have all been proven effective, and are all backed by research and scientific studies. The book contains: 7 Change Strategies for Adopting a Healthy Lifestyle Flexible Diet that Doesn't Put Any Foods Off-limits, including Alcohol Highly Effective Training Program Based on Science, not Bro Science 20-Week Workout Log with Progress Assessments (Downloadable PDF) 3 Strategies for Keeping the Weight Off and Resetting your Body Set Point

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Eating the ugly frog is the worst thing you can imagine to do on any day. The frog here stands for the most important thing that we put off doing as it seems the most challenging one. In the list of your priorities, it is the most important thing that often gets neglected and delayed. Brian Tracy prompts us to action with his insightful methods that have stood the test of time. Sky is the limit for your success, if you have trained yourself to eat that frog first every day. Written in a simple and engaging style, he reveals the secrets of great and successful people who achieved greatest heights in their career and life. Why reading the summary of a book when you have the original? Time constraint is the biggest problem. As you are flooded with lots of work and don't find time to read it from the first page to the last, a well written summary enables you to know the unique ideas presented in the book clearly and precisely. It saves your time giving you the great advantage of reading the original book. Ant Hive Media reads every chapter, extracts the understanding and leaves you with a new perspective and time to spare. We do the work so you can understand the book in minutes, not hours. Adapted from Brian Tracy's international time-management bestseller, *Eat That Frog!*, this book will give today's stressed-out and overwhelmed students the tools for lifelong success. Like adults, students of all ages struggle with how to manage their time. Encountering the necessity of time management for the first time, high schoolers juggle classes, extracurricular activities (all but mandatory for college admissions), jobs, internships, family responsibilities, and more. College brings even more freedom and less structure, making time management even more critical. Brian Tracy's *Eat That Frog!* has helped millions around the world get more done in less time. Now this life-changing global bestseller has been adapted to the specific needs of students. Tracy offers readers tips, tools, and techniques for structuring time, setting goals, staying on task (even when you're not interested), dealing with stress, and developing the skills to achieve far more than you ever thought possible. This is the book that parents and teachers have long been wishing Tracy would write.

From the bestselling author of *Eat That Frog!*, a motivational guide to using the Psychology of Achievement to banish negative thoughts and behaviors and unlock your full potential for success. Letting go of negative thoughts is one of the most important steps to living a successful, fulfilling life, but also often the most difficult. In this practical, research-based guide, bestselling authors Brian Tracy and psychotherapist Christina Stein present their "Psychology of Achievement" program to help you identify and overcome detrimental patterns and ideas preventing you from achieving your goals or feeling happy and satisfied in your life. Whether this negativity stems from a past relationship that ended badly, a childhood trauma, a business or career failure, or general insecurity, Tracy and Stein help you recognize how conscious--and more oftentimes unconscious--negativity affects your personality, your outlook and your decisions. Along the way, they show you how to regain control of your thoughts, feelings, and actions, turn negatives into positives, and

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learn to accept unexpected life changes without falling back into old negative patterns. Essential reading for anyone feeling stuck, **BELIEVE IT TO ACHIEVE IT** offers an important roadmap to conquer negativity and embrace the power of positive thinking to live a happy, successful life.

Humorist Keaton Patti "forced a bot" to digest massive amounts of human media to produce these absurdly funny, "totally real," "bot-generated" scripts, essays, advertisements, and more. Ever wonder what an AI bot might come up with if tasked with creative writing? From Olive Garden commercials to White House press briefings to Game of Thrones scripts, writer and comedian Keaton Patti's "bot" recognizes and heightens the tropes of whatever it's reproducing to hilarious effect. Each "bot-generated" piece can be enjoyed as surrealist commentary on the media we consume every day or simply as silly robot jokes—either way, you'll probably end up laughing.

**IF YOU'VE EVER LOST YOUR KEYS, MISSED AN APPOINTMENT OR BEEN DISTRACTED BY A FRIVOLOUS EMAIL, THEN THIS BOOK IS FOR YOU.** The key to a less hectic, less stressful life is not in simply organizing your desk, but organizing your mind. Dr. Paul Hammerness, a Harvard Medical School psychiatrist, describes the latest neuroscience research on the brain's extraordinary built-in system of organization. Margaret Moore, an executive wellness coach and codirector of the Institute of Coaching, translates the science into solutions. This remarkable team shows you how to use the innate organizational power of your brain to make your life less stressful and more productive and rewarding. You'll learn how to: ¥ Regain control of your frenzy ¥ Embrace effective uni-tasking (because multitasking doesn't work) ¥ Fluidly shift from one task to another ¥ Use your creativity to connect the dots This groundbreaking guide is complete with stories of people who have learned to stop feeling powerless against multiplying distractions and start organizing their lives by organizing their minds.

The #1 New York Times bestseller. Over 3 million copies sold! **Tiny Changes, Remarkable Results** No matter your goals, **Atomic Habits** offers a proven framework for improving--every day. James Clear, one of the world's leading experts on habit formation, reveals practical strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work. Here, he draws on the most proven ideas from biology, psychology, and neuroscience to create an easy-to-understand guide for making good habits inevitable and bad habits impossible. Along the way, readers will be inspired and entertained with true stories from

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Olympic gold medalists, award-winning artists, business leaders, life-saving physicians, and star comedians who have used the science of small habits to master their craft and vault to the top of their field. Learn how to: • make time for new habits (even when life gets crazy); • overcome a lack of motivation and willpower; • design your environment to make success easier; • get back on track when you fall off course; ...and much more. Atomic Habits will reshape the way you think about progress and success, and give you the tools and strategies you need to transform your habits--whether you are a team looking to win a championship, an organization hoping to redefine an industry, or simply an individual who wishes to quit smoking, lose weight, reduce stress, or achieve any other goal.

The guide to shortening your execution cycle down from one year to twelve weeks Most organizations and individuals work in the context of annual goals and plans; a twelve-month execution cycle. Instead, The 12 Week Year avoids the pitfalls and low productivity of annualized thinking. This book redefines your "year" to be 12 weeks long. In 12 weeks, there just isn't enough time to get complacent, and urgency increases and intensifies. The 12 Week Year creates focus and clarity on what matters most and a sense of urgency to do it now. In the end more of the important stuff gets done and the impact on results is profound. Explains how to leverage the power of a 12 week year to drive improved results in any area of your life Offers a how-to book for both individuals and organizations seeking to improve their execution effectiveness Authors are leading experts on execution and implementation Turn your organization's idea of a year on its head, and speed your journey to success.

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