

Hey, everyone,

This week we're going to talk about the importance of measurement and tracking in boosting productivity and changing your behavior.

Doing more of something is not the same as doing it better. As the saying goes, practice doesn't make perfect—perfect practice makes perfect. This principle also applies to productivity.

To become more productive, we don't just try to compress more activities into a given period of time. Instead, we evaluate how we are doing what we're doing, find other ways to do it if necessary, or in some cases, stop it altogether.

But you can't correct or improve something if you don't measure it. How will you know if one thing is working better than another or if you've gotten better at something you are doing? Just like torpedoes, dolphins, and bats—you have to send out a “ping,” get information back, and then measure how on course or off course you are.

This is a well-known principle in almost every discipline in life, from business, to sports, to art and music. It's reflected in sayings like “If you can't measure it, you can't manage it,” and “That which is measured improves, that which is measured and reported improves exponentially.”

Last week I introduced a process for implementing your purpose, vision, and goals using monthly, weekly, and daily planning sessions. These sessions are an ideal time to measure and track what you have accomplished since the previous session. If you do this on a regular basis, you'll know exactly where you stand in terms of reaching your goals, and you'll have a much better idea of what is working and not working.

But there are other things you may want to measure and tweak. In a couple of days, I'll introduce another tool that can be very helpful, called a “Keep Start Stop” worksheet. This helps you to identify activities or behaviors that you want to keep, those you want to start, and those you want to stop. Depending on what you put on this sheet, you may want to measure these as well.

For example, let's say you decide that you're only going to check email and social media three times a day. At the end of each day, you might want to make a note of whether you were successful at that. Or if you commit to meditating daily for twenty minutes each morning, it's helpful to keep track of how often you follow through with that.

Scientists that study behavioral change have long known how important measurement and tracking are, but this concept is now making it into the mainstream. There's even a new crop of apps and websites that can help you to measure and track your behavior and develop new habits, such as Coach.me.

Ultimately, measurement is simply a form of attention. And as one of my mentors is fond of saying, the quality of our life is determined by the focus of our attention. Whatever your attention is given

to, that's what you're going to have as your life. It's really quite simple when you think of it that way.

Throughout the rest of this week, I'm going to suggest tips and tools to help you measure and track your goals and direct your attention. These are critical skills to have in a world that is increasingly drawing our attention in a million different directions.

Okay, that's it for now. Talk to you soon!