

Overcome Procrastination: Eat your Frog!

Do you procrastinate over things you know you really ought to do?

After days of "meaning" to do your task, do you ever say, "today is definitely the day" only to check the clock later that evening and realise you haven't done your task, again?



Eat your frog!

A strategy is a specific pattern of thoughts and behaviours that we run, which always leads to a predictable outcome. We run strategies for every single behaviour we do, from getting up in the morning and brushing your teeth, to deciding what product or service to buy.

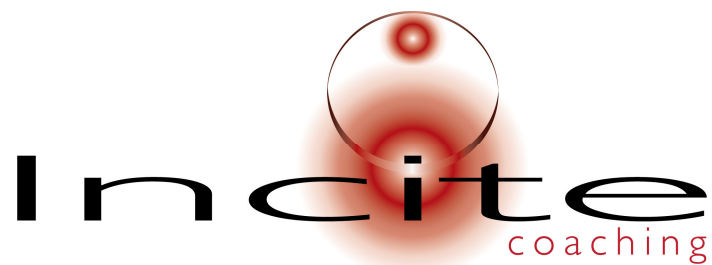
Once we understand how we run a strategy, we can then change it to improve the results we are getting in life, or model the strategies that others are using to achieve the results we want.

Procrastination is simply a learned strategy and as with any strategy, it can be "unlearned."

"We are what we repeatedly do; excellence then is not an act but a habit." **Aristotle**

So how can you change your strategy for procrastination? Brian Tracy suggests that you 'Eat your frog.'

Suppose tomorrow morning, the first that you do, is catch a live frog, stuff it into your mouth, munch it down and swallow it all up. That is pretty much as bad as the day can



get, isn't it? The principle of eating your frog suggests that you find the ugliest most repulsive task that you have on your to-do list (i.e. your frog) and knock that off before getting on to doing anything else. Once you've got that done, the rest of the day seems so easy and you feel that you are blasting through your to do list.

Eat your frog before you do anything. If it's exercise, do it in the morning before work. If it's a work task, do it before you even check emails!

For more information on how you can increase momentum and motivation and learn other strategies to combat procrastination to increase sales and success, contact the Team at Incite Coaching.

Jennifer Collier is Director and Career Coach with Incite Coaching Pty Ltd. After working in the Recruitment and HR industry for a number of years, and with qualifications in Coaching, NLP, hypnosis and performance consulting, Jennifer and the Incite team offer a tailored approach to help you through your transition.