

## DauidsGuides.com - Book Summary

**Book Author:** Brian Tracy

**Book Title:** Eat That Frog

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### Summary:

#### - Chapter 2

- It takes only about 10 to 12 minutes for you to plan out your day, but this small investment of time will save you up to two hours (100 to 120 minutes) in wasted time and diffused effort throughout the day.
- Always work from a list. When something new comes up, add it to the list before you do it. You can increase your productivity and output by 25 percent or more—about two hours a day—from the first day that you begin working consistently from a list. Make your list the night before for the workday ahead.

#### - Chapter 4

- Dr. Edward Banfield of Harvard University, after more than fifty years of research, concluded that “long-time perspective” is the most accurate single predictor of upward social and economic mobility in America. Long-time perspective turns out to be more important than family background, education, race, intelligence, connections, or virtually any other single factor in determining your success in life and at work.
- Your attitude toward time, your “time horizon,” has an enormous impact on your behavior and your choices. People who take a long view of their lives and careers always seem to make much better decisions about their time and activities than people who give very little thought to the future.
- Successful people are those who are willing to delay gratification and make sacrifices in the short term so that they can enjoy far greater rewards in the long term. Unsuccessful people, on the other hand, think more about short-term pleasure and immediate gratification while giving little thought to the long-term future.
- The law of Forced Efficiency says that “There is never enough time to do everything, but there is always enough time to do the most important thing.” Put another way, you cannot eat every tadpole and frog in the pond, but you can eat the biggest and ugliest one, and that will be enough, at least for the time being.
- Rule: There will never be enough time to do everything you have to do.

#### - Chapter 7

- Here is one of the greatest questions you will ever ask and answer: **“What one skill, if I developed and did it in an excellent fashion, would have the greatest positive impact on my career?”**

- You should use this question to guide your career for the rest of your life. Look into yourself for the answer. You probably know what it is.

## - Chapter 8

- The main reason to develop time management skills is so that you can complete everything that is really important in your work and free up more and more time to do the things in your personal life that give you the greatest happiness and satisfaction.
- Rule: It is the *quality* of time at work that counts and the *quantity* of time at home that matters.
- To keep your life in balance, you should resolve to work all the time you work. When you go to work, put your head down and work the whole time. Start a little earlier, stay a little later, and work a little harder. Don't waste time. Every minute that you spend in idle chitchat with coworkers is time taken away from the work that you must accomplish if you want to keep your job.
- Even worse, time that you waste at work often has to be taken away from the members of your family. You have to either stay late or take work home and work in the evenings. By not working effectively and efficiently during your workday, you create unnecessary stress and deprive the members of your family of the very best person you can possibly be.
- There is a story of a little girl who goes to her mother and asks, "Mommy, why does Daddy bring a briefcase full of work home each night and never spend any time with the family?" The mother replies sympathetically, "Well, honey, you have to understand—Daddy can't get his work done at the office so he has to bring it home and get caught up here." The little girl then asks, "If that's the case, why don't they put him in a slower class?"
- One of the most famous sayings of the ancient Greeks was "Moderation in all things." You need balance between your work and your personal life. You need to set priorities at work and concentrate on your most valuable tasks. At the same time, you must never lose sight of the fact that the reason for working efficiently is so that you can enjoy a higher quality of life at home with your family.
- Sometimes people come up to me and ask, "How do I achieve balance between my work and my home life?"
- I ask them in return, "How often does a tightrope walker balance when on the high wire?" After a few seconds of thinking, they almost always say, "All the time." I say, "That is the same situation with balance between work and home life. You have to do it all the time. You never reach a point where you have attained it perfectly. You have to work at it."
- Your goal should be to perform at your very best at work—to get the very most done and enjoy the very highest level of rewards possible for you in your career. Simultaneously, you must always remember to "smell the flowers along the way." Never lose sight of the real reasons why you work as hard as you do and why you are so determined to accomplish the very most with the time that you invest.

The more time you spend face-to-face with the people you love, the happier you will be.

- **Chapter 9**

- Begin by clearing off your desk or workspace so that you have only one task in front of you. If necessary, put everything on the floor or on a table behind you.
- My personal rule is "Get it 80 percent right and then correct it later." Run it up the flagpole and see if anyone salutes. Don't expect perfection the first time or even the first few times. Be prepared to fail over and over before you get it right.

- **Chapter 13**

- Only about 2 percent of people can work entirely without supervision. We call these people "leaders." This is the kind of person you are meant to be and that you can be, if you decide to be.
- One of the best ways for you to overcome procrastination is by working as though you had only one day to get your most important jobs done.
- Imagine each day that you have just received an emergency message and that you will have to leave town tomorrow for a month. If you had to leave town for a month, what would you make absolutely sure that you got done before you left? Whatever your answer, go to work on that task right now.
- Successful people continually put the pressure on themselves to perform at high levels. Unsuccessful people have to be instructed and supervised and pressured by others.
- By putting the pressure on yourself, you will accomplish more and better tasks faster than ever before. You will become a high-performance, high-achieving personality. You will feel terrific about yourself, and bit by bit, you will build up the habit of rapid task completion that will then go on to serve you all the days of your life.

- **Chapter 14**

- Most of your emotions, positive or negative, are determined by how you talk to yourself on a minute-to-minute basis. It is not what happens to you but the way that you interpret the things that are happening to you that determines how you feel. Your version of events largely determines whether these events motivate or de-motivate you, whether they energize or deenergize you.
- In Martin Seligman's twenty-two-year study at the University of Pennsylvania, summarized in his book *Learned Optimism*, he determined that optimism is the most important quality you can develop for personal and professional success and happiness. Optimistic people seem to be more effective in almost every area of life.
- It turns out that optimists have four special behaviors, all learned through practice and repetition. First, optimists *look for the good* in every situation. No matter what goes wrong, they always look for something good or beneficial. And not surprisingly, they always seem to find it.
- Second, optimists always *seek the valuable lesson in every setback or difficulty*. They believe that "difficulties come not to obstruct but to instruct." They believe

that each setback or obstacle contains a valuable lesson they can learn and grow from, and they are determined to find it.

- Third, optimists always *look for the solution to every problem*. Instead of blaming or complaining when things go wrong, they become action oriented. They ask questions like “What’s the solution? What can we do now? What’s the next step?”
- Fourth, optimists *think and talk continually about their goals*. They think about what they want and how to get it. They think and talk about the future and where they are going rather than the past and where they came from. They are always looking forward rather than backward.
- When you continually visualize your goals and ideals and talk to yourself in a positive way, you feel more focused and energized. You feel more confident and creative. You experience a greater sense of control and personal power.

#### - **Chapter 18**

- A major reason for procrastinating on big, important tasks is that they appear so large and formidable when you first approach them.
- One technique that you can use to cut a big task down to size is the “salami slice” method of getting work done. With this method, you lay out the task in detail and then resolve to do just *one slice* of the job for the time being, like eating a roll of salami one slice at a time—or like eating an elephant one bite at a time.

#### - **Chapter 21**

- Elbert Hubbard defined self-discipline as “the ability to make yourself do what you should do, when you should do it, whether you feel like it or not.”

#### - **Conclusion**

- The key to happiness, satisfaction, great success, and a wonderful feeling of personal power and effectiveness is for you to develop the habit of eating your frog first thing every day when you start work.
- Fortunately, this is a learnable skill that you can acquire through repetition. And when you develop the habit of starting on your most important task before anything else, your success is assured.
- Here is a summary of the twenty-one great ways to stop procrastinating and get more things done faster. Review these rules and principles regularly until they become firmly ingrained in your thinking and actions, and your future will be guaranteed.
- **1. Set the table:** Decide exactly what you want. Clarity is essential. Write out your goals and objectives before you begin.
- **2. Plan every day in advance:** Think on paper. Every minute you spend in planning can save you five or ten minutes in execution.
- **3. Apply the 80/20 Rule to everything:** Twenty percent of your activities will account for 80 percent of your results. Always concentrate your efforts on that top 20 percent.
- **4. Consider the consequences:** Your most important tasks and priorities are those that can have the most serious consequences, positive or negative, on your life or work. Focus on these above all else.

- **5. Practice creative procrastination:** Since you can't do everything, you must learn to deliberately put off those tasks that are of low value so that you have enough time to do the few things that really count.
- **6. Use the ABCDE Method continually:** Before you begin work on a list of tasks, take a few moments to organize them by value and priority so you can be sure of working on your most important activities.
- **7. Focus on key result areas:** Identify and determine those results that you absolutely, positively have to get to do your job well, and work on them all day long.
- **8. The Law of Three:** Identify the three things you do in your work that account for 90 percent of your contribution, and focus on getting them done before anything else. You will then have more time for your family and personal life.
- **9. Prepare thoroughly before you begin:** Have everything you need at hand before you start. Assemble all the papers, information, tools, work materials, and numbers you might require so that you can get started and keep going.
- **10. Take it one oil barrel at a time:** You can accomplish the biggest and most complicated job if you just complete it one step at a time.
- **11. Upgrade your key skills:** The more knowledgeable and skilled you become at your key tasks, the faster you start them and the sooner you get them done.
- **12. Leverage your special talents:** Determine exactly what it is that you are very good at doing, or could be very good at, and throw your whole heart into doing those specific things very, very well.
- **13. Identify your key constraints:** Determine the bottlenecks or choke points, internal or external, that set the speed at which you achieve your most important goals, and focus on alleviating them.
- **14. Put the pressure on yourself:** Imagine that you have to leave town for a month, and work as if you had to get all your major tasks completed before you left.
- **15. Maximize your personal power:** Identify your periods of highest mental and physical energy each day, and structure your most important and demanding tasks around these times. Get lots of rest so you can perform at your best.
- **16. Motivate yourself into action:** Be your own cheerleader. Look for the good in every situation. Focus on the solution rather than the problem. Always be optimistic and constructive.
- **17. Get out of the technological time sinks:** Use technology to improve the quality of your communications, but do not allow yourself to become a slave to it. Learn to occasionally turn things off and leave them off.
- **18. Slice and dice the task:** Break large, complex tasks down into bite- sized pieces, and then do just one small part of the task to get started.
- **19. Create large chunks of time:** Organize your days around large blocks of time where you can concentrate for extended periods on your most important tasks.

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