

Task 1: Work with your partners to read the following short article about tricks that successful people use to be more productive. After you read each paragraph, complete the question with the appropriate auxiliary verb and then write the answer using keywords and phrases.

8 Unusual Things Successful People Do Every Day

Introduction: Where success is concerned, sometimes the smallest things make the difference. Most successful people have at least one thing they do every day that they feel contributes greatly to their success. A few of these people shared their secrets for success.

1) Sally Krawcheck, *CEO of Ellevest*

I shift my day. I'm most creative and productive early in the morning. I used to lose this time in the rush of getting the kids out the door and getting ready for work, and then I found myself trying to remember the great idea I had as I was putting on my makeup.

So now I go to sleep earlier and wake up earlier - I'm up by 4am - which gives me a few hours of super-productive time before the craziness of the day starts.

Why does she get up early? - Because now she sleeps earlier and she can take advantage of the hours she now has.

Quote:

2) Dr. Marla Gottschalk, *Industrial & Organizational Psychology*

When a topic intrigues me I become almost obsessed. If I don't fully indulge my desire to search for information, my work suffers. So even though a lot of people feel it's most productive to have a predictable schedule, I try to vary my daily routine. This approach may not work for everyone, but it definitely works for me.

What is her strategy for success? - She is always trying to vary her daily routine.

Quote:

3) Tania Burke, *President of Trek Travel*

I ride my bike to work because it creates a stress-free time. I get my best ideas on my bike, especially in the morning on my way to the office. Unlike driving, it creates a space for me to be creative. Riding is relaxing, and it gives me time to decompress on my way home.

What are two reasons she rides her bike? - First one, she creates a stress-free time, the second one is that she gets the best ideas on her bike.

Quote:

4) Dave Kerpen, *CEO of Likeable Local*

I hand write three thank-you cards every day on the train ride to work. That's totally old-fashioned, I know, but how do you feel about your email volume? If you're like me, even getting a thank you email can be annoying.

When my staff and customers get my cards, it makes them happy, and it improves my relationships with them. But most importantly, it always puts me in a good mood. You can't be upset and grateful at the same time!

Why does Dave write thank you cards? - It makes him happy and improves his relationships with the customers and staff.

Quote:

5) Edward Wimmer, *co-founder of Road ID*

We have a very casual "jeans and t-shirt" environment at my company, but I still never leave for work without ironing my t-shirt. Yes, I iron my t-shirts.

I use this simple routine to help me remember that every company needs a leader. Even in a super casual environment, the boss should look his best.

What does Edward do before work? Why? - To iron his t-shirts. He thinks a boss has to always be a boss and be the image of the company.

Quote:

6) Liz Ryan, *founder and CEO of Human Workplace*

I write for hours every day, and I also spend a lot of time talking with stressed-out CEOs. Those things are important, but they tire me out. If I'm exhausted by noon, I can't help the people who rely on me in the afternoon.

So I take a break every day and poke around on YouTube, listening to old songs I love and new ones I haven't heard. Then I post a new song every day, usually jazz or rock or funk. Ten minutes spent indulging my inner DJ refuels me.

How does she stay energized? - She takes a break every day and pokes around on YouTube, listening to old songs.

Quote:

7) Leo Widrich, *co-founder of Buffer*

Every day I wear the same outfit and eat the same dinner. As an entrepreneur I have to make hundreds of little decisions every day, so I try to eliminate any decisions I don't have to make. For example, I only own five white t-shirts. In the morning I never need to think about what I'll wear. It's going to be a white t-shirt. I also only own two pairs of pants.

I do the same thing with meals. I have the same dinner six times a week. That way, I don't have to think about what to buy or cook. The fewer decisions you have to make, the better decisions you can make.

What are two unusual things that Leo does every day? - First, he only wears white t-shirts and second, he takes the same dinner six times a week because he does not have to think to what buy or cook.

Quote:

8) Joel Basgall, *co-founder and CEO of Geneca*

I update my journal to help me keep track of priorities. Journaling is easy. First, identify what's important in the various roles you play: at work, as a parent, as a spouse, and as a friend. Then track how you're doing. I use colors to indicate how I'm doing. If I feel great about something, it's green. Yellow, it's so-so. Terrible, it's red.

The key is to determine why something goes from green to yellow or red. If that happens, I think about why I had an off day, and what I can do differently next time.

How does Joel keep track of his priorities? - he updates his journal, he uses colours to indicate how he is doing them. Green when he feels great about something. Yellow, it's so-so, Terrible, it's red.

Quote:

Task 2: Read the list of quotes below. Decide who you think said each one. Then copy/paste them in the correct table.

- At the end of the day, I evaluate my own performance.
- For me, it's not productive to follow the same routine every day.
- I find traffic really stressful.
- I don't think very clearly at night.
- It's important to show people that you appreciate them.
- Taking a break in the middle of the day gives me energy.
- A manager should set a good example for his or her employees.
- I'm very predictable.

Task 3: Discuss the following questions with your partners.

1. Do you do any of the things that these entrepreneurs do? Which ones?
2. Do you think any of the people's strategies for success would work well for you? Why or why not?
3. Do you know anyone with an unusual daily routine? What do they do?