The amount of poor information in the marketplace on productivity is mind-boggling. Over the last 20 years “experts” have been recycling antiquated ideas about how to maximize our time. Today’s knowledge worker however requires strategies that are far beyond tasks, calendars and checklists. It’s time that they understand why balance is bogus, most systems don’t solve problems, and why they should ignore their inbox!

After hearing this innovative and fresh program, you will:

- Understand the pervasive spread and impact of the most expensive cost in business today: priority dilution
- Implement practical strategies that help them manage the emotional elements of deciding how to spend their time
- Have a new paradigm of proper prioritization
- Truly know how to multiply their time
- Develop confidence in knowing what things to say “no” to
- Move from focusing on urgent tasks to zeroing in on relevant priorities

**Speaker Bio:**  Award-winning business leader Rory Vaden MBA is the Co-founder of Southwestern Consulting™, a multi-million dollar global consulting practice that helps clients in more than 14 countries drive educated decisions with relevant data. He’s also the Founder of The Center for the Study of Self-Discipline (CSSD) and as a "Self-Discipline Strategist", his book Take the Stairs is a #1 Wall St Journal, #1 USA Today, and #2 New York Times bestseller. Rory is the world’s thought-leader on modern day procrastination, called Priority Dilution™ - in fact, he coined the term. He speaks and consults on how to say no to the things that don’t matter, and yes to the things that do. His client list includes companies and groups like: Cargill, The Million Dollar Roundtable, P&G, True Value, YPO, Wells Fargo Advisors, Land O’Lakes, Novartis, and hundreds more. His insights have recently been featured on/in: Fox News, CNN, Wall St Journal, Fast Company, Inc, Fortune, Wall St Journal and the New York Times; he is a regular contributor for American Express Open Forum, Huffington Post, and The Tennessean; and his articles and insights average more than 1 million views every month. Additionally, he hosts The Rory Vaden
Show which is the only nationally syndicated weekly radio show for “movers and shakers in the world of business™”

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