



## What affects productivity?

Productivity is directly affected by the output of each individual's time and effort.

A study of 38,000 people in 200 countries revealed that most people only achieve the equivalent of three productive days per week. Imagine the Return on Investment of increasing to four productive days per week!

## Why is high productivity hard to achieve?

High productivity is hard to achieve because of:

**Unclear Goals** – competing goals (personal, team and organisational) make it difficult to decide and focus on what needs to be done. This makes it difficult for people doing work to be sure of what is required.

**Unclear Roles** – when people are unsure about who is responsible, who are delegates and who is involved with what tasks, confusion occurs and accountability is lost.

**Unclear Actions** – each individual needs to know what they are expected to do, with who and when. Many express this as "Give me a ToDo list of all the things I need to do for all my projects and tasks". Team ToDo level collaboration between people is largely unstructured and ad hoc, so team members don't receive the feedback they need and want.

**Ineffective Meetings** – meetings usually try to track, coordinate and report on ToDo's and allocate work to individuals. Unstructured and inconsistent processes fail to clearly define responsibilities and actions required, so little is actually resolved or achieved.

**Inadequate Software** – most software merely automates manual methods - collaboration software provides connectivity, but not structure; project management software focuses only on tasks and not ToDo's or teams; and time management tools for managing ToDo's (like Outlook or Notes) work for individuals, but not teams, and lack context. For increased productivity, all these capabilities and more need to be seamlessly integrated.

**Procrastination** – managers and team leaders not making a decision when it is required.

## The Challenge

The challenge is how to create an integrated Task and To Do framework; so everyone knows what they are responsible for, how their work interacts with other people, and work progress in as close to real-time as possible.

## Key Productivity Questions are:

- What tasks am I involved in?
- How are my tasks related to each other?
- Who else is involved?
- What am I responsible for?
- What do I need to do?
- How can I best use my time now?
- What do I need to do next?
- How can I template past tasks to save time and effort?

## TASKey WorkNav

TASKey WorkNav web software provides a practical way to answer the key productivity questions, so productivity can be increased at all levels in an organisation. It addresses all of the reasons why efficiency is difficult to achieve.

The key is that TASKey WorkNav automatically displays the work that each person is accountable for. This encourages people to get their work done.

TASKey WorkNav provides a simple dynamic means to input responsibility and accountability for each task and To Do. Then the software keeps tasks coordinated, and provides real-time relevant feedback to managers and team members.

TASKey WorkNav employs a patented method to integrate the task and people aspects of work. Its ability to seamlessly coordinate virtual teams in different rooms or around the world is unique.

## Benefits

Key benefits are:

- Greater productivity through improved efficiency.
- Increased ROI from improved synchronization keeping work flowing and reducing rework.
- Less stress on managers and team members because accountability is clear.
- Tracking, accountability and audit trails are integrated into the work being done.
- Better personal time management, because individuals receive a consolidated, always up-to-date list of what they need to do, when and with whom.
- TASKey WorkNav increases productivity through easier navigation and synchronization of work, so managers have more time to lead.