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Time Management isn't what ensures productivity.

It is way deeper than that.

A Thread ■■■■■■

1/ We live in a time where there are a lot of conversations and declarations about the importance of Time Management

Content on the Internet constantly remind you of why it is important for you to manage your time and go on to list the benefits

But does time management work?

2/ We live in a world of intense gaming, several books have been written on the Human mind from various angles and views.

The psychology of the human mind have been throughly dissected and chief among the reasons is one thing.

■■ Holding people's Attention

3/ Companies (especially social media ones) spend all their work time discovering new ways to hold your attention.

Billions of dollars are spent on marketing yearly.

Your attention is worth a lot and it seems that everyone but you understands that.

4/ Your Time is your greatest resource and the outcome of your life depends on how you use it.

But that's just the surface level.

What holds your attention is what determines the level of value that you would be able to extract from your time.

5/ Whether you are doing something worthwhile or irrelevant, time gets spent.

The reason why you always fall short of your goals and feel frustrated at the end of the day is because you only look at your unfinished tasks and the hours that have gone by without doing them.

6/ You need to take a step back and find out the things that hold your attention.

You will always fail to be productive if all you focus on is time spent.

A better option is to assess what holds your attention and evaluate if it is related to your goals.

7/ You need to make people and projects that matter the centre of your attention.

Once you determine what you need to focus your attention on, you will not make room for procrastination.

You have probably spent more time than necessary "checking Twitter" today.

8/ The reason why you procrastinate is because you are trying to avoid a hard task that you know is important

After wasting time, you end up doing the task anyways.

You kill procrastination when you gain clarity of what really matters.

9/ Stress comes from not knowing what to do.

Your brain jumps from task to task, leaving you exhausted.

The first thing that you need to do is getting a list of what you are meant to achieve in a day.

10/ Arrange them based on priority, put the most important tasks first, they are the ones you are most likely to procrastinate.

One way I crush these tasks is not coming online until I do them

You can adopt this method, don't open, WhatsApp/Twitter/Instagram until you are done.

11/ Delaying that gratification would help you a lot.

It would also help you achieve you major tasks early in the day.

Social media would always suck you in if you open it first thing in the morning.

12/ What holds you attention, controls you life.

if you can control your attention, your time would be well spent.

Read more in my Newsletter: https://t.co/FmB0VVZZQ3