Why Deep Work Matters - And How to Do It

Agenda

Addressing the pandemic

Are you a candidate for deep work?

Picture it: before + after

Deep work in a nutshell

Your 30-day goal

From here to there: the process

What this is *not* about:

This being the only option

Your worthiness as a person

Doing it “right”

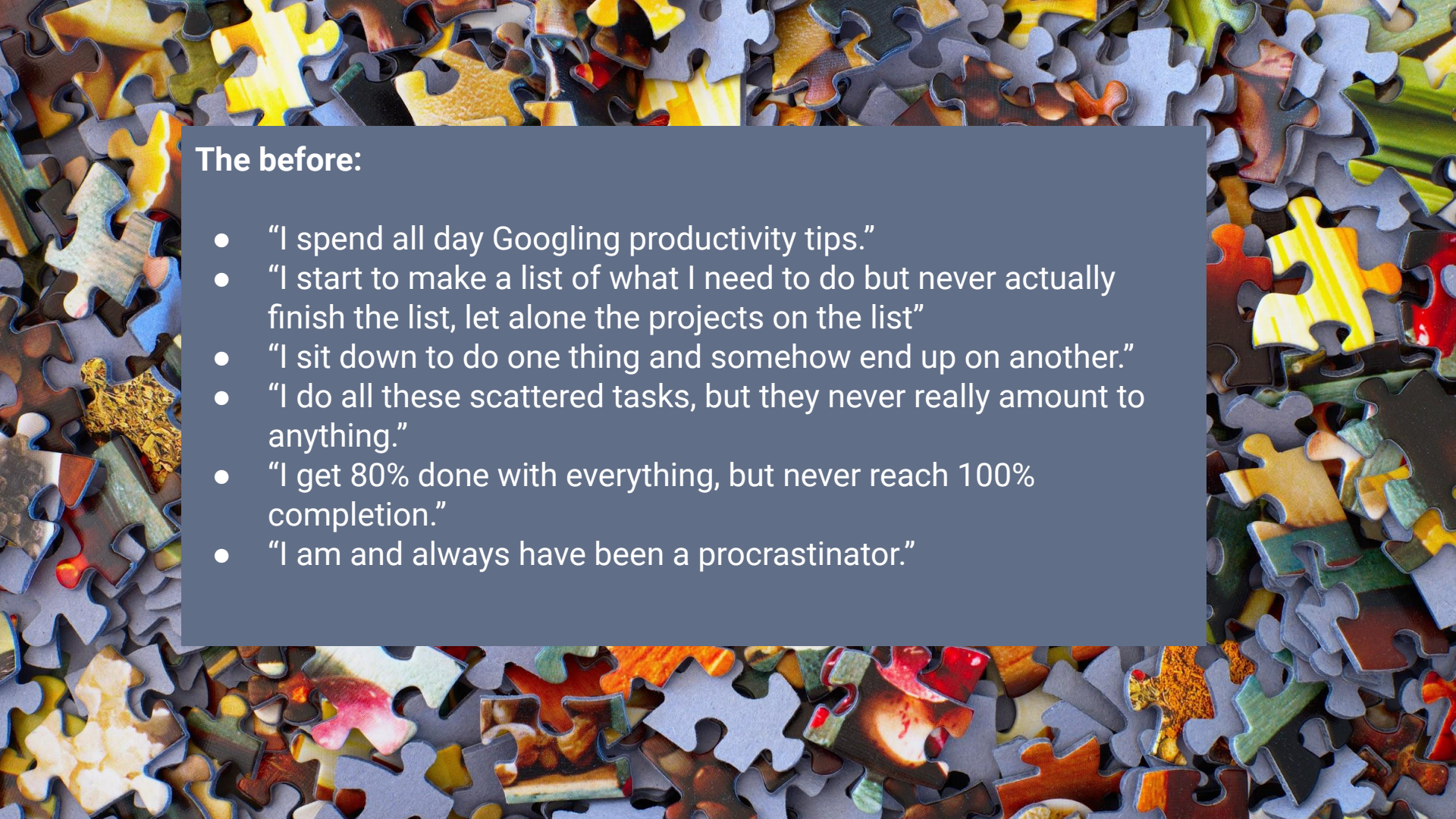
A reason to beat yourself up

You owing anything to the world

What it is: *Just an option to explore*

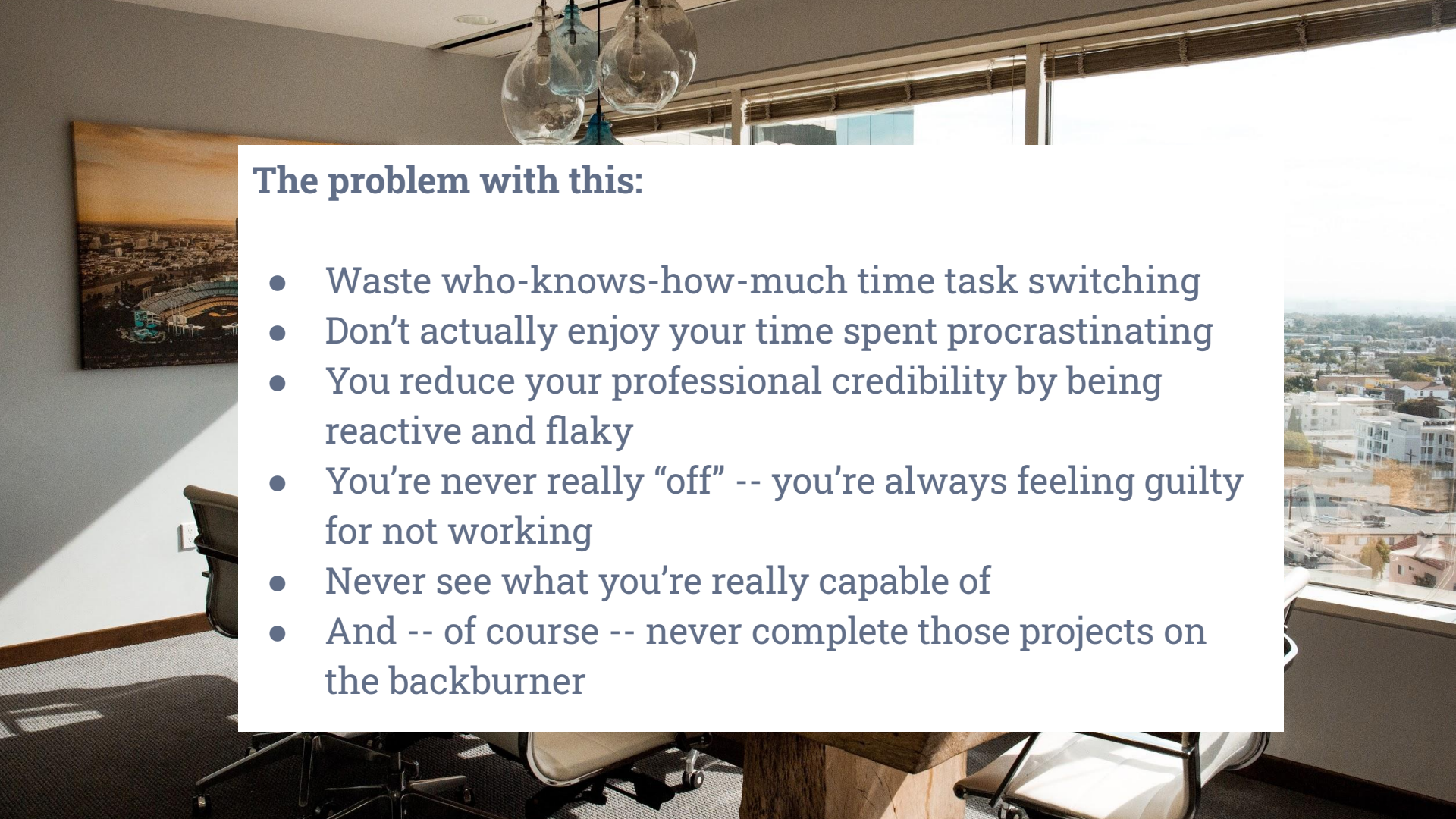
The two-question test

1) Out of 100%, how effective do you think you are?
2) Do you like your answer?



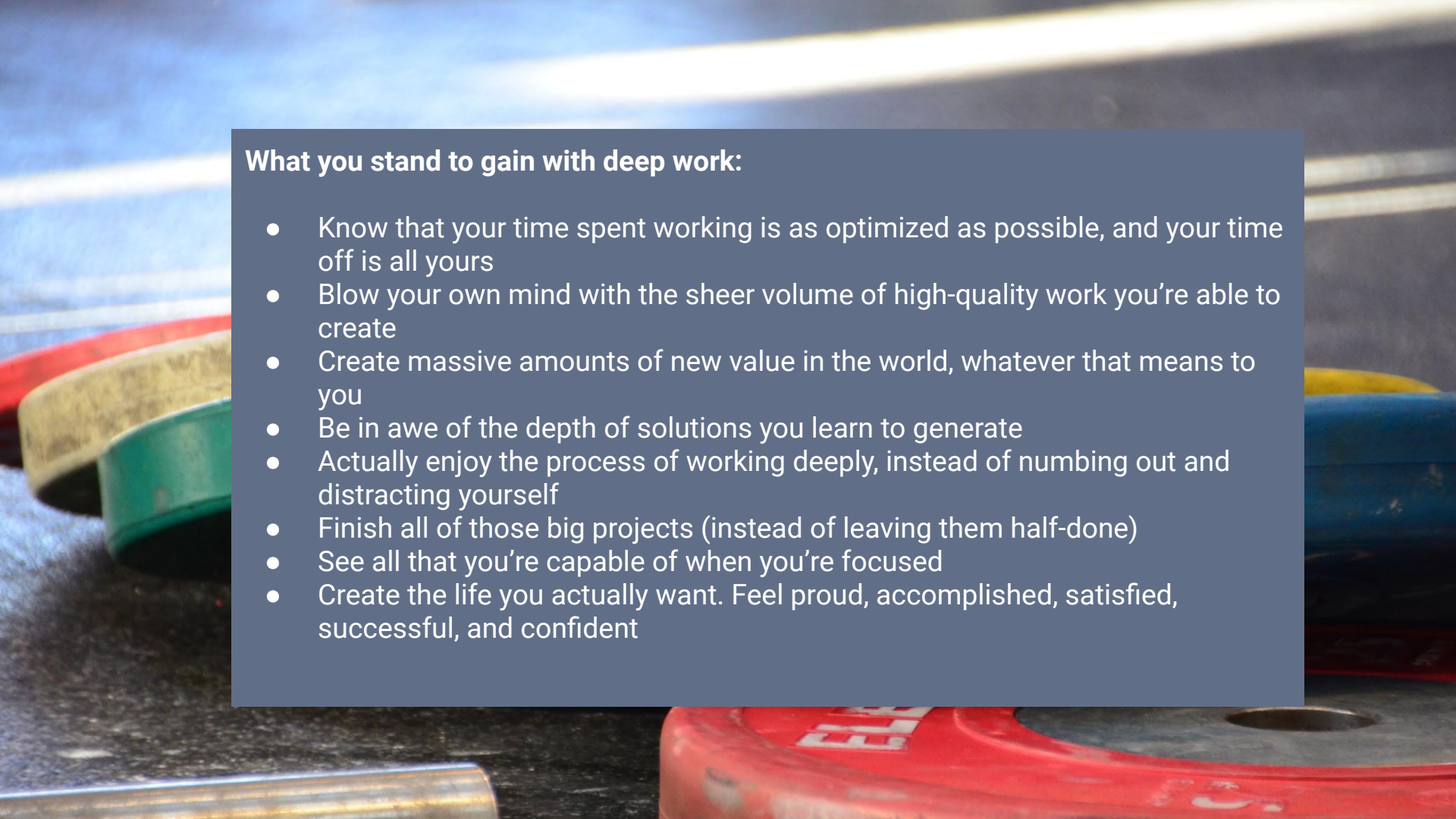
The before:

- “I spend all day Googling productivity tips.”
- “I start to make a list of what I need to do but never actually finish the list, let alone the projects on the list”
- “I sit down to do one thing and somehow end up on another.”
- “I do all these scattered tasks, but they never really amount to anything.”
- “I get 80% done with everything, but never reach 100% completion.”
- “I am and always have been a procrastinator.”



The problem with this:

- Waste who-knows-how-much time task switching
- Don’t actually enjoy your time spent procrastinating
- You reduce your professional credibility by being reactive and flaky
- You’re never really “off” -- you’re always feeling guilty for not working
- Never see what you’re really capable of
- And -- of course -- never complete those projects on the backburner



What you stand to gain with deep work:

- Know that your time spent working is as optimized as possible, and your time off is all yours
- Blow your own mind with the sheer volume of high-quality work you're able to create
- Create massive amounts of new value in the world, whatever that means to you
- Be in awe of the depth of solutions you learn to generate
- Actually enjoy the process of working deeply, instead of numbing out and distracting yourself
- Finish all of those big projects (instead of leaving them half-done)
- See all that you're capable of when you're focused
- Create the life you actually want. Feel proud, accomplished, satisfied, successful, and confident

Deep work: Focused block of high-impact, important work.

Usually 60 minutes +

The goal of deep work:
Better work, faster*

“You can't call something a distraction unless you know what it's distracting you from.”

- Nir Eyal

Pick a 30-day goal and plan to achieve it with deep work blocks

Massive action

Action until the result is achieved. Everything until then is just an obstacle

How to do deep work:
Schedule on calendar 24 hours in advance

Obstacles

piquecoaching.co/deepworkstate

#1 takeaway?

This is only one piece of the puzzle
Take it to the next level:
piquecoaching.co/minisession