



Case Study: Procrastination into Motivation

[] Product

[**X**] Process

[] Problem Solving

Step 1: Breakdown the Context

Procrastination – it's a name for having something to get done, but you're not doing it! There's a moment in which you could start, but you defer because you've calculated a cost which gives you permission to delay and fills the time with something else. Then the momentary discomfort is gone... only to come back later because you still need to do the task.

Step 2: Breakdown the Purpose

The goal is to get on with the task at hand. Getting started has several components included preparation and action.

Step 3: Systematically Integrate and Iterate

Our breakdown of the context led to considering the greater context and motivation was found to be a competing contextual frame at the same layer of procrastination. When it was discovered that procrastination and motivation have similar attributes but vary in their details, five questions were derived that walk the person through their procrastination in relation to what they should be doing. Bringing to mind these questions and their answers could possibly turn procrastination into motivation

About Our Case Studies

Our case studies introduce you to an application of **Leveraged Creativity™** applied to a product, process or problem. An application of **Leveraged Creativity™** can be either (a) generating a brand-new creative result or (b) analyzing an existing product, process or solution.

Leveraged Creativity™ has three main steps: (1) Breakdown the Context, (2) Breakdown the Purpose, and (3) Systematically Integrate and Iterate until you arrive at a solution (or decide there is no solution).

Leveraged Creativity™ invites us to find leverage points to make creative outcomes even better, and this is what makes **Leveraged Creativity™** stand out from random brainstorming; because defining context and purpose prime our thoughts to look in the right direction, and leverage points offer clues how to bridge the gap.

Leverage points are what make creative outcomes more significant and what makes everybody recognize a creative solution with an "Aha!" moment. If you are interested in learning this process at a deeper level and applying to your take your high-value ideas as high as possible, visit Leveraged Creativity™.

Leverage Point

Shifting the purpose is a leverage point and we decided to shift procrastination into "getting started"

The Outcome

A one-page worksheet of five questions, rehearsed on any task one feels procrastination rearing its ugly head. It is also meant to be filled out fast because a script taking away from the task at hand is no better than the problem it hopes to solve!

The Leveraged Creativity™ Lesson

Shifting the purpose is a leverage point, and letting the person supply answers, so their objections have nothing to argue with is one way this leverage point can be applied.



There's More To Leveraged Creativity™

Step 1: Breaking Down The

Context involves much more than just stating the problem; it entails mapping out all the contextual

parameters in the problem while noting each individual function of each interface and element attribute connected to the context. If that sounds complicated, it can be, but Leveraged Creativity™ explains how to do this systematically.

Step 2: Breaking Down The Purpose is pretty straight forward and usually very direct and simple, but there are hidden ways to break it down that facilitate more subtle understanding of the problem you're working on. Leverage Creativity™ has a way to bring those subtleties out in a systematic way as well.

Step 3: Systematically Integrating And Iterating to find a solution is where Leverage Creativity™ shows you how to bridge the gap *in the context* (the when and where) *for the purpose* (the why) and come to a *creative result or solution* (the what). The method Leverage Creativity™ uses is based on finding leverage points and using them in the pursuit of high-value ideas.

If this interests you, visit us at www.leveragedcreativity.com

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Leveraged Productivity
Procrastination Motivation

Date _____
Time _____

Run on a task you are putting off.

THE TASK

write this before you answer anything else

Task in one line, as you actually think of it

THE FIVE QUESTIONS

answer in order

1 How do I make this a get to do instead of a need to do? What aspect of this task or the outcomes and benefits it produces are motivating for you?	
2 Can I make doing it cost less, and be worth more? Cut what makes doing it expensive by looking at what you don't like about it. Add to what increases its value by thinking about positive consequences that occur or follow.	
3 What would make me start it right now, with nothing deferred? What's the smallest thing you can do to get started right now?	
4 What am I doing instead, and what makes that more motivating? Name the substitute task, and if it is the most compelling reason you are delaying the current priority task, then fill out the other side of this worksheet.	
5 How is finishing this more satisfying than the relief of avoiding doing it? What does avoiding it get you, and how does having it done surpass that in so many ways?	

Did you start? yes / no Seconds to run this script: two minutes is a tool — twenty is another way of not starting

No counts, no targets, no score — this page records what you nearly did instead, and what you did about it. www.leveragedcreativity.com © Randall Desmond