

# Profitable Productivity

**Jenna Waites**

**Functional Efficiency Strategist**

[JennaWaites.com](http://JennaWaites.com)



Waites  
Ventures

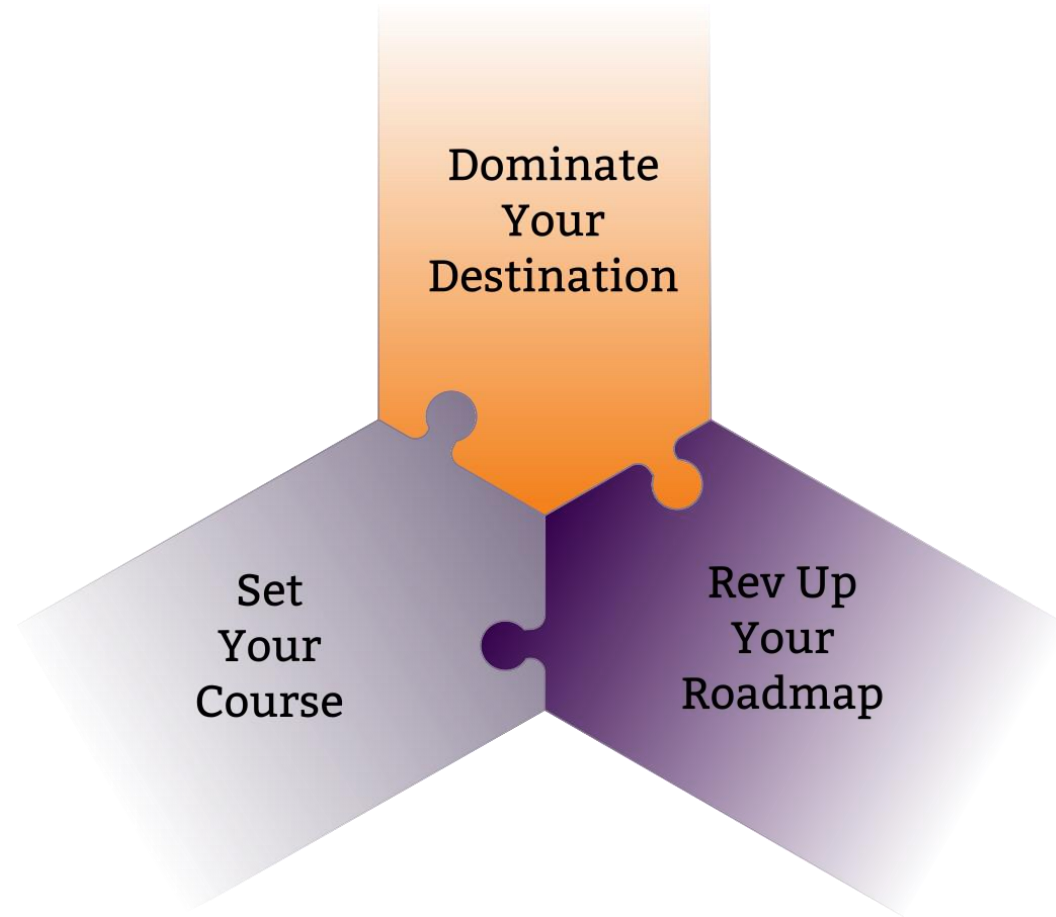
Hummer: 1992-2009



**It is not necessary to change.  
Survival is not mandatory.**

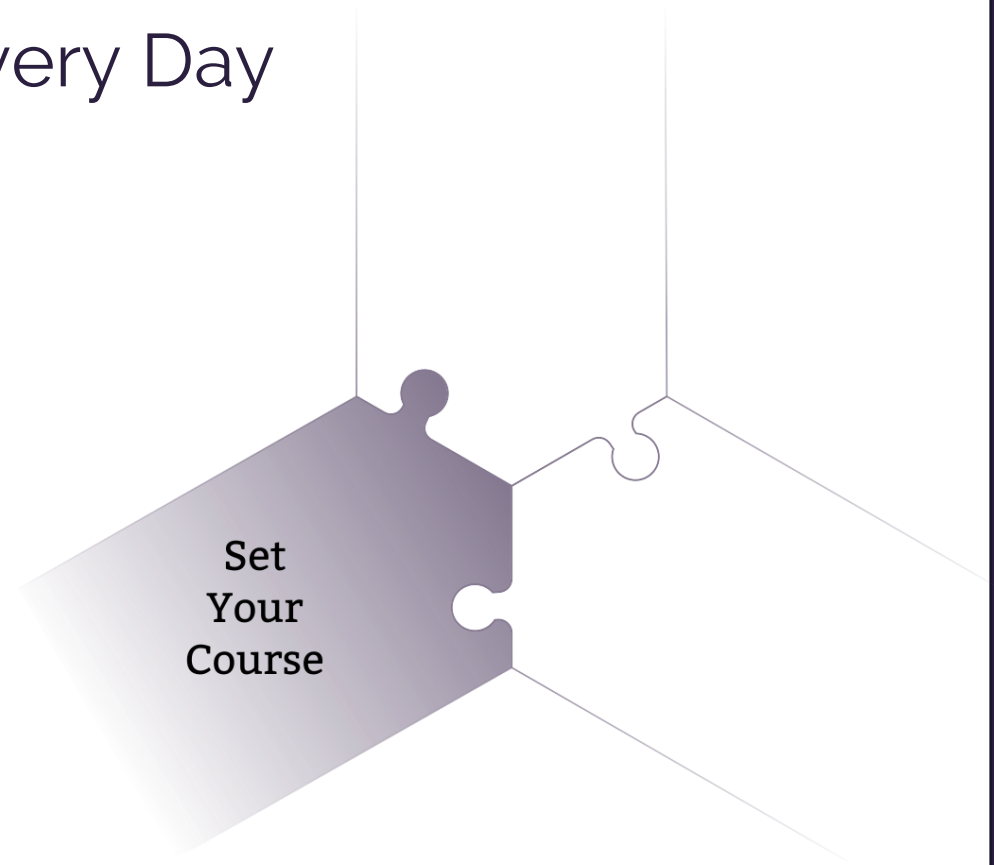
W. Edwards Deming

# Power BPS™



# What We Will Examine Today

- The Current State of You AND Your Business
- New Way to Look at What You Do Every Day
- The Waites Stop Light System
- Death of your To Do List

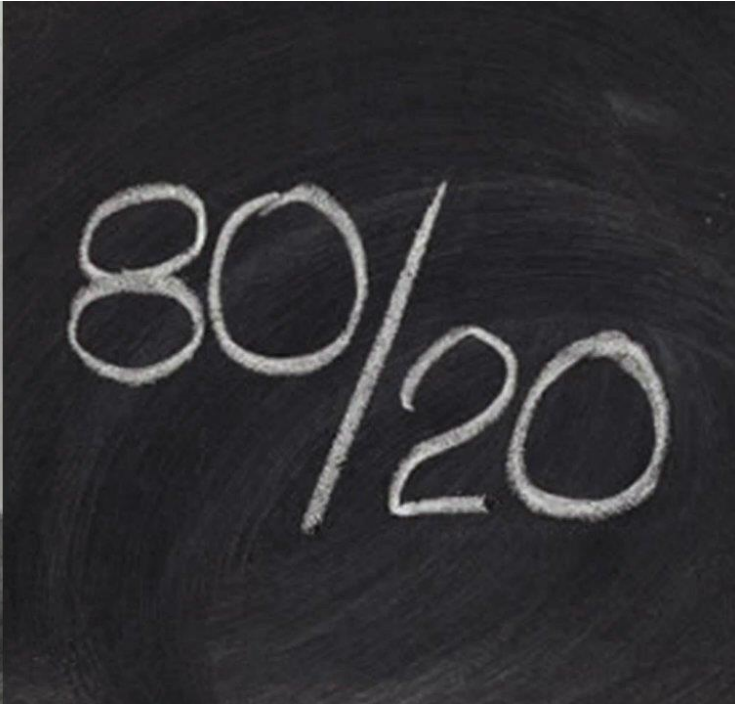




# Do You Find Your Days Look Like This?



# Pareto's Principle



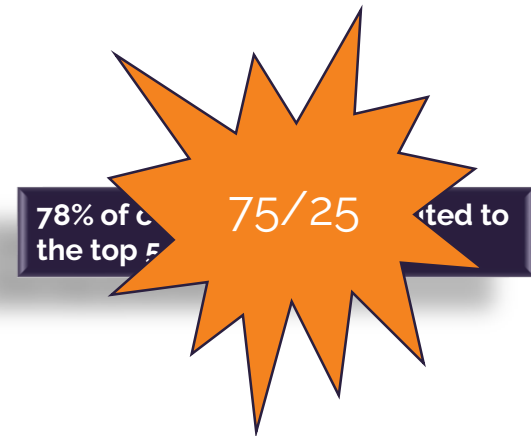
Pareto's principle is nearly  
**EVERYWHERE!**

**80% of Effects**  
Comes from just  
**20% of Causes**



# Top Contributors, federal election data for Donald Trump, 2016 cycle

Contributor	Total
Renaissance Technologies	\$15,511,600
McMahon Ventures	\$6,002,700
GH Palmer Assoc	\$5,005,400
Mountaire Corp	\$2,013,500
Houston Texans	\$2,010,800
Cerberus Capital Management	\$1,492,560
Electroimpact Inc	\$1,005,399
Buckley Muething Capital Managemer	\$1,000,000
Clarium Capital	\$1,000,000
Hawaiian Gardens Casino	\$1,000,000
Auburn Manor Holding	\$705,400
Rhs Investments (Hank Seale)	\$500,000
Murray Energy	\$302,734
Hamilton Co	\$300,056
GEO Group	\$281,360
WSJ Properties	\$277,700
Skye Lane Properties LLC	\$250,000
Trusted Leadership Pac	\$210,963
National Investment Co	\$210,800
Southeast QSR	\$153,000
	<b>\$39,233,972</b>



## In Measuring Value, You Receive . . .

**80% of**

- Sales
- Productivity
- Profit
- Referrals
- Commission Income

**from 20% of**

- Customers
- Activity
- Products
- Clients
- Orders

## In Measuring Frustration, You Experience . . .

**80% of**

- Absenteeism
- Errors
- Servicing Problems

**from 20% of**

- Employees
- Workers
- Customers

**Many Trivial  
Tasks**

**80% of time  
expended**

**Few Vital  
Tasks**

**20% of time**

**20% of  
results**

**80% of  
results**







60 Hours/Week  
6 Days  
**= 2 Hours/Day**

**12 Hours/Wk**

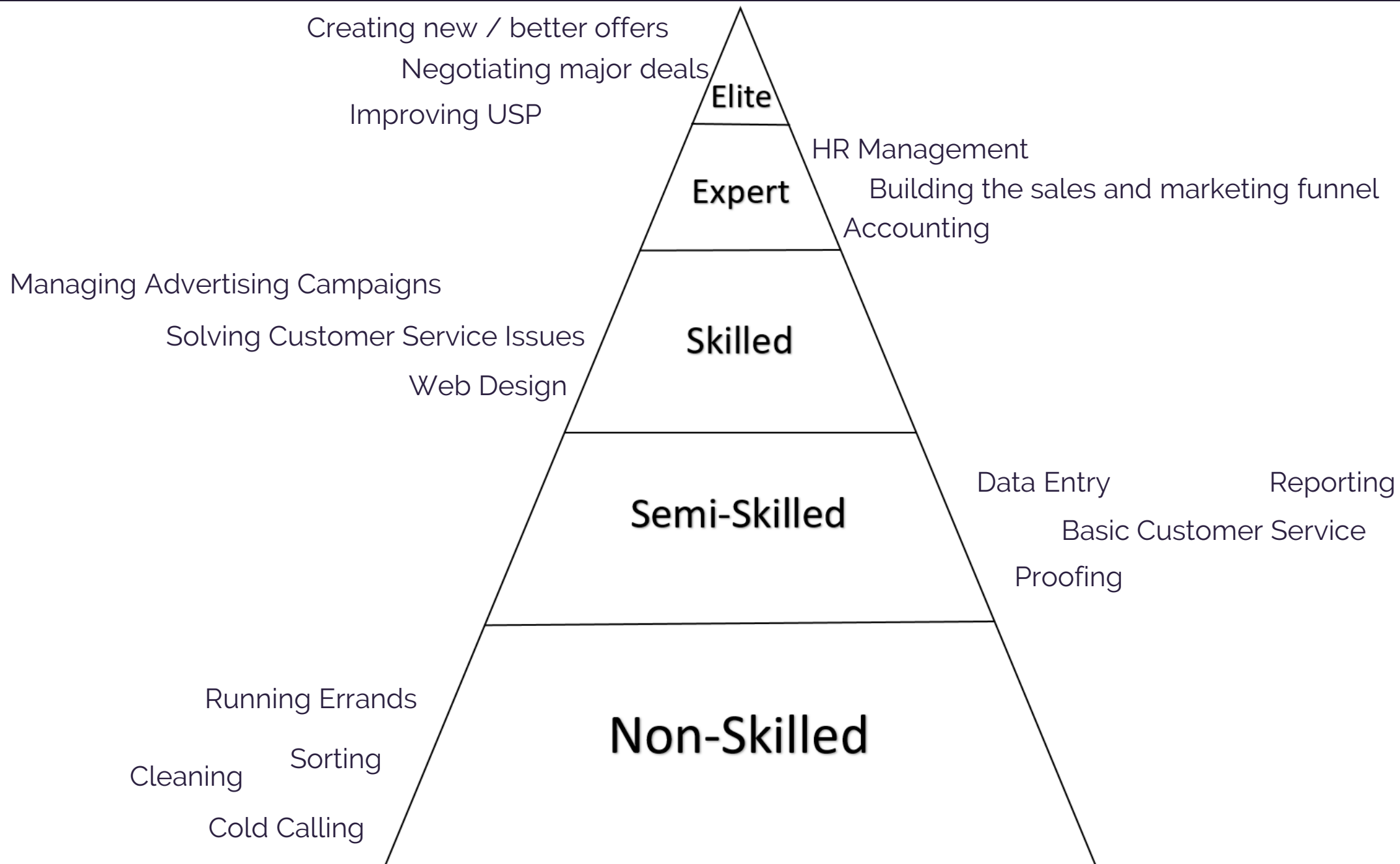


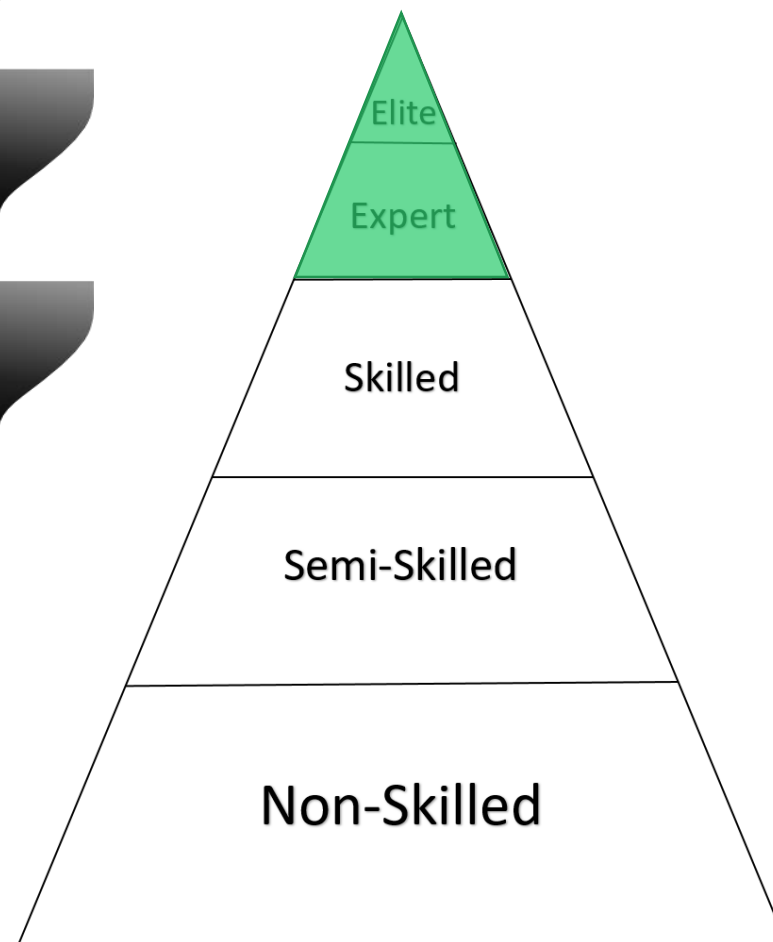
**\$80,000**



**\$20,000**

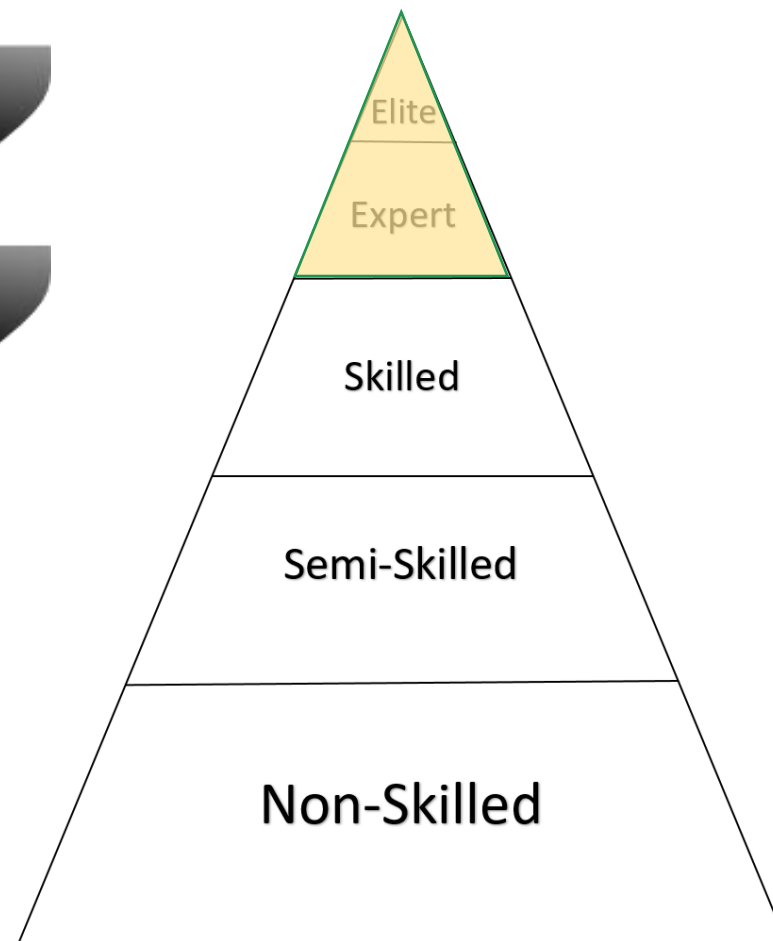
**48 Hours/Wk**



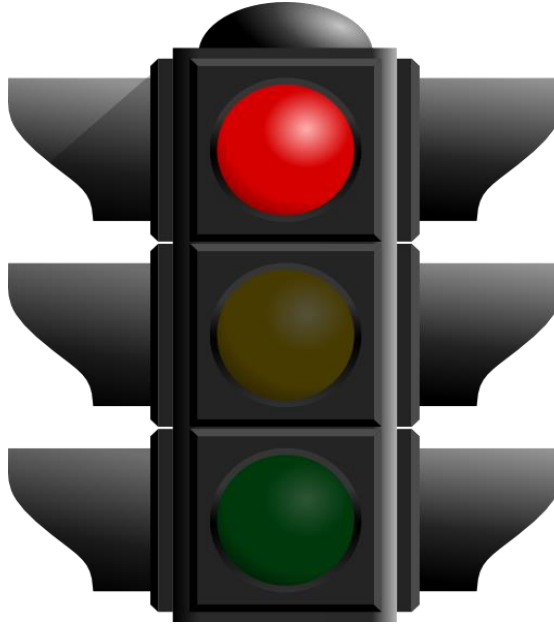




NOT Your  
Zone of Genius

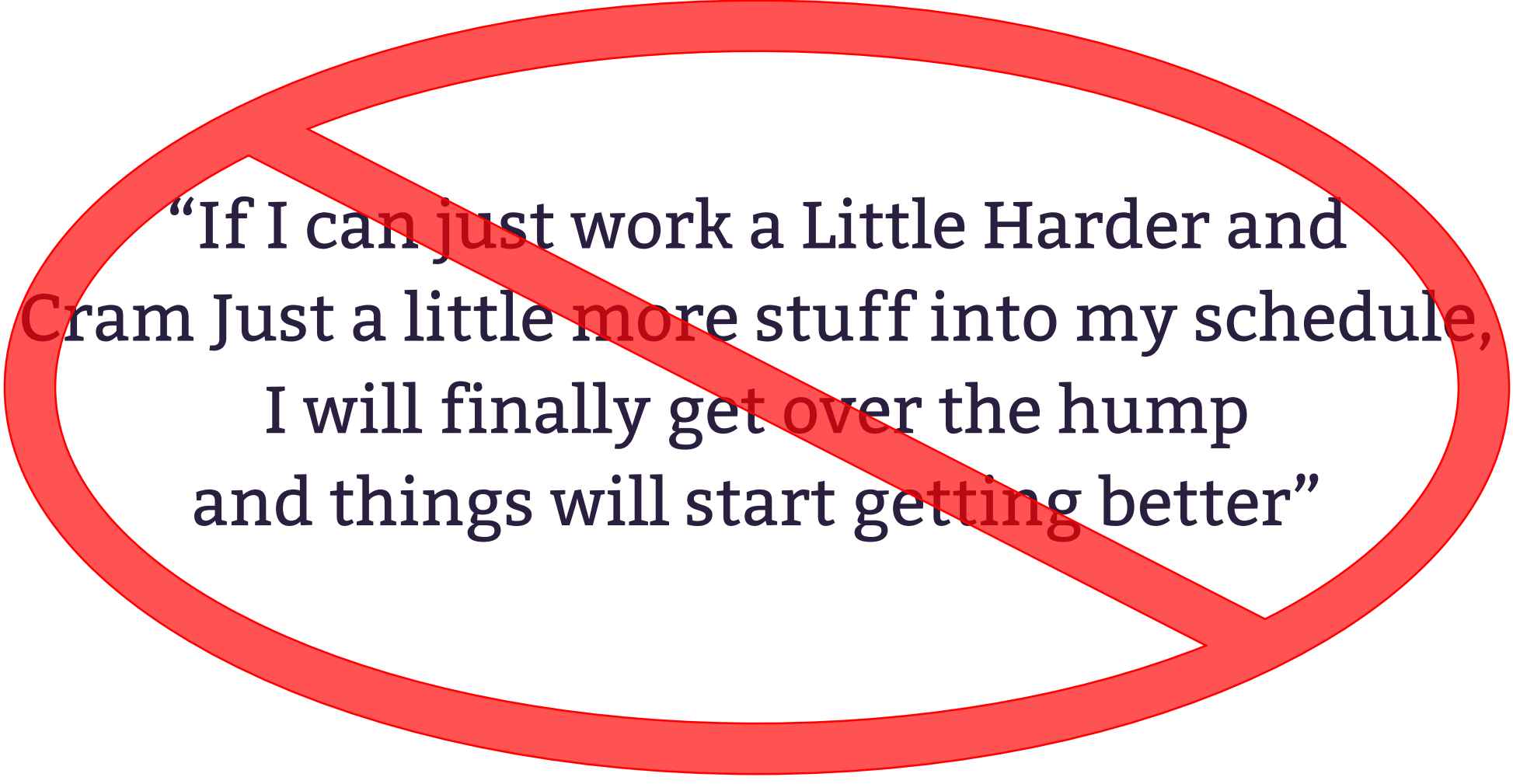


80%



- Delete it
- Defer it
- Design it out
- Disentangle it
- Delegate it





“If I can ~~just~~ work a Little Harder and  
~~Cram~~ Just a little ~~more~~ stuff into my schedule,  
I will finally get ~~over~~ the hump  
and things will start ~~getting~~ better”





**20%**~~80%~~ of your **RESULTS**

Comes from just

**80%**~~20%~~ of your **EFFORT**

**“In your effort to attend to all things,  
everything gets shortchanged  
and nothing gets its due.”**

**- Gary Keller**



## TO-DO LIST

- Could do
- Could do
- Could do
- **Should do**
- Could do
- **Should do**
- Could do
- **Should do**
- **Should do**
- Could do

## SUCCESS LIST

1. **Should do**
2. **Should do**
3. **Should do**
4. **Should do**

Boil it down to  
1 Task!



**What is the 1 thing I can do today  
that will make everything else  
easier or unnecessary on my journey  
to become more profitable and reach my goals?**

# ACTION PLAN

- What is your One Thing for tomorrow?
- Download the Slides from Today
- Complete your Accountability Form
- Access an Extra BONUS

**[JennaWaites.com/trapp07](https://JennaWaites.com/trapp07)**

