PRODUCTIVITY & PURPOSE

Introducing

PRODUCTIVE PERFORMER

F	FIREFIGHTER
P	PEOPLE PLEASER
C	COUCH POTATO
P	PRODUCTIVE PERFORMER

Work Smart · Not Frantic

SWIPE TO MEET THE FOUR WORKING STYLES →

ALWAYS BE A DIAMOND

THE FOUR WORKING STYLES

Every task sits on two scales: how urgent it feels, and how important it actually is. Firefighter, People Pleaser and Couch Potato get the scales wrong. Productive Performer gets them right. Calm, proactive and purposeful.

F

FIREFIGHTER

The Adrenaline Chaser

P

PEOPLE PLEASER

The Overcommitter

C

COUCH POTATO

The Avoider

P

PRODUCTIVE PERFORMER

The Standard

= CALM, FOCUSED PERFORMANCE

"It’s not time that you’re lacking. It’s clarity, structure, and the courage to slow down."

F

FIREFIGHTER

The Adrenaline Chaser

◆

URGENT + IMPORTANT

Runs on adrenaline. Gets results, at a cost.

Firefighter mode feels productive because it's loud. Every day is another blaze to put out, another deadline sprinted for. The tasks really are urgent and important. The problem is everything else gets treated the same way.

- You wait for the deadline to create the urgency you need to start
- You feel most alive mid-crisis, and restless without one
- You get results, but burnout is the recurring invoice
- You mistake being busy for being effective

P

PEOPLE PLEASER

The Overcommitter

URGENT + NOT IMPORTANT

Keeps everyone happy. Except themselves.

People Pleaser mode fills the calendar with other people's priorities. It feels responsive and generous, but the urgency here is borrowed, not owned, and your own goals quietly slide down the list.

- You say yes before you check what you're saying no to
- You confuse being needed with being valuable
- You protect everyone else's time before your own
- You end most days busy, but no closer to your own goals

C

COUCH POTATO

The Avoider

NOT URGENT + NOT IMPORTANT

Stuck, and strangely comfortable there.

Couch Potato mode isn't laziness so much as avoidance. Without urgency or importance pulling you forward, small distractions quietly fill the space where a decision should be.

- You reach for the easy task before the important one
- You wait for motivation instead of building momentum
- You confuse rest with retreat
- You let the day end before you ever really started it

P

PERFORMER

The Standard

NOT URGENT + IMPORTANT

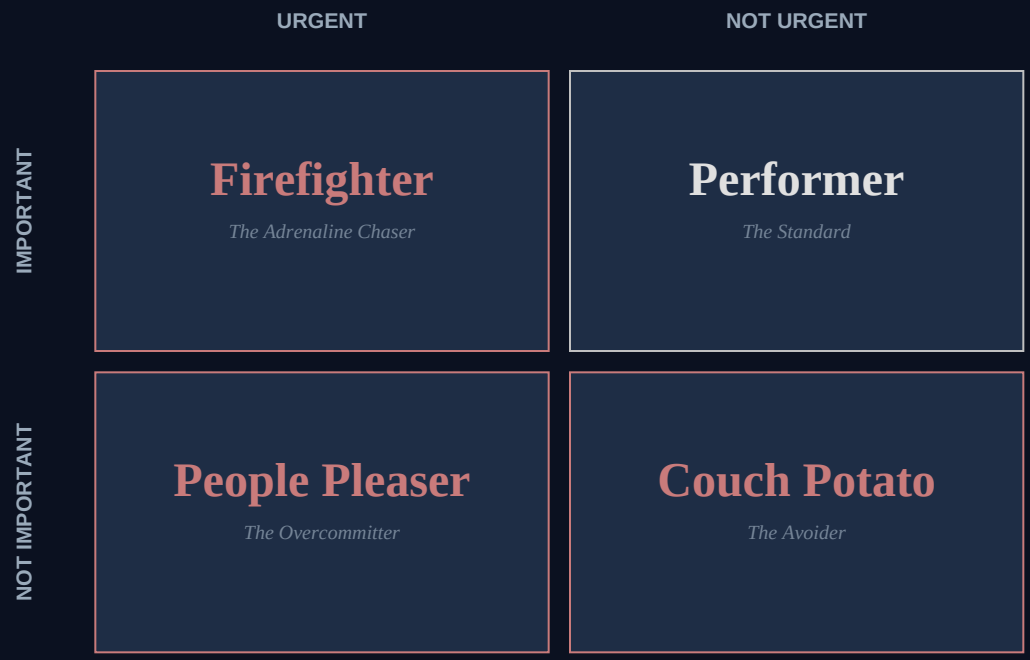
Calm, proactive, and purposeful.

Productive Performer mode works from importance, not adrenaline. The urgent fires still happen occasionally, but most of the week goes to the work that actually moves things forward, chosen on purpose, not by default.

- You protect time for what matters before it becomes urgent
- You plan your week around priorities, not inboxes
- You work with focus, not with frenzy
- You finish most days closer to your goals, not further from them

THE PRODUCTIVE PERFORMER MATRIX

Two questions decide where a task sits. Is it urgent? Is it important? Only one quadrant builds a career, not just a task list.



"Busy isn’t the same as productive. Urgent isn’t the same as important."

DROP THE FIRE · DITCH THE YES · LOSE THE COUCH · BE THE PERFORMER

ALWAYS BE A DIAMOND

THE 4 P'S OF PERSONAL MANAGEMENT

From chaos to clarity, in four repeatable moves.

P | **Pause.** Create space before reacting. Take ten minutes at the start of each day to review your priorities

P | **Prioritise.** Identify what truly matters and the goals you want to achieve across every role you hold

P | **Plan.** Allocate time according to energy and importance. Batch meetings, deep work and admin separately

P | **Perform.** Execute with intention and focus, using timeboxing or the Pomodoro method to stay on track

"Clearing the chaos isn't about getting more done. It's about getting the right things done."

ALWAYS BE A DIAMOND



The

PRODUCTIVE PERFORMER MATRIX

F	P	C	P
FIREFIGHTER	PEOPLE PLEASER	COUCH POTATO	PERFORMER

"It’s not time you’re lacking. It’s clarity, structure and the courage to slow down."

SAVE THIS · SHARE IT · CLEAR THE CHAOS

ALWAYS BE A DIAMOND