

Citipeak Promotions Review Their 5 Top Strategies for Working 'Smarter'

Written by Australian Business

LONDON, ENGLAND, November 19, 2014 /24-7PressRelease/ -- Working smarter, not harder, is an age-old motto. If a person is able to master the concept, then their working life will be easier. Everyone has 24 hours in a day to work with and

[success](#)

comes down to what a person is able to do in those hours. There are certain strategies that will help maximize work habits and productivity.

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outline their top 5.

About Citipeak Promotions: <http://www.citipeakpromotions.co.uk/company-info/>

1. Parkinson's Law British naval historian Cyril Northcote Parkinson observed 'If you wait until the last minute, it only takes a minute to do'. Everyone has experienced Parkinson's Law at least once in their working life. The law provides great leverage for efficiency e.g. having shorter deadlines for a task. But make sure a sweet spot for productive work is found; rushed work can produce reckless work.

2. Finding your flow Athletes call this being 'in the zone' - when a person is so focused they are numbed out to any distractions. Optimal performance needs to be balanced in between challenge and skill; a task too challenging and beyond skill level will send someone into anxiety and frustration, if it is not challenging enough, a person will fall into boredom.

3. Single tasking There are many cases against multi-tasking because for some it becomes 'task-switching'. It's fine to juggle tasks, but if too many projects are on the go, a person can be spread too thin. A person's thoughts and efforts should be concentrate on the task at hand before moving on.

4. The 2-minute rule It has been found that the most productive people capitalize on the little windows of time that open up during the day. Having a to-do list of smaller, two-minute tasks on hand for whenever a window appears, will increase productivity. A major cause of procrastination is due to overthinking the next step.

5. The willpower trinity There are three powers of willpower: I will power, I won't power and I want power. - I won't power is resisting temptation e.g. saying no to social media- I will power is to choose an alternative behaviour- I want power is remembering goals and visions for a business or career

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Citipeak Promotions is a sales and event marketing firm based in east London. The firm believe that improvements in productivity can have dramatic effects of growth and can be easily achieved. Citipeak Promotions conclude that high-performance working creates a path for sustainable long term business growth.

Citipeak Promotions is an outsourced sales and marketing firm that specialises in face-to-face marketing that delivers a high ROI for their clients.

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