

# TIME MATTERS EXPERT SERIES:

*How to focus your productivity so you can reach your goals  
And  
Create your peaceful joy-filled life.*



## Action Sheet

### Rebecca Rescate

Serial Entrepreneur Rebecca Rescate creates problem-solving consumer goods that are in the hands of over 1/4 Million people around the world and have been featured in The Wall Street Journal, The New York Times, multiple episodes of ABC's Shark Tank, Good Morning America and more.

Rescate began her entrepreneurial career at the age of 25 in New York City. In the past decade she has built four brands with unique creative products including CitiKitty, HoodiePillow, 3-Purpose and Top Down Planner while raising three children and residing in Pennsylvania with her husband.

#### **From the interview:**

#### **1) How and when did you make the biggest shift in your own focus?**

- For me the pivotal moment was when I decided to become an entrepreneur and leave the “secure” job behind.
- I didn't get truly focused until 5-6 years into my business when I worked with a coach. I got clear on my strengths and was then able to figure out how to scale my business because I was clear about what I was good at and could then focus on that and scale it .
- Keep honing and tweaking what you are good at. Now I am laser focused at what I am good at.
- Find out what you are great at!

## **2) How and when did you make the biggest shift in your own productivity?**

- In the past 2 years I got more productive because I was able to focus on what I am good at. I have others do what I am not good at.
- I learned this through coaching and the evolution of my business. This is part of allowing things to evolve at its own natural pace. It takes time to get good at something.
- Be patient with yourself! It takes time to build a business.
- Give yourself time to get good at what you do and learn a new skill—it takes 10,000 hours to get good at something. We forget about this once we leave school and we expect that we will learn things overnight.
- Stuff takes time so have patience, don't get anxious about not being an overnight success.
- Stop comparing yourself to others.

## **3) What is your personal “secret move” for easily increasing focus?**

- I used the tips that people who have ADHD do for Quick focus
  - A little bit of physical activity helps me focus--- like grab a coffee, chew gum, or work standing up.
  - I change scenery often—I work in the office 3 days a week. I work from home 2 times a week. Each day is new and the new environment is stimulating to me.
- Embrace what works for you.

## **4) What is your personal “secret move” or unique recommendation for easily increasing productivity?**

- Embrace the Pareto Principle which is that 80% of results come from 20% of our efforts.
- Concentrate on the tasks and projects that create the most value
- Cutting out 80% of the things creates so much more time. Focus on the 20% that gets you results.
- Embracing Parkinson's law that the project will take as much time as you allocate for it.
- Recognize how you work best. I am good at advanced planning and it helps me create clarity. I take longer and I am more anxious if I wait to the last minute. I have started to plan as far out as I can possibly see.
- Figure out how to say “no” in a way that you are comfortable with—I relate them to my long term goals and values—planning for the long term allows me to say “no” for today.
- I also implemented policies which helped my employees say “no”.

### **5) How has parenting improved your time management skills?**

- Parenting puts a boundary around what my schedule is and this got me clear about how much time I have and how I spend it.
- Parenting deprives you of extra time--so you value your time more and manage it better.
- I started to look further out into the future for what I wanted because it was clearer that I was aging. Watching children grow helped me understand that time is passing. I started thinking about what I wanted my life to look like when my kids got to be certain ages.

### **6) What is your best tip for entrepreneurs and professionals who want to easily meet their business goals and have a productive peaceful joy-filled life?**

- My best tip is this idea of doing more planning. It starts with understanding the Who, What, and Why of themselves.
  - Understanding who you are and what are your values
  - Understanding exactly what you want
- Take the time to go over the bigger picture things about what you want in your life
- Give yourself a few hours to ask yourself who I am, what do I value, and how am I going to make those things happen.
- If you want things to happen you need to figure out what they are and plan for them.
  - I don't start a month, week, or day without a plan.
  - I plan the Friday before the week starts for the next week.

### **7) What is the unique transformation you offer with your work?**

- I create problem solving products that consumers love.
- Narrowing the focus of what I want to get done opens the doors to so many possibilities.

### **8) How can our listeners learn more about you and your work?**

- Free download for a weekly planning layout that I use that has made me so efficient. Go to [www.timemattersexperts.com/replay](http://www.timemattersexperts.com/replay) and look for Rebecca's Free Gift.

**Your Notes:**