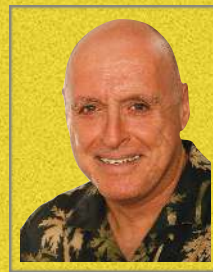


THE EXTRA POINT

BY JERRY ROBERTS



490 A New Term for How Some Pursue Productivity

When I was growing up the term pornography meant one thing? Today, however, the meaning has been expanded and some people who would never look at naughty pictures and are totally dialed into being their productive best, might be horrified to know that Millennials are talking about them. I'm Jerry Roberts and we'll unpack a conversation that might make some folks a bit nervous, next on The Extra Point.

You don't look at those magazines and you don't watch those videos. You focus on being the absolute most productive worker you can be. You're on the latest devices and apps that allow you to squeeze out just a little more work, and to be a little more dialed in. You're proud to be so into technology and personal improvement. However, to some, the term isn't kind. They call it "productivity porn."

That term caught me by surprise,. I mean, who would ever equate the desire to be more productive with pornography? What could be wrong with trying to get a little more organized, trying to get a little more done? I dug a little deeper and found the answer — and things got personal.

Here's the question, how many apps and devices do you currently have that track, log, store data, schedule, or in any way aid your personal productivity? If you go to the Apple App Store or the Play Store on Android, there are thousands of apps that promise to make life better, simpler, and more productive. So, how many do you have?

Right now, including Gmail, I only have two on my phone. The news isn't so good on the laptop and the Web. All told, through the computer, I probably have access to nearly 40 apps and sites that suggest I can be more productive. That, sad to say, is what they're talking about — productivity porn. Experts will tell you that pornography is an addiction. I have to admit, when it comes to looking for ways to shave a

few minutes here and there, and finding better ways to be, uhh, "better," I am an addict.

If you're like me, regularly loading up apps for this purpose, the next question is a bit unsettling. How many of those apps and devices do you actually use? Ouch. In my case, almost none. I haven't deleted them because someday they might be useful. Right.

I've bought planners that I didn't use. Pocket size, desk size, it didn't matter. Printed planners or digital, if you don't use them, what's the point.

You want more productivity porn? How about anything called a "hack." I Googled the term "productivity hacks" and it returned 16 million pages. Maybe I should bookmark all of them. Wouldn't that be productive?

I caught this point and it makes sense: an idea becomes porn when the thought of doing it and the act of accounting for it seems to carry more weight than actually getting it done.

Example: using your smart phone or smart watch to program, track, analyze and report on your exercise routine, instead of just moving your body more often. We all want to be more than what we currently are, in one way or another. That said, not all of us want to actually put in the work.

Do you want to be more productive? Become a lover of doing, not a lover of the idea of doing. Anything else is pornographic.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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