

# THE EXTRA POINT

BY JERRY ROBERTS



## # 1681 In 2025: Don't Always Try to Work Smarter

For a long time, we've been schooled to not work harder, but instead to work smarter. It's become an anthem of sorts for entrepreneurs and also made its way into corporations. Who wants to work hard when you can work smart? I'm Jerry Roberts, and I'm going to share some thoughts from an old marketing friend, who has some thoughts on this subject. That's next on the Extra Point.

In our quest for improvement, it's easy to get caught up in the search for a better way to accomplish whatever work is in front of us.

Many individuals spend so much time analyzing and strategizing that they end up paralyzed by inaction. In Guam Training's course, *The Problem Solver*, we talk about this and the dangers involved. My marketing buddy agrees. It's easy to find ourselves caught up in the paralysis of analysis. You just know you're close to a breakthrough.

Ironically, if we had simply executed the task using the methods we already know, we would have achieved the desired results more efficiently.

One guiding principle to keep in mind is the Pareto Principle, which basically states that 80% of your results come from just 20% of your efforts.

This concept can lead to the tempting notion that you can outperform others while working significantly fewer hours. However, identifying which 20% of your activities yield the most valuable outcomes usually requires a fair of effort.

In past Extra Points, I've mentioned how the 80-20 formula works in a sales team. A company may make 80% of its revenue from just 20% of its clients. It's a simple process to figure that out. However, when you get into complex operations, it's not so easy to judge things the same way. In many cases, you end up relying on a guesstimate.

Improving our methods is about working more efficiently, and is something we should give some effort to. How much effort is the key.

Actor Dwayne "The Rock" Johnson sees it this way: "Success isn't always about greatness. It's about consistency. Consistent hard work leads to success. Greatness will come."

This perspective emphasizes that success is less about discovering the perfect method and more about maintaining consistent, dedicated effort over time. While it may be appealing to chase after the most effective strategies, the reality is that consistent hard work is often the key to achieving your goals.

So, what's the takeaway? Focus on doing the work. We'll be better off completing tasks using the methods we know or have been taught, regardless of how long it takes — while we are trying to develop a better way that we can substitute for it in the future.

It's tough when you're a solo act, or work in a small team. You need to get work done now, and any analysis or experimenting is left for any spare time you have. Larger organizations may have the luxury to assign creative people to examine processes and see how to better them.

Another approach is to empower employees to make small changes to their work when they think it can be improved. In a small way, this might satisfy some of that desire to work smarter.

As they become more comfortable with doing this, they may naturally discover more effective ways to enhance their productivity without getting bogged down in overthinking.

So, there's nothing wrong with trying to work smarter, but we need to be smart at how we go about it.

(Con't.)

Tomorrow, my marketing friend and I will talk about time and how to value it. It might be a little different from the normal way most people see the minutes and hours granted them each day.

That's the Extra Point. Be responsible and make something good happen today. For 93.3FM, the Ray Gibson Show, and First Hawaiian Bank, I'm Jerry Roberts.

###

For information on training and consulting services with Jerry Roberts, please click this link: [guamtraining.com](http://guamtraining.com)

