

# Make It Happen: The Effective Executive

## Three habits of strategic execution and decision-making:



Avoid the top three time traps of knowledge workers

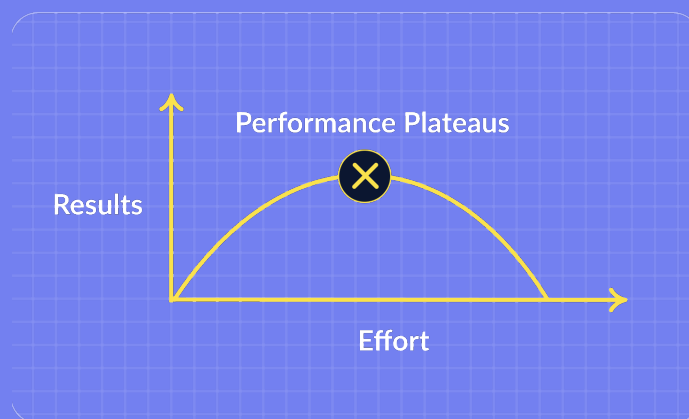


Focus on your highest priorities using The Law of Three



Generate velocity on projects by using The Effectiveness Process

### Undisciplined Pursuit of More:



The future holds more change and distraction than ever before. With increasing complexity, many knowledge workers will struggle to keep up and accomplish what's most important. There are now too many intelligent people who confuse being busy with being productive. Many have a current behavior of wanting to do more, and that often leaves them overcommitted, underperforming, and burned out.

New skills are required to filter distractions, reduce friction, and create velocity on projects. It's time we think differently about our work and that we shift from time and effort to value and impact.

Eric is one of the top experts on effectiveness and has worked on managing multiple priorities with thousands of managers in the trenches. He is the author of Priority Planner. Audiences enjoy Eric's impromptu humor, his ability to understand their unspoken challenges, and his actionable strategies.