

SPEAKER, CONSULTANT, COACH, AUTHOR

**Michelle Cederberg, CSP**

WORK-LIFE BALANCE • STRESS MANAGEMENT • INCREASED PRODUCTIVITY

The Energy to Succeed  
in Business & In Life

### Priority Shift 2011

From Goal Setting to Goal GETTING

By Michelle Cederberg, CSP

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**“Even easy tasks will *always* be easier NOT to do. It’s why procrastination lives. Success comes when you choose to override your ‘*common response*’ and just get to it.”**

~ Michelle Cederberg

Since 1990 I have worked as a personal trainer, group exercise leader, lifestyle coach, educator, author, and speaker and if there is one singular challenge my clients, participants and students have had difficulty overcoming it has been without a doubt *not being able to get to all the things they want and need to do*. Whether plagued by lack of time or lack of motivation, we’re putting our dreams on the shelf telling ourselves “I’ll get to it when I’m not so busy – tired – overworked...”. The dreams include anything you wish you could spend more time doing – *exercise, eating right, building a business, writing, leisure activities, time with family and friends, hobbies, saving money for travel, even sleep* – and feel you have no time, energy, or resources to get to. Forget finding *enough* time, you just need *a little* time *every day*.

What do you want to get to more often? Why not begin today? You have nothing to lose but another few years of lost progress waiting for the ideal circumstances to arise, so the choice should be easy.

Get Over “I’ll get to it when...”

When life gets busy it’s easy to delay the good things in favour of putting out fires and dealing with ‘to do’s’. You probably say to yourself “I’ll get to it when it’s not so crazy at work” or “I’ll get to it when I’m not so busy putting out fires at home” or “I’ll get to it when I’m not so darn tired!” It’s common for busy people to rationalize that work and home ‘to do’s’ come *first*. Unfortunately, in the process of taking care of *everything* and *everyone* else, health and enjoyment of life get neglected. If this sounds familiar, perhaps it’s time for a priority shift? No matter how busy you are, you have the right to grab hold of a portion of each day where you put

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yourself *first*. Get over “I’ll get to it when...” by simply making a commitment to begin. The clincher is you needn’t go big to experience success. Remember these two truths:

- 1) It’s not the *doing* that’s tough, it’s getting to it!
- 2) *Doing* on any level is better than *thinking* about going BIG.

Once you commit to spending even small amounts of time on exercise and health as part of your day, you’ll find more energy and productivity to put towards your career growth. Create the habits that align with these practices, and be ready when the momentum of your actions starts to pull you toward amazing opportunities days, weeks, or months down the road. It will happen, and I promise you, it *is* wonderful.

### *Shift Priorities*

Have you ever thought about where all your time goes? I mean *really* broken it down? Below are four categories that can easily sum up how you use your time. Read the descriptions and in the matrix below, jot down what you do in each category day-to-day. Pay careful attention to what you do in the categories of ‘Distraction and Deception’ and ‘Waste’ as they are areas where we fritter away a lot of time. Your goal is to eliminate some activities in those areas so you can shift time toward growth.

**Obligation:** includes emergency circumstances and pressing deadlines. If you’re bound by a strict schedule such as catching a flight, it takes precedence over going for a run. If you have to pick up your child from school it supersedes spending time reading or working. If you have a ‘drop deadline’ on a project at work, it comes before dinner out with friends. If you don’t take care of these obligations, life will become very chaotic indeed, but if obligation is ruling your time, you may need to make some changes.

**Growth:** includes all the things you long to GET TO. Everything in this category will help you get ahead personally *and* professionally. Personal growth practices include exercise, eating right, getting enough rest, finding better life balance, enjoying leisure time with family and friends, travelling, learning a new hobby. Professional growth practices include business development, taking a course, returning to school, creative work, organizing your desk or

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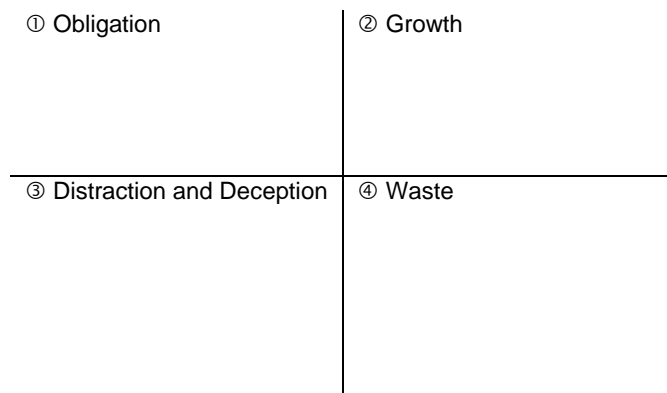
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systems, financial and business planning. All of these things will improve your life yet so often they remain undone, as you tell yourself “I’ll get to it when ...”

**Distraction and Deception:** It’s here where you’ll distract yourself with low priority, ever present tasks like unimportant emails, phone calls and ‘to do’s’. You jump to them because you think they’ll only take a moment, or you want to avoid the high priority, often more challenging tasks up in ‘Growth’. This corner is deceptive because tasks here come off as busy work, and you can fool yourself into believing you’re actually being productive. Before you know it, you’ve spent an entire morning ignoring high priority tasks for low priority distractions – inevitably cutting into ‘Growth’ time.

**Waste:** Let’s face it, all of us need some time to sit and stare into space and tune out, but the amount of time you spend on time wasters like television, internet surfing, video games, some magazines, phone calls, and emails, will impact your efforts to GET TO ‘Growth’. If you tell yourself you don’t have time for exercise or other good things, check in with how much time you spend here.



*Dot down what you do in each category day-to-day*

Your goal is to GET TO GROWTH. I sometimes re-title the ‘Growth’ category ‘I’ll get to it when...’ since we’re always pulled away from growth to tend to fires in ‘Obligation’ and ‘Distraction and Deception’. Once the fires are out you likely drop onto the couch into ‘Waste’

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telling yourself you're too tired to get to exercise, or any of the other fun and important items in 'Growth'. Remember this! You have to act on the growth tasks. They won't act on you. Where obligation and distraction and deception draw you in by default, you have to make a conscious plan to get to growth.

**Sometimes success needs a little help! If you want guidance** with your goals email Michelle at [info@michellecederberg.com](mailto:info@michellecederberg.com) to find out about one-on-one life coaching and to order a copy of her Accountability Journal: **GOT TO IT!** 365 day journal for *getting to the good things*

*Every day accountability to help you switch "I'll get to it" to GOT TO IT! Have better work-life balance, finally fit in fitness, increase your energy, and love your life – one day at a time.*

**By mentioning this article**, Michelle will extend a \$4.00 discount on every journal you purchase *and* provide a free sample session of coaching.

**Michelle Cederberg, CSP** (Canada's *newest* Certified Speaking Professional)  
MKin, BA Psyc, CEP *Co-Active Coach*

Michelle Cederberg leads the industry for life balance, health, and stress management programs, resources, and tools that *actually* conquer procrastination, fatigue, and loss of motivation. Her expansive education and experience combined with her unique products, platform skills and messaging help you find the energy to succeed in business and in life, and you'll have fun learning how. She has built her career since 1990, as a college educator, personal trainer, author, life coach and entrepreneur. As a professional speaker, she shares her experiences in a humorous and realistic way with delighted audiences across North America. This past July she was awarded her Certified Speaking Professional (CSP) designation – the highest earned designation in the speaking business, held by less than 10% of the global speaker's federation. If you hire a CSP you can be guaranteed a professional, high quality presentation that will make an impact on your organization.

Michelle knows her energy has fueled her business success! Today, through her products and presentations she helps you increase energy and productivity through a small steps philosophy that just makes sense.

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