

# Crazy Busy vs. Productive: Effective Leadership in a Dysfunctional World



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For the first time in history, we can work whenever we want, wherever we want. And so we do. All of the time. Our focus has been lost on being busy, and the idea of being productive has gotten lost in the digital noise. Why do we like being crazy busy? On a physiological level, being crazy busy makes people feel important. We think that being busy means that we are very productive or in high demand.

Of course, this is not necessarily true. We get a rush each time we speed through a task or activity, and it is easy to get hooked on that adrenaline rush. We start craving it, and then we start demanding a crazy busy life.

The advent of gadgets in today's modern world fuel this behavior. Staying connected through technology makes us feel that we can be everywhere and do everything. We expect more from ourselves and our teams. However, does this translate into productiveness? Does being busy mean tasks are being completed efficiently and effectively?

To battle this adrenaline craze, it is important for us to fight daily to regain control on our priorities and be fully engaged in our roles. We must constantly remind ourselves to realign focus on what matters the most to be productive. Overcoming busyness isn't about quick tips or time management techniques, but rather focusing on high value activities that move you to achieve your goals. It is about fighting daily to maintain control.

When you attend my session at the NJAA Conference and Expo on Thursday, May 25, I will share with you the best-of-the-best strategies to move you from being "crazy busy" to "crazy productive."

You will discover:

- How to determine top priorities to gain real results, not just "activity-filled" days;

- Secrets to maximizing time;
- How to make time for "think time" to disconnect, innovate and strategize;
- Tips for saying "no" and offering alternatives.

Don't give in to the temptation of "busyness!" You must fight to maintain control of your day and what you do with it by focusing on your priorities, and engaging in what refuels you to keep you productive. This is a fight worth winning!

*Amy Kosnikowski Dilisio, is a national speaker, industry educator and Vice President of Business Development and Education with Sprout Marketing, a multifamily marketing boutique. Sign up for the free Sprout Marketing Calendar at [WatchYourBusinessSprout.com](http://WatchYourBusinessSprout.com).*