Eat That Frogs!

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Mark Twain once said that if the first thing you do each morning is to eat a live frog, you can go through the day with the satisfaction of knowing that that is probably the worse things that is going to happen to you all day long. Your “frog” is your biggest, most important task, the one you are most likely to procrastinate on if you don’t do something about it.

**If You Have To Eat Two Frogs, Eat The Ugliest One First**

This is another way of saying that if you have two important tasks before you, start with the biggest, hardest, and most important task first. Discipline yourself to begin immediately and then to persist until the task is complete before you go on to something else.

**If You Have To Eat A Live Frog At All, It Doesn’t Pay To Sit And Look At It For Very Long**
The key to reaching high levels of performance and productivity is to develop the lifelong habit of tackling your major task first thing each morning. You must develop the routine of “eating your frog” before you do anything else and without taking too much time to think about it.

**Take Action Immediately**
Successful, effective people are those who launch directly into their major tasks and then discipline themselves to work steadily and single-mindedly until those tasks are complete. “Failure to execute” is one of the biggest problems in organizations today. Many people confuse activity with accomplishment. They talk continually, hold endless meetings, and make wonderful plans, but in the final analysis, no one does the job and gets the results required.

**Develop A Positive Addiction**
You can actually develop a “positive addiction” to endorphins and to the feeling of enhanced clarity, confidence, and competence that they trigger. When you develop this addiction, you will, at an unconscious level, begin to organize your life in such a way that you are continually starting and completing ever more important tasks and projects. You will actually become addicted, in a very positive sense, to success and contribution.

**No Shortcuts**
Practice is the key to mastering any skill. Fortunately, your mind is like a muscle. It grows stronger and more capable with use. With practice, you can learn any behavior or develop any habit that you consider either desirable or necessary.

**Action Exercise**
What is your “frog?” What is the one task that you despise doing each day? Once you have chosen your “frog” make it a habit to wake up every morning and do that task first.

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from bogor with love, Tiest
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