



ACTIVITY MANAGEMENT is . . .

- **About sticking to the Basics!**
 - It's not complicated. Just like how football is about blocking & tackling, success is a numbers game and about sticking to the basics of performing the right activities. It is about the quantity and quality of those activities, and as an adage-old goes: "The key to success (especially in sales) is doing it well and doing it often, and if you don't do it well, you'll have to do it more often."
- **Timeless and needed now more than ever!**
 - We are hearing this quote a lot these days, especially from veterans of the financial services industry. Today, Activity Management is more commonplace than ever and being used with everything from counting steps and calories to measuring screen time. It builds confidence and gives us hope.
- **For the Easily Distracted!**
 - Besides being blessed with an incredible brain that can process information at 4-5 times faster than we speak (making it difficult to focus), our lives are busier than ever! Studies show that distractions from social media alone cost us 50 hours/month of time and the average worker gets interrupted 5-10 times/hour.
- **Great for Seizing the Day!**
 - It helps you seize the day every day, by staying focused on your high-payoff activities, and by setting goals and keeping score of them! That way, you can optimize time and finish your day feeling accomplished and without guilt.
- **Built on biblical principles & American ideals!**
 - It is no secret that Activity Management is biblically based: Whatsoever a man soweth, that shall he also reap. (Galatians 6:7) But few know that it also gives the user the FREEDOM to achieve any goal in life and encourages PERSONAL RESPONSIBILITY for the outcome, both of which are American Ideals and have helped inspire America to become the greatest country in the world.
- **Important at every stage of a Career!**
 - From onboarding and attaining success, to enhancing skills and maintaining a successful career full or part-time, Activity Management helps producers achieve goals, be efficient, work smart, get more done in less time, and control the direction of their business.
- **The Simple Solution!**
 - It is not rocket science, it is a matter of mathematics and controlling the controllable, especially in sales. Sales Activity Management is simple: If you want to improve Sales...improve Sales Activity. We reap what we sow.

ACTIVITY MANAGEMENT is a different way of seeing time, and we are committed to promoting the merits – and providing spaced reinforcement – of this empowering concept and strategy that inspires success. You cannot manage time, only Activity, which you control. We didn't make it up...*we just made it easy.*

Seize the Day, *Mickey*