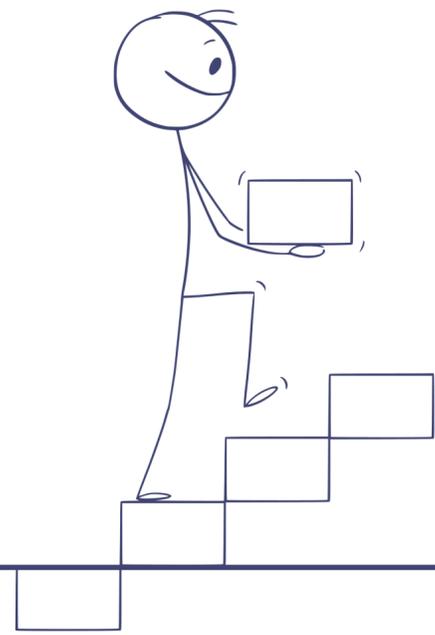


# Productivity Tips:

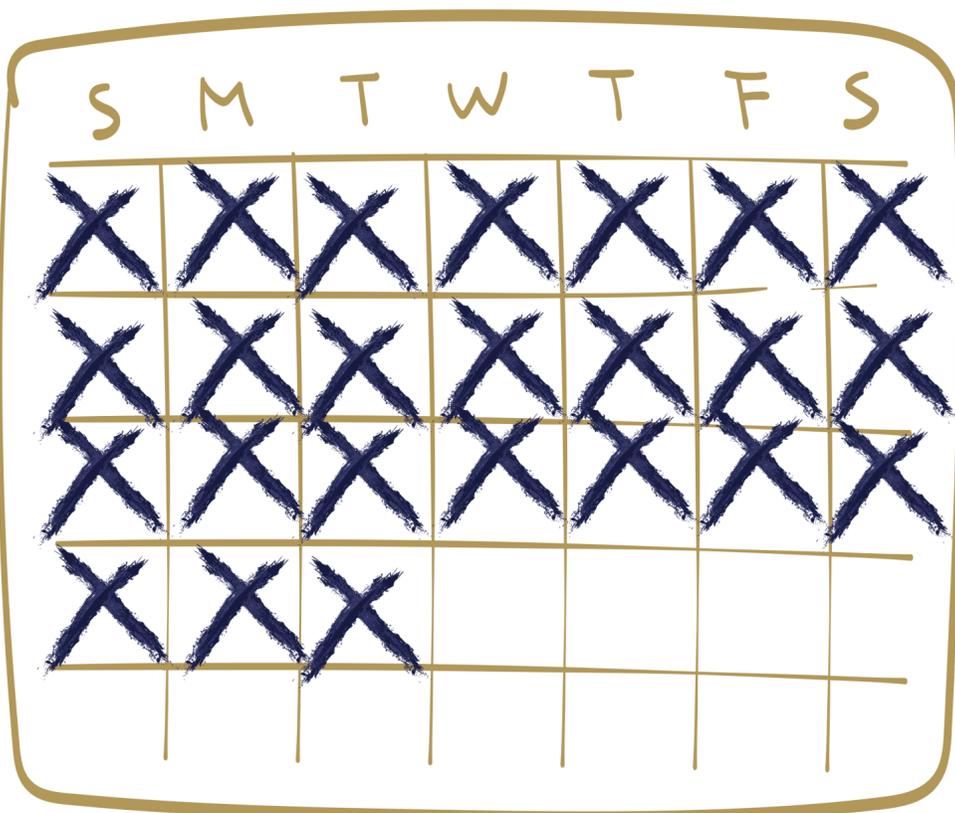
## Doing less to get more done.



### The Seinfeld Strategy

## What is The Seinfeld Strategy?

The "Seinfeld Strategy" is attributed to comedian Jerry Seinfeld. Seinfeld has never publicly endorsed this strategy as his own creation. It is a simple yet effective productivity tool designed to encourage consistent work and habit formation. The essence of the strategy lies in not breaking the chain of daily accomplishments towards a goal.



The approach focuses on the process of achieving a goal rather than the goal itself.

It involves picking a task to be focused on, improved or a habit to be formed and then doing that thing every day.

Each day the task is completed, the day is marked off on a calendar with a big X.

Over time, there will be a chain of Xs showing progress.

The visual representation of the streak motivates progress, to keep going, because you won't want to break the chain.

## Implement The Seinfeld Strategy

1. Choose Your Task or Habit
2. Get a Calendar
3. Mark Your Success Daily
4. Focus on Consistency
5. Don't Break the Chain
6. Review and Reflect



### Benefits

The Seinfeld Strategy is powerful because it leverages the psychological desire to see continuous progress and the fear of losing what you've built. It simplifies the process of habit formation and productivity into a single daily action, making it less overwhelming to pursue long-term goals. Additionally, it emphasizes the importance of consistency over perfection, a key principle for sustained growth and improvement.

By focusing on "not breaking the chain," you can slowly but surely build the discipline and momentum needed to achieve your goals and improve your productivity.



#### Pro Tip:

- Creating a System of Work allows a repeatable, refinable pattern of behaviours to be developed.
- You can get into the "habit" of productivity!

