Between Tools and Rules

Merlin Mann / 43Folders.com

Thanks.

How I got here

- The Lonely Project Manager

- Too much *too much*

- Behind forever

- Ouch.

Along comes GTD

- Practical & tactical

- Focused on action

- Bottom-up

- Dealing with "stuff"

How I define GTD

A framework for making progress on the projects that are important to you.

Meaning…

- **Framework**

  - not just a bunch of rules

- **Progress**

  - all about the action

- **Important to *you***

  - build a firewall

How I define GTD

A framework for making progress on the projects that are important to you.

Lacking a gene

Then there was "43 Folders"

- September, 2004

- Started as a parking lot

- Big with the geeks

- Filled a need

  - (for what?)

Crazy modern life

- Rapid technology changes

- Overwhelming input

- Self-management

- Geeks need the help
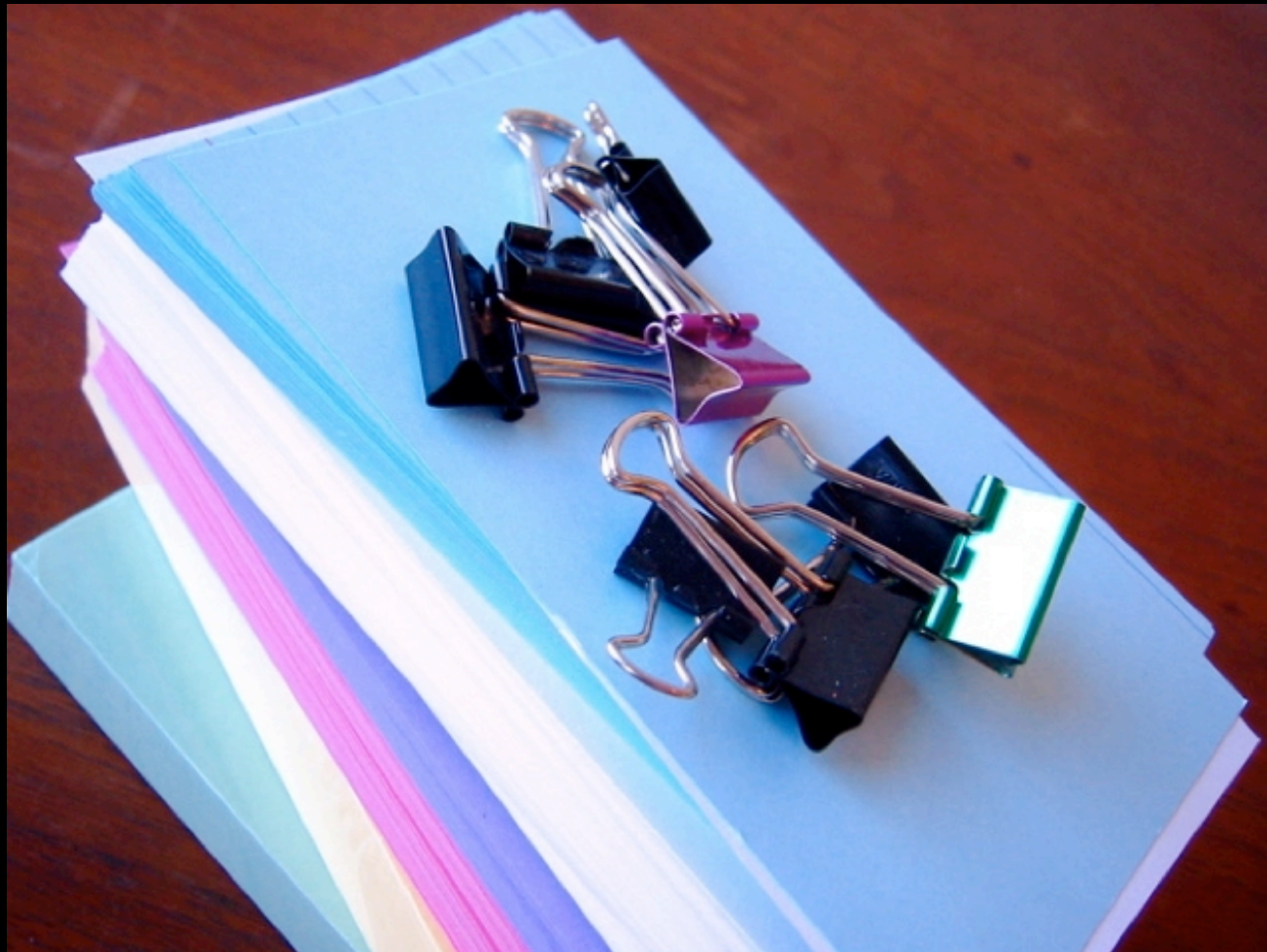
The good thing.

- Vocabulary

- Forum

- Community

Funny thing.

Popular posts

- **Getting Started with GTD**

  - gtd.43folders.com

- **Introducing the Hipster PDA**

  - HipsterPDA.com

Hipster PDA
(some assembly required)
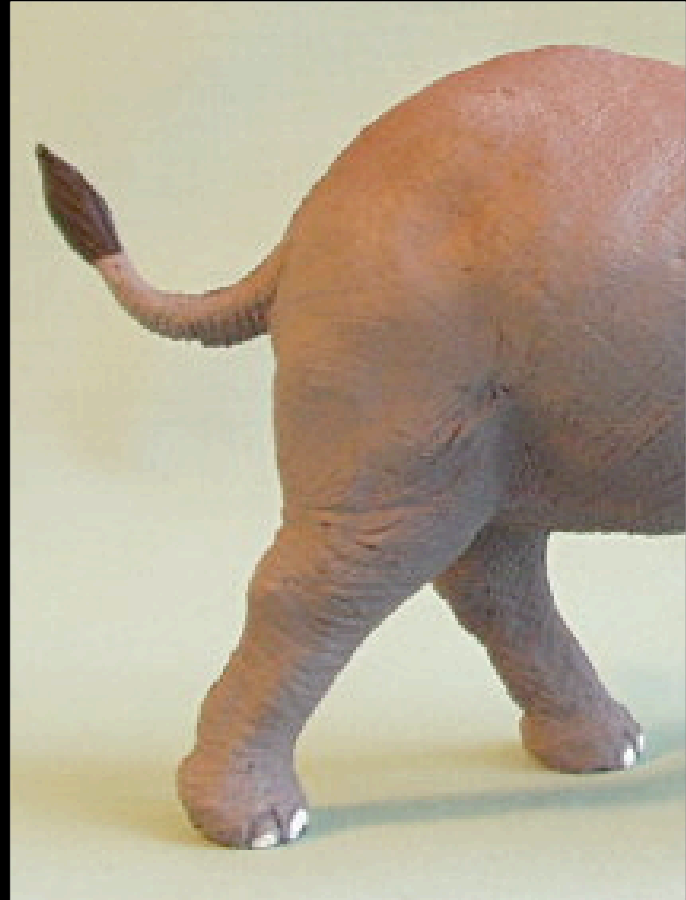
Popular posts

- GTD = Framework & **rules**

- HPDA = Technology & **tools**

So?

Geeks like gadgets, tricks,

and squirrely systems.

The elephant in the room

Behavior.

Comprising…

- Attitude

- Activities

- Decision-making

- Self-aware action

Ugly bird houses

Case study

The Miracle of Email

Remember 1995?

The promise

- Untethered access!

- Work on your own!

- No meetings!

- No pants!

So.

How's **your** inbox today?

3 hours a day

"Information Mapping claims that 80% of those surveyed deem email writing skills are extremely or very important to the effectiveness of doing their jobs. 65% of the respondents spend from 1-3 hours per day reading and writing emails, with 40% "wasting" 30 minutes to 3 hours reading "ineffectively" written emails."
— ZDNet, 11/1/2005

My poor friend

- 200 emails a day

- Mostly internal

- Almost all actionable

Tech paces us again

- Mobile phones

- Blackberry

- Return of tethers, meetings, pants

What happened?

- Ubiquity

- Higher expectations

- K Street's hated pants lobby?

Bottom line

Our behavior lags our tech by *years*.

Are we screwed?

Well. Kinda.

Hacking through.

a/k/a

Getting Buddhism Done

Mindfulness

- Stay awake

- Turn down the volume

- Choose change carefully

- Resist fiddling

Metro-technical

n. Someone who's willing to try ANY piece of software or hardware for at least a week until the shine wears off and they go sniffing for the next buzz.

muledesign.com/hoof

5 things you can do *tomorrow*

• Decrease auto mail checking time

• Jot down one dumb problem

• Run a dash

• Leave water in the well

• Call Mom

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