

## The Ivy Lee Method

By 1918, Charles M. Schwab was one of the richest men in the world. He was the president of the Bethlehem Steel Corporation, the largest shipbuilder, and the second-largest steel producer in America at the time. The famous inventor Thomas Edison once referred to Schwab as the “master hustler.” He was constantly seeking an edge over the competition.

One day in 1918, in his quest to increase the efficiency of his team and discover better ways to get things done, Schwab arranged a meeting with a highly respected productivity consultant named Ivy Lee.

Lee was a successful businessperson in his own right and is widely remembered as a pioneer in the field of public relations. As the story goes, Schwab brought Lee into his office

During his 15 minutes with each executive, Ivy Lee explained his simple daily routine for achieving peak productivity:

1. At the end of each workday, write down the six most important things you need to accomplish tomorrow. Do not write down more than six tasks.
2. Prioritize those six items in order of their true importance.
3. When you arrive tomorrow, concentrate only on the first task. Work until the first task is finished before moving on to the second task.
4. Approach the rest of your list in the same fashion. At the end of the day, move any unfinished items to a new list of six tasks for the following day.
5. Repeat this process every working day.

*The Ivy Lee Method of prioritizing your to-do list seems simple – however, it leads to a great deal of meaningful accomplishment!*