

Making Time for "Strategic Work"

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SUMMARY

Effective strategy work often gets sidelined by urgent tasks in project management. To prioritize strategic thinking, designate a specific day or half-day each week for this purpose, ideally coinciding with a no-meeting day. Additionally, manage your communications beforehand to ensure you can focus without distractions.

- *Strategy work is crucial but often overlooked due to urgency.*
- *Identify a consistent day or half-day weekly for strategic tasks.*
- *Utilize a no-meeting day if available for uninterrupted focus.*
- *Complete Slack and email communications prior to this dedicated time.*
- *Avoid distractions that can arise from a blank schedule.*
- *This approach helps maintain productivity while focusing on important tasks.*

Strategy work is really important, but it's never urgent, which is why it never happens. What I want you to do is recognize that in the PM job, most of the time you'll be working on urgent things. But again, find a day of week. I'm just asking for one day of the week or half a day of the week. Maybe it's your no meeting day of your company if you have one. Usually for us, it was Wednesdays. So find that day and work on the important but not urgent stuff. Last tip I'll give is sometimes what happens is when you have this blank sheet of paper, you feel like doing Slack, you feel like doing email because you want to feel productive. So one thing I do is I usually have these placebo productivity tasks before that day, which is I only do Slack and email a day or two before this day. Then what happens is I'm I'm caught up on Slack and email. So I can actually then focus on the important stuff, whether it's strategy or something else. Hopefully that helps as a model for how to do