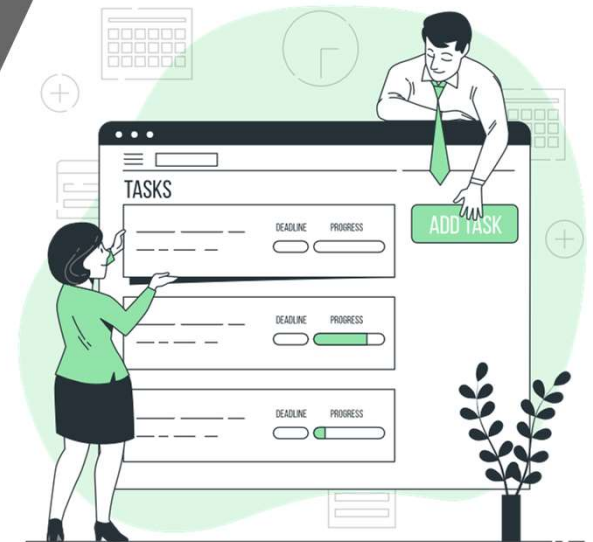


Scholar's Talk Series 3/2021: 2 July 2021

# How To Become A Productive And Effective Academician

Assoc. Prof. Dr. Mariam Md Ghazaly  
CAES, UTeM  
FKE, UTeM



Friday, 2021.07.02

How To Become A Productive And Effective Academician  
mariamghazaly

[www.mariamghazaly.com](http://www.mariamghazaly.com)

# Learning Outcome

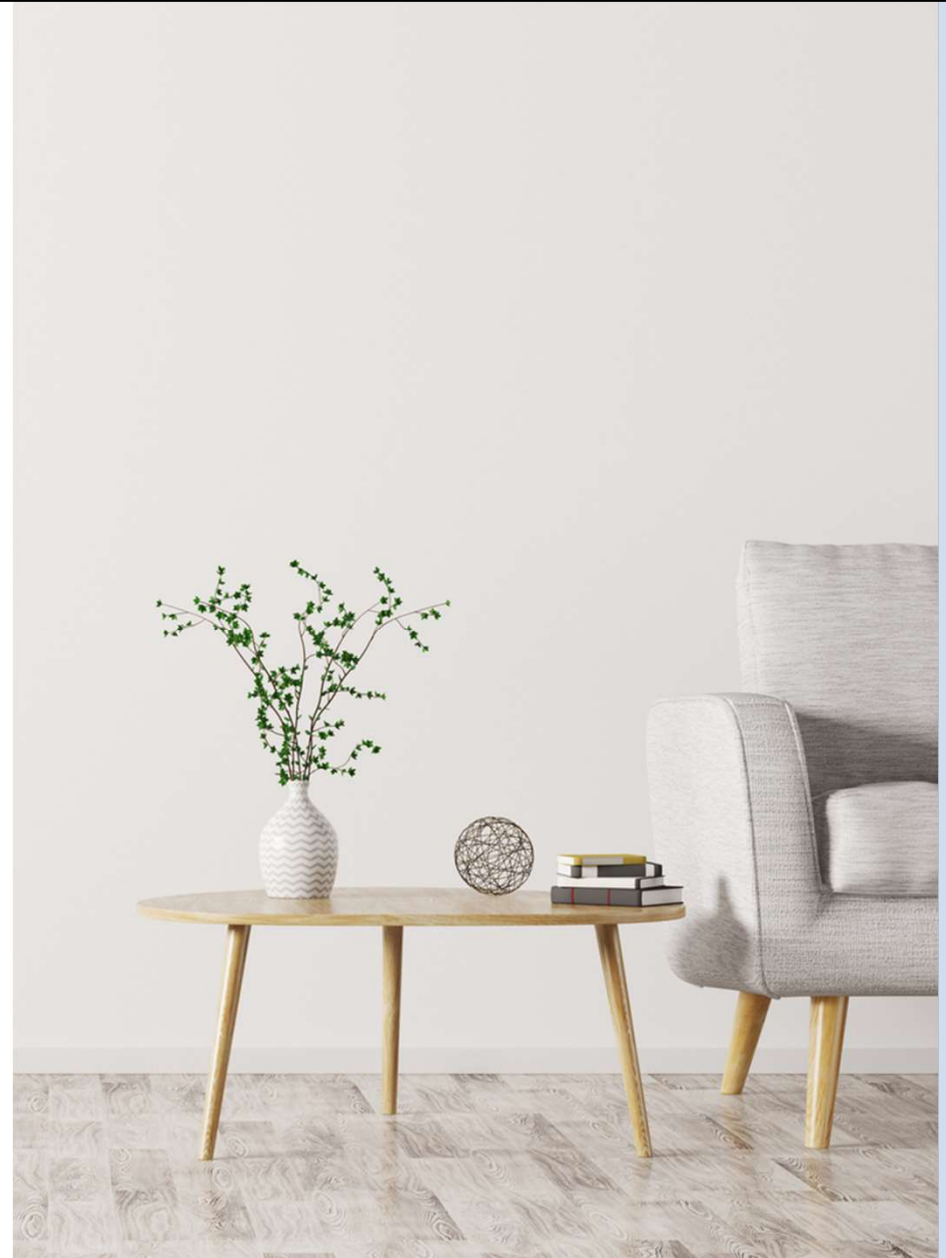


- ❑ The issues and challenges to improve productivity
- ❑ Concept of Attention Management and why it is important
- ❑ How to apply Attention Management in daily life

‘Being busy does not always mean real work. The object of all work is production or accomplishment and to either of these ends there must be forethought, system, planning, intelligence and honest purpose, as well as perspiration. Seeming to do is not doing.’

– Thomas Edison

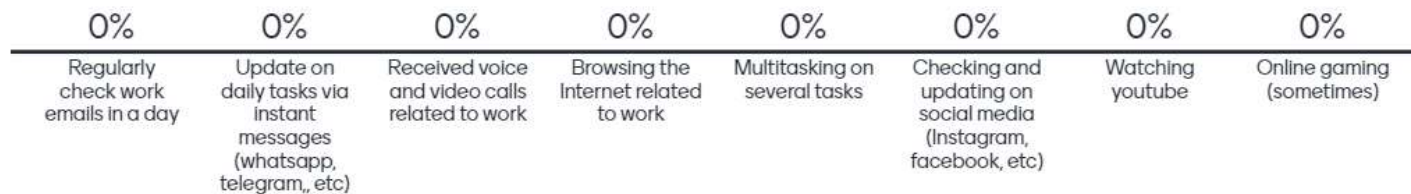
# Issues and challenges to improve productivity



Go to [www.menti.com](http://www.menti.com) and use the code 9925 9903



# Daily, I'm used to the following tasks...



# Issues and challenges to improve productivity

## Distraction



## Clutters



## No planning



# Issues and challenges to improve productivity

## Distraction



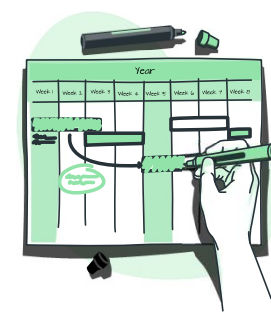
- Emails
- Social media
- Chat and other instant messages
- Voice and video calls
- Internet
- Multitasking

## Clutters



- Emails
- Tasks

## No planning



- Tasks
- Based on first in first out (FIFO)

‘Remember then: there is only one time that is important—NOW!  
It is the most important time because it is the only time when we  
have any power.

—Leo Tolstoy



# Learning Outcome

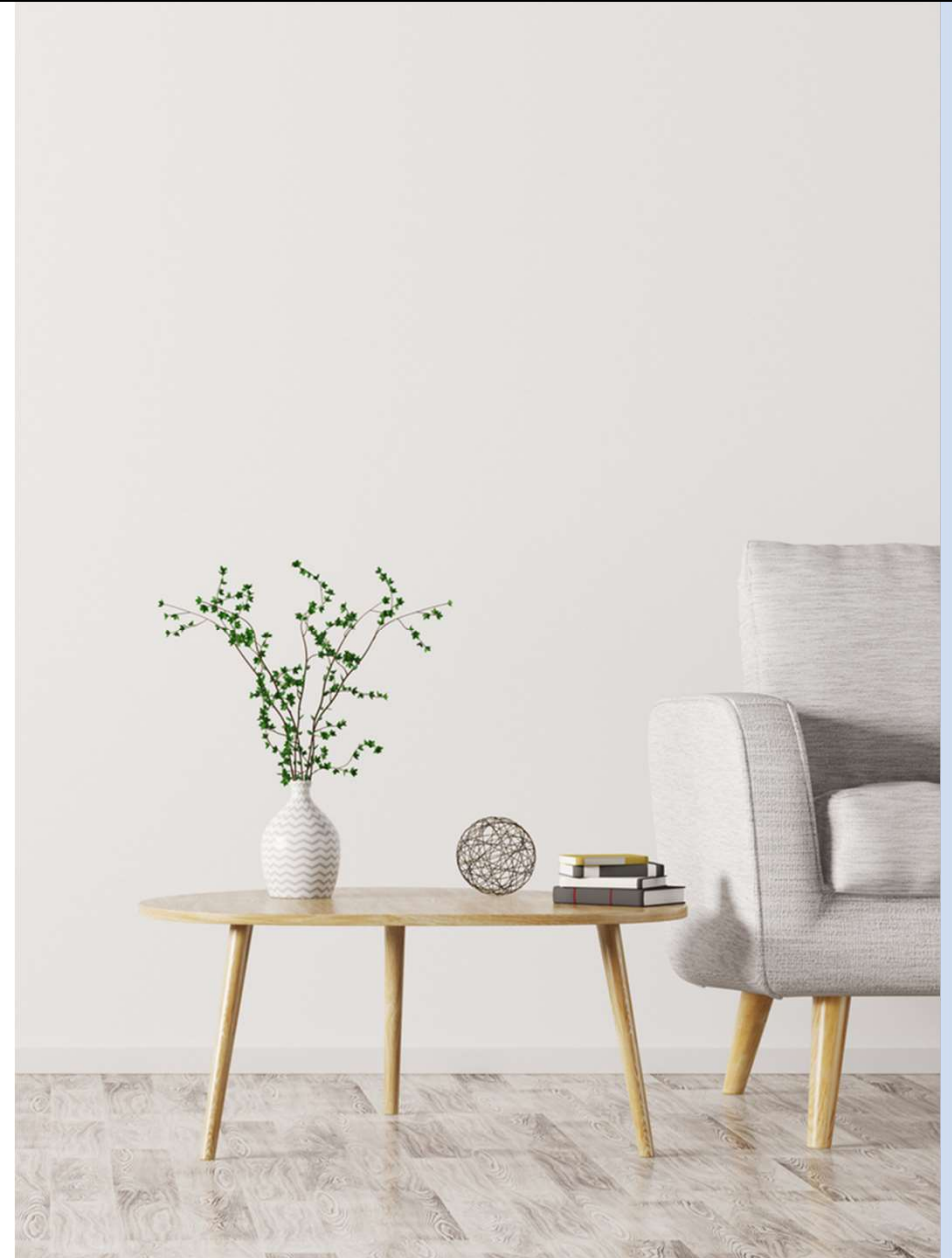


- The issues and challenges to improve productivity
- Concept of Attention Management and why it is important
- How to apply Attention Management in daily life



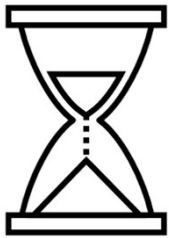
# Concept of Attention Management and why it is important

Time Management  
VS  
Attentive Management



# Time Management

Focus: Prioritize the important tasks and identify time wasters.



Two ways to think about prioritization:

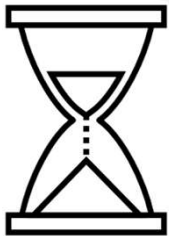
- Urgency Vs. Importance (Stephen Covey)
- The ABC Method (Alan Lakein)



Reference: <https://success.oregonstate.edu/sites/success.oregonstate.edu/files/LearningCorner/Tools/prioritize - 3 methods 20.pdf>

# Time Management

**Urgency Vs. Importance** (developed by Stephen Covey the “7 Habits of Highly Effective People”)



Classifies tasks into four quadrants based on the Time Management Matrix

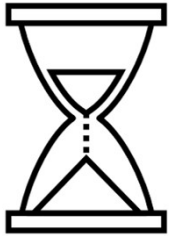


	Urgent	Not Urgent
Important	<b>Quadrant 1:</b> Examples: Things due today or tomorrow, dealing with emergencies or crises.	<b>Quadrant 2:</b> Examples: Long-term projects, planning ahead, studying in advance, getting started early.
Not Important	<b>Quadrant 3:</b> Examples: Interruptions, distractions, fun events that come up, social invitations.	<b>Quadrant 4:</b> Examples: Time wasters, busy work, procrastination activities, aimless internet browsing

# Time Management

## The ABC Method (Alan Lakein)

Developed by Alan Lakein and consists of assigning a priority status of “A,” “B,” or “C” to each of the items of your to-do list or task list.



<b>“A” Status Items — “Must Do”</b>	High priority, very important, critical items, with close deadlines or high level importance to them.
<b>“B” Status Items— “Should Do”</b>	Medium priority, quite important over time , not as critical as “A” items, but still important to spend time doing.
<b>“C” Status Items— “Nice To Do”</b>	Low priority at this time, low consequences if left undone at this moment.

# Do you think Time Management can help to improve these problems?

Distraction



Clutters



No planning





# Do you think Time Management can help to improve these issues?

Clutters



No planning



Distraction



## Time Management:

- ✓ Help with keep track of tasks and getting more done.
- ✓ Making a list of things to do that day; assign A, B, and C priorities
- ✓ You might feel confident that you could address the majority of your priority tasks during your workday.
- ✗ However, you will never get everything finished. **Why?**





# Time Management

## Urgency Vs. Importance

	Urgent	Not Urgent
Important	<b>Quadrant 1:</b> Examples: Things due today or tomorrow, dealing with emergencies or crises.	<b>Quadrant 2:</b> Examples: Long-term projects, planning ahead, studying in advance, getting started early.
Not Important	<b>Quadrant 3:</b> Examples: Interruptions, distractions, fun events that come up, social invitations.	<b>Quadrant 4:</b> Examples: Time wasters, busy work, procrastination activities, aimless internet browsing

## The ABC Method

“A” Status Items – “Must Do”	High priority, very important, critical items, with close deadlines or high level importance to them.
“B” Status Items – “Should Do”	Medium priority, quite important over time, not as critical as “A” items, but still important to spend time doing.
“C” Status Items – “Nice To Do”	Low priority at this time, low consequences if left undone at this moment.

Did you manage to get to the C-listed tasks before more A-listed tasks appear?

# Do you think Time Management can help to improve these issues?

Clutters



No planning



Distraction



## Time Management:

- ✓ Help with keep track of tasks and getting more done.
- ✓ Making a list of things to do that day; assign A, B, and C priorities
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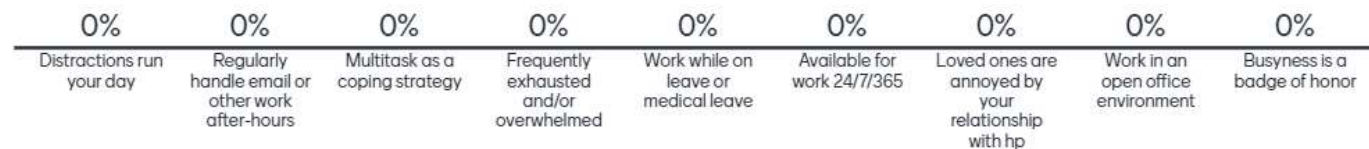
## Attention Management

# So what is Attentive Management?

Go to [www.menti.com](https://www.menti.com) and use the code 9925 9903

# Select which best represent your daily norm at this moment:

 Mentimeter



# Signs That You Need To Master Attention Management



1. Distractions run your day
2. Regularly handle email or other work after-hours
3. Multitask as a coping strategy
4. Frequently exhausted and/or overwhelmed
5. Work while on leave or medical leave
6. Available for work 24/7/365
7. Busyness is a badge of honor
8. Loved ones are frequently annoyed by your relationship with your smartphone/ laptop
9. Work in an open office environment

- Emails
- Social media
- Chat and other instant messages
- Voice and video calls
- Internet



# Attention Management

- Developing a good mindset and then applying it to our daily life – at work or at home.
- It is about our relationship with information at work – to be in control.
- Ultimately, we have **enough hours in the day to get the important tasks done**, not “everything” done.
- Creating good habits and removing the bad one’s.

# Tips creating daily good habits for Attention Management

1. Lower your expectations

2. Keep your body in good physical condition

'A healthy body means a healthy mind, thus increase attention'

3. **Be prepared & organized, ready for when times get rough**

'A tidy desk (or for email/ folder) is a tidy mind'

# Learning Outcome



- The issues and challenges to improve productivity
- Concept of Attention Management and why it is important
- How to apply Attention Management in daily life



# How to manage your attention

1. Protecting your attention from distractions
2. Scheduling work based on your level of attention
3. Improving your attention by increasing your brain's performance
4. Creating new pockets of attention

# How to Practice Attention Management

How do we change our mindset in order to instill good habits to handle our everyday situations at work:

## Distraction



✓ Remove the distraction from Technology + Environment



- Emails
- Social media
- Chat and other instant messages
- Voice and video calls
- Internet
- Multitasking

# How to manage your attention

1. Protecting your attention from distractions
2. Scheduling work based on your level of attention
3. Improving your attention by increasing your brain's performance
4. Creating new pockets of attention

***TIME + THE RIGHT ATTENTION AND FOCUS = DONE***

# The Boss and The Worker

***STRESS IS REDUCED BY CLARITY***  
***CLARITY IS INCREASED BY ATTENTION***

Swapping between two modes:

1. Deciding what your work is ('boss-mode')
2. Doing the work ('worker-mode')

Dealing with new information inputs (worker-mode) and reacting to them to decide whether to change your priorities as a result (boss-mode).

# How to manage your attention

**Proactive** – fully focused & alert

**Active** – Ticking along, but easily get distracted

**Inactive** – Not much energy left, struggle with complex tasks

Phase of work	Inactive attention	Active attention	Proactive attention
<b>Capture and Collect</b> (worker-mode)	✓		
<b>Organize</b> (boss-mode)		✓	
<b>Review</b> (boss-mode)			✓
<b>Do</b> (worker-mode)	✓	✓	✓

Time	Attention level
8-9am	Active
9-11am	Proactive
11am-1pm	Active
LUNCH	Inactive
2-3pm	Inactive
3-4pm	Proactive
4-5pm	Active
5-6pm	Proactive
6-7pm	Inactive

# How to manage your attention

- Proactive** – fully focused & alert
- Active** – Ticking along, but easily get distracted
- Inactive** - Not much energy left, struggle with complex tasks

Time	Attention level
8-9am	Active
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4-5pm	Active
5-6pm	Proactive
6-7pm	Inactive

*Review + Do*      *Organize + Do*      *Capture/Collect + Do*

Proactive attention	Active attention	Inactive attention
Key decisions	Day-to-day decisions	Filing
Project planning and reviews	Scheduling the day's work or keeping on top of action lists	Ordering stationery or other online purchases
Most phone calls	Internet research	Printing stuff out
Critical emails	Most email processing	Deleting emails or throwing away paperwork I no longer need
Chairing meetings	Attending meetings	Attending meetings that I don't care about but can't otherwise avoid
Creative thinking, writing new workshop materials, etc	Preparing handouts for workshops and making sure I've got everything I need	Making coffee!

Phase of work	Inactive attention	Active attention	Proactive attention
<b>Capture and Collect</b> (worker-mode)	✓		
<b>Organize</b> (boss-mode)		✓	
<b>Review</b> (boss-mode)			✓
<b>Do</b> (worker-mode)	✓	✓	✓

# How to Practice Attention Management

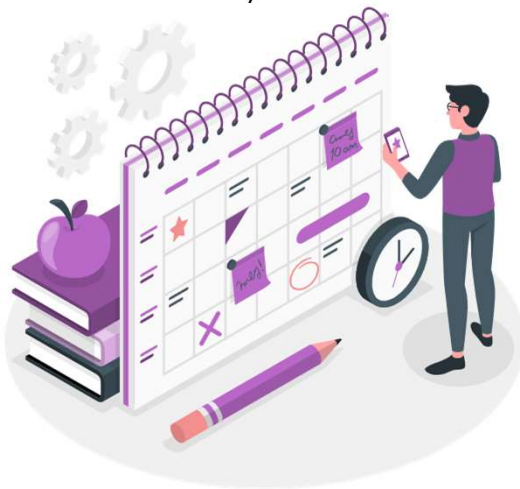
How do we change our mindset in order to instill good habits to handle our everyday situations at work:

No planning



✓ To-do list → Transfer as an appointment in your e-calendar

✓ Plan your schedule - use you hp as your own 'Personal Assistant (PA)'. Make appointments with yourself on your calendar).



Calendar - mariam@utem.edu.my						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
11	12 EXAM WEEK.	13	14	15	16 Tarikh akhir ...	17
3 AM						
4 AM						
5 AM			Prepare meeting CAES			
6 AM						
7 AM						
8 AM						
9 AM						
10 AM	Online Webinar 1	FKE meeting	CAES meeting 1	Univ meeting	Write journal	
11 AM			Review journal			
12 PM						
1 PM						
2 PM						
3 PM	Mark & Key-in Assign 2	Review PhD thesis	CAES meeting 2	CAES meeting 3	*BEKC2433 FINAL EXAM	
4 PM						
5 PM	Exercise	Exercise	Exercise	Exercise		
6 PM						
7 PM						
8 PM						

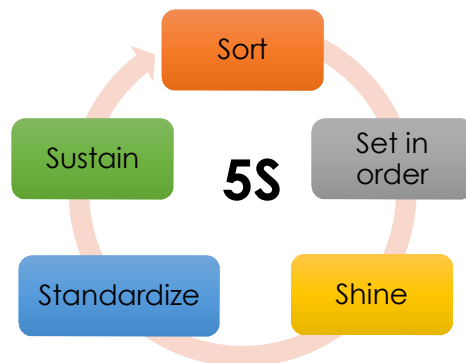
# How to Practice Attention Management

How do we change our mindset in order to instill good habits to handle our everyday situations at work:



✓ Managing clutters (5S) – folder, email

Email



- **Organize your inbox** email by creating 'rule based' in your email inbox –Keep track of your email effortlessly.
- **Process** your email inbox – review twice a day ONLY
- **Do it now, Delegate, Do it later, Defer the decision.**
- Keep your inbox at ZERO.
- **Transfer the email as an appointment** into your e-calendar if 'Do it later, Defer the decision'.
- **Pin selected folder as Favorite inbox** for easy access & notification.

Name	Folder
00 ABT 20172018	
00 JADUAL FKE	
00 Kurikulum Baru BEKM_20172018	
01 BEKM2342	
02 BEKM4741	
03 BEKB1131	
04 BEKM2321	
05 FYP	
06 SENARAI PA 20172018	

Folder	Email
Favorites	
Inbox	1
<b>00 A CAES</b>	<b>1</b>
01 Important Mails	3
04 Fke, UTeM	
06 Info UTeM	2
05 Research.CRIM	
Sent Items	



# How to manage your attention

1. Protecting your attention from distractions
2. Scheduling work based on your level of attention
3. Improving your attention by increasing your brain's performance
4. Creating new pockets of attention

Increasing your attention:

- ✓ Making Inactive Attention To Active
  - ✓ Making Active Attention To Proactive
1. Change the tasks every 30-60min
  2. Air – quick fresh air improve mood
  3. Caffein



# As a summary.....

1. Distraction, clutters and no planning are the key issue that reduce productivity.
2. THREE (3) ways to improve productivity is by applying Attention Management:
  - Remove distractions
  - Declutter and organize your tasks & thought
  - Planning your daily schedule ahead

thank you!

Mariam Md Ghazaly  
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[www.mariamghazaly.com](http://www.mariamghazaly.com)

## SCHOLAR'S TALK SERIES 3/2021

### HOW TO BECOME A PRODUCTIVE AND EFFECTIVE ACADEMICIAN

**COMPONENT**  
Professional & Value

**COMPETENCY**  
Academic Leadership

LIVE ON  
Cisco  
Webex

📅 2 July 2021 (Friday)

🕒 10.00 am - 11.30 am

#### SYNOPSIS

*Time management tends to delegate, prioritize and be more efficient while focusing on the TIME. However, sometimes, people still having trouble getting everything done. Alternatively, another way to improve productivity is called "Attention Management". In essence, Attention Management changes the focus on how people are engaged in the daily work instead of focusing on meeting the deadline. It is the art of focusing on getting things done for the right reasons, in the right places, and at the right moments. To learn this technique, the participants will be exposed to :*

- The issues and challenges to improve productivity
- Concept of Attention Management and why it is important
- How to apply Attention Management in daily life



#### Speaker

Assoc. Prof. Dr. Mariam binti Md Ghazaly  
Deputy Director (Scholarship)  
CAES



#### Moderator

Dr. Khairul Anwar bin Ibrahim  
Deputy Director (Academics Excellence)  
CAES

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#### Registration

Register at <https://bit.ly/3vMOBQx> or  
Scan QR Code for meeting code & password

