

# The Productivity Edge: Strategies For Excellence Without the Burnout

Chris Lee McCarley





# The Mission Today:

One Mindset  
Two Strategies  
Three Actions

# Old me

ME: [extremely burnt out] I need to take the day off to relax.

ALSO ME: I wonder if there is a way I can relax that would be more productive..



# Now me

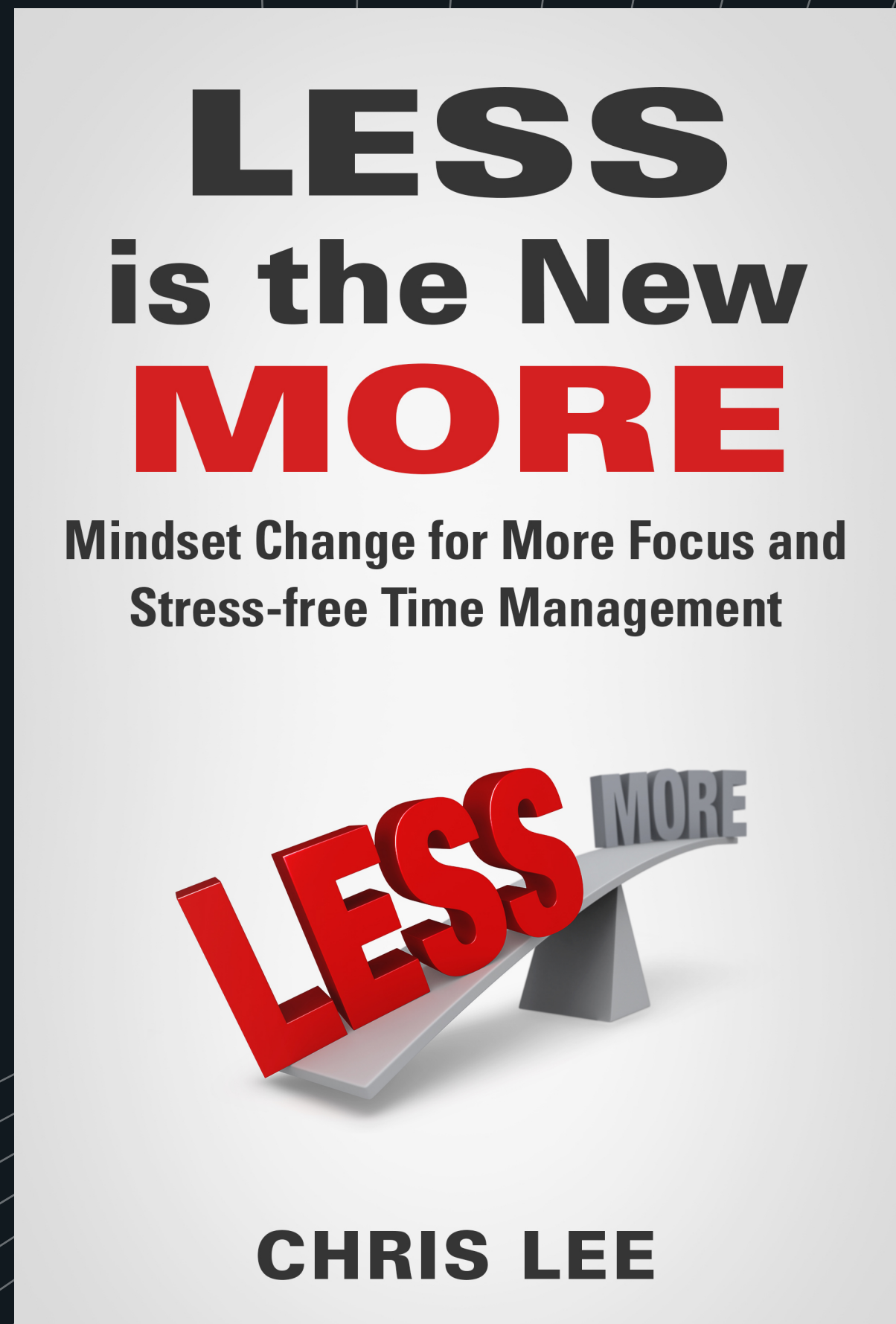


Speaker/Productivity Advisor/Author



# 1 Mindset:

Less. Is. More! 

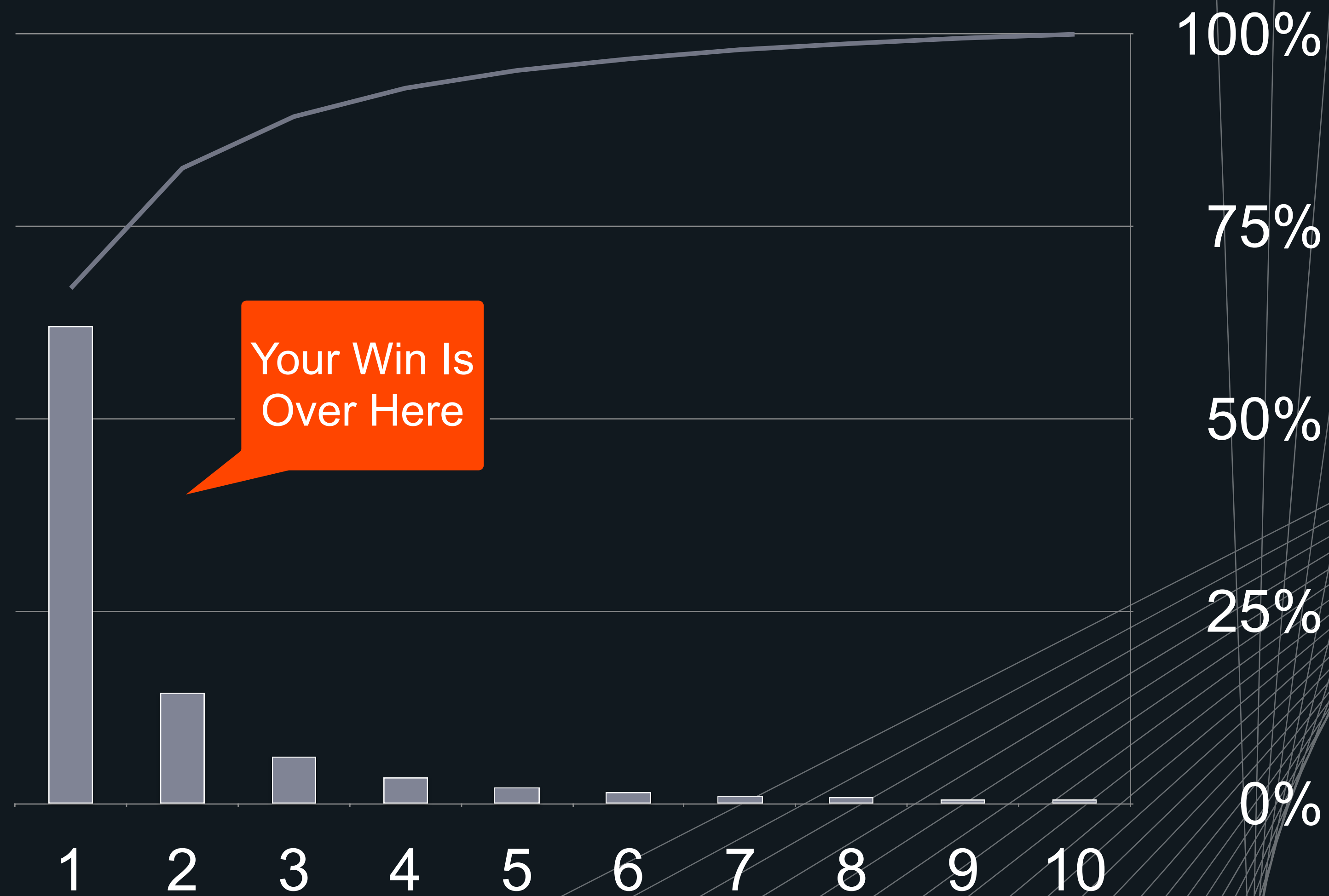


# 2 Strategies:

1. 80/20

2. Leverage

# 1. The 80/20 Principle





## 2. Use **Leverage**

The ability to achieve more with less effort or resources.



# Some Types Of Leverage

1. Time
2. People
3. Money
4. Systems/AI



# Leverage Time

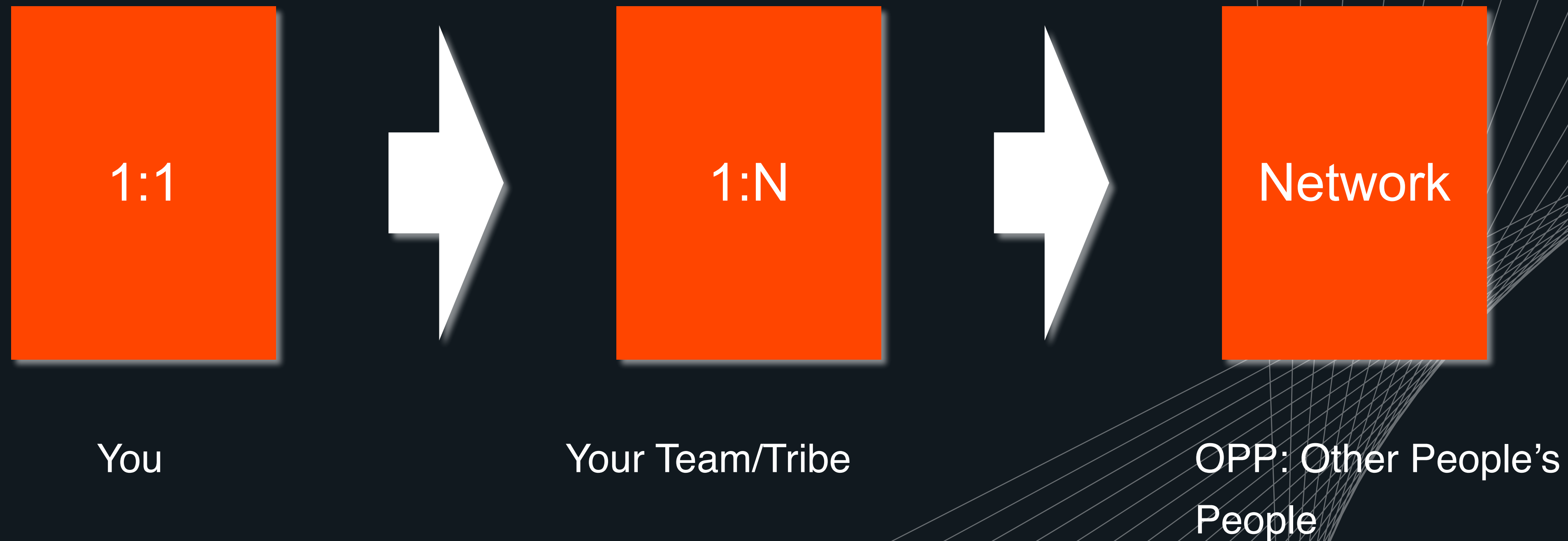
with a “morning stack”

1. Something physical
2. Something meditative
3. Eat. The. Frog.





# Leverage People



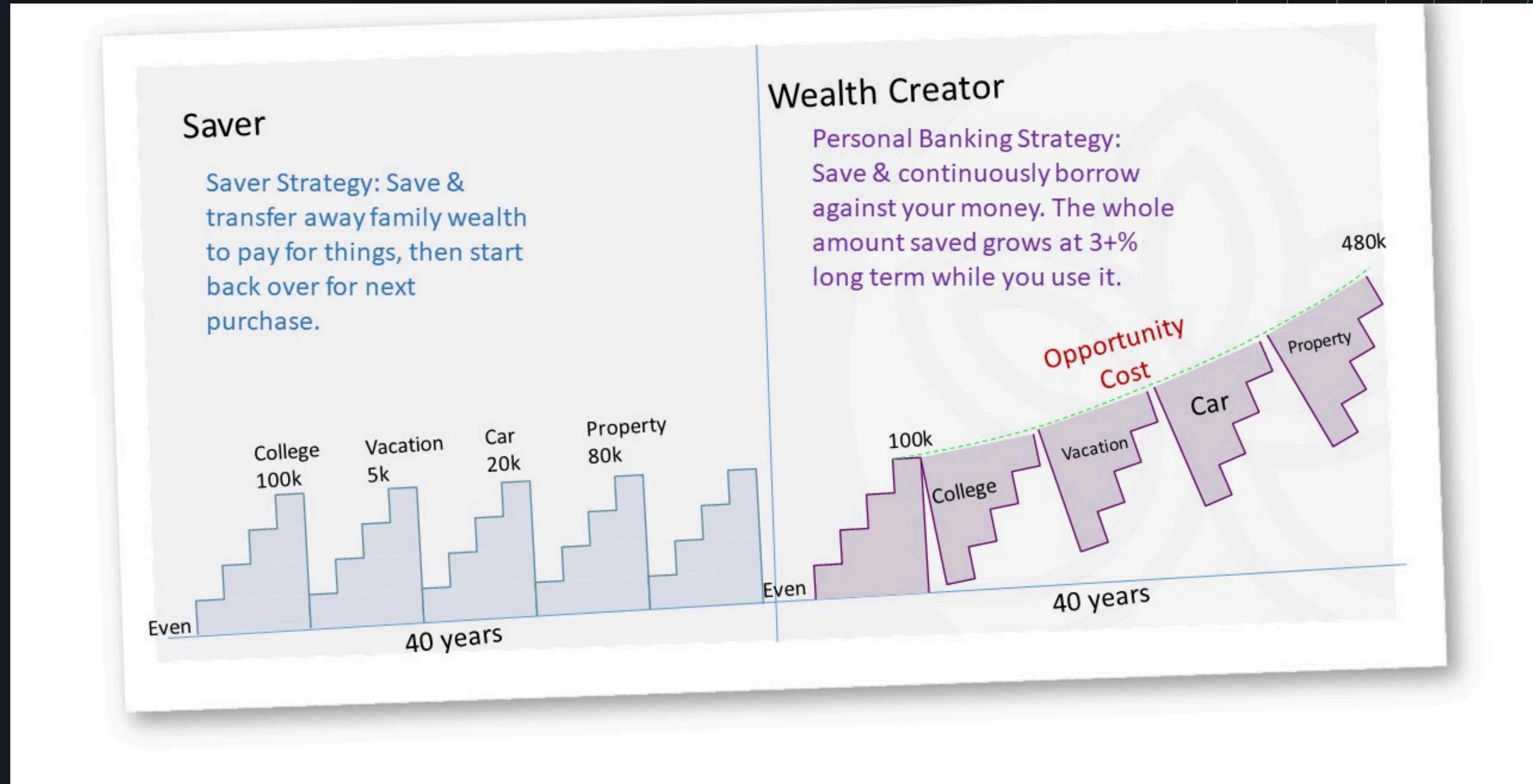
# Leverage **Your Network**

- 80/20 your network!
- Microconnectors
- Use reciprocity
- Inbound vs outbound

<u>Person</u>	<u>Superpowers</u>
Chris	Connector, banking, volunteer
Jeff	Leadership, finance, operations
Elena	Connector, training, tools
?	Performance coaching
?	Event planning



# Leverage \$: Infinite Banking Concept





A.I.



Leverage AI



# Ways you can use AI

1. Rapid Research
2. “Generative AI”
3. Business Intelligence



# 1. Rapid Research



As a marketing specialist, your task is to create an ideal customer profile for an event decoration planner. The business specializes in providing customized balloon decorations and backdrops for her clients special life events. Your profile should be detailed and use a combination of demographics, psychographics, and behavioral data to identify the target market, their interests, and their yearly income.

Please provide a clear and concise response that highlights the key characteristics of their ideal customer. You should focus on providing a detailed description of the target market,

including their age, gender, education level, income, and location.



# 1.1 Rapid Research

## Ideal Customer Profile for an Event Decoration Planner

### Demographics

1. **Age:** 25-45 years old
2. **Gender:** Predominantly female, but not exclusively
3. **Education Level:** College-educated, with a preference for those holding a bachelor's degree or higher
4. **Income:** Household income of \$75,000 - \$150,000 annually
5. **Location:** Urban and suburban areas, particularly in regions with a high density of families and social events (e.g., major cities and their suburbs)
6. **Marital Status:** Married or engaged, often with young children

### Psychographics

1. **Values:**
  - **Family-oriented:** Places high importance on celebrating family milestones and creating



# 1.2 Rapid Research

## Example Customer Persona

**Name:** Emily Parker

**Age:** 32

**Gender:** Female

**Education:** Bachelor's degree in Marketing

**Occupation:** Marketing Manager

**Income:** \$95,000 annually

**Location:** Suburban area near a major city (e.g., a suburb of Chicago)

**Marital Status:** Married with two young children

**Values:** Emily is highly family-oriented and places great importance on creating memorable



# 2. Gen AI

you are the greatest social media marketer in the world and i hired you to create content for people like Emily - please give me a week's worth of content



## Social Media Content Plan for a Week

### Day 1: Monday - Inspirational Quote and Beautiful Event Image

#### Post:

- **Image:** A stunning image of a recent event with customized balloon decorations and backdrops.
- **Caption:** "Transform your special moments into unforgettable memories. ✨ 'The details are not the details. They make the design.' - Charles Eames #EventDecor #BalloonDecor #MemorableMoments"

### Day 2: Tuesday - Behind-the-Scenes Video

#### Post:

- **Video:** A short behind-the-scenes video showing the setup process of an event, emphasizing the attention to detail and creativity involved.



# Use the 10/80/10 Principle


- 10% ideation (you)
- 80% generation (AI)
- 10% editing (you)

**80/20**

**Principle**



# 3. Business Intelligence: Crystal Knows



**Chris Lee** ✓  
Financial Advisor at Chris Lee's Company

Chris tends to be an enthusiastic and decisive achiever, focused on the big picture.

Driver (Di)

CONFIDENT BOLD AMBITIOUS

PERSONALITY

- My personality
- Traits
- Behavior
- Energizers
- Drainers
- Strengths
- Blind spots

MEETINGS

EMAIL

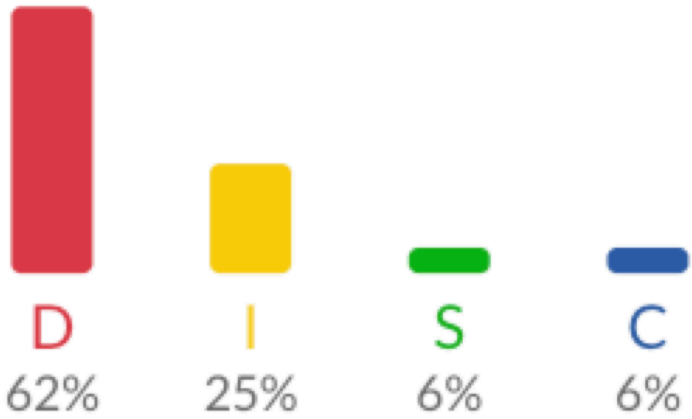
TEAMWORK

ASSESSMENTS

DOWNLOADS

My Personality Print

Map DISC



Letter	Percentage
D	62%
I	25%
S	6%
C	6%

**My Personality**

**Driver (Di)**  
Chris is likely to thrive in the spotlight, since they are vocal, charismatic, and upbeat. They may eagerly pursue innovative solutions, often preferring to take swift action. Don't be surprised if they avoid tasks or projects that simply don't excite them.

DIRECT PERSUASIVE DECISIVE

Want to improve your profile's accuracy?  
[Take the DISC assessment](#)

# 3.1 Business Intelligence: Crystal Knows



Captain (D)

C.R. Kovach

C.R. tends to be fast-paced, goal-oriented, and sometimes overly blunt.

ASSERTIVE

INDEPENDENT

DECISIVE

## PERSONALITY

C.R.'s personality

Traits

Behavior

Energizers

Drainers

Strengths

Blind spots

MEETINGS

EMAIL

TEAMWORK

Download

Delete

Edit

## C.R.'s Personality

Print



Your DISC

Di (Driver)

C.R.'s DISC

D (Captain)

You'll be direct and creative.

They'll be the same, but more on the direct side than on the creative side.

Chris, sell to C.R. knowing that while you're both naturally resourceful and big-picture-driven, it'll take extra energy for you both to talk fine details and process.

ASSERTIVE

CONFIDENT

HARD-WORKING



# The Mission:

One Mindset:  
Less Is More

Two Strategies  
80/20  
Leverage

Three ..

# Three actions you can start tomorrow:

1. Start a morning stack
2. Give your biz an 80/20 Makeover
3. Make AI your partner



# My gift to you: Extras!



Chris Lee McCarley

M: 817-944-4226

E: [chris@thatchrislee.com](mailto:chris@thatchrislee.com)

LI: @thatchrislee

FB: thathchrislee.1