



**PRODUCTIVITY  
WITH PURPOSE**

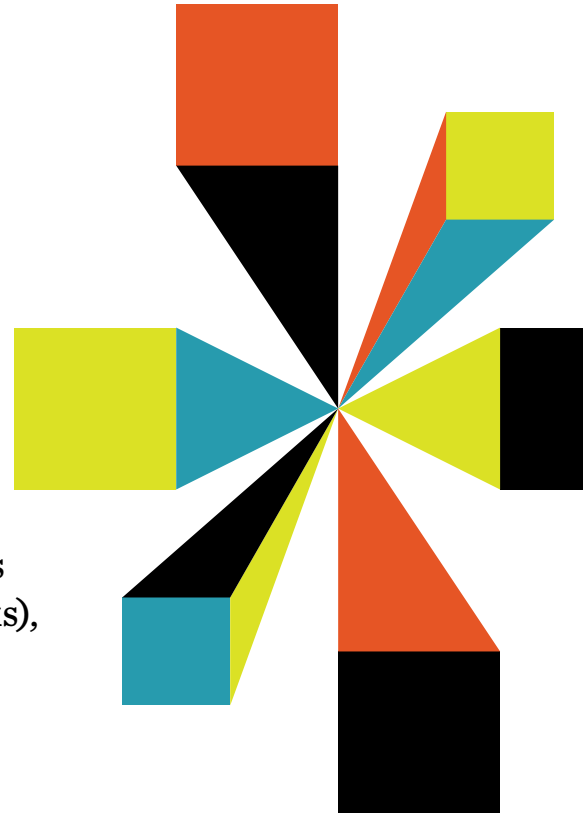




# PERSONAL PRODUCTIVITY EQUALS TEAM POWER

**The success of critical projects and programs requires the skill, energy, and focus of every team member.** Research shows that when just one or two team members make even small fumbles (miss deadlines, work on the wrong priorities, or forget tasks), team productivity is cut by an average of 24%.

On the other hand, teams that have a shared process for managing workflow foster trust, engagement, and efficient execution.



## PRODUCTIVITY WITH PURPOSE

The Getting Things Done® (GTD®) methodology was developed 30 years ago by *New York Times* bestselling author David Allen. While David originally developed the methodology by observation, experimentation, and practice, researchers have since shown that the principles taught in GTD relieve cognitive load, allow for increased focus, even result in peak performance and optimal experience, or what is popularly called “flow.”

In other words, GTD isn't only about getting things done. The real promise of GTD is *efficient* engagement. It's productivity with presence *and* purpose.

*“Your ability to generate power is directly proportional to your ability to relax.”*

**David Allen**  
author of *Getting Things Done*



# The GTD<sup>®</sup> Skillset

GTD teaches skills to help individuals improve focus and productivity and teams to foster trust and efficiency. When used consistently and collectively, they create a “way of working” that help teams produce better results.



## 01 CAPTURE

Capture every commitment you make, whether to yourself or others.

## 02 CLARIFY

Identify the very next action you must take to move your commitments towards completion.

## 03 ORGANIZE

Organize your commitments in a trusted system—an “external brain.”

## 04 REFLECT & ENGAGE

Consider existing commitments before you make new ones, or say no with integrity.

## 05 RENEW THROUGH REVIEW

Get clear on your highest priorities and stay engaged with them through regular reviews.



# PRODUCTIVITY PAYS

Crucial Learning research shows that a majority of your workforce (60.6%) rarely does an hour or two of deep, focused work each day without distraction. On the other hand, those who use the GTD skills are empowered to eliminate distractions and capture, clarify and organize incoming requests in a way that enables them to focus on the projects and people that are most important.

## EFFICIENCY

Nine of ten GTD® graduates report permanently changing a time-management behavior. They also report that their new skills save them an average of 21 to 40 minutes EACH DAY. One in three graduates say they save at least 41 minutes a day as a result of using their GTD skills.

## PERFORMANCE

**Qualtrics**, a leader in customer experience, trained new employees in Getting Things Done to help them onboard quickly. One hundred percent of training graduates reported improvement in their ability to hit deadlines and deliver on commitments. And 96% said GTD helped them improve their daily effectiveness or ability to execute and stay on course.

## QUALITY

Using GTD skills, eight out of ten training graduates at **MasterControl**, a software solutions company, said GTD helped them better process their email inbox. The team also reported a strong correlation between their new GTD skills and a positive trend in customer feedback.

## ENGAGEMENT

Teams that have a shared process for managing and executing work also foster cultures of trust and engagement. In the absence of productivity fumbles, coworkers trust that requests and commitments will get done. And when the workload is spread evenly across a team of full contributors, your most valuable players are less likely to burn out. The CEO of **Menlo Innovations** reports that learning the GTD skills not only generated results, but also reduced stress and increased joy in the workplace.

## EXECUTION

Crucial Learning research shows that people who use the GTD skills are 55 times less likely to say they start projects that never get finished and 18 times less likely to say they often feel overwhelmed.





# Learning Formats and Participant Materials

Getting Things Done is available in three formats to meet the unique needs of your team or organization. Each format is optimized for skill transference and an engaging learning experience.



## ON-DEMAND

*On-demand learning offers 4–6 hours of instructional time and 60 days of access for public workshop participants or up to 12 months of access for private sessions.*

### MATERIALS

- Access to on-demand learning platform
- eBook of the *New York Times* bestseller, *Getting Things Done*
- Certificate of completion
- Six-week post-training learning experience



## VIRTUAL

*Virtual, instructor-led learning is delivered in 3, 2.5-hour sessions.*

### MATERIALS

- Getting Things Done digital learner guide
- eBook of the *New York Times* bestseller, *Getting Things Done*
- Certificate of completion
- Six-week post-training learning experience



## IN-PERSON

*Instructor-led, in-person learning is delivered as a one-day (6.5 hour) classroom course.*

### MATERIALS

- Getting Things Done learner guide
- Copy of the *New York Times* bestseller, *Getting Things Done*
- Certificate of completion
- Six-week post-training learning experience



# 3 Delivery Options

We also offer three ways to learn: attend a public course, bring in a Crucial Learning trainer, or have an internal leader get certified to train employees.

## 01 PUBLIC COURSE

Your employees attend an on-demand, virtual, or in-person public course.

Visit [CrucialLearning.com/learn](https://www.cruciallearning.com/learn) to find a public course near you.

## 02 PRIVATE COURSE

Bring in a Crucial Learning master trainer to facilitate the in-person or virtual course across your organization.

## 03 TRAINER CERTIFICATION

Certify an internal leader to facilitate the in-person or virtual course to employees. Once certified, trainers purchase learner guides for each individual they train. Trainer certification courses are offered both in-person and virtually.



*“Crucial Learning’s virtual course has gone so well. We have loved delivering the course at our own pace. The level of interactivity is excellent, and we’ve found it’s easy to keep everyone engaged through a four-hour learning session.”*

**Jennifer Dootson**  
d-Wise



# WHAT PEOPLE ARE SAYING



*“GTD® has made an impact on in-tact teams in our organization. Some teams I’ve trained have completely revamped the tools they use for tasks so they can all be on the same page or easily pick up tasks for each other when colleagues are out of town. They have also completely shifted the way they conduct meetings. It has made a huge difference for their productivity and team culture.”*

**Celia Cockfield**

Senior Associate, Organizational Development, The Annie E. Casey Foundation

*“We love GTD. It has been really impactful for our organization in terms of stress management—it really helps people be more present in their lives because they feel a sense of control and organization when implementing the tools and system. It usually fills up in less than 15 minutes when we offer it, a good sign!”*

**Sarah Barnhart**

Senior Human Resources Manager, Stryker

*“Getting Things Done is very applicable to work, home, and life. I feel motivated that I can ‘get control’ of my inputs. During the course I loved that I got to use my actual to-do lists for my exercises—very applicable.”*

**Jennifer Roberson**

Senior Talent and Leadership Development Manager, Stinnett & Associates



# TRUSTED BY







# The Crucial Learning Touch

We offer a best-in-class learning experience, stellar customer support, and tangible results.

Discover what sets us apart from the rest.



## **AWARD-WINNING INSTRUCTIONAL DESIGN**

From our innovative learning platform to our award-winning original video content, our courses are some of the highest-rated in the industry.

## **PROVEN RESULTS**

We've helped nearly half of the Forbes Global 2000 realize significant results using our proven methods.

## **RESEARCH-BACKED SKILLS**

The skills and principles we teach are rooted in social science and have been demonstrated and replicated in peer-reviewed academic journals.

## **CUSTOMER SATISFACTION**

More than 93% of our customers say they are likely to very likely to recommend Crucial Learning.



# THE CRUCIAL LEARNING SUITE

While a powerful solution in its own right, Getting Things Done belongs to a family of courses that together help organizations build healthy and high-performance cultures.

## **COMMUNICATION** DIALOGUE



Crucial Conversations.  
FOR MASTERING DIALOGUE

## ACCOUNTABILITY



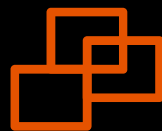
Crucial Conversations.  
FOR ACCOUNTABILITY

## **PERFORMANCE** HABITS



The Power of Habit™

## PRODUCTIVITY



Getting Things Done.

## **LEADERSHIP** CHANGE



Crucial Influence.



## TAKE THE NEXT STEP

Bring Getting Things Done® to your organization and discover **productivity with purpose.**

Call 1.800.449.5989 or visit us at [CrucialLearning.com](http://CrucialLearning.com).



### ABOUT CRUCIAL LEARNING

*Crucial Learning improves the world by helping people improve themselves. We offer courses in the areas of communication, performance, and leadership, focusing on behaviors that have a disproportionate impact on outcomes, called crucial skills. Our award-winning courses and accompanying bestselling books include Crucial Conversations®, Crucial Accountability®, Crucial Influence®, The Power of Habit™, and Getting Things Done®. [CrucialLearning.com](http://CrucialLearning.com)*

