



Prioritization

**Systems and tips to help you
prioritize and boost productivity**

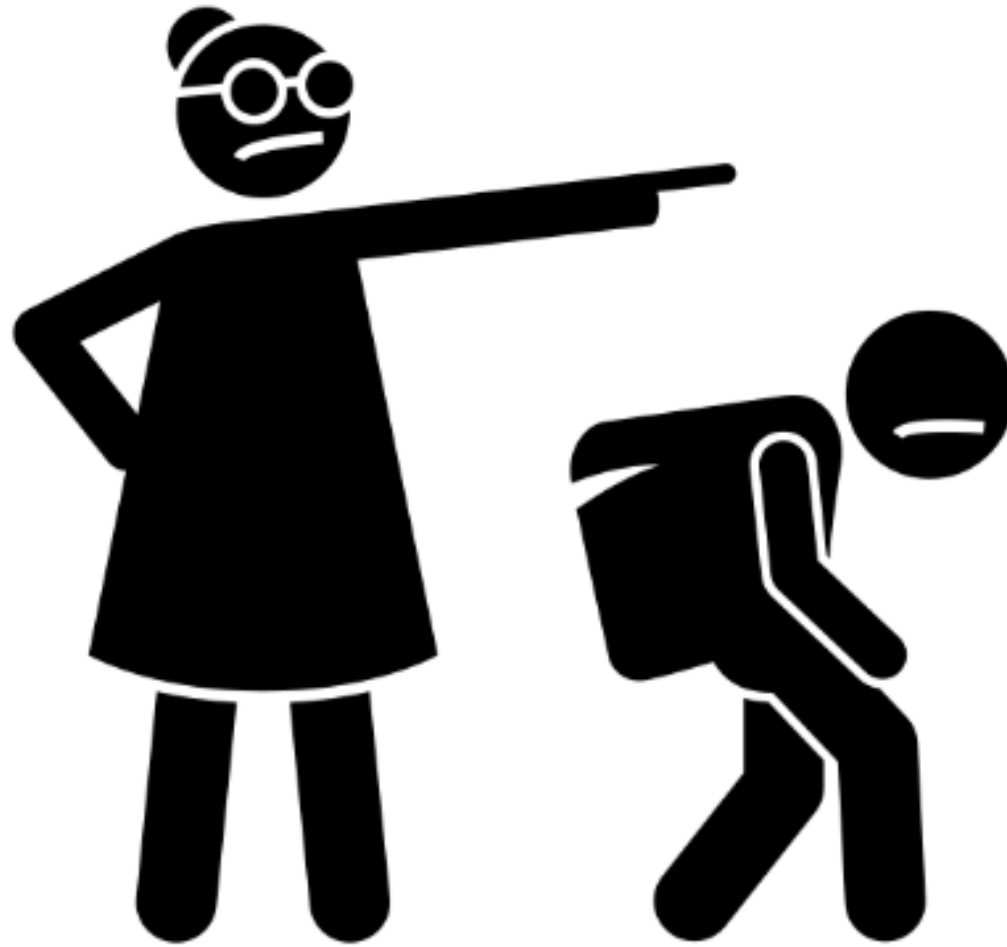
Billy Burle

Director of Sales & Customer Success

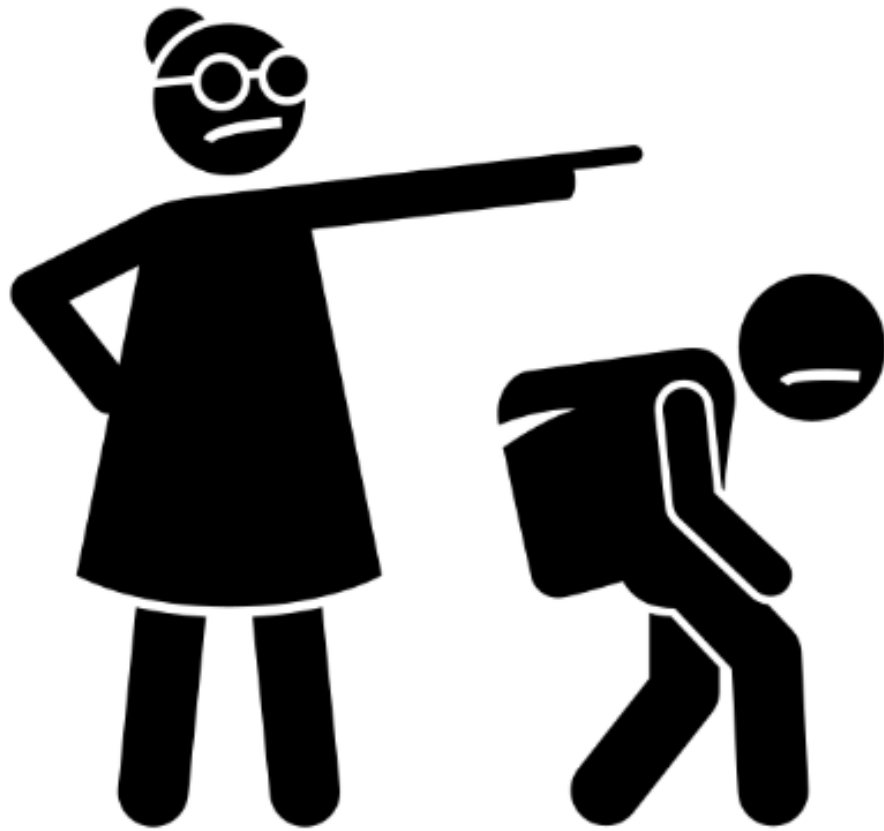
Data Cloud Solutions, a Woolpert Company

Board Member, IAAO Board of Directors (2025-2027)

About Me



About Me



- Expelled at an early age = 5
- The documentation was so alarming that I was put in a hospital for several days for testing

BURLE, WILLIAM		21-10-75	HISTORY (CONTINUED)
2345 MICKEY DR.		CA 94113	
HIGH RIDGE, MO.		10-75-74	
A. R. BILLY BURLE		06-14-80	
Name			Unit Record No.
cc: Problems in school		Hx- Mother	
HPI: This 5y12 WM began ^{attending} a mini school (pre-school) in Jeff Co. last fall. Pt. has been described as being "hyperactive", "brain-damaged", [REDACTED] by people at school. He has detention span and			
Mother had previously been aware of this behavior.			

About Me



About Me



Today's Priority

- To discuss multiple systems for prioritization
- Tip and tricks
- The importance of your mental health and wellbeing

I want to stress that there is not a one-size fits all system that guarantees results – you have to test out different systems or part of systems to come up with your own hybrid that works for you

The importance of a system

“You do not rise to the level of your goals. You fall to the level of your systems.”

– James Clear, Author of Atomic Habits

The importance of a system

Part 1							
47	48	14	65	3	16	27	52
10	26	51	19	15	32	25	8
44	4	62	11	53	10	52	15
8	34	14	19	13	63	24	20
64	13	26	12	13	58	31	60
21	1	45	15	9	34	58	44
48	18	16	55	51	46	8	46
19	57	10	33	65	28	1	55

The importance of a system

Part 2							
47	48	14	65	3	16	27	52
10	26	51	19	15	32	25	8
44	4	62	11	53	10	52	15
8	34	14	19	13	63	24	20
64	13	26	12	13	58	31	60
21	1	45	15	9	34	58	44
48	18	16	55	51	46	8	46
19	57	10	33	65	28	1	55

The importance of a system

Part 3

1	47	48	14	65	3	16	27	52	2
	10	26	51	19	15	32	25	8	
	44	4	62	11	53	10	52	15	
	8	34	14	19	13	63	24	20	
3	64	13	26	12	13	58	31	60	4
	21	1	45	15	9	34	58	44	
	48	18	16	55	51	46	8	46	
	19	57	10	33	65	28	1	55	

Systems for Prioritization

The Eisenhower Decision Matrix



What it is - A system to prioritize

When to use it - You feel busywork is keeping you from "real" work

How to use it - Sort your tasks into quadrants:

- Important and urgent: do it now
- Important but less urgent: schedule it
- Not important but urgent: delegate it
- Not important and not urgent: delete it

The 1-3-5 Rule

The 1-3-5 rule

1

Big task

☐ Launch new product

2

Medium tasks

☐ Performance report

☐ Fix bug in the app

☐ Conduct research

3

Small tasks

☐ Sign contract for new tool

☐ Share document access with the team

☐ Submit creative request

☐ Update email signature

☐ Buy colleague a birthday gift

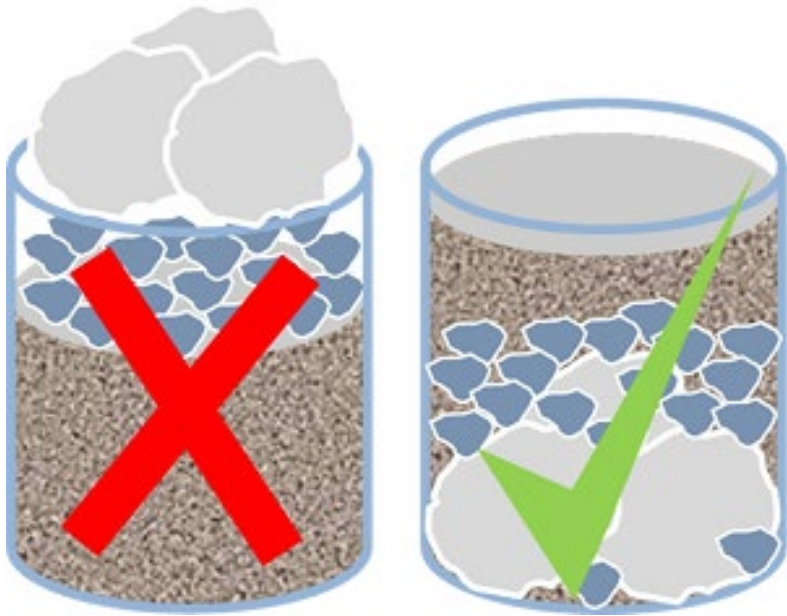
What it is - A system to simplify to-do lists which reduces cognitive load and decision fatigue while enhancing motivation

When to use it – Your list is never ending, and it is difficult to decide what is next

How to use it - The night before or morning of, choose:

- 1 big item
- 3 medium items
- 5 smaller items

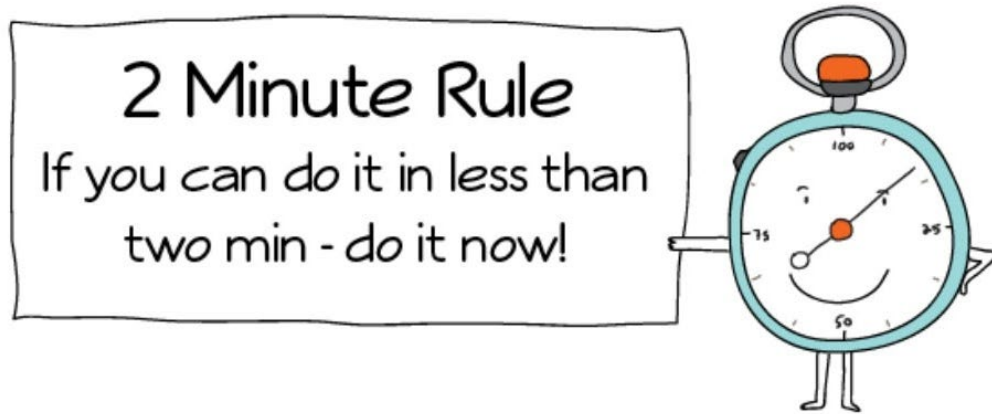
Rockefeller Habits



What it is – An entire business planning process – overkill for today but has somethings similar to 3-5-1

Identify the top priority for the day – must get done!
Identify 3-5 “rocks” or medium goals to be completed during a 2 week time frame

Additional Tips



Keeps your task list from filling up and being overwhelmed with too many small items which can grow to big obstacles over time

Helps overcome inertia, boosts productivity/momentum, and reduces procrastination

Examples: short emails, phone calls, filing a document, review meeting minutes, timesheet, etc...

Additional Tips

Pomodoro Technique

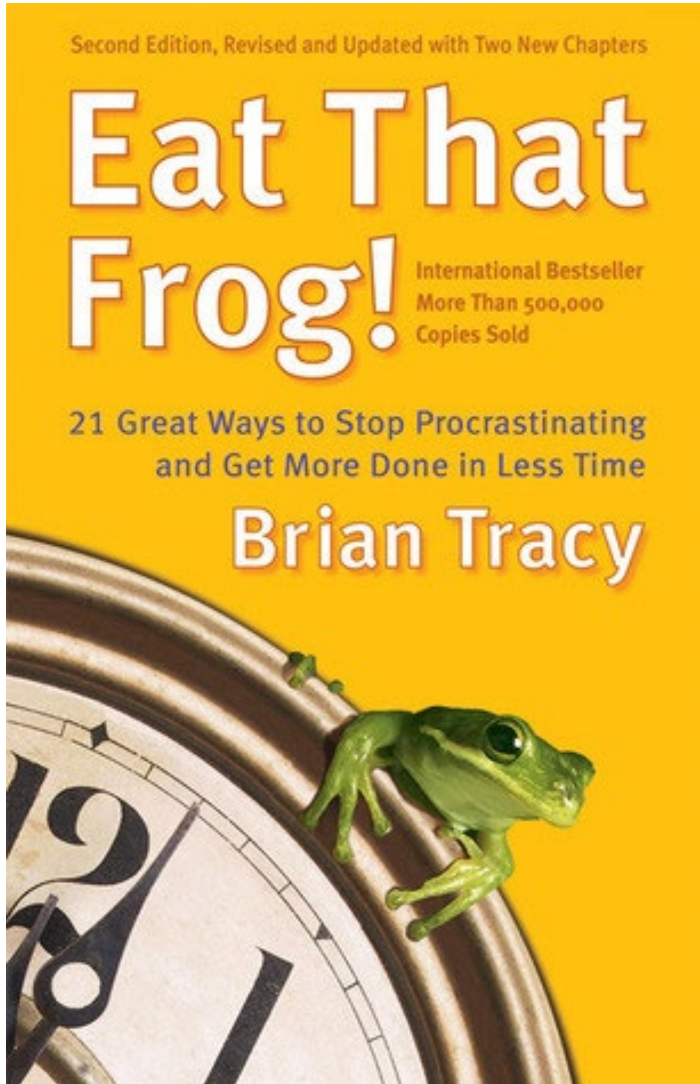
- 1 Decide what task you need to complete
- 2 Set the timer for **25 minutes**
- 3 Work on your task until the timer rings
- 4 Take a short, **5 minute break**

Repeat 4 times



Take a longer,
15-30 minute break

Additional Tips



Tackle your most challenging task first thing in the morning

1. **Identify your frog** – find the hardest / most important task of the day
2. **Eat it** – don't procrastinate - do that task first thing the morning
3. **Repeat** – repeat every day

By completing your hardest task early, you build momentum for the rest of the day and everything else seems so much easier by comparison

Additional Tips

Variation of Eisenhower Matrix

THE ABCDE METHOD



**MUST DO MAJOR
CONSEQUENCES,
IF NOT DONE**



**SHOULD DO MINOR
CONSEQUENCES,
IF NOT DONE**



**NICE TO DO NO
CONSEQUENCES,
IF NOT DONE**



**DELEGATE
LET OTHERS DO**



**ELIMINATE
DON'T DO**

Additional Tips

“Paper is to write things down that we need to remember. Our brains are used to think.” — Albert Einstein.

“Your mind is for having ideas not holding them” – David Allen Author of Getting Things Done



I live and die by my lists

- I use a composition notebook – I rewrite it every few days to remove the things crossed off
- It's the last thing I look at to end my workday
- It's the first thing I look at to start my workday
- I use different colored highlighters to mark the most important items (good for 1-3-5 rule)
- I use the left margin for codes
 - A dot means it's in process
 - Someone's initials means I need input from that person
 - An arrow is scheduled or delegated
 - A day of the week means I'm scheduling it for a certain day

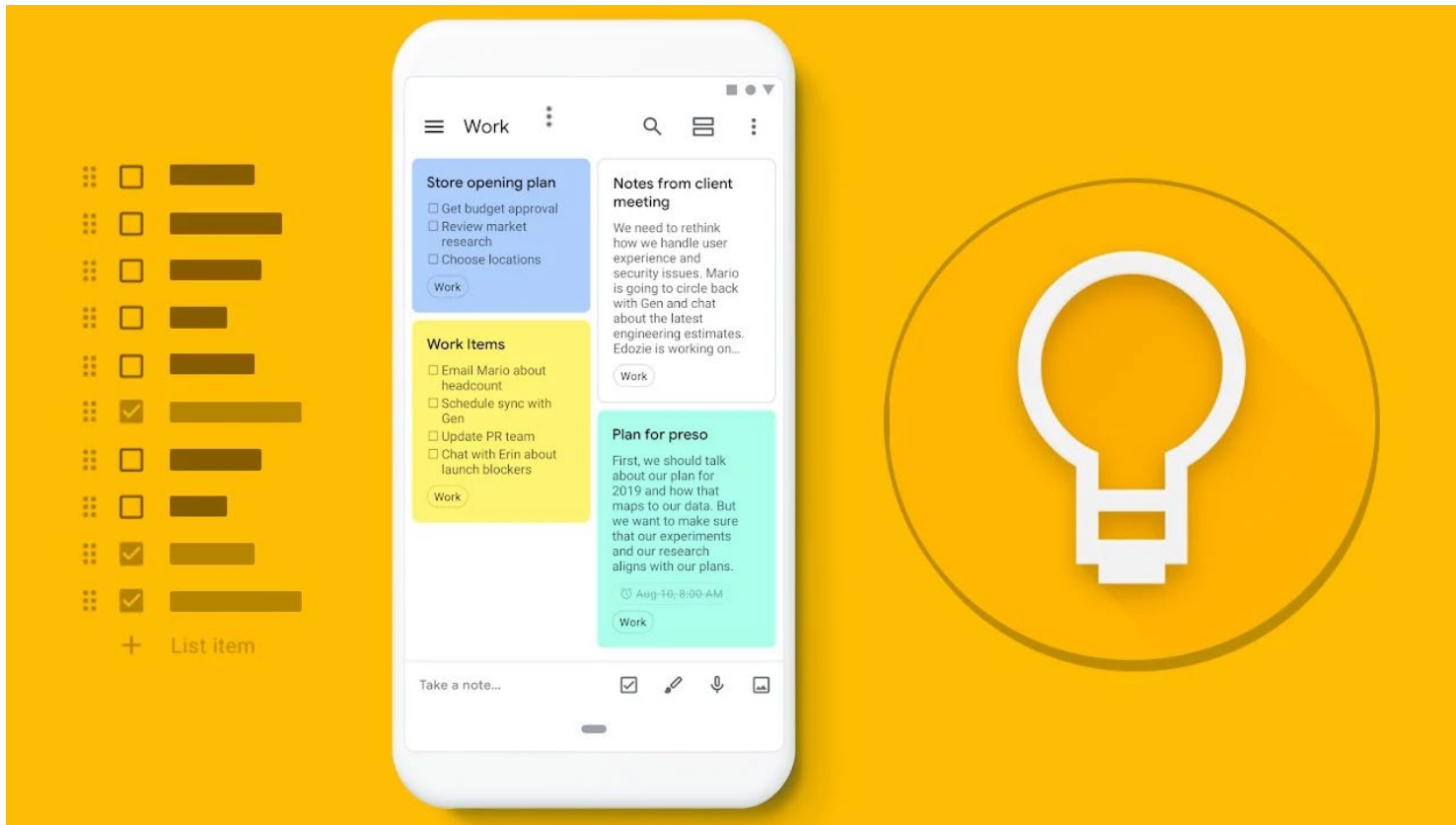
Additional Tips

<u>Goals</u>				
Goal 1	Goal 6	Goal 11	Goal 16	Goal 21
Goal 2	Goal 7	Goal 12	Goal 17	Goal 22
Goal 3	Goal 8	Goal 13	Goal 18	Goal 23
Goal 4	Goal 9	Goal 14	Goal 19	Goal 24
Goal 5	Goal 10	Goal 15	Goal 20	Goal 25
<u>To-do</u>				
Goal 2, Goal 9, Goal 13, Goal 16, Goal 25				

The two list technique

- Warren Buffet's simple approach to prioritizing tasks
- Write down a list of 25 tasks you want to accomplish
- Circle 5 most important tasks
- Create 2 lists
 - One with the 5 you circled
 - One with the remaining 20
- Focus your attention on the first list before moving to second

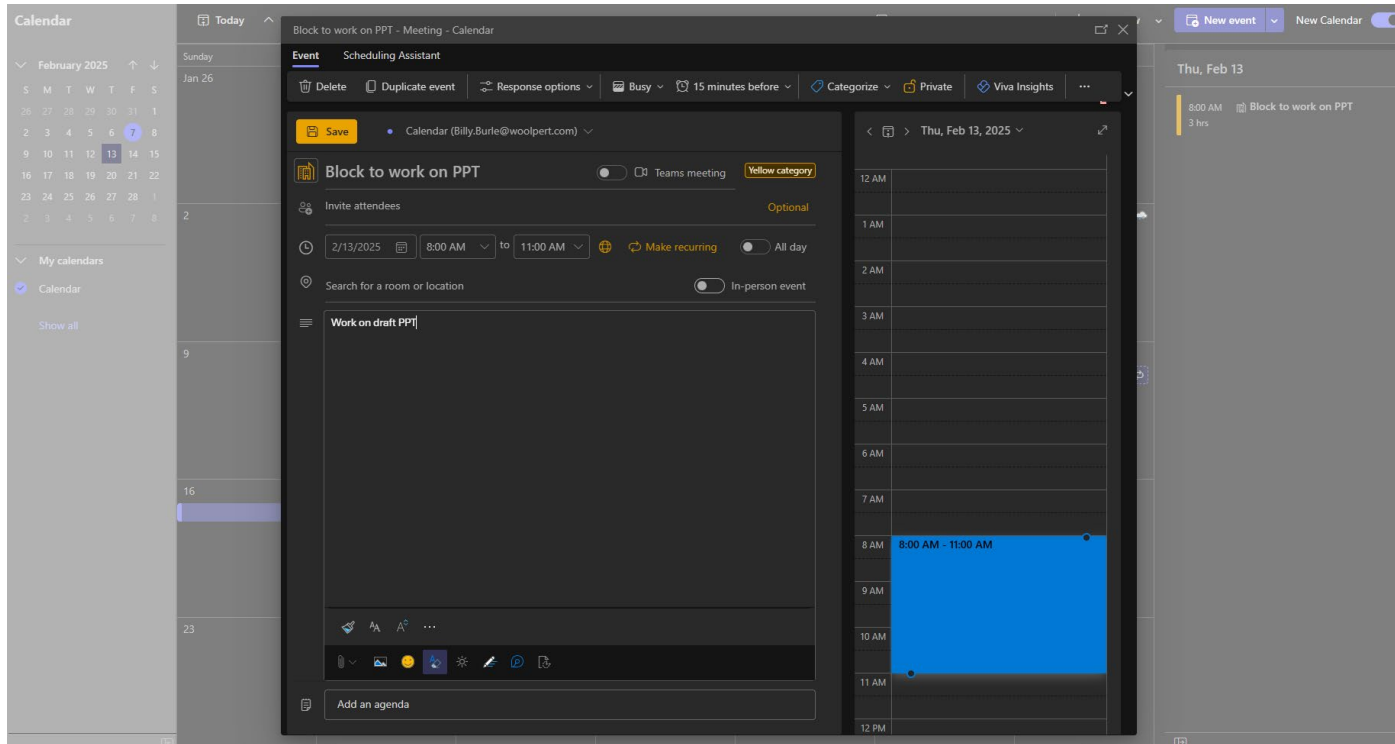
Additional Tips



Google Keep

- Mobile and desktop versions
- Categorize items and list them in color coded panels with checkboxes
- Simple, configurable, effective

Additional Tips



Block work on your calendar

- For example- I'm going to block out 1.5 hours on Wednesday to work on xyz

Outlook – web mail's “Pin” Feature

- Pins important items / email at the top of the inbox

Additional Tips

For large projects you can ask Chat GPT to break it into smaller tasks



Break the project of cleaning my room into 5 simple tasks

Here's a simplified version with 5 main tasks to get your room cleaned:

1. **Declutter:** Pick up any trash and put away items that are out of place (clothes, books, dishes, etc.).
2. **Organize:** Put things in their proper spots—clothes in the dresser or laundry basket, books on shelves, and anything else in its designated place.
3. **Dust:** Dust surfaces like tables, shelves, and electronics.
4. **Vacuum/Sweep:** Clean the floor by vacuuming or sweeping, depending on your floor type.
5. **Change Bedding and Final Touches:** Change the sheets, fluff pillows, make the bed, and take out the trash.

These five tasks will give your room a nice clean-up without overwhelming you!

Additional Tips



Communication

- Ask supervisors to confirm priorities
 - Adds transparency showing everything you're working on
 - Agreement on list sets appropriate expectations
- When waiting on others for multiple things
 - Delays may be b/c they are struggling to prioritize
 - I send the list of things I'm waiting already prioritized so when they do work on my list, they know what is most urgent to me

Mental Health



When you work in a fast-paced environment it's important to take care of your mental health daily

- Take breaks – pomodoro system has these built into it
- Drink water – seems obvious but easy to forget
- Move – get up and move around / stretch
- Set realistic expectations – you cannot please everyone all the time
- Learn to either say no or set realistic timelines
- Be self aware
 - Know your capacity
 - Know what you are best at and what you are not – consider delegating things you are not good at but others are
 - Know your most productive hours and schedule around them

Speaking of productivity tools



MobileAssessor



- Eliminates need for paper
- Eliminates duplicate data entry (data, photo, sketches)
- Tools to increase efficiency and productivity
- Shortens field cycles
- Lowers overall operations costs
- Improves data quality

“The productivity gains from using MobileAssessor have been equivalent to hiring 5 additional appraisers”
- Steve Watson, Chief Appraiser, Hall County GA

MobileAssessor

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Data Cloud SOLUTIONS, LLC

Neighborhood Profile: 2007R

	Age	SFLA	Land	Market Total	\$/SF	Selling Price	\$/SF
Median	20	2,650	15,500	187,200	71	196,000	74
Mode	13 - 32	2,300 - 2,800	12,000 - 18,000	175,000 - 192,000	68 - 73	189,000 - 201,000	71 - 76

Market Trend: +0.50%

Nearby 15 Priority Parcels ☐ **Map Sort Proximity**

- ☐ **7974331** 2334 CASTLEBROOKE LN
30370034 510 - R - SINGLE FAMILY DWELLING, PLATTED LOT
Permit
- ☐ **7974715** 8741 CEDAR BEND RD
30352253 510 - R - SINGLE FAMILY DWELLING, PLATTED LOT
Sale
- ☐ **7974760** 8746 CEDAR BEND RD
30352298 510 - R - SINGLE FAMILY DWELLING, PLATTED LOT
Permit
- ☐ **7974761** 0 R CEDAR BEND RD
30352299 500 - R - RESIDENTIAL, VACANT LAND, LOT
Sale
- ☐ **7973123** 2241 BIG HICKORY RUN
30356053 510 - R - SINGLE FAMILY DWELLING, PLATTED LOT
- ☐ **7974759** 8738 CEDAR BEND RD
30352297 510 - R - SINGLE FAMILY DWELLING, PLATTED LOT
- ☐ **7973314** 9024 CEDAR BEND RD
30352164 510 - R - SINGLE FAMILY DWELLING, PLATTED LOT
- ☐ **7973126** 2259 BIG HICKORY RUN
30356056 510 - R - SINGLE FAMILY DWELLING, PLATTED LOT

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GIS Interactive Map **Back**

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Final Thoughts



- Find a system that works for you – not a system you have to work for – simple works better for me
- Test out multiple systems / tips
- It's ok to steal parts of systems to create your own hybrid
- Test some tools like ChatGPT, Google Keep, Outlook features, etc...
- Consider a policy for customer priorities
 1. In-person
 2. Phone
 3. Email
- **Everything is easier when you prioritize your mental health**

Contact Info for questions / comments



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