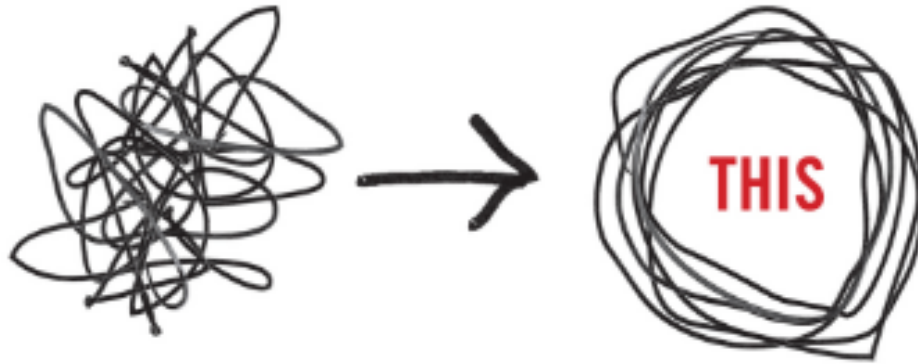


# Common-Sense Technology Solutions to Streamline Your Work

Tyler Hoffman // Digital Solutions Consultant

# The Vision.



# The Vision: Essentialism.



# The Vision: Essentialism.

Removing “non-essentials”...

- Non-essential tasks
- Non-essential engagements
- Non-essential information

...to focus on what **is essential**:

- *“What can I and only I do, that if done well, will make a real difference?”*



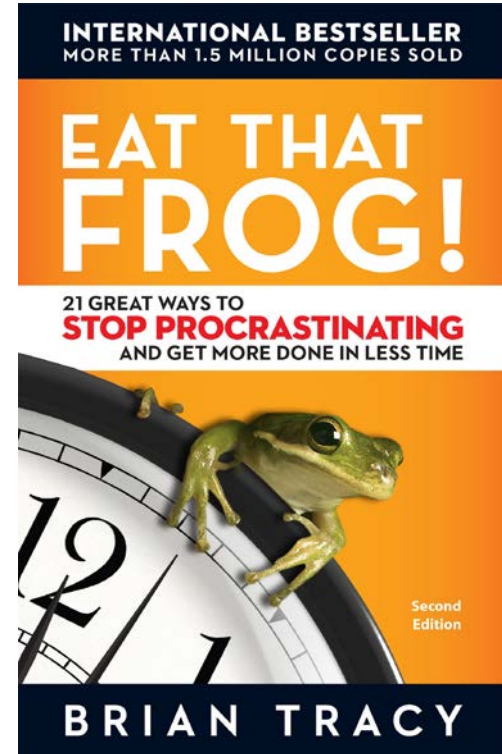
# The Plan: Big Rocks First.



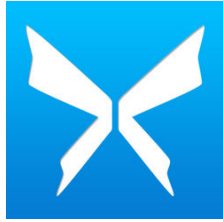
# The Plan: Eat that Frog.

Plan, Prioritize and Complete your **most essential** tasks first.

*“There is never enough time to do everything, but there is always enough time to do the most important thing.”*



# The Tools.



**Doodle**

**LastPass**...



grammarly.com

# Eat that Frog: Upgrade Your Key Skills

*“With practice , you can learn any behavior or develop any habit that you consider either desirable or necessary.”*





# Lynda.com Online, Self-Paced Learning

- Video-based online learning for hundreds of topics
- Available for computer, smartphone and tablet



**lynda.com**

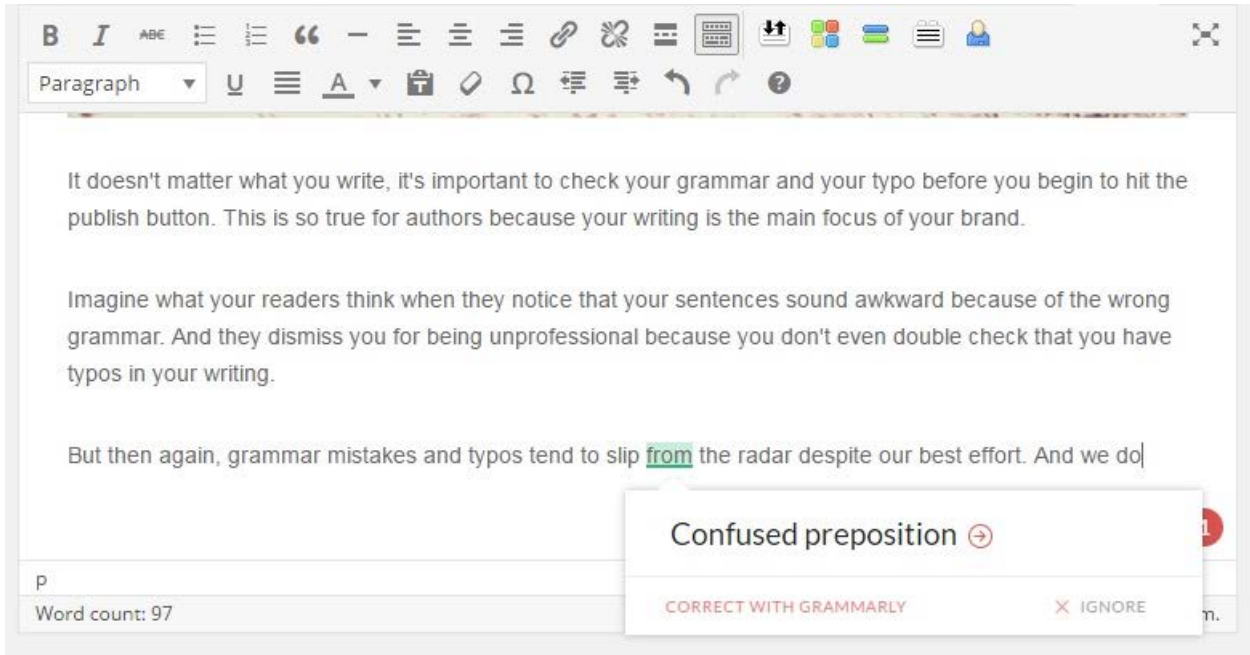
# Grammarly Improve Grammar and Spelling

- Browser plug-in for checking grammar and spelling online
  - Improves document and email proofreading in Microsoft Office
  - Basic account is free
- [grammarly.com](https://www.grammarly.com)



grammarly.com

# Grammarly Check Grammar and Spelling Online



The screenshot displays the Grammarly web interface. At the top is a rich text editor toolbar with icons for bold, italic, text color, background color, bulleted list, numbered list, quote, indent, link, unlink, table, undo, redo, and help. Below the toolbar is a text area containing three paragraphs of text. The third paragraph has the word "from" highlighted in green. A tooltip box is open over the word, displaying the error "Confused preposition" with a right-pointing arrow icon. Below the error message are two buttons: "CORRECT WITH GRAMMARLY" and "IGNORE". At the bottom left of the interface, there is a "Word count: 97" indicator.

It doesn't matter what you write, it's important to check your grammar and your typo before you begin to hit the publish button. This is so true for authors because your writing is the main focus of your brand.

Imagine what your readers think when they notice that your sentences sound awkward because of the wrong grammar. And they dismiss you for being unprofessional because you don't even double check that you have typos in your writing.

But then again, grammar mistakes and typos tend to slip **from** the radar despite our best effort. And we do

Confused preposition →

CORRECT WITH GRAMMARLY    ✕ IGNORE

Word count: 97

# Eat that Frog: Plan Every Day in Advance

*“The most sophisticated Outlook system , computer app, or time planner is based on the same principle . It is based on your sitting down and making a list of everything you have to do before you begin.”*



# Wunderlist Create a Better To-Do List

- Create lists of tasks that sync across all of your devices
  - Set reminders and due dates
  - Create sub-tasks
  - Invite collaborators
  - “Add to Calendar” feature
- [wunderlist.com](https://wunderlist.com)
- to be replaced by “Microsoft To-Do”



# Wunderlist Create a Better To-Do List



# Eat that Frog: Use the ABCDE Method

- |          |   |
|----------|---|
| <b>A</b> | A task that will yield very positive or negative results if you fail to do it.<br><i>(Multiple A tasks? Sub-organize by A1, A2, A3, A4, etc.)</i> |
| <b>B</b> | A task that may leave someone unhappy or inconvenienced if you don't do it.   |
| <b>C</b> | A task that is nice to do but lacks consequence.  |
| <b>D</b> | A task that you can delegate to someone else.   |
| <b>E</b> | A task that you can eliminate all together.   |



# Eat that Frog: Prepare Thoroughly Before You Begin

*“The cleaner and neater you organize your work area before you begin, the easier it will be for you to get started and keep going.”*





# OneNote Organize Your Information

## Microsoft OneNote

- Access it everywhere
- Content clipper for web browsers
- Organize notes into binders, sections and pages
- Easily add content from other Microsoft programs (e.g., Word, PowerPoint)
- Search all of your notes and clips from one field
- Transfer from Evernote to OneNote → [onenote.com/import-evernote-to-onenote](https://onenote.com/import-evernote-to-onenote)



# OneNote Organize Your Information

The screenshot shows the Microsoft OneNote application interface. The ribbon at the top includes 'Home', 'Insert', 'Draw', and 'View'. The 'Home' ribbon is active, showing font settings (Calibri, size 11) and bold, italic, underline, and text color options. Below the ribbon is a navigation bar with tabs for 'Contacts', 'Shop', 'Research', 'Travel', 'Money', 'Recipes', 'Store', 'Nutrition', 'Writing', 'House', 'Entertainment', 'General', 'Reading', 'Unfiled Notes', and 'Quick Notes'. The 'House' tab is selected.

The main content area displays a note titled 'Landscaping' dated 'Tuesday, July 28, 2015' at '1:05 PM'. The note contains a table with the following data:

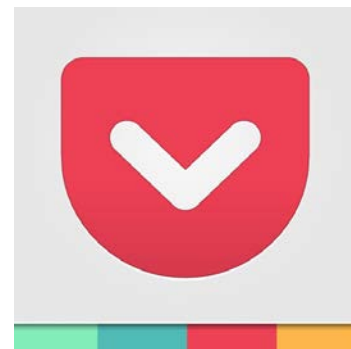
Flower	Season	Water Needs			
Coneflower	Summer	low			
Daisy	Summer	medium			
Crocus	Spring	high			

Below the table, the note text reads: 'Front yard: White clover for lawn thyme chamomile pea gravel'. To the right of this text is a smaller version of the table above. Below that, it says 'Backyard: Zoysia grass for lawn?'. The sidebar on the left contains several sections: 'Page', 'Landscaping' (with a sub-note 'Front yard: White clover for lawn thyme'), 'Contacts' (with a sub-note 'Carpet cleaning (Call John) Did Sarah's floors with great results Crawlspace, insulation, pests'), 'plants' (with a sub-note 'Consider bamboo for privacy Lilac bush...' and a small image of flowers), 'Maintenance' (with a sub-note 'Furnace - every 4-5 years (next maintenance: 2016) Furnace filter cleaning...'), 'Projects' (with a drawing of a house and the word 'Lawn!'), and 'Plants to buy'.

The Windows taskbar at the bottom shows the search bar, taskbar icons for various applications, and the system tray with the time '12:38 PM' and date '12/23/2015'.

# Pocket Organize Your Reading

- Works inside your web browser
  - App for smartphone and tablet
  - Save articles, websites and more with one click
  - Tag for easy reference
- [getpocket.com](https://getpocket.com)



# Pocket Organize Your Reading

The screenshot displays the Pocket app interface. At the top, there is a navigation bar with a grid icon, a document icon with a dropdown arrow, and a plus sign. The 'pocket' logo is centered, and a search bar on the right contains the text 'Search by title or URL'. Below the navigation bar, a grid of six article cards is shown. Each card features a title, a thumbnail image, and a source logo with the domain name.

- Card 1:** Title: "Record crowds flock to Dutch Masters in New York". Image: A man in a blue shirt looking at a framed painting. Source: blink.htcsense.com.
- Card 2:** Title: "Beyoncé To Perform At 2014 Grammy Awards, Readies Surprise 'Moment' For Show:". Image: Beyoncé performing on stage. Source: bbtimes.com.
- Card 3:** Title: "Spark shows how to build a Nest-like, open source thermostat". Image: A blurred image of a thermostat. Source: engadget.com.
- Card 4:** Title: "The Internet of Things isn't safe: thousands of smart gadgets hacked to send spam". Image: A blurred image. Source: engadget.com.
- Card 5:** Title: "For Pork-Lovers, the Good Stuff's in Back". Text: "Venture deep into Buon Italia and you'll be rewarded with killer slow-roasted pork: The meat counter at the back of this well-stocked Italian grocery in Chelsea Market turns out super porchetta, sliced to order and clad in crunchy brown skin that one Chowhound calls 'pork candy.'" Source: chow.com.
- Card 6:** Title: "Sundance: 'Laggies' Sam Rockwell Sets 'The Eel' To Reunite With 'Way Way Back'". Image: A film strip with the name 'Mike' visible. Source: deadline.com.

# LastPass Organize Your Passwords

Your personal password vault

- Store passwords across browsers, phones and tablets
- Increases security
- Free account

→ [lastpass.com](https://lastpass.com)

The LastPass logo features the word "Last" in black, "Pass" in red, and three red dots followed by a vertical red bar.

# LastPass Organize Your Passwords

The screenshot displays the LastPass web interface. At the top, there is a red header with the LastPass logo, a search bar labeled "Search your vault", and a user profile icon for "fan@lastpass.com". Below the header, the main content area is titled "Sites" and shows a grid of saved passwords. The grid is organized into folders: "Favorites (8)" and "Banking and Finance (3)".

**Sites**

Sort By: Folder (a-z)

**Favorites (8)**

- AirBnB** (fan@lastpass.com)
- Amazon** (fan@lastpass.com)
- Best Buy** (fan@lastpass.com)
- Dropbox** (fan@lastpass.com)
- Evernote** (fan@lastpass.com)
- Facebook** (fan@lastpass.com)
- Pocket** (fan@lastpass.com)
- Twitter** (fan@lastpass.com)

**Banking and Finance (3)** (Read Only · Shared Folder)

- Bank of America** (fan@lastpass.com)
- Fidelity** (fan@lastpass.com)
- Mint** (fan@lastpass.com)

A red circular button with a white plus sign is located in the bottom right corner of the interface.

# XMarks Organize Your Bookmarks

Synchronize your bookmarks across devices

- Supports all browsers
- Mobile app
- Offers categories for further organizing
- TIP: In Chrome, turn off built-in bookmark sync

→ [xmarks.com](https://xmarks.com)



# Eat that Frog: Technology is a Terrible Master

*"I realized that, just because somebody sends me an e-mail [or meeting invitation], it does not mean that they own a piece of my life."*





# Email Stopping before it Starts

- Create an email account (without notifications) just for user accounts, promotions, etc.
- Find the “unsubscribe” link at the bottom of e-newsletters.
- Overwhelmed? Consider [unroll.me](https://unroll.me) for personal accounts.



# unroll.me Stopping before it Starts

Scan inbox for non-essential subscriptions

- Unsubscribe with one click
- Roll desired emails into digest
- Basic account is free

→ [unroll.me](https://unroll.me)



# Email Inbox Zero

Does your email look something like this?



# Email Inbox Zero

Get to an empty inbox with 3 folders:

1. Archive
2. Action Required
3. Awaiting Response



# Email Inbox Zero

If an email arrives requiring...

**No action**

→ read and archive

**< 3 minutes of action**

→ read, complete and archive

**> 3 minutes of action**

→ file to “action required” and handle it later



# Email Inbox Zero

If you send an email **requiring something** of **someone else...**

file as **awaiting response**



# Email Inbox Zero

Dedicate time to **processing** your email:

1. Address “action required” email
2. Nag recipients of “awaiting response” email
3. Archive resolved messages



# Email Inbox Zero

Why this works:

- Email apps are easily searchable
- Your email tool is compatible





# Email Inbox Zero

The screenshot displays a Gmail interface for a user named Tyler. At the top left is the logo for Case Western Reserve University. A search bar is present with a magnifying glass icon. To the right of the search bar are icons for adding contacts (+Tyler), a grid view, a notification bell, and a 'Share' button with a profile picture. Below the search bar is a 'Mail' dropdown menu and several utility buttons: a square icon, a refresh icon, a 'More' dropdown, a list view icon, a keyboard icon, and a settings gear icon. A red 'COMPOSE' button is located on the left side of the main content area. The main content area is currently empty, displaying the text 'No new mail!'. On the left sidebar, the 'Inbox' folder is selected, with other folders listed below it: Starred, Sent Mail, Drafts, All Mail, @ Action Required (with a red square icon), and @ Awaiting Respo... (with a blue square icon). At the bottom of the page, there is a storage status indicator: '8.37 GB (20%) of 40 GB used' with a 'Manage' link. In the center, there is a copyright notice: '©2013 Google - Terms of Service - Privacy Policy - Program Policies' and the text 'Powered by Google'. On the right, it says 'Last account activity: 2 minutes ago' with a 'Details' link.

CASE WESTERN RESERVE UNIVERSITY

+Tyler

Share

Mail

COMPOSE

Inbox

Starred

Sent Mail

Drafts

All Mail

@ Action Required

@ Awaiting Respo...

No new mail!

8.37 GB (20%) of 40 GB used  
[Manage](#)

©2013 Google - [Terms of Service](#) - [Privacy Policy](#) - [Program Policies](#)

Powered by Google

Last account activity: 2 minutes ago  
[Details](#)

# Meetings Efficient Scheduling and Execution

- Do not automatically accept meeting invites
- Ask for the agenda and determine if you add value to the discussion
- Ask for a call-in line to eliminate commute time
- “Block off” time on your calendar for getting work done



# Eat that Frog: Technology is a Wonderful Servant

*“You must discipline yourself to treat technology as a servant, not as a master. The purpose of technology is to make your life smoother and easier, not to create complexity, confusion, and stress.”*



# Email Become an Expert

- Find training for the email program you use
- Explore “quick steps” or “macros” to bundle tasks together (ex., send and archive)
- Explore “fitters” or “rules” to process incoming messages



# Meetings Efficient Scheduling and Execution

- Avoid back-and-forth scheduling over email
- Change default duration to 30-minutes
- Use videoconferencing when possible
- Send notes and action items within 24 hours (one click with OneNote)



# Doodle Simplify Scheduling

- Website for gathering meeting availability
  - Set times and poll invite list
  - Choose best meeting time democratically
- [doodle.com](https://doodle.com)

The Doodle logo is displayed in a bold, blue, sans-serif font. The word "Doodle" is written in all lowercase letters, with a distinctive rounded, friendly appearance. The 'D' is particularly large and rounded, and the 'e' has a small tail that curves upwards.

# Doodle Simplify Scheduling

Most popular date: several | [Close poll](#) ▼

		SEPTEMBER 2012					
		Tue 4			Wed 5		
		2:15 PM - 2:30 PM	2:30 PM - 2:45 PM	2:45 PM - 3:00 PM	12:30 PM - 12:45 PM	12:45 PM - 1:00 PM	1:00 PM - 1:15 PM
5 participants	Andy				✓		
	Bonnie	✓					
	Charles			✓			
	David						
	Ethan		✓				
	Your name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
		1 (of 1)	1 (of 1)	1 (of 1)	1 (of 1)	0 (of 1)	0 (of 1)

# Reduce Distractions Limit Alerts and Notifications

- Dig deep into smartphone alert settings
- Use rules to trigger alerts for important messages
- Close non-essential programs
- Un-plug from the Internet when possible





# Part 2: Your Digital Brand.

Tyler Hoffman // Digital Solutions Consultant

# Eat that Frog: Technology is a Wonderful Servant

*“Stop being enslaved by social media, and make it work for you instead.”*



# Social Media Before You Begin

1. Google yourself
2. Create a Google News Alert → [google.com/alerts](https://www.google.com/alerts)
3. Brainstorm goals
  - Networking and Conversation
  - Influence
  - Current Trends / Education
4. Spend time observing



# Facebook Private vs. Public

**Personal Page:** use privacy settings wisely

→ [Basic Privacy Settings](#)

- Use two-factor authentication
- Consider removing Facebook from your phone
  - Limits distractions
  - Improves smartphone battery life



# Facebook Private vs. Public

## **Personal Page:** what to post?

- If you wouldn't say it in public, don't post it.
- Consider posting about your goals and seek the social support to conquer them.



# Facebook Private vs. Public

**Public Page:** use to establish a digital brand and “get the word out”

- Promote an individual, a cause or an organization
- Create public posts and events
- [How do I create a Page?](#)



# LinkedIn Networking and Content Distribution

- 225 million profiles
  - Average income: \$83k per year
  - Top industries on LinkedIn:
    - Information technology and services
    - Financial services
    - Higher education
- ....Huge opportunity for healthcare professionals!



# LinkedIn Networking and Content Distribution

- Profile serves as online C.V. Keep it updated.
- Join association/professional groups
- Consider publishing to LinkedIn
  - Share your expertise and draw more attention to your papers, talks, etc. in designated "channels" ([example article](#))
  - Upload slide decks (try [slideshare.com](#))





# Twitter Watch or Join the Conversation

- Decide on public or private account
- Monitor trends (locally and nationally)
- Share content that you find interesting / supports your brand
- Follow established influencers
- Favorite tweets to curate a reading list



# Hootsuite Make Social Media Work for You

- Website and app for smartphone and tablets
  - Schedule social media posts in advance
  - See all social accounts at once
- [hootsuite.com](https://hootsuite.com)



# Hootsuite Make Social Media Work for You

The screenshot displays the Hootsuite interface with a multi-column view of social media streams. At the top, there is a 'Compose message...' field and a search bar. Below this, several browser tabs are open, including '@UO\_ELAN (Twitter)', 'MetaphorADay (Twitter)', 'evethorne (Twitter)', 'Emerging Leaders in the Arts Network (ELAN) (Facebook Pages)', 'ELAN News', and 'More...'. The main content area is divided into four columns, each representing a different social media stream:

- Column 1 (@UO\_ELAN/elan-networks):** Contains posts from EmergingArtsPDX (9:40am via HootSuite), ArtsActionFund (7:18am via Web), NJEmergingArts (5:18am via Facebook), NJEmergingArts (5:18am via Facebook), eallaorg (Feb 26, 6:15pm via Twitter for iPhone), and EmergingArtsPDX (Feb 26, 6:07pm via Twitter for iPhone).
- Column 2 (@UO\_ELAN/eugene-news):** Contains posts from JSchnitzMOA (12:46pm via Web), Oregonian (12:45pm via TweetDeck), Oregonian (12:40pm via TweetDeck), Science\_Factory (12:39pm via Web), Oregonian (12:32pm via billy), and EugeneOpera (12:19pm via Twitter for iPhone).
- Column 3 (@UO\_ELAN/arts-orgs):** Contains posts from newmuseum (12:40pm via HootSuite), GOOD (12:35pm via GOOD), artinstitutechi (12:34pm via HootSuite), Artforum (12:34pm via forumbot), CDSduke (12:31pm via Buffer), and artnet (12:25pm via billy).
- Column 4 (@UO\_ELAN/arts-admin):** Contains posts from MuseumPlanning (12:43pm via Buffer), medialab (12:25pm via HootSuite), NCRP (12:23pm via SMX:Thrive), NCRP (12:22pm via SMX:Thrive), YouthUpRising (12:15pm via Tumblr), kickstarter (12:09pm via Web), and PropellLeaders (12:07pm via Web).

The bottom of the screen shows a Windows taskbar with icons for Internet Explorer, Google Chrome, Firefox, and other applications, along with system tray icons and the date/time (12:50 PM 2/27/2013).

# Staying in Touch.

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