

**Four Dimensional Productivity**   
**Episode #220**

**Sean:** We have a good show for you today.

**Ray:** Yes, there are two lessons I learned from my extensive training as a pilot, 9 hours of training, and right before I soloed I quit. The two were unrelated but I had to move across country for a job and then I never resumed my training.

**Sean:** What did you learn when you were in pilot training?

**Ray:** I learned two lessons that oddly are applicable to life. It occurred to me this morning as I was getting ready for the show.

Then there’s the new word I made up, which I’ll share with you. It’ll change your life and I’ll tell you what it is, simplexity.

**Sean:** It almost sounds Star Trekky, the simplexitor.

**Ray:** No, not the simplexitor.

**Sean:** Reroute power through the secondary simplexitor.

**Ray:** That just might work, only if we change the phase coils for the…

**Sean:** Warp field inducer.

**Ray:** And the plasma conduit. Enough.

How you can achieve a state of maximum productivity and energy by using 4D productivity, polyphonic sound.

**Sean:** The audience is now deaf.

**Spiritual Foundations**

**Ray:** Are you ready for the gigantic insights I had in my extensive training as a pilot?

**Sean:** I am.

**Ray:** Here’s what happened. I received an email from our friend, Bryan Holmes, well, actually his blog not directly from him. I thought about Bryan, who is a pilot, and just shared a video of this not long ago of him flying a super expensive corporate jet. I’ve been thinking about flying and the lessons I took and it occurred to me that pilots, as they are navigating through the skies, two of the things they think about to avoid crashing and burning are:

* 1. Attitude
  2. Altitude

Most people don’t know, but attitude is part of what you’re monitoring all the time as a pilot. In fact, if you’ve seen the little gyroscopic ball on the dashboard of the airplane, most people call that the artificial horizon. It’s really the attitude indicator. It shows you how you’re oriented in relation to the earth below you. So, part one, you have to be careful of your attitude, because if your nose is pointed straight down that could have very bad consequences.

For altitude, you’re taught early in your pilot training that most accidents happen during take-off and landing, when you’re at low altitude. In fact, what I was taught was altitude is life. The more altitude you have the more life you have, because the more chances you have to recover from a stupid mistake. Makes sense right? If you flip the plane over, I’d rather do that at 30k feet then at 1000 feet. At 1000 feet you don’t have much time to do anything other than say whatever words come to mind first.

**Sean:** To unflip the plane. Oh Lord might not be the first words that come to mind.

**Ray:** No. Based on the black box recordings, the most common words spoken right before impact are oh sh (sugar).

**Sean:** Really!?

**Ray:** Actually no, but yes.

**Sean:** That’s a true thing?

**Ray:** Yes. You can Google it. If it’s on Google it’s true. So attitude and altitude. If you control your attitude and your altitude, you can have a successful flight and I think there is a metaphor for life here that doesn’t’ take too long to figure out. You have to stay elevated in order to keep a good attitude. In our life our attitude is revealed by what we say, how we speak about things.

Charles Swindoll, a pastor you may be aware of, wrote a book called ‘Strengthening Your Grip’. He wrote, ‘*I believe the single most important decision I can make on a day-to-day basis is my attitude choice. It’s more important than my past. It’s more important than my education, my bank roll, my success or my failures. My attitude choice is more important than my fame, pain or what others think or say about me, or my position or my circumstances. Attitudes keep me going or cripple my progress. Attitude alone fuels my fire or assaults my hope.’*

So to me the most important thing to take from that passage is that your attitude trumps your circumstances and whatever may come your way. We are not the product of our circumstances, I believe, we are the product of the choice we make about our attitude. There are three reasons why I believe this is true.

1. First, the attitude reveals the true person.

Those things which proceed out of the mouth come from the heart is what Jesus said. Your attitude indicator in life, since you don’t have that little gyroscopic ball to look at when you’re going through life.

**Sean:** You don’t?

**Ray**: You do? Kind of a heads up display sort of thing?

**Sean:** It’s pretty handy.

**Ray:** I did not get the upgrade. So the old fashioned attitude indicator is the words that come out of your mouth and the things that proceed out of the mouth come from the heart is from Matthew 15:18 and many people know that Scripture, but I looked it up and realized that even I have quoted that a thousand times and left off the actual end of the sentence.

**Sean:** Right.

**Ray:** And they defile a man. So the complete sentence is, but those things which proceed out of the mouth come from the heart and they defile a man. So, that means that even though you may look all nice and shiny on the outside, the things that you say reveal what’s inside of you and they actually, I believe, shape what is inside of you.

If you speak the words enough times and they’re defiling words. In other words, they dampen or darken your spirit or psychology then they’re going to have an effect on you.

1. The attitude of a person predicts the future.

Just as it does in an airplane your attitude predicts your future. If you’re pointed down it’s pretty easy to see what your future is going to be in the airplane, you’ll be on the ground, hopefully, wheels down unbuckling your seatbelt, happy about the flight you just had but not necessarily.

In Proverbs 23:7 it says, ‘For as a person thinks in his heart, so is he.’ The attitudes of our mind which are revealed by our mouth, determine our future.

1. Our attitude controls our altitude.

This is a little different than it is in an airplane. Altitude is life and so our attitude determines whether we’re going to be elevated in our thinking and approach to life or whether we’re going to be descended, whether we’re ascending or descending, whether we’re going up or down. So a good attitude gives you more altitude where you can live at an elevated level of life.

How do you do this? It’s purely determined by what you think about. In Philippians 4:8 it says, ‘Whatever things are true, whatever things are noble, whatever things are just, whatever things are pure, whatever things are lovely, whatever things are of good report, if there is any virtue and if there is anything praise-worthy, meditate on these things.’

For those of you who think you don’t know how to meditate, you absolutely do, especially if you’re someone who has a lot of anxiety, you are a great meditator. What you’re meditating on is everything that could possibly go wrong. That is your meditation. If you’re a big fan of the evening news, when you come home every night or the way you start your day is listening to the news, you’re meditating on all the bad things that happened in the last 12 hours, because that’s what the news is.

Because, as they say in the media, if it bleeds it leads. So, what you should do is what’s recommended in Philippians 4:8, think on the things that are noble, just, pure, lovely, good report, virtue, praise-worthy, meditate on those things. Maybe skip the news.

To control the journey that you live in life, control your attitude and altitude.

**Tip of the Week**

**Ray:** Are you ready to talk about the word I made up?

**Sean:** I am.

**Ray:** I know you’ve been making fun of the things I typed. Hey, I’m not the world’s greatest typist.

**Sean:** I do the same thig.

**Ray:** Here’s the word I made up and it wasn’t the result of a typo, I first thought of this some time ago, it’s **simplexity** and I thought it was a great word but I could never figure out what it mean, until now. Now I know what it is. I’ve been somewhat bogged down in how complex it is to simplify my life.

I’ve been working on something that I would describe as spending three hours to save five minutes.

**Sean:** That’s good ROI right there.

**Ray:** Actually, it is and I’m going to describe why it’s true. As you know we just brought on a couple people to help us out with some things in our company, the production of this podcast being one. Up until recently I was doing all the production on the podcast and it’s because I had a certain way I wanted to do it, it reminded me of radio and I thought I can do this perfectly well and nobody else can do it better.

Of course, that isn’t true because someone who specializes in audio production can do it better, so we have someone on board doing that but it’s taking me extra time because I had to break down what the segments of the show are, name the segments, split up the audio files that get sent off to the producer, to send the audio pieces of music that I have scattered around my hard drive, all pulled together by one little piece of software called Sound Byte, which is so antiquated. It looks like something from Windows 98’.

Anyway, I still don’t have it perfect and it’s taken me a lot of time to get to the point where I’m saving a few minutes of my time with each episode. But, here is the point of this exercise. If I can take a few hours right now to save five or ten minutes every time we do an episode, over time that five or ten minutes begins to add up. I mean, after 10 episodes it’s 100 minutes and it’s not just this it also has to do with the way our blog posts are put up.

Like, I realize that maybe the best use of my time is not to format every blog post and find the pictures that go with the post, edit them and make them the right size for social media. There are others who would be happy to do that and would be happy to be paid to do that and I could work on things that are higher ROI for me. But, it’s taken me hours to put together a system/workflow so that all the members of the team know what they’re supposed to be doing when they’re supposed to be doing it.

That’s why I say I’ve been spending three hours to save five minutes, but over time that will pay me back. This is a complex exercise, so I think the definition of the word simplexity is… ‘the state of allowing complexity to continue, because that seems simpler than the effort required to simplify.’ If you think about it, it’s easy for us, as entrepreneurs, to get stuck there because our schedules are so jammed packed we feel like we can’t take two hours to show you how to do this when we can do it ourselves in 15 minutes.

**Sean:** Right.

**Ray:** But if you don’t stop and make that investment you’ll never get that two hours back. So don’t fall victim to simplexity, and I’m trying to spread this around, so please put this on your blog somewhere and attribute it to me so people will know that I invented it.

**Sean:** It’s good.

**Feature Presentation**

**Sean:** It sounds like you’ve mastered time travel.

**Ray:** Why do you say that?

**Sean:** Great Scott, 1.12 gigawatts…

**Ray:** Flux Capacitor.

**Sean:** Because of four-dimensional productivity.

**Ray:** Four dimensional productivity, catchy name. Here’s how it came about. I was getting ready for a trip recently and became totally overwhelmed with my to-do list and you know, Sean, this never happens to me.

**Sean:** No!

**Ray:** I never get overwhelmed by my to-do list that I created. There’s irony in that. One task that was on that list I had been dreading for weeks. I had put it off and didn’t want to do it, because I knew it would take all day to do it. I had built it up in my mind until finally the pressure got to such a point that I felt like I had to get this done or I would have no peace. It took me about an hour.

That uncorked some energy and I started banging through my to-do list and before I knew it I had done everything on the list. I realized then that this dread and weight of all the things I had to do that were really slowing down my productivity, because I just avoided doing these very important things because they felt like they were going to take so long, it was all in my head.

Here’s why? It relates back to the whole simplexity thing. I think we get so busy that we don’t even take the time to think through what will be required to complete a task. It’s like we know we have to invest some time doing the things on our list but we don’t even take the time to figure out how much time I have to invest. The point being, yes it will take some time to get caught up, but probably not as much time as you think.

So I realized there are really only four steps to getting this all cleared up. If you’re in the state of overwhelm, in the state of backlog, if you feel like you’re behind and you can’t get ahead so you’re treading water to keep up with what has to be done right now and paying attention to the fast and furious things that are right in front of you, these steps will help you get out of this scenario. This is what I call the four D’s of productivity. I believe anyone can achieve your maximum amount of productivity, as well as release energy and peace into your life by using this approach.

For any project, task, decision or, I’m going out of town and have a bunch of stuff to do in a hurry list… here they are. As Seth Godin said recently on Tim Ferriss’ podcast, ‘actually that’s not true, I was born helpless, naked, crying and unable to control my bodily functions, but I eventually figured it out.’

**Sean:** Speak for yourself.

**Ray:**

1. Delete

This is the biggest challenge for me. When you’re looking at the list of things you have to do, that you have to be responsible for or that you’ve committed to, the biggest defense mechanism you have is to delete it, to say no to it, throw it out, trash it, to unwind that commitment, call the person you committed to and say hey, I’ve overcommitted myself I’d like to have your permission to bow out of this. It’s hard because we don’t want to let people down or disappoint them, but if you tell them that flat out honestly, usually people are agreeable to doing that.

The better policy is to say no to begin with. Now here’s an example of that. I had a person near and dear to my heart, someone who works with our friend, Andy Mason at Bethel and Reading, who sent me an email wanting to know if she and another person could come shadow me for a few days. I would love to do that and I love these people, but I realized that I have so many commitments already that I couldn’t, in good conscience, say yes to their request.

So the question then becomes, how do you say no gracefully, to something you really want to say yes to? My answer is, I have just decided that it’s better for me to say no ahead of time than it is for me to say yes and then later have to back out of it and disappoint the person who made the request.

I sent her a message and stated that I love the fact she wanted to do this, it’s a gift to me that you would think this is worth doing, but I’m in a season in my life where I have to say no to requests like this. I got back the most gracious email from her a few minutes later telling me she totally understood and thanked me for my response and in the manner which I wrote it. So people will respect when you have a good reason which can be, I’m simply too busy these days so I’m not able to commit to this and give enough attention to it to do it well.

1. Delegate

This is another area that I’m strengthening. I’m monitoring my attitude indicator right now.

**Sean:** Exciting growth opportunity.

**Ray:** Yes! Entrepreneurs tend to think there’s nobody who can do it better than they can so they better do it. Or, I don’t have time to teach you or have time to let someone else learn how to do it and I think we need to realize that nobody will ever be able to do it better than you can if you never give them the chance. So I’ve been learning to let go of tasks and delegate them to others on my team, and I’m still learning this.

One of the hang ups I had about this was, coming from a blue collar work ethic social economic background, where you get rewarded by how hard you work, I haven’t realized until just the last few years how deeply embedded that programming is in my mind. Because, to be an entrepreneur and really maximize the growth potential of your company, you have to be willing to be the person who just thinks up work for others to do. That’s how you create a company.

Otherwise, you’re financial growth, your wealth-building potential is all limited to how much you can produce yourself. That may sound unfair and it does to a lot of people in the middleclass, the socio-economic, I get paid for how hard I work mentality because we feel like that person isn’t working very hard, in my opinion, yet they’re getting paid 100 times more than I am.

However, if you’re the entrepreneur you’re the person who took the risk, who had the idea, who took the financial risk, the psychological risk of forming the company, putting your neck and capital on the line and saying, this is what we’re going to do and I’m hiring you to do this. You’re also limiting yourself if you don’t allow others to contribute to that.

Think about this, there are plenty of people who are not entrepreneurial in their thinking. They’re not comfortable with. They don’t want to. Their gifting is not lying along the path of thinking up stuff for others to do, they’re gifting what they are satisfied with, what they were feel they were born to do, what makes them happy is to be given a clear set of tasks to accomplish and being paid well to do them.

Therefore, if you don’t allow them to do that, if you deprive people of the opportunity to work for you then you’re depriving people of income and you’re really depriving the world of a part of your gifting. So delegation is important and key.

1. Defer

Put it off till later and here’s why this is a problem for me. This usually takes the form of procrastination, so what I’m talking about is intentional deferment. I have a new policy with myself and that is, I don’t defer anything unless I put it on the calendar. If I say I will do this later that’s not complete.

It’s only complete when I say I will do this on Thursday at 3:00 p.m. or whenever it’s scheduled for. Like, I have a couple things I have to work on this week in terms of content creation and I realize that having them on a to-do list and saying I’ll do these later this week isn’t deferring them that’s simply procrastinating. Making an appointment to sit down and actually create that content is deferring.

1. Do it

So interestingly, for most of us this is the first thing we go for. We say I’ll just do this and add it to my list, and we do add it to the list but it never gets done. Have you ever rewritten a to-do list from one day to the next? I see hands going up all across podcast-landia. This should be your last option, only after you’ve asked yourself, can I delete this? Can I delegate this? Is there someone better qualified to do it? Can I defer it to another time? Do I actually need to do it? If you decide you need to do it, then the next question should be when do I need to do it? Do I need to do it now?

David Allen has his famous two minute rule which his, if you recognize the task you need to do and you can do it within two minutes and finish it than do it. Get it off the list. If it takes longer than two minutes you need to decide whether you need to defer it or delegate it.

Those are the four D’s and I believe if you will take this four dimensional approach to your projects, tasks, to-do lists, plans, etc. is to swipe through that entire list using the four D approach. It’s like that list is a spider, if you don’t get rid of it, if those items aren’t taken care of by the four D approach, they continuously breed other little spiders and weave webs all through your life.

**Sean:** And they’re scary.

**Ray:** They’re scary and creepy, so kill the spiders.

**Sean:** Be a good human and kill the spiders.

**Ray:** Yes, for humanities sake.

**Sean:** We’re all counting on you.

**Sean:** There you have it. So anyone can achieve maximum productivity, peace and energy by using the four D’s.

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**Ray:** This is something that I read from Epictetus earlier this week. Doesn’t that make me sound smart?

**Sean:** Yes.

**Ray:** All the things we’ve talked about today are things you have to decide you’re going to do and become and then make the change. Epictetus wrote, a long time ago before Zig Ziegler, Tony Robbins and others… “*First, say to yourself what you would be, then do what you have to do.”*

Until next time, I pray that God will continue to bless you and that He will do more for you than you could ask or imagine. Peace to your house.

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