



Do you often procrastinate?

Creating urgency is an effective way to push individuals and teams to deliver results. Without a sense of urgency, your teammates won't push themselves to work hard, and they may procrastinate and struggle to get tasks and projects done on time. In our research and testing of nearly 800 executives for Martin Lanik's bestselling book *THE LEADER HABIT*, we discovered the behaviors that effective leaders practice when they create urgency. To turn these behaviors into habits requires deliberate practice —on average, 66 days.

Creating Urgency

means setting bold and ambitious goals and building pressure on the team to accomplish them

5-MINUTE LEADER HABIT EXERCISES

1. Set bold goals: After starting your computer in the morning, write down one goal for the day by noting, "Today I will achieve . . ." Then rewrite the goal to make it a bit more ambitious.

2. Stress the importance of results: After discussing an important task and its timeline, ask if it could be done sooner by saying, "This is crucial to our success. Could you get it done sooner?"

3. Use high-intensity words: After discussing an important task or project, emphasize its urgency with high-intensity words; for example, by saying, "Getting this done is absolutely critical!"



YOUR LEADER HABIT EXERCISE

Cue (After an event or task finishes...)	Behavior (... you do the micro-behavior)

PRACTICE YOUR LEADER HABIT EXERCISE ONCE A DAY FOR 66 DAYS AND MARK THE DAYS YOU PRACTICED.

				X		1	2	3	4	5	6
7	8	9	10	11	12	13	14	15	16	17	18
19	20	21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40	41	42
43	44	45	46	47	48	49	50	51	52	53	54
55	56	57	58	59	60	61	62	63	64	65	66

