

WINTER 2019
ISSUE 2

DIGITAL DOG DIGEST



PRESERVING POWER & ENERGY

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PRESERVING YOUR POWER

for Improved Performance



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Pozen knows a thing or two about putting in powerful performances. Here are a few notes on his approach.

DELEGATE. STRATEGICALLY.

Many of us spend too much time on tasks that should be delegated to someone else. If you have assistants, interns, or support staff, use them. If you don't have such people, consider the advantages of getting or developing them. The objective is for you to focus on things that require your skill and experience and let others do the stuff that other people can do.

FOCUS ON RESULTS, NOT HOURS.

Many professionals put a huge amount of time into their jobs. It might be necessary occasionally, but it shouldn't be standard practice. Hours at work rarely equals results at work. Reality is more complex than that. Focus on being productive rather than logging long hours. (And how productive are you really able to be in the last hour of your 12-hour day?)

THINK BEFORE YOU READ OR WRITE.

You will read more quickly and write more effectively if you think first about your objectives. For example, there are entertaining and quirky stories in *The Wall Street Journal*, but you probably turn to the *Journal* for insights into business. Don't get distracted and you can accomplish your objective in far less time than you think. When it comes to writing, the key thing is to first figure out what exactly it is you need to communicate. When you're clear on that, the actual writing will be easier. (Starting by composing a quick outline always helps.)

ALWAYS HAVE A PLAN, AND ALWAYS BE READY TO CHANGE IT.

Prepare each evening for the next day. Review every item on your schedule and note what it is you want to accomplish with that meeting, event or task. Revise your schedule and objectives as the day unfolds. If an

event is canceled or added, reset your priorities immediately.

SIMPLIFY AND STANDARDIZE.

Try to keep the everyday aspects of life as simple as possible. Standardize grooming, dining, and exercise routines. Simplify your wardrobe. You save time and energy everywhere that decisions are pre-made.

PREPARE TO KEEP IT SHORT.

Ensure efficiency in meetings by preparing well: The presenter should circulate materials in advance to all participants. These materials should include a one-page summary. Everyone should read at least that summary before the meeting begins.

When the meeting begins, let the presenter take five or 10 minutes to set the stage and tee up the key questions. Leave the rest of the time for discussing issues and formulating an action plan. 🐾



POWER SNACKING

It's dark. It's cold. You need a nap. What to do? Power through with some strategic snacking.

These healthy foods have earned a reputation for being able to rev up those who are feeling run down:

Almonds

Pistachios

Popcorn

Peanut butter

Apples

Bananas

Hummus

Greek yogurt

Edamame

Dark chocolate



40th Anniversary



**DIGI'S
CANINE
CORNER**

DIGITAL DOG DIRECT TURNS 40!

That's right. Digital Dog Direct turned 40 this year. We were founded in 1978 as SHM Mailers. Ken Maisel, our president, purchased SHM in 2007 and rebranded us as Digital Dog Direct in 2011.

Today, all of us at **DDD** are proud to be a premiere multichannel marketing partner for organizations that range from New Jersey-based businesses to Fortune 500 multinationals. In every case, our clients and partners count on us to provide smart, efficient solutions that help them move their businesses forward. 🐾

BEWARE THE ENERGY VAMPIRES!

We all know we can save energy — and money — by insulating our water heaters and installing smart thermostats. But have you heard of the energy vampires? These are the devices that suck up power even when they're supposedly "off". Why? How? Because they're never really "off." They're running digital clocks, or idling in "standby mode." They never quit, unless you unplug them.

According to the U.S. Department of Energy, vampire appliances and electronics account for 10% of energy used in the average home.

Here are the worst offenders:

- Computers and related equipment like modems, routers, and printers (Note that laptop computers use more energy than desktops!)
- Instant-on TVs, including LED, LCD and rear-projection models. (The larger the screen, the higher the energy use.)
- Surround sound systems
- Cable and satellite TV boxes
- All appliances with clocks

Wherever you can, pull the plug on these devices if they aren't in use. Or, connect them to a plug strip that can easily be turned off. 🐾



DIGITAL DOG DIRECT NEWS

Decked out for Halloween!

Getting dressed up for Halloween has become a **DDD** tradition. There's even a contest and a spooky trophy for the winner. 

Care to share your thoughts about Digital Dog Digest? We'll be happy to hear from you. Send your feedback to info@digitaldogdirect.com.



Annual Holiday Party

We went all out with decorations this year. A major team effort turned our building into a holiday winter wonderland.

It was a fun-filled event! We held ornament and ugly sweater contests, and had friendly competitions in Darts, Cornhole, Washers, Giant Jenga, and Basketball toss. 

