

Bob Kustka

Factoring Human Capital Into Your Business Plan

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You can end your problem with procrastination -- yes, today

If you are a procrastinator, this week is the perfect time to think about the role that putting things off plays in your life.

Because National Procrastination Week was last week.

If you want to reform your unpunctual ways, you might take some advice from procrastination expert Bob Kustka.

Kustka, a human-resources consultant and CEO of The Fusion Factor in Massachusetts, has trademarked a technique to get procrastinators back on track.

First, he says, people need to understand why they procrastinate.

Some put work off because they dislike the task at hand. Others are simply overwhelmed by their workload, and don't know where to begin.

Here are a few tips from Kustka to nip the habit of procrastination in the bud:

Decide. When faced with a daily to-do list, prioritize each task.

Designate. When a task cannot be completed quickly, set a time for it later in the day or the week, and then write it in a calendar to ensure accountability.

Delegate. See who else in the office is carrying a lighter load, and use teamwork to help everyone get through the day more productively.

If, despite your best efforts, you find that you continue to abide by a fourth "D" -- delay -- you may want to turn for advice to Eric Abrahamson.

Abrahamson, a professor of management at Columbia University's School of Business, argues in his book *A Perfect Mess* -- written with journalist David H. Freedman -- that a little bit of messiness and procrastination can be as effective and efficient as neatness and punctuality.

In *A Perfect Mess*, Abrahamson profiles a noted academic who says that procrastination, for him, is an effective motivator. For example, in order to avoid tackling one particular project -- which he put off for years -- he stayed busy completing myriad other papers and books.

You can read more about Abrahamson's book at aperfectmess.com.