

MARGINAL GAINS

PRODUCTIVITY BOOST

 DeploySoft

SITUATION



What are Marginal Gains and how can we use them to be more productive, more successful, and even happier in our lives?

Sir Dave Brailsford, former performance director of British Cycling, revolutionized the sport with his theory of Marginal Gains. He thought that if you broke down every detail that goes into riding a bike, and improved each of them by just 1%, the individual results would synergize and create a tremendous increase in performance.

But Marginal Gains are not limited to sports.

The methodology can be applied to our personal and professional lives as well. The challenge is to make a list of the relevant details that go into whatever you are trying to achieve and establish metrics to those details so that you can keep tabs on your progress for every single detail. No need to be greedy. Just a 1% increase for each detail.

Here is an example of such a list. Let's think about a sales

professional who needs to increase her numbers. Some of the details that usually go into selling are body language, voice modulation, great opening, asking good questions, handling objections, meaningful propositions, well-structured closing, etc. Ideally, some of those details should be broken down into further details. The more the merrier.

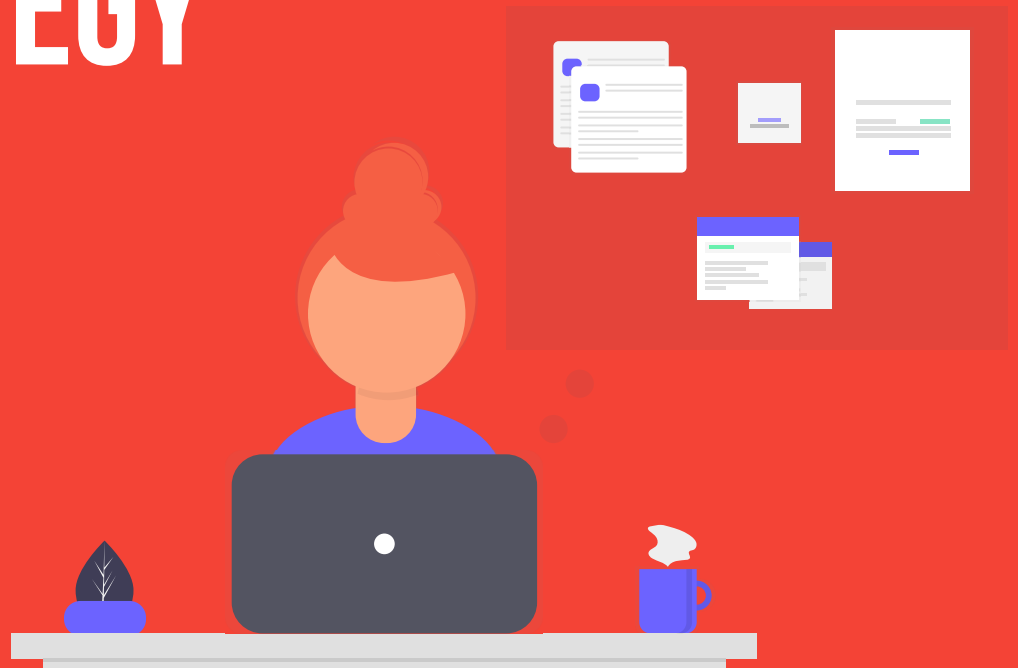
Now that we have a list. Let's add some metrics to it. Let's start with body language. How can our seller assess her body language during a sales call? She can't. In this case, she can role-play at home in front of a camera and watch her performance to make an assessment. She could use a scale from 1 to 100, for example. If she thinks her body language is good, she could give herself a score between 70 and 80. Let's assume she gave herself a 70.

What would she need to do to reach 71? That is something for her to find out. But it should not be that difficult.

If she had a coach, this process would be more effective since the coach would be able to give her professional guidance and unbiased feedback. But with a bit of effort, she could do it on her own as well.

The same approach can also be used in personal goals. For example, weight loss.

STRATEGY



Now that we have an idea of what Marginal Gains are, it is time to consider how to implement them in different situations. To do that, we will use a coaching model called COOL. I designed it specifically to make use of Marginal Gains. The model is divided into four parts.

Part 1: Current Situation. This is where I usually talk with my coachees to uncover the reasons that brought them to me. If you don't have a coach, you can also use the model on your own. To that end, try to find a quiet room

and write down what is going on in your life.

Part 2: Objectives. Once the Current Situation is clear, it is time to address your Objectives. Think of it this way: Current Situation is where you are now. Objectives are where you want to be. If you are doing this on your own, find again a quiet room and write down your Objectives.

Part 3: Options. Once you know where you are (Current Situation) and have decided where you want to be

(Objectives), it is time to make a list of your Options. Those are the alternatives you have to achieve your Objectives.

Part 4: Lasting Effects. This is where the Marginal Gains come in. By now you have a list of Options. It is time to break down the details that go into every Option. Once you have the details, assign metrics to every single one. What is that? Just a number between 1 and 100.

If you give yourself a 50 in certain detail, your job is to make small changes until you recognize that you made it to 51. You should review this list daily to make adjustments as you move forward.

You will be amazed at the results if you follow through.



JOURNEY



Once you write down your Strategy, it is time to begin your journey. Sometimes the journey is long and full of challenges. Watch out for procrastination.

Now think about your day. You wake up in the morning and, like most people, you follow your daily routine. But now you have a new Strategy. Your mind is not going to like it, believe me. The mind considers changes as potential threats and will trick you into not following through.

Back in the '80s, a methodology

called Scrum revolutionized the way software engineers could become more productive. The methodology is now applied in business and personal development.

We are going to use a key part of Scrum called the Daily Scrum. Just three questions that you have to answer every morning.

Question 1: What did you do yesterday? No, you don't have to answer when you took a shower or what you had for lunch. Just write down what you did to

improve the details you wrote down in Strategy Part 4: Lasting Effects.

Question 2: What will you do today? Write down what you will do to improve those details. No need to work on all of them. But be sure to write down those you can tackle because tomorrow you will have to answer Question 1.

Question 3: Are there any impediments in your way?

Ask those three questions every day right after waking up. Yes, you can have a coffee first.

1. What did you do yesterday?
2. What will you do today?
3. Are there any impediments in your way?

NEXT STEPS



If you found value in this microlearning ebook, imagine the value we can bring to you through coaching sessions.

[Click here to book](#) a Free Consultation.

Whatever your challenges are, coaching sessions can help you succeed.

We are a group of world-class coaches, psychologists, and psychotherapists with clients all over the world.

I would be delighted to have an opportunity to talk with you.

Sergio Lobo

sergio.lopez@deploysoft.com