

# Let's Talk: Procrastination

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Hi, I'm Culley and I'm here to talk about procrastination. We have all struggled with procrastination at one point or another in our lives, but some of us struggle with it more than others. Did you know that 20% of people are considered habitual procrastinators? That's a lot so let's talk about procrastination.

## What is procrastination?

What exactly is procrastination? Procrastination is the action of delaying something or postponing something usually because the thought of performing it brings us a negative feeling. So what are the reasons people procrastinate?

Research has found that procrastination is closely linked to people dwelling on negative thoughts. These negative thoughts present in various ways such as fear of failing to do something well, believing that the task will not be enjoyable and the inability to motivate oneself to forego the instant pleasure of avoiding an undesired task.

## Why do people procrastinate?

So why do people procrastinate? Research has found that procrastination is closely linked to dwelling on negative thoughts. The negative thoughts present in various ways.

For instance, it could be the fear of failing to do something well or you could believe that the task is going to be so unenjoyable that you can't bear to do it. Or it could just be the inability to motivate yourself to get up and do it and forego the instant pleasure of avoiding the undesired task.

## Why is it hard to overcome procrastination?

So why is procrastination so difficult to overcome? Often people make themselves feel better by saying that they will get to a task later and this sends positive feelings that trigger the brain to associate procrastination with the reward of the instant pleasure and comfort of not doing the task. So the reality of procrastination is that the time period spent before taking the action is often a lot more stressful and brings more discomfort than actually taking action and beginning the task.

The painful emotions begin to subside once you begin the task at hand. For example, having to sit and tackle the challenging task of completing one's taxes might feel good to delay in the moment, but the frustrations and disadvantages that will come from not filing taxes on time far outweigh the benefits of waiting.

In addition, delaying healthy habits like daily exercise or choosing to eat healthy foods can negatively affect your health and longevity. It only can provide short lived comfort in the moment.

## **Tips to help overcome procrastination**

So I want to give you some helpful tips to overcome procrastination today. Schedule your task at a specific time and date and keep your appointment. Plus give yourself a little bit of extra time to complete it.

Break your task into small achievable goals and celebrate your accomplishments each time. For instance, if your goal is to grow your business in 2021, then make it a daily practice to reach out to one new potential client each day at 10 am and then afterwards reward yourself with a cup of coffee.

So another tip is to tell a friend or a coworker so they can hold you accountable. And then another thing is practice empathy. Practice empathy for your future self to decide that you don't want to contribute to adding more stress or disadvantages to your own life and ask yourself would you do what you're doing to a loved one and if the answer is no, then don't do it to yourself.

And then finally, design your environment to achieve your goal. You can do this, for instance, if you were trying to eat healthier foods, then plan to meet a friend at a restaurant that supports that diet. Don't meet them at a place that's going to have unhealthy foods to eat. And then also if you want to start exercising, then lay out your clothes and your sneakers the night before so when you wake up, it's right there and it's easy for you to begin.

## **Conclusion**

So be kind to yourself and set some time today to begin your task. Your future self will thank you.

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