

# IVY LEE METHOD

- Named after Ivy Lee – a PR professional of the 20th century
- Lee became notorious after suggesting the method to Charles Schwab, an influential business owner

## Key steps in Ivy Lee Method:

1. In the evening, pick 6 tasks you want to work on tomorrow
2. Prioritize all tasks and list them from highest to lowest
3. Start your day with the top priority task and move down the list
4. Repeat step 4 until all tasks are done
5. Move any unfinished work to the top of tomorrow's list
6. Repeat daily for best results

## Why does the Ivy Lee Method work?

- Eliminates multitasking
- Reduces decision-making
- Offers a clear structure
- Creates boundaries
- Is simple to work with