

ADVERTISED SERVICES DIRECTORY

ACCOUNTING / BOOKKEEPING	
BRESLOW'S BOOKKEEPING	14
ACCOUNTING / TAX PREPARATION	
C. MALCOLM SMITH & CO., PC	14
H&R BLOCK ROYERSFORD	14
RISK FREE TAX & ADVISORY	14
ARCHITECTS	
MUHLENBERG GREENE ARCHITECTS	25
ATTORNEYS	
WOLF BALDWIN & ASSOC. PC	42
AUCTIONEERS	
GEYER AUCTION COMPANIES	19
AUTO GRAPHICS / SIGNAGE / APPAREL	
GRABER LETTERIN' INC. SIGN COMPANY	26
AUTOMOTIVE / AUTO BODY SERVICE	
MERCER'S TRUCRAFT COLLISION	47
AUTOMOTIVE / SALES & FINANCING	
HIGH STREET AUTO CONNECTION	47
AUTOMOTIVE / SERVICE	
RED KIEFFER'S AUTO REPAIR	47
WES JACKSON AUTOMOTIVE	46
AUTOMOTIVE / TIRE SALES & SERVICE	
CJ'S TIRE & AUTOMOTIVE SERVICE	47
H & F TIRE SERVICE	47
AUTOMOTIVE DETAILING SERVICE	
DISTINCT AUTOMOTIVE DETAILING	46
AUTOMOTIVE MUSEUM	
LOUIS J. MASCARO AUTOMOTIVE MUSEUM	40
BANKING / FINANCES	
DIAMOND CREDIT UNION	13
M&T BANK	38
RIVERFRONT FEDERAL CREDIT UNION	18
THE VICTORY BANK	15
TOMPKINS VIST BANK	48
VISIONS FEDERAL CREDIT UNION	55
BUSINESS BROKERS	
MARATHON CAPITAL ADVISORS / MARATHON BUSINESS BROKERS	51
BUSINESS COACHING & COUNSELING SERVICES	
MIND MATTERS COACHING, COUNSELING & PSYCHOLOGICAL ASSOC.	54
BUSINESS CONSULTANT	
PISCANI CONSULTING SERVICES	38
BUSINESS COUNSELING	
SCORE	26
CARPET CLEANING	
BIO-CLEAN CARPET CLEANING	38
CATERING SERVICES	
BAIRD'S CATERING	40
CONSTRUCTION SERVICES	
BLATT GROUP	51
ONDRA-HUYETT ASSOCIATES, INC.	16
CONSTRUCTION SERVICES/BUILDING & REMODELING	
HOMEWERKS	54
CONTRACTORS' EQUIPMENT / LIFTS	
MOBILE LIFTS, LLC	35
CUSTOM TATTOO & BODY PIERCING ITEMS / GIFTS	
ORGALLA DESIGNS, LLC	35
CUSTOMIZED T-SHIRT QUILTS	
MEG'S QUILTED MEMORIES	35
DENTAL SERVICES	
SERENITY DENTAL SPA	39
DIGITAL PRINTING / MARKETING / ADVERTISING	
BERKS DIGITAL, INC.	22, 26
EDITORIAL, DESIGN & CONTENT MARKETING	
ATC "AROUND THE CLOCK" COMMUNICATIONS	52
EDUCATION / TECHNICAL SCHOOL	
NORTH MONTCO TECHNICAL CAREER CENTER	45
ENGINEERING SERVICES	
CARROLL ENGINEERING CORP.	10
EARTH ENGINEERING	12
LUDGATE ENGINEERING	11
WITMAN ENGINEERS & CONSULTANTS, LLC	11
ENTERTAINMENT VENUE	
SUNNYBROOK BALLROOM	49
FITNESS STUDIO	
AEROBIC RHYTHMICS	26
FLOORING	
CHESMONT CARPET ONE	22
FUNERAL HOME	
JOHN P. FEENEY FUNERAL HOME	37
GARDEN CENTER / NURSERY	
PUGHTOWN AGWAY	26
GRAPHIC DESIGN SERVICES	
DOWNTOWN DESIGN	27
GRAPHIC DESIGN, SIGNS & PRINTING SERVICES	
FASTSIGNS	26
LUCKY SQUIRREL PRINTWORKS	26, 39
SIGNATURE SIGN, INC.	24
HEALTH / HEALTHCARE	
COMMUNITY HEALTH & DENTAL CARE	44
SUBURBAN COMMUNITY HOSPITAL	43
HEALTH / HEALTHCARE / OCCUPATIONAL HEALTH	
OCCUPATIONAL HEALTH / POTTSTOWN HOSPITAL - TOWER HEALTH	2
HEALTH & FITNESS / PERSONAL TRAINING	
GYMGUYZ KING OF PRUSSIA & MONTGOMERY COUNTY 50	50
HUMAN RESOURCES CONSULTING	
GLOBAL PRISM HR	27
WORKPLACE HARMONY	18
HVAC CONTRACTOR	
RHOADS ENERGY / COOL CREW	36
INDUSTRIAL SUPPLY	
CLARK INDUSTRIAL SUPPLY, INC.	53
INSURANCE SERVICES	
JAB INSURANCE BROKERS	23
ROTHENBERGER INSURANCE SERVICES, LLC	23
JUNK REMOVAL / HAULING	
LATSHAW'S JUNK REMOVAL	27
LANDSCAPING / PROPERTY MAINTENANCE	
L.A. VERRUNI LANDSCAPING	42
SOTTOSANTI LAWN CARE	19, 27
TONY & JOE'S LANDSCAPE DESIGN	16
MAINTENANCE/JANITORIAL SERVICES	
DEMEDIO'S BUILDING MAINTENANCE	19
MANUFACTURER / CANDY	
REPPERT'S CANDY	22
MARKETING & SOCIAL MEDIA SERVICES	
INTERLEACE COMMUNICATIONS	27
MARKETING SERVICES	
BEMARKETING	20
MASSAGE THERAPY & PERSONAL TRAINING	
CHARLES PEEPLES MASSAGE	53
MEDICAL SPA	
YOUNG MEDICAL SPA	50
MEDICARE INSURANCE SERVICES	
TRICOUNTY HEALTH PLANS	21
MUSIC STORE / STUDIO & MUSIC LESSONS	
THE CROSSROADS GUITARS & ART	16
OFFICE SUPPLIES AND EQUIPMENT	
OFFICE TECHNOLOGIES	45
ORGANIZATION	
POTTSTOWN ROTARY CLUB	43
SMALL BUSINESS RESOURCE ASSOCIATION	51
VALLEY FORGE TOURISM & CONVENTION BOARD	36
ORGANIZATION / CHAMBER OF COMMERCE	
GREATER READING CHAMBER ALLIANCE	24
PAINTING CONTRACTOR	
AGOSTINELLI BROS. PAINTING	44
PAYROLL SERVICES / BOOKKEEPING SERVICES	
EXPRESS DATA SYSTEMS, INC.	12
PAYROLL SERVICES / HR SUPPORT	
PREMIER PAYROLL SERVICES	56
PHOTOGRAPHY PROFESSIONAL	
NIHART PHOTOGRAPHY	48
STEVE LADNER PHOTOGRAPHY	38
STYLISH IMAGES PHOTOGRAPHY	52
PLUMBING CONTRACTOR	
A. JACKSON ECKER, INC.	27
PRINTING SERVICES	
EVERYTHING PRINTING	26, 37
REAL ESTATE	
PAGODA REALTY LINDA GIORGIO, REALTOR®	27
REALTY ONE GROUP RESTORE DEBBY SINGLETON	40
REAL ESTATE / COMMERCIAL & INDUSTRIAL	
APTCOR COMMERCIAL REALTORS®	20
BRODE & BROOKS REALTORS	15
ZUBER COMMERCIAL REALTORS	17
RESTAURANTS	
COVENTRY PARLOR AT LAUREL LOCKS	41
DANS AT GREEN HILLS	41
GRACIE'S 21ST CENTURY CAFÉ	41
HARES HILL BREWING COMPANY	41
SPECK'S DRIVE-IN	41
YE OLD COVENTRY PUB	41
RETAIL / TOBACCO & RELATED PRODUCTS	
COLE TOBACCO	27
SECURITY SERVICES	
SECURITY SERVICE COMPANY	23
SENIOR LIVING / PERSONAL CARE COMMUNITY	
BERKS LEISURE LIVING	25
FREDERICK LIVING / GARDEN SPOT COMMUNITIES	5
SENIOR LIVING / RETIREMENT COMMUNITY	
ARCADIA AT LIMERICK POINTE	21
TECHNOLOGY / IT	
BINARY IT SOLUTIONS	15
INTERMEDIA GROUP	53
VIDEO PRODUCTION/TELEVISION	
PCTV NETWORK	54

Ask SCORE

HIGHLY PRODUCTIVE EMPLOYEES PRIORITIZE, MANAGE TIME WELL

Some people are productive. Some are highly productive. They accomplish more in the same time as others. Why? They have taken the initiative to identify and solve problems rather than waiting for instructions. They have adopted skills that differentiate themselves from others. Their work habits allow them to produce more at the same time, with the same energy as others who have not taken the time or interest to apply approaches that allow them to be highly productive.

They exceed expectations of their contribution to the work of an organization. Stephen Covey started thinking about what differentiates those who exceed in his landmark book 'Seven Habits of Highly Effective People.' Others have taken this topic to the next level. They all start with two key elements: goal setting and prioritization.

Goal setting. Those that are highly productive set clear, concise, focused goals. They learn the SMART concept of goal setting — Specific, Measurable, Achievable, Realistic and Timely.

Prioritization. They break down their goals into actionable steps and prioritize them effectively. They recognize that some of their goals and objectives are URGENT and others are just IMPORTANT. They prioritize their tasks, focusing on those that have the greatest impact on their overall mission. Highly productive personnel view their goals and objectives through an 80/20 lens. 20 percent of their tasks have the most impact and normally are the hardest to tackle.

Management of time. To be highly productive, they use time management techniques to block time using to-do lists to focus their activity. Highly productive people use timelines to block their time which increases their ability to focus. Another way to improve productivity is to minimize distractions so they can focus on whatever goal they are addressing by minimizing multi-tasking that is counterproductive. Maximizing one's focus on one task at a time concentrates one's energy before moving on to the next activity. By managing time individuals can take strategic breaks or make me-time for themselves so they can refocus on the task at hand.

Minimize distractions. It has been quoted in the business press that the average person gets interrupted 13 times a day. To be a highly productive individual take steps to reduce or eliminate distractions. It might mean turning off

email notifications, using website blockers, or creating a dedicated work time when you are not interrupted.

Life-long learning. They invest their free time in self-improvement and learning. They stay up-to-date on trends that impact their industry and adopt new skills that improve their ability to get even more out of every hour they are on the job.

Work/Life Balance. High productivity results from having a healthy work/life balance. This prevents burnout and lowers stress, allowing you to concentrate on what is urgent.

Practice clear communication. A productivity enhancer is practicing clear, concise, succinct communications that reduce the amount of time taken to deliver and receive messages and reduce the chance of confusion or misinterpretation that impacts productivity.

Networking. Building a strong network of professionals who can provide support in undertaking projects is a great strategy for achieving high productivity.

Just say NO. Highly productive people know that is OK to say NO. You can say no by saying YES. "Yes, I can help but not now. How about this afternoon at 2 p.m.?" By always saying YES, your productivity is constantly being interrupted. And by always saying YES, you become overloaded with others' work or issues. Just say NO by saying YES.

Automation. When repetitive tasks are automated then productivity increases. Highly productive individuals look at technology as their friend and find ways to apply tools that allow them to focus on activities that cannot be automated. Another way to free up time to be more productive is to delegate. Let others take on tasks that are time usurers.

Personal health and wellness. If you are going to be a high performer, you need to take care of yourself. Get enough sleep. Eat healthily, exercise regularly and maintain a positive attitude.

Kaizen. By reflecting and seeking feedback on your performance you can constantly be improving how you execute your work. When you get feedback you know what to work on next to become a higher performer. By adopting Kaizen, you also can review how you do your work and create more effective routines that make performance predictable and routine. Along with developing systems to make work more productive, it is mandatory to measure and analyze performance.



The Route 422 Business Advisor (ISSN 1524-1254) is published monthly, twelve times per year by MACnificent Pages, P.O. Box 334, Pottstown, PA 19464-0334, and is mailed free to qualified business owners and operators throughout the Route 422 and Route 100 Business Corridors in Pennsylvania, USA, and is available in digital format at www.422business.com. Copyright © 2024 by MACnificent Pages. All rights reserved. Reproduction in any form is forbidden without written permission of the publisher. Views expressed in articles published in the Route 422 Business Advisor are the views of authors and individual contributors and are not to be attributed to the Route 422 Business Advisor, its editorial advisors, or its advertisers, unless expressly stated. The Route 422 Business Advisor does not verify the accuracy of claims made in advertisements, and publication of an ad does not imply endorsement by the magazine or MACnificent Pages. All ads are non-cancellable. ERRORS — It is the Route 422 Business Advisor's policy to review all ads set in-house with the advertiser regarding content, spelling, prices, and contact information PRIOR to publication. In ALL cases, including camera-ready ads, the advertiser assumes complete responsibility for the accuracy of information presented in ads. In any case where an error is clearly the fault of the Route 422 Business Advisor, and which would prevent a reader from contacting an advertiser or in which incorrect pricing is involved, Route 422 Business Advisor's liability will be limited to granting a FREE ad run to the advertiser or a correction announcement, whichever the advertiser prefers, provided the Route 422 Business Advisor is notified PRIOR to the next edition's deadline. Placing an advertisement in the Route 422 Business Advisor constitutes acknowledgment and acceptance of these terms.