Imperyo reveal the morning routine they use for maximum productivity

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Watford based sales and marketing firm, Imperyo, reveals their secrets behind maintaining a productive working day.

In an online article on forbes.com (*11 tweaks to your morning routine that will make your entire day more productive*, published on 15th December 2015) it was reported that researchers at the University of Nottingham recently published findings from their exploration of 83 separate studies on energy and self-control. Their findings stated that self-control and energy are not only intricately linked but also finite and that as the day goes on, people have increased difficultly exerting self-control and focusing on work. The findings go on to state that as self-control wears out, people start to feel tired and the difficulty of tasks increases.

About Imperyo: http://www.imperyo.co.uk

The study continues to state that this exhaustion of self-control kills peoples' productivity, and therefore it makes the morning hours, when self-control is highest, the most important hours of the day. Imperyo states that it is therefore important to do the right things in the morning to make one's energy and self-control last as long as possible.

Outsourced sales and marketing firm Imperyo, believe that a morning routine is essential to achieving maximum productivity. The firm outlines their advice on how to start the day right to maximise self-control and productivity.

1. Set goals for the day.

Having daily goals is correlated with huge increases in confidence and feelings of control. Imperyo states that setting goals that are specific to each day will increase motivation, because one will want to achieve the goal that has been set. Daily goals should be achievable and easily be broken down into steps.

2. Keep morning meetings on schedule

Morning meetings must be kept on time in order to keep the rest of the day on track. If a morning meeting runs over time, it can decrease the productivity of the morning.

3. Monitor your progress against your goals

Imperyo states that there is no point in setting goals in the morning, if one does not check their progress against them. It is also important to adjust goals or work ethic so that one can move intentionally through their day.

Imperyo is an outsourced sales and marketing firm based in Watford. The firm specialises in delivering unique direct marketing campaigns directly to consumers on behalf of their clients' brands. By taking these campaigns to consumers via face-to-face marketing methods the firm are able to forge long-lasting and personal business connections between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients. The firm believes keeping to a morning routine in order to maximise productivity and results throughout the day.

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