



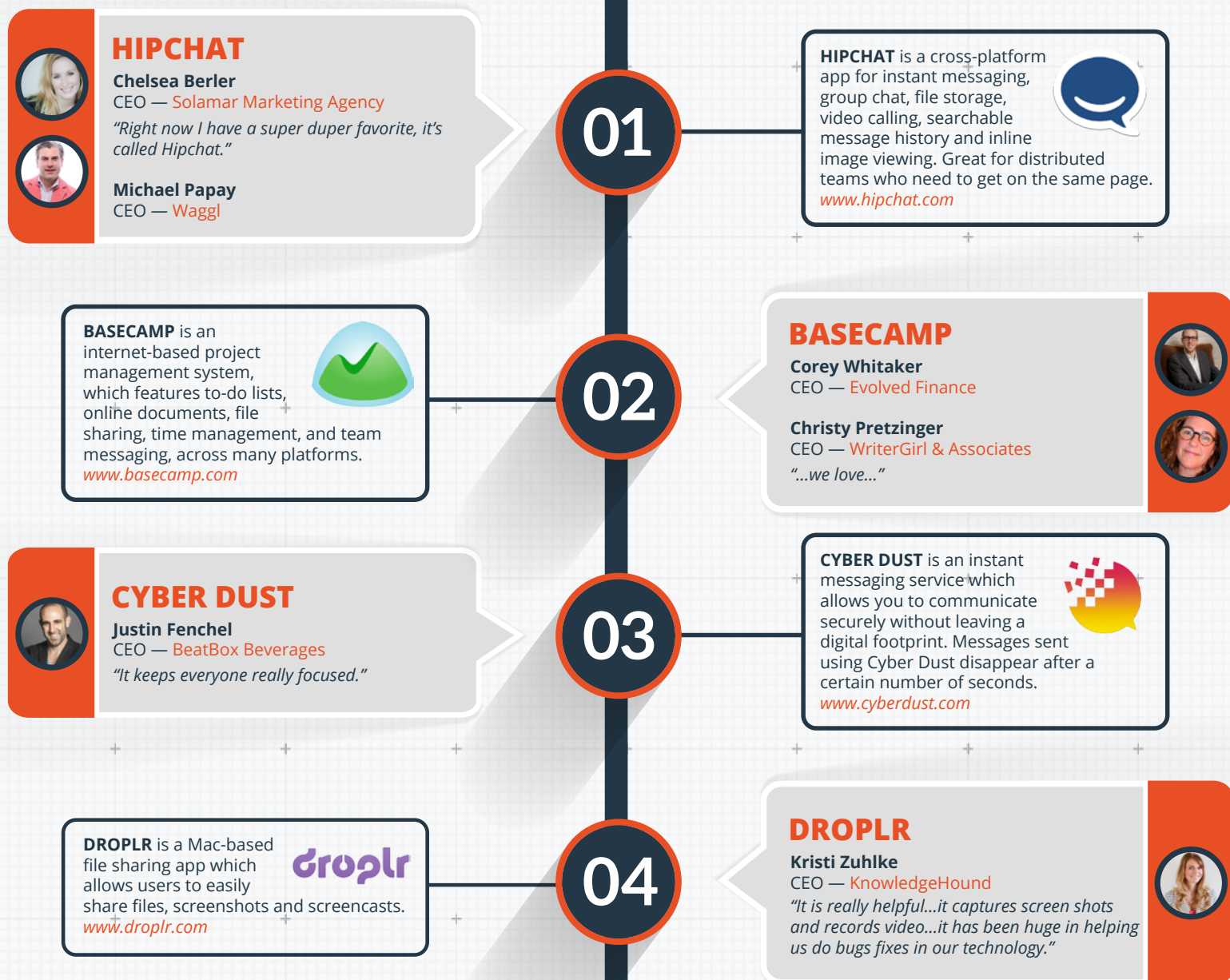
Founding CEOs are some of the most productive people you'll ever meet. But, they would be the first to tell you that a combination of a great mindset and lots of techniques, tools, and hacks help them with their productivity. That's why I'm very excited to share with you this epic resource featuring tips straight from 50 successful Founding CEOs.

I'd had the pleasure of interviewing over 50 top Founding CEOs, and they shared their key resources for productivity. We tried to arrange them by category so you know the purpose and impact of each tool, trick, and technique.

Let me know what you think.

Todd

Team Communication / Team Project Management





JIRA

Brian Slawin
CEO — [BusyEvent Mobile](#)

"...it has really become a great tool for our entire team to keep communications flowing..."



Ryan Watson
CEO — [Sqr1 \(Now Incline\)](#)

05

JIRA is a tracking system used for logging bugs, issue tracking and project management. Fun fact: JIRA is short for Gojira, which is Japanese for Godzilla.

www.atlassian.com/software/jira



PIVOTAL TRACKER is a story-based project management and collaboration tool based on the agile software development process.

www.pivotaltracker.com



06

PIVOTAL TRACKER

Raj Sheth
CEO — [Recruiterbox](#)

Michael Papay
CEO — [Waggl](#)

"That's a great one...used by our development team primarily...you are able to maintain a backlog of items that we want to work on."



KANBAN TOOL

Matthew Bellows
CEO — [Yesware](#)

"That one has been really really awesome."



07

KANBAN TOOL is a **KANBAN TOOL** simple and effective software tool for visual management, based on the Japanese Kanban method of inventory control.

www.kanbantool.com

SLACK is a team collaboration and management tool which offers persistent chat rooms, real-time messaging and a number of third-party integrations. All content inside Slack is fully searchable.

www.slack.com



08

SLACK

Luke Cooper
CEO — [Peach](#)

Chris Motley
CEO — [Better Weekdays](#)

"It's an easy way to communicate with the team."

Andy Wilson
CEO — [Rexter](#)



GOOGLE HANGOUTS

Michael Papay
CEO — [Waggl](#)

"That's pretty effective for video and it's close to free which is incredible."



09

GOOGLE HANGOUTS is a communication platform developed by Google which includes instant messaging, video chat, SMS and VOIP features.

www.google.com/hangouts



WRIKE is online project management and collaboration software that features project tracking, deadlines, and schedules, with a focus on streamlining workflow.

www.wrike.com



10

WRIKE

Ian Halpern
CEO — [RentShare](#)

"...for managing all these projects and these different teams that we have...it's incredibly helpful."





BITBUCKET

Alvaro Feito-Boirac
CEO — [Renoober](#)

"...we do bug tracking...we use Bitbucket."

11

BITBUCKET is a web-based hosting space for the Mercurial and Git version control systems.
www.bitbucket.org



ASANA is a web and mobile application built to facilitate teamwork without the need for email.
www.asana.com

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ASANA

Joel Ragar
CEO — [ForeUP](#)

"It's a fantastic software...that keeps...all...our channels and departments in our company in line and in check."



TRELLO

Alvaro Feito-Boirac
CEO — [Renoober](#)

"It worked for us for some time."

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TRELLO is collaboration software that is focused around organizing projects into boards, allowing for quick overview of works in progress.
www.trello.com



Task Management



WUNDERLIST is a simple task management tool with sharing capability, available on all platforms, whether desktop or mobile.
www.wunderlist.com

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WUNDERLIST

Ryan Watson
CEO — [Sqr1 \(Now Incline\)](#)

Gabe Lozano
CEO — [Better Weekdays](#)

Betsy Craig
CEO — [MenuTrinfo](#)
"It's great. And, you can share it. And, it all integrates...and I can send it out to the team."



GETTING THINGS DONE

Lynn Elfers
CEO — [Affordable Language Services](#)

Sara Margulis
CEO — [Honeyfund](#)
"I read it all the way through...I set up his system."

15

Getting Things Done: The Art of Stress-Free Productivity by David Allen is the book that started the now widely-adopted time-management method often referred to as GTD.
www.amazon.com/dp/B000APLH08





GQUEUES

James Ross
CEO — [HedgeChatter](#)

"It's a Google Apps plug-in...I can see all my tasks at hand."

16

GQueues is a robust Google Tasks replacement with 2-way Google Calendar sync and team management.
www.gqueues.com



LISTS, simple pen and paper lists you cross off as you go, have been working wonders since people have been scratching letters into the mud.



17

KEEP LISTS, STAY ON THEM, AND SORT THROUGH THEM PROPERLY

Jamal Motlagh
CEO — [Acustom Apparel](#)

"For me it's keeping lists...figuring out how to sort time properly."



IF THIS THEN THAT

Justin Fenchel
CEO — [BeatBox Beverages](#)

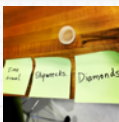
"It keeps everyone really focused."

18

IF THIS THEN THAT is an internet service that links web apps together with the simple conditional statement, "If this, then that." Multiple statements can be combined into recipes.
www.ifttt.com



BATCHING LIKE ACTIVITIES is the process of grouping activities with similar qualities (same location, same type of work, etc.) together so that they can be performed more efficiently.



19

BATCH LIKE ACTIVITIES IN ORDER TO AVOID COGNITIVE SWITCHING PENALTIES

Ben Kusin
CEO — [Reviver](#)

"Batching like activities is essential."



THINGS (FOR MAC)

Laura Novak
CEO — [Little Nest Portraits](#)
"I love Things."

20

THINGS is an easy to use and beautifully designed task management and todo list application for Mac and iOS.
www.culturedcode.com/things



Email Management

EMAIL ADDRESSES, even in the age of social media, are still the best way to get in touch with someone. Finding the email of someone you want to talk to is an essential skill.



21

FINDING EMAIL ADDRESSES OF PEOPLE YOU WANT TO CONTACT

David Meltzer
CEO — [Sports 1 Marketing](#)

"Put a quote (") then the @ sign and then the domain name and then end quote (")."





YESWARE

Raj Sheth
CEO — **Recruiterbox**
"It's a great tool."

22

YESWARE is an email productivity and tracking tool with built in analytics and integration with popular CRM systems.
www.yesware.com



RAPPORTIVE is a LinkedIn owned contact management add-on that adds a ton of useful information about your contacts, including their social media profiles, directly into your email interface.
www.rapportive.com

rapportive

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RAPPORTIVE

Raj Sheth
CEO — **Recruiterbox**

Patrick Ambron
CEO — **BrandYourself**
"I love those email apps like Rapportive."



GETTING UP IN THE MORNING AND TAKING CARE OF EMAILS BEFORE THE BUSINESS OPENS

Naomi Poe
CEO — **Better Batter Gluten Free Flour**
"I can do more in one hour, early morning, than I can do in about three hours in the office."



24

GETTING UP EARLY has long been a hallmark of the productive person, and has been show in studies to have a correlation with success. Wake up, sleepyhead!



Meeting Management

MEETING STRUCTURE is essential to keeping your teams focused, organized and productive. Without purpose, an agenda, a moderator, a scribe and a time keeper, things can get out of hand very quickly.



25

MEETINGS MUST HAVE THESE COMPONENTS

Jeff Ginn
CEO — **Prolanthropy**
1) Purpose 2) Agenda 3) Moderator 4) Scribe 5) Time Keeper



STANDUP MEETINGS

Matthew Porter
CEO — **Contegix**
"The senior leadership team does it on Mondays and Thursdays."



26

STANDUP MEETINGS are just what they sound like, a meeting where everyone stands. Standing helps keep meetings succinct and focused.



Schedule Management

SCHEDULEONCE is a meeting and appointment scheduling app that works in conjunction with Google Calendar and can handle a wide variety of scheduling situations.
www.scheduleonce.com



27

SCHEDULEONCE

James Ross
CEO — [HedgeChatter](#)

"It's been great for in-person meetings, for conference calls, and also demos for HedgeChatter."



TIMETRADE

Ryan Bell
CEO — [Gremlin](#)

"It's a great way...to set up a meeting with somebody...that saves so much time."



TIMETRADE is an online enterprise appointment scheduling system that is useful for businesses of all sizes.
www.timetrade.com



28

DOODLE is a simplified online scheduling web and mobile app that connects with your calendar and makes scheduling events, meetings and appointments a snap.
www.doodle.com



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DOODLE

Ryan Bell
CEO — [Gremlin](#)

"...is a fantastic tool for setting up events."



AMY (X.AI)

Patrick Ambron
CEO — [BrandYourself](#)

"She's an artificial intelligent...almost like an executive assistant...she schedules all my stuff...it has taken hours out of my day."



AMY (X.AI) is a personal assistant artificial intelligence that let's you schedule meetings by speaking in natural human language.
www.x.ai



30

Data/Note Management

EVERNOTE is a very popular productivity and note-taking app that is available on every platform, and is very useful for getting your thoughts and interests down, wherever you might be.
www.evernote.com



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EVERNOTE

Mike Sarow
CEO — [Kapture](#)
"I use it everyday."

Ryan Bell
CEO — [Gremlin](#)

Chris Motley
CEO — [Better Weekdays](#)





GOOGLE APPS & DRIVE

Nathan Pettyjohn

CEO — [Aisle411](#)

"We use it all...and its facilitating better communication flow."



Brian Slawin

CSO — [BusyEvent Mobile](#)



Nick Andrews

CEO — [ReviTrage](#)



Suzanne Solsona

CEO — [MyMayu](#)

32

GOOGLE APPS AND DRIVE is the suite of productivity apps and cloud file storage made available by online giant Google.
www.google.com/drive



DROPBOX is one of the most popular and oldest of the cloud file storage solutions. Features an attractive and intuitive interface and a service with tons of integrations and available platforms.
www.dropbox.com



33

DROPBOX

Tim Bischel

CEO — [Superior Structures](#)

"We love that. We scrapped our whole network and we just simply use DropBox."



IPAD

Greg Celestan

CEO — [Celestar](#)

"I am a big user of my iPad...to keep track of project management."



34

THE IPAD revolutionized mobile business productivity when it was launched by providing a portable digital work surface that offered enough screen real estate to be useful.
www.apple.com/ipad



Social Media / Content Marketing Management

HOOTSUITE is the most popular social media management app, allowing you to see an overview and manage multiple accounts from multiple services, as well as schedule posts.
www.hootsuite.com



35

HOOTSUITE

Erika Taylor Montgomery

CEO — [Three Girls Media](#)

"Allows you to preschedule social media content out into the future."



SPROUT SOCIAL

Erika Taylor Montgomery

CEO — [Three Girls Media](#)

"Key for us."



36

SPROUT SOCIAL is social media management solution for businesses that focuses on publishing, engagement and analytics.
www.sproutsocial.com





SCOOP.IT!

Don Breckenridge
CEO — **Hatchback**
"I love that."

37

SCOOP.IT! is a social network / content curation tool that makes it possible to build boards of topic-related content and then share them with other people.
www.scoop.it



CANVA is a free service that lets you design images using thousands of illustrations and graphics included in the Canva library.
www.canva.com



38

CANVA

Don Breckenridge
CEO — **Hatchback**
"It is a great tool for quickly creating a really professionally looking graphic."



HUBSPOT

Luke Cooper
CEO — **Peach**
"There is no more incredible tool than HubSpot. It's fantastic for automating all your marketing communications."



39

HUBSPOT is an all-in-one solution for inbound internet marketing, with tools for social media and email marketing, content management, analytics, landing pages, SEO and more.
www.hubspot.com



INSTAGRESS is a program that enables you to auto-like and auto-comment on Instagram posts, which helps build your following and increase interaction.
www.instagress.com



40

INSTAGRESS

Justin Fenchel
CEO — **BeatBox Beverages**
"It's been a massive tool to grow our Instagram following."



PERRY MARSHALL

Sara Margulis
CEO — **Honeyfund**
"We like him."



41

PERRY MARSHALL is a Google advertising expert and author of *The Ultimate Guide to Facebook Advertising* and *80/20 Sales Marketing*.
www.perrymarshall.com



Sales / Customer Relationship Management

FRESHDESK is an internet-based help desk service, which integrates with social media, email, chat and phone, and also has knowledge base functionality.
www.freshdesk.com



42

FRESHDESK

Raj Sheth
CEO — **Recruiterbox**
"We use a support ticketing tool called FreshDesk."





PIPEDRIVE

Raj Sheth

CEO — **Recruiterbox**

"What I personally love..."

43

PIPEDRIVE is a CRM system designed to help you organize and increase productivity, while managing your sales pipeline.
www.pipedrive.com

pipedrive

PITCHXO

allows you to host your presentation material online and send out simple links to your leads without having to attach large files to your email.
www.pitchxo.com

PITCHXO

44

PITCHXO

Luke Cooper
CEO — **Peach**

"PitchXO is awesome...it allows you to upload your documents...when either a customer or your investors are looking at certain pages, you can see how long they are staying on certain pages..."



CREATE YOUR OWN PROPRIETARY SOFTWARE THAT MEASURES YOUR COMPANY RESULTS WITH EXTERNAL MEASUREMENTS

Drew Horter

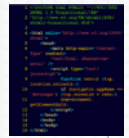
CEO — **Horter Investment Management**

"That was a big deal."

45

CREATING YOUR OWN PROPRIETARY SOFTWARE

isn't a solution for the technically unsure, but when you can do it, it allows you unprecedented control over data about your business.



SALESFORCE is a web-based service most well-known for its popular CRM suite of products, and is focused on managing global customer communication.
www.salesforce.com



46

SALESFORCE

Christy Pretzinger

CEO — **WriterGirl & Associates**

"We have highly customized it."



REXTER

Andy Wilson

CEO — **Rexter**

"How do we get value out of this hyper-connectivity...Rexter."

47

REXTER is a productivity tool and modern contact manager for all your professional contacts that provides information about your relationship history.
www.rexter.com



COLD-CALLING WITHOUT PITCHING

can help to create a connection with customers that are sensitive to being sold things, and opens up pathways for feedback you might not get otherwise.



48

COLD CALLING TARGET CUSTOMERS WITHOUT PITCHING

Amit Chauhan
CEO — **Recroup**

"Every now and then...I'll get on the phone and just cold call our target customers...I don't pitch them...the idea is to understand what my customers are going through."



Customer Service Management

49

BEING PROACTIVE WITH EMAIL SUPPORT, ESPECIALLY IN THE BEGINNING WHEN INTERACTING WITH SOME OF YOUR FIRST CUSTOMERS.

Tim Sinclair
CEO — [Ringr](#)

"I try to be...very proactive with customers."

BEING PROACTIVE WITH EMAIL SUPPORT shows the customer you are attentive, quick to respond and concerned with their opinions/problems.



50

HELP SCOUT

is a simple online help desk solution designed specifically for small businesses and designed to help them deliver outstanding customer support.
www.helpscout.net

PITCHXO

HELP SCOUT

Justin Fenchel
CEO — [BeatBox Beverages](#)

"It was a lifesaver for us...assigning emails to the right people..."



eCommerce Software for Physical Products

51

MAGENTO

Dave Alwan
CEO — [Echo Valley Meats](#)

"...one of the most highest rated e-commerce platforms on earth..."

MAGENTO is a very powerful open-source CMS designed for e-commerce solutions, aimed especially at larger e-commerce sites.
www.magento.com



52

SHIPWORKS is an online shipping solution featuring custom invoices, monthly reports, promotional emails and more.
www.shipworks.com



SHIPWORKS

Dave Alwan
CEO — [Echo Valley Meats](#)

"...one of the greatest pieces of software I have ever seen or been able to use...live time shipping..."



53

SKUVAULT

Dave Alwan
CEO — [Echo Valley Meats](#)

"...real live time inventory..."

SKUVAULT is a user-friendly, web-based inventory and warehouse management system for e-commerce retailers.
www.skuvault.com



TRADEGECKO is online inventory management software for e-commerce and wholesalers, with the aim of simplifying inventory and order operations.
www.tradegecko.com



54

TRADEGECKO

Fleetwood Hicks
CEO — **Villy Custom**

"...keeping our inventory intact is a real challenge...it's fantastic..."



SHOPIFY

Suzanne Solsona
CEO — **MyMayu**

"Our e-commerce platform is Shopify...we found it is excellent."



55

SHOPIFY is an e-commerce solution that handles setting up an online store to sell your stuff, and allows you to organize your products, accept credit cards and track orders.
www.shopify.com



Non-Tech Super Simple Productivity Hacks

56

WRITING PLANS DOWN

Andrew Schmertz
CEO — **Hopscotch Air**

"...write it down...it seems simple...and you puts some dates and you put some ownership to it..."



RESEARCHING AND WRITING YOUR OWN CASE STUDIES ACCELERATES LEARNING TO BE MORE PRODUCTIVE

Daquan Oliver
CEO — **Jossle**

"I just look at things that are the best...I will pretty much run a case study report..."



57

58

LEARNING ALL THE JOBS OF YOUR EMPLOYEES HELPS YOU BETTER UNDERSTAND WORKFLOW PRODUCTIVITY OF YOUR COMPANY

Tom Sanetti
CEO — **Earth-Log**

"...I never ask anyone to do a job that I wouldn't do myself..."



STICKY NOTES

Joel Ragar
CEO — **ForeUP**

"My favorite thing is sticky notes...personally I am all about the sticky notes."



59

60

A SIMPLE NOTEBOOK

Jakob Garrow
CEO — **Bookity**

"...I take the train in...that part of the day is when I am most productive...I read over the past days notes...doing it off line is how you are creative."



61

WAKING UP EARLY, EXERCISING, SPENDING TIME WITH FAMILY, AND DEVOTING YOUR FIRST HOURS OF THERE DAY TO THE MOST PRODUCTIVE THINGS...NOT EMAIL.

Roberto Garcia
CEO — **Listo Movie App**
"I try to start before eight."



62

ONLY HAVE THREE OR FOUR PRIORITIES

Alvaro Feito-Boirac
CEO — **Renooble**

"...the thing that has probably worked the most has been to make sure that we only have three or four items we are working on."



Mind Management

63

HEADSPACE

Joel Heath
CEO — **FluidStance**
"Creating pause in a busy head is the biggest gift I can give to myself or the team..."



HEADSPACE is an online health platform which provides instruction in meditation and mindfulness.
www.headspace.com



presented by
FROM
FOUNDER
TO
CEO
SM