

mamie's



FAVORITE FREE APPS TO BOOST YOUR PRODUCTIVITY

Technology can be a powerful tool to help you and your team get more done with less stress and in less time. These apps will help you stay organized, clear your brain so you can focus on higher priority work, and automate routine tasks that are better done by an algorithm. They are my must haves. I hope they become your favorites too!



Asana - task management

What it is:

A task manager that organizes projects, tasks and subtasks. Great web and mobile apps for easy tasking anytime.

Why you need it:

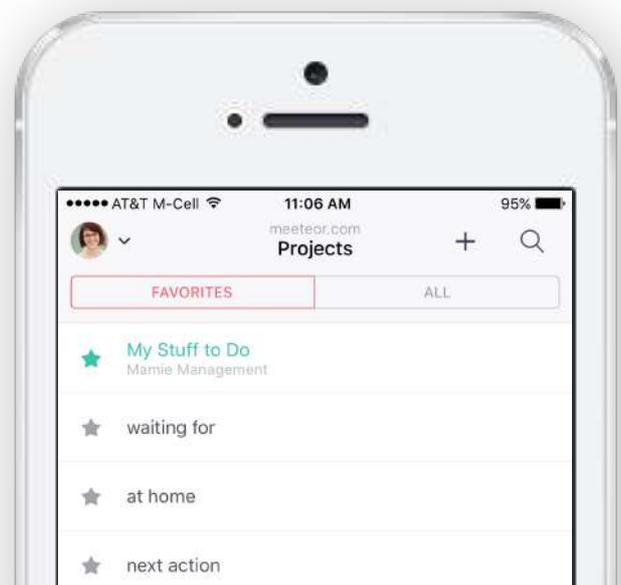
Keeping your task list manageable is one of the trickiest activities to being productive. The more projects you have and the more you write down all your to-dos, the harder it is to visually see what your priorities are. A well-organized and dynamic to-do list will help you get more done with less stress.

Why I love it:

Use Asana alone or with your colleagues for even greater collaborative synergies. Create subtasks to break down larger tasks and assign each a due date and owner for greater accountability. Leave comments on a task to ask questions or inform your colleagues of the task's status.

One of my favorite ways to use it:

Create tags for things like "at home," "phone calls," "next action" and more to help you filter and view your tasks in different priority arrangements.



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MixMax - email tracking and automation [requires Google Chrome browser]

What it is:

A Google email extension that supercharges your Gmail. Save email templates for common emails you send, set up an auto-reminder if the recipient does not respond, and much more!

Why you need it:

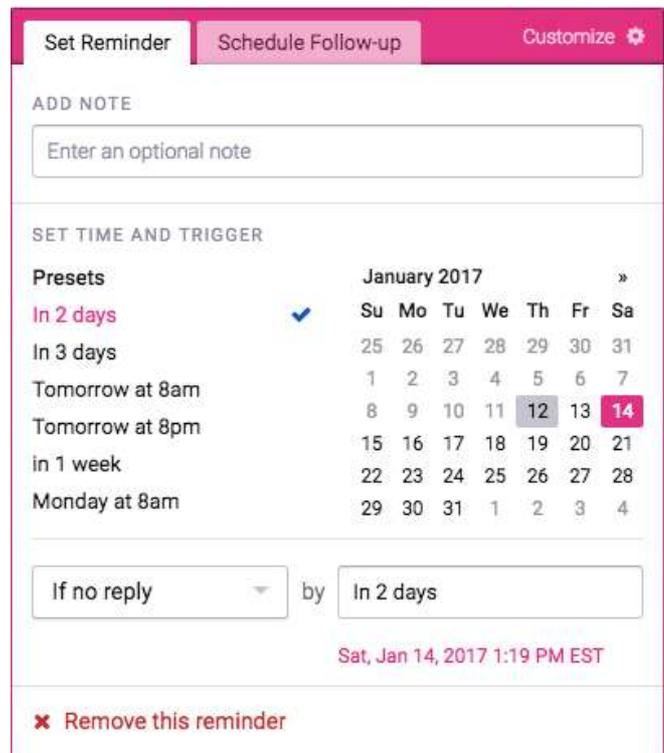
Email overload! Too many balls get dropped because you send an email and then forget to follow up when there is no reply. Or you get an email and know you need to deal with it at some point, but it sits in your inbox getting buried under new emails, never to be seen again. Some basic functionality added to email changes all this.

Why I love it:

It's simple, easy to use and integrates seamlessly with my Gmail. The auto-reminders ensure I never forget to respond or follow up. This enables me to focus on other more important work while also making me look like an email superstar.

One of my favorite ways to use it:

Snooze an email to return to the top of your inbox later. You decide when you want to deal with an email, whether it's in 2 hours when you've got free time or in 2 months when you want to remember to follow up with that person. In the meantime, your inbox stays nice and tidy.





Slack - online team chat

What it is:

A chat app for group communication. Create "channels" on specific topics and chat with people one-on-one.

Why you need it:

We're back to email overload. Too many emails on too many topics with long chains that are impossible to follow.

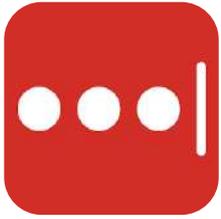
Why I love it:

Slack is beautifully designed and makes it fast and fun to communicate with team members. I can catch up on topics when I have time, ask quick questions or share information with specific people without writing a full email. (You might be surprised how much extra time goes into filling in the "to" and "subject" boxes, not to mention all the niceties that go along with sending an email.) Plus you can respond with an emoji to let someone know you're on it, agree, or whatever.

One of my favorite ways to use it:

Upload custom emojis that fit with your team culture. We've got ones for "GET GO" (good enough to go) when making a decision, our company logo, and even our own faces (which we use to say "I'm on board with this.")





LastPass - password saver

What it is:

An app that generates strong passwords and keeps log-ins and other important information secure.

Why you need it:

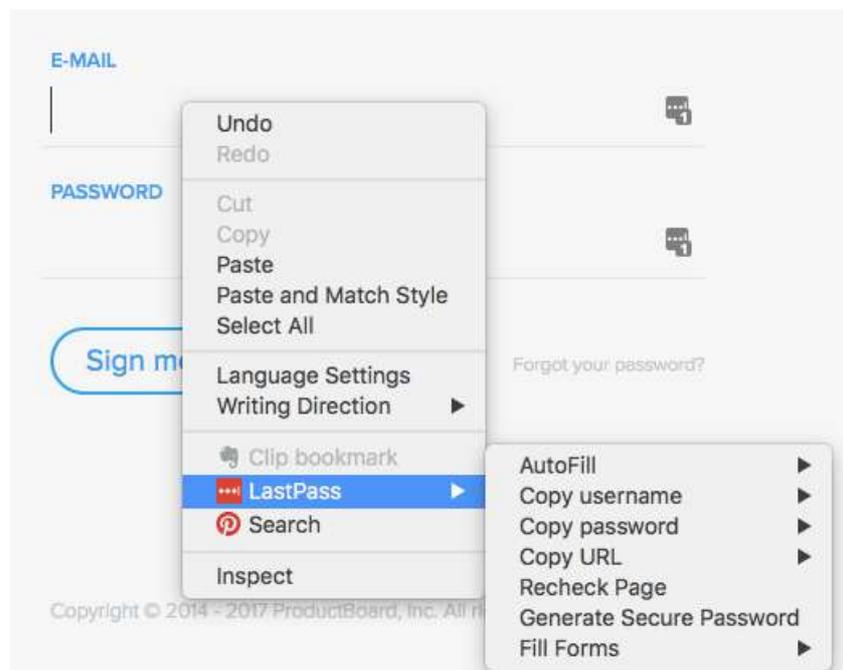
The number one biggest threat to your personal online security is reusing passwords.

Why I love it:

LastPass is beautifully designed and easy to use on desktop, via browser extension, and on mobile. It generates strong passwords, remembers websites, and unobtrusively asks if you want to store a new site's credentials. It's all secure, organized and easily accessible on all your devices. Plus, share passwords confidentially with family or colleagues.

One of my favorite ways to use it:

In addition to saving passwords, I add secure notes, like my TSA Known Traveler Number, and form fills, like credit cards. With a right-click of the mouse, I can generate a new password, add my credit card information, billing address, or other information on any website.





Zapier - automation between applications

What it is:

An app that connects other apps, enabling them to talk to each other and move content from one to another.

Why you need it:

Entering information into multiple systems is a waste of time and also increases likelihood that your systems are not in sync or have errors.

Why I love it:

Zapier integrates with hundreds of apps you already use. It uses a simple process of “when this happens, do that” to help you set up actions, or zaps as they call them, which will run automatically so you don’t need to.

One of my favorite ways to use it:

Create a zap that connects Asana and Gcal (Google calendar) so you can time-block your tasks. Do this by creating a tag in Asana that when added to a task, triggers Zapier to create an event on your calendar.

The screenshot displays a Zapier workflow configuration. It features two main steps connected by a vertical line with a plus sign in the middle. The first step is a TRIGGER from Asana, titled "1. Tag Added To Task". The second step is an ACTION from Google Calendar, titled "2. Create Detailed Event".

TRIGGER

- 1. Tag Added To Task
- Asana
- Tag Added To Task
- Asana Account #1
- Edit Options
- Test this Step
- Rename Step

ACTION

- 2. Create Detailed Event
- Google Calendar
- Create Detailed Event
- Google Calendar Account #1
- Edit Template
- Test this Step
- Rename Step
- Delete





Bonus: The one app you should pay for: Calendly - scheduling

What it is:

A scheduling app that streamlines finding a time to meet.

Why you need it:

The back and forth emails for scheduling a time to meet is inefficient, if not annoying. Need I say more?

Why I love it:

Sync your calendar with Calendly and share your personal link with people so they can pick a time that works for them. It never double books me and my calendar stays private. No more back and forth "what works for you?" emails! With the paid Pro version, you can create unlimited types of events with customized settings for each event type. (The free version only allows one event type.)

One of my favorite ways to use it:

Create specific events so you offer exactly what you want. I have 10, 15, 20 and 30 minute phone calls as well as Skype calls for the same time allotments. Use a naming convention such as minutes_format or 15_skype, so it's easier for you to remember the links.

 15 min customer success call 15 mins	/mamie/customer_success_call	ON  
 15 Minute Phone Call 15 mins	/mamie/15min_phone	ON  
 30 Minute Phone Call 30 mins	/mamie/30min_phone	ON  
 1 hour phone call 1 hr	/mamie/60min_phone	ON  
 15 minute Skype Call 15 mins	/mamie/15min_skype	ON  
 30 Minute Skype Call 30 mins	/mamie/30min_skype	ON  
 Coffee Conversation in Brooklyn 1 hr	/mamie/brooklyn_coffee	ON  

Optimize your time. Cultivate your team. Achieve your goals.