

A QUICK GUIDE BY SHAFQAT JILANI

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IKTAR PRODUCTIVITY LENS™

A LEADERSHIP SELF-CHECK
FOR REAL BUSINESS IMPACT

By
Shafqat Jilani
Founder & CEO, IKTAR
Corporate Trainer & Business Consultant

Productivity is not about doing more.
It is about producing what moves the business forward.

www.IKTAR.org | info@IKTAR.org



The **IKTAR** Productivity Lens™ helps leaders examine how time, effort, and attention are actually converting into business value, execution, and results.

Use this lens monthly or quarterly to recalibrate leadership focus, team output, and organizational energy.

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LENS 1: OUTCOME ALIGNMENT

Are you productive, or just active?

Ask yourself:

- Can I clearly state the **3 outcomes** my role must deliver this quarter?
- Do my daily actions directly connect to **revenue, growth, or risk reduction**?
- If I stopped attending meetings for one week, would business outcomes suffer or improve?

✓ Productivity exists only when effort produces outcomes that matter.

LENS 2: LEADERSHIP TIME INTEGRITY

Where is leadership time actually going?

Audit honestly:

- What percentage of my week is spent on decision-making vs firefighting?
- How much time goes into work that someone else should own?
- Do I protect uninterrupted thinking time, or is my calendar reacting to others?

✓ Leaders who control time control execution.

LENS 3: PRIORITY DISCIPLINE

Do priorities survive the week?

Evaluate:

- Are there **1 to 3 non-negotiable priorities** for the week?
 - Do teams know what must NOT be done this week?
 - Are urgent matters constantly replacing important work?
- ✓ Productivity collapses when everything becomes important.

LENS 4: DECISION VELOCITY

Is slow decision-making killing momentum?

Reflect:

- How long do key decisions wait on your desk?
- Are decisions delayed due to lack of data or lack of courage?
- Do teams escalate decisions upward unnecessarily?

✓ Speed with clarity beats perfection with delay.

LENS 5: MEETING ROI

Do meetings create movement or fatigue?

Check:

- Does every meeting have a clear decision or output?
- Are meetings replacing execution time?
- How many meetings could be reduced to a short update or dashboard?

✓ Meetings should accelerate work, not replace it.

LENS 6: ENERGY MANAGEMENT

Is leadership energy aligned with strategic work?

Observe:

- Are you most energetic on strategic tasks or routine tasks?
- Do high-impact activities get your best hours or leftovers?
- Is burnout creeping in disguised as busyness?

✓ Energy mismanagement is silent productivity loss.

LENS 7: ACCOUNTABILITY CLARITY

Is responsibility visible or assumed?

Ask:

- Is it always clear who owns what result?
- Do teams know how success is measured?
- Are failures reviewed for learning or avoided emotionally?

✓ Accountability removes noise and creates focus.

LENS 8: EXECUTION FEEDBACK LOOP

Do you learn fast enough?

Assess:

- Do you review execution weekly or only at month-end?
- Are mistakes analyzed without blame?
- Is learning translated into immediate adjustment?

✓ Productivity improves when learning cycles shorten.

LENS 9: VALUE CREATION RATIO

How much of your work creates value?

Estimate honestly:

- What percentage of work creates **client value, growth, or advantage?**
- What percentage maintains the system?
- What percentage adds no measurable value?

✓ Leaders must actively reduce low-value work.

LENS 10: LEADERSHIP PRESENCE

Does your presence improve productivity or interrupt it?

Reflect:

- When you enter a discussion, does clarity increase?
- Do teams become dependent on your presence?
- Are you enabling execution or becoming a bottleneck?

✓ Great leaders multiply productivity without being everywhere.

FINAL REFLECTION

Ask yourself one powerful question:

“If I removed 20 percent of my current activities, would my business performance improve?”

If the answer is yes, you know where to begin.

HOW TO USE THE IKTAR PRODUCTIVITY LENS

- Apply **2 to 3 lenses per month**
- Discuss insights with your leadership team
- Change **one behavior, one decision, one workflow**
- Review impact after 30 days

That is how productivity becomes **strategic execution**, not exhaustion.

THANK YOU!

Thank you for taking the time to reflect on your leadership, productivity, and execution.

In today's business environment, busyness is easy, but impact is rare.

The purpose of the IKTAR Productivity Lens is not to help you work harder.

It exists to help you think clearer, decide faster, and execute what truly matters.

Every organization already has enough activity.

What most lack is alignment between leadership intent and daily execution.

If this guide helped you pause, question, or rethink even one leadership habit, then it has served its purpose.

Real productivity does not begin with tools, systems, or schedules.

It begins with leadership awareness.

Shafqat Jilani

Founder & CEO, **IKTAR**

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A MOMENT FOR DELIBERATE LEADERSHIP

If you would like to:

- Examine where productivity is leaking inside your organization
- Align leadership time with revenue, growth, and execution
- Build a culture where focus replaces fatigue

You are welcome to continue the conversation.
No obligation. No pressure. Just clarity.

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Visit: <https://IKTAR.org>



Email: info@IKTAR.org



WhatsApp: +92 321 783 5515