

What's the Best Time of Day to get Work Done?

Research Shows Productivity and Creativity Peaks in the Morning

TORONTO, Oct. 29, 2014 /CNW/ - When it comes to on-the-job success, the early bird really does catch the worm, new research by [The Creative Group](#) suggests. According to the survey, **63 per cent** of advertising and marketing executives said they feel most productive in the morning. When it comes to generating new ideas, **72 per cent** of respondents said they feel most creative before noon.

The study was developed by The Creative Group, a specialized staffing service for interactive, design, marketing, advertising and public relations professionals. It was conducted by an independent research firm and is based on more than 400 telephone interviews -- approximately 200 with marketing executives randomly selected from companies with 100 or more employees and 200 with advertising executives randomly selected from agencies with 20 or more employees.

View an [infographic of the survey results](#)

"Creative professionals have built up a reputation for being night owls, however in an industry where the best resource is creativity, it's worth acknowledging that many perform at their peak in the morning," said Deborah Bottineau, senior regional manager of The Creative Group. "Starting the day strong, refreshed and relatively free of distractions can make all the difference to your productivity, and get you home on time."

The Creative Group offers five tips for becoming a morning person so you can kick-start your workday:

- **Make a plan.** Over-ambitious scheduling is a setup for failure and compels you to take unfinished work home. Spend 10 minutes at the beginning of each day (or the evening before) creating a realistic to-do list for the day ahead. Prioritize tasks that are the most time-sensitive and important to the business and plan the next eight hours around them.
- **Sharpen your focus.** People are more efficient when working for an extended period in the same mental mode, as opposed to changing gears frequently. Try to cluster tasks that require similar effort or resources in the same time frame.
- **Limit distractions.** Many creative professionals [find inspiration](#) from browsing blogs, websites and social media. To maximize productivity without cutting off sources of creative stimuli, set designated periods to surf the web in the afternoon or after you've completed a major to-do. Also, turn off email and app notifications so you're not tempted to review messages as they arrive.
- **Don't delay.** Even peak performers occasionally put off working on unpleasant or overwhelming assignments. One effective way to overcome procrastination is to [break a project into smaller tasks](#).
- **Recharge.** Taking short breaks can help you replenish your energy and fight fatigue.

About The Creative Group

The Creative Group (TCG) specializes in placing a range of highly skilled interactive, design, marketing, advertising and public relations professionals with a variety of firms on a project and full-time basis. More information, including online job-hunting services, candidate portfolios and TCG's [blog](#), can be found at [creativegroup.com](#).

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