

# Impact of GTD at Lufthansa AirPlus International

A survey of participants in the  
2-day GTD Fundamentals Seminar

**NE>>T ACTION**  
ASSOCIATES

# Survey Methodology

- **Online survey in German used to assess impact of GTD training on four areas:**
  - Use/implementation of key GTD behaviours
  - Perceived impact of GTD on professional and personal context
  - Self assessment of personal productivity increase following the seminar
  - Personal comments
- **217 seminar participants (from 14 seminars, which ran from March 2013 to March 2015) were invited by email to take part in the survey in July 2015**
- **There were 76 complete replies - a response rate of approx. 39 % (excl. 21 undeliverable invitations)**

# Summary of Results

- **72%\*** of respondents report a productivity increase of **>15%** following the seminar
- **71%** of respondents felt less stressed after participating in GTD training
- **92%** of respondents would recommend GTD training to somebody else
- **86%** of respondents were still using some GTD habits , and all key GTD habits are used by **40+%** of respondents.

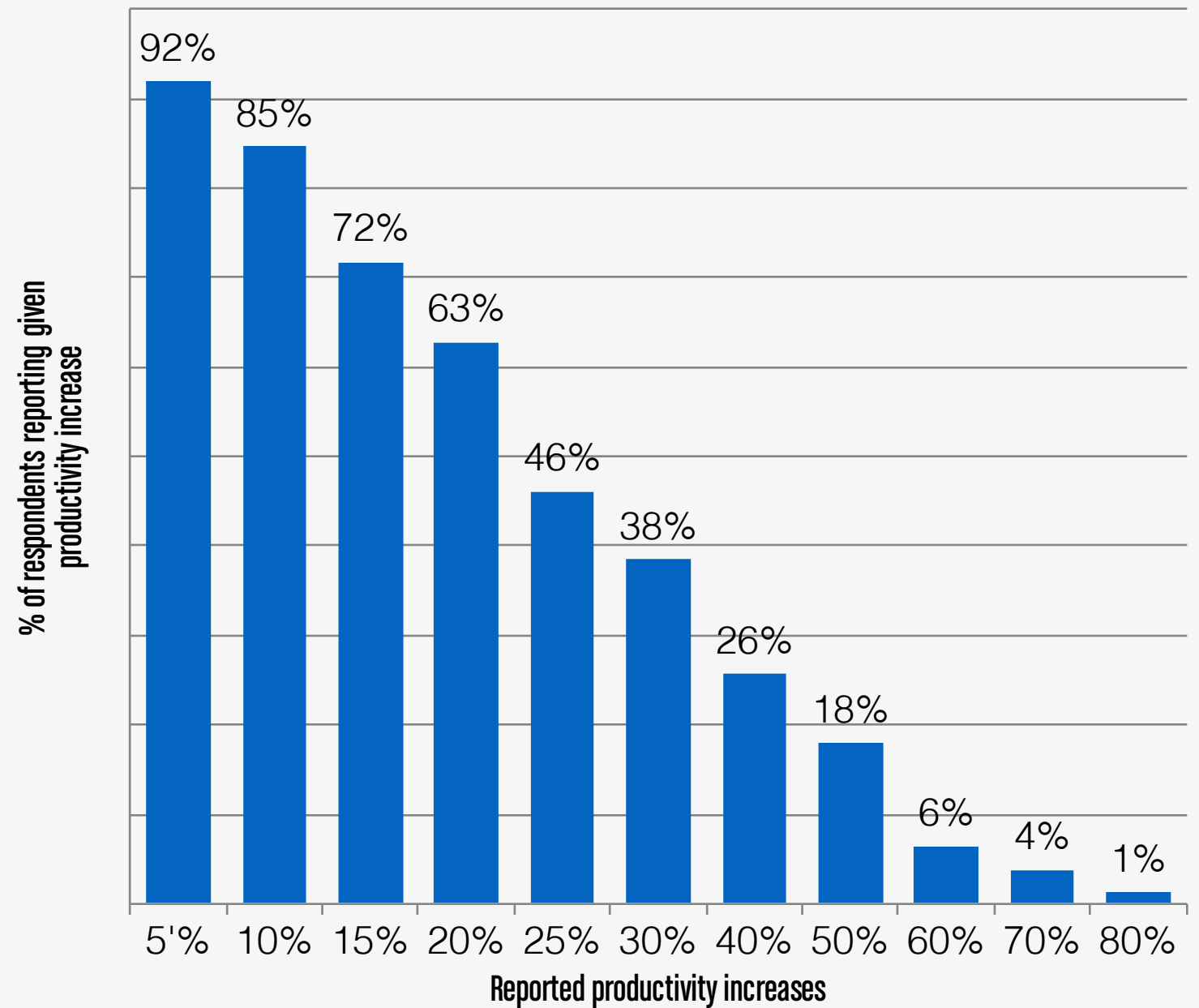
\* Participants were asked to rank their agreement with statements on a six-point scale (0 to 5) from, “not true at all” to “very true”, or “never” to “regularly” – 3 and above is seen as agreement

# Summary of Results

- The more immediately results-oriented elements of GTD are used more widely, while more nuanced/longer-term oriented practices are used less regularly (notable exceptions: “weekly review” scores high and “projects list” scores low in this context)
- GTD seen to be more applicable in the professional context (81%\* agreement) than in personal context (64%)
- 59% of respondents report more time spent on strategic and important tasks
- 67% say that they can “switch off better after work”
- 38% agree that they have more time for family/partner

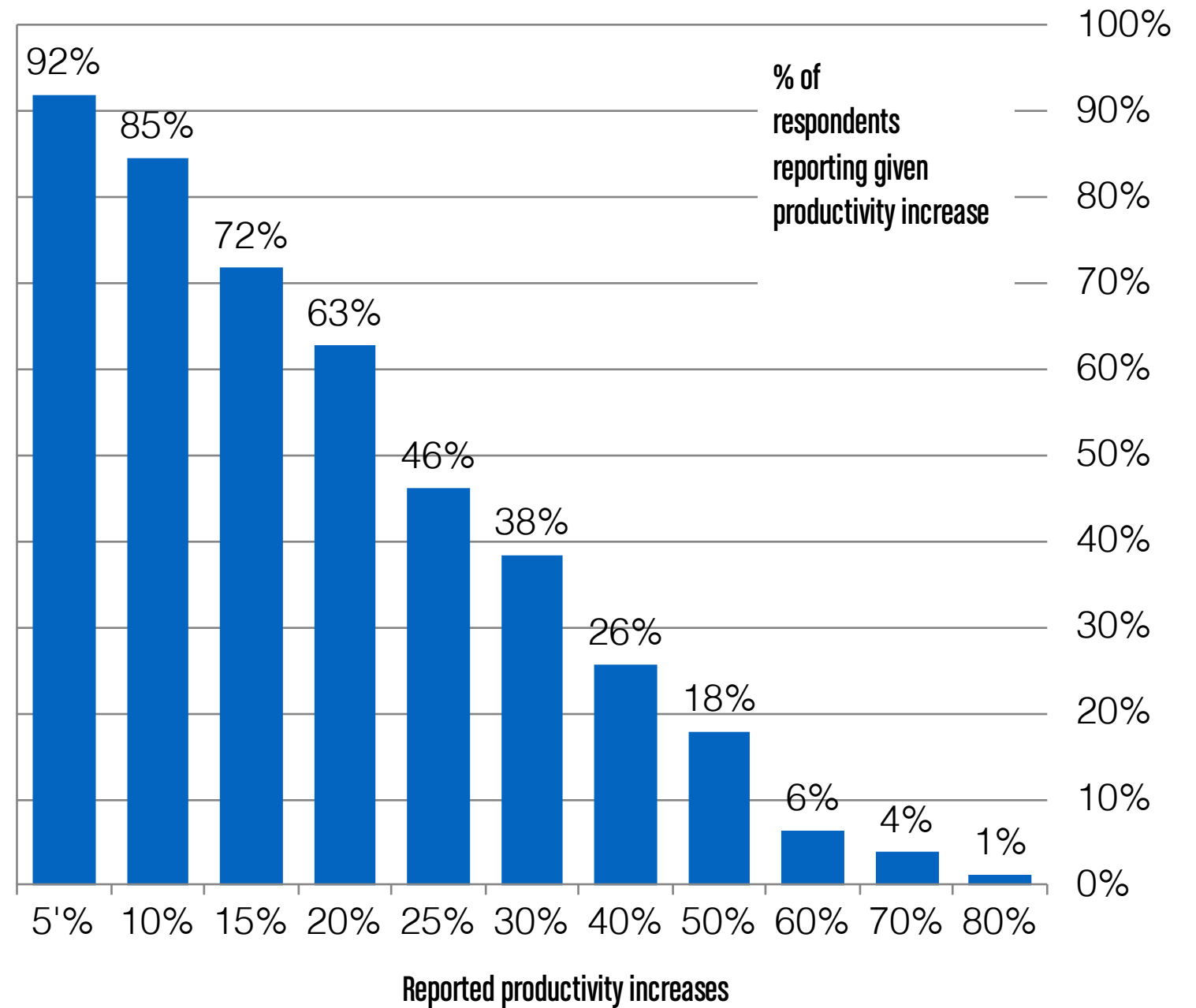
# Self-Assessed Productivity Increase

- 92% of respondents reported a personal productivity increase of 5% or more after the seminar
- 63% of respondents rated themselves 20% more productive
- 18% say the personal productivity has increased by more than 50%
- The highest reported increase was 80%



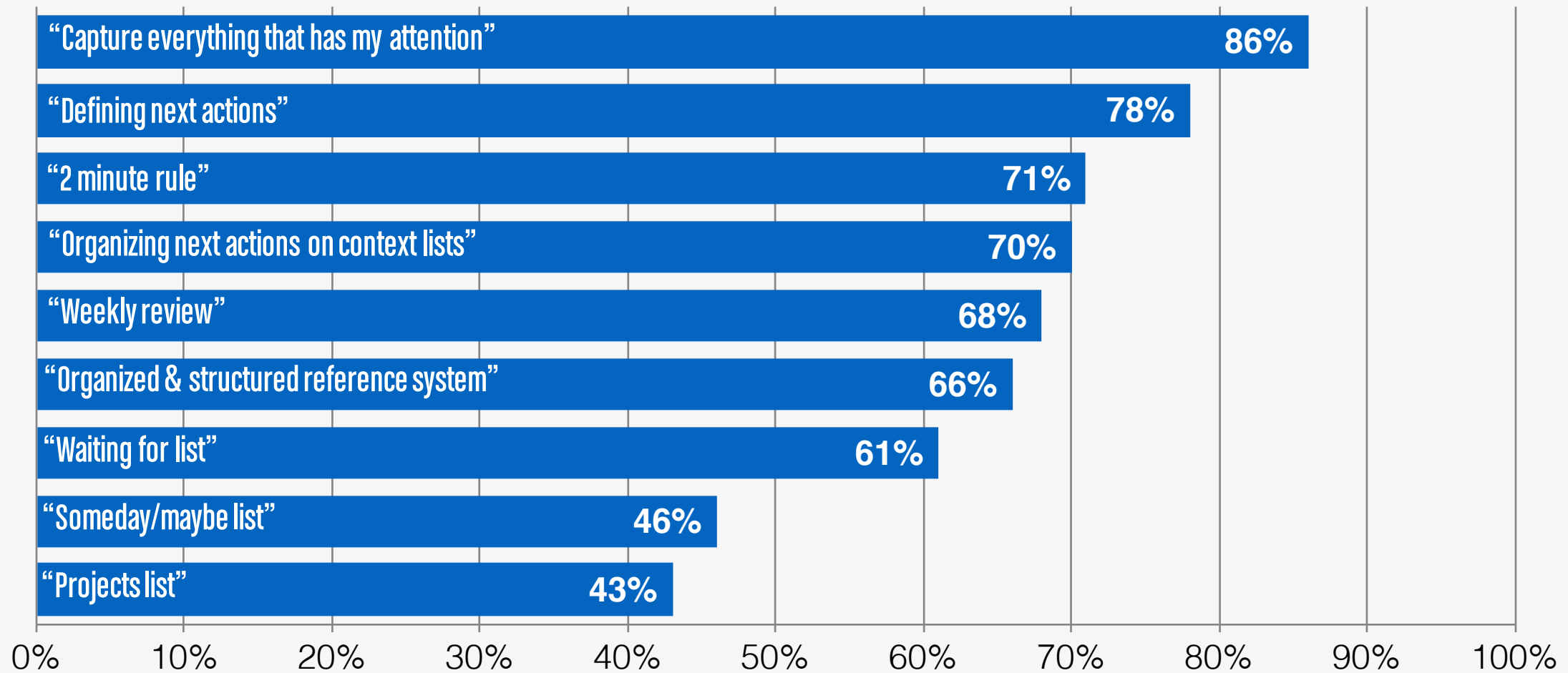
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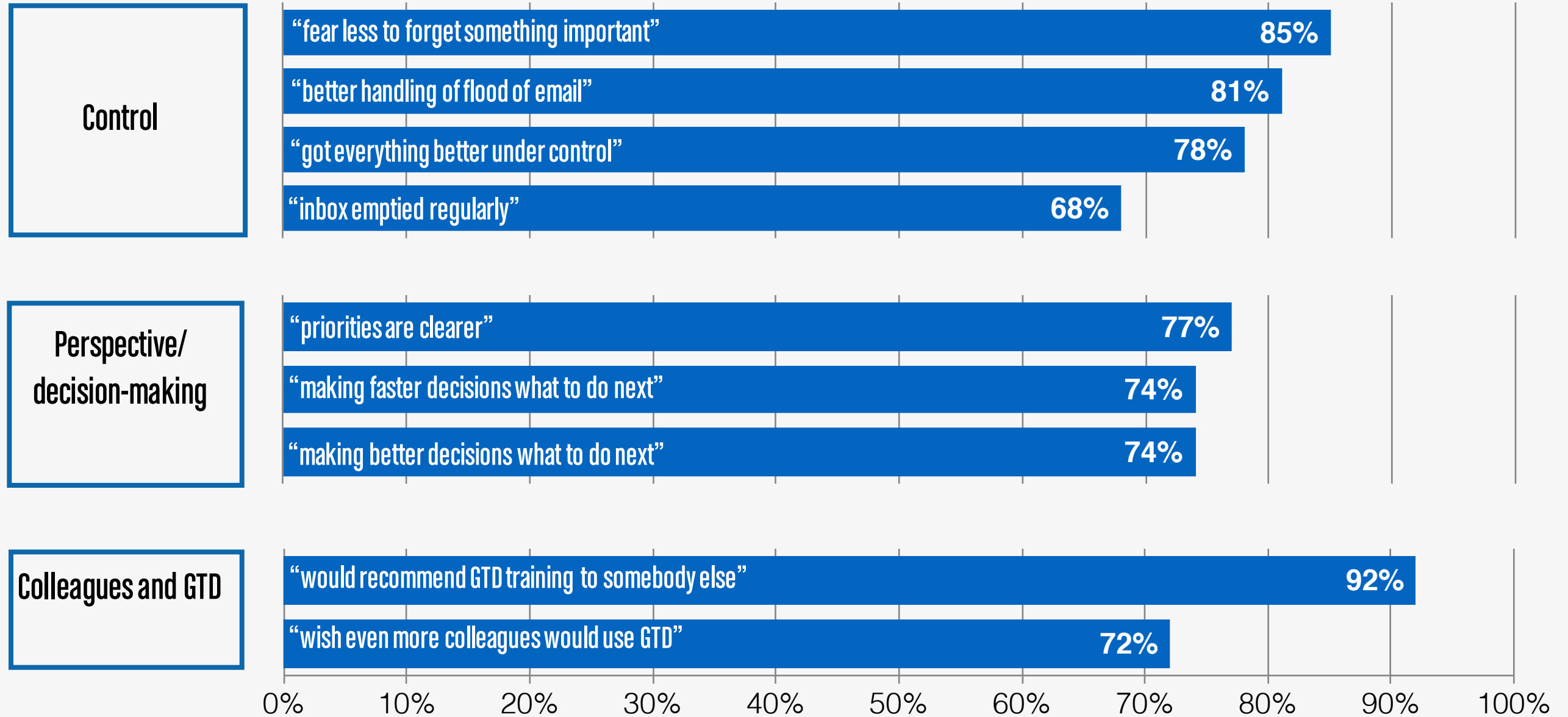
# Use of Key GTD Behaviours/Habits

The survey showed varying degrees of implementation of key elements of the GTD methodology:



Participants were asked to rank their use of key elements of the GTD methodology on a scale of 0 to 5 from “never” to “regularly” - 3 and above deemed positive

# Impact of GTD - Detail





# Survey Participants' Comments

GTD has totally changed my work - in a positive way.

GTD should be a required seminar for all senior managers and project workers.

Great seminar. I would like to see a best practice forum. Lessons learned and tips for everyday use.

Only people who are willing to adjust their way of working and change things, otherwise it is a waste of time...

The most important part is the weekly review. Without it, it gets difficult. To take this time when it gets hectic is still a challenge.

I had already implemented parts of GTD. But the seminar helped to see the bigger picture.

I have worked in a structured way with tasks before, the refore I have only put down a productivity increase of 10%.

# Survey Participants' Comments

Very interesting method, flexible, because each person can use the most suitable part of it, fantastic trainer (Edward Lamont), I absolutely will continue to recommend it to other colleagues/friends.

I do not see GTD as a black/white methodology which is only helpful with full implementation. GTD is also helpful if you only use parts of it.

It is too time consuming for me to implement GTD.

I was already very well organized. Therefore the additional benefit was limited.

Most of all a great training for working with Outlook.

GTD is simply great. Once you have it internalised it becomes almost automatic.

It stands and falls with the implementation.

# Survey Participants' Comments

I confess that I returned to old habits. I often do not find the times to manage my lists. But I use elements of the seminar and it helped me to be more structured

I have to discipline myself to empty my inbox. A relapse to old behaviour can not be ruled out.

GTD is an unnecessary methodology for me. I can organise myself in a different way.

...I liked the practical part, which meant we could start straight-away on the next day.

I would have liked more time for practical exercises. Maybe even a couple of day-to-day shadowing...

I think it is a good system. Even though I still work with my own method, I think it is helpful. It is just hard to make a start with an overflowing inbox.