



# Sarah Reiff-Hekking, Ph.D.

Coach and Time Matters Expert  
True Focus COACHING.com

## TALK SUMMARY AND SPEAKER INTRO

**TITLE:** *I Know What to Do, I'm Just Not Doing It: 5 Steps to Bust Through Procrastination and Overwhelm.*

**SPECIAL GUEST:** Dr. Sarah Reiff-Hekking, Founder of True Focus Coaching & creator of the WISE Living Formula.

### ***Does this sound familiar....***

- You can't believe you have so much to do and you are not doing what you are supposed to be doing.
- You keep telling yourself that if you could just sit down and grind through it, you'd be fine.
- You know you can't do it all, but you don't know how you will ever say No when everything seems so important.

### ***In this action-packed session you will learn:***

- WHY the projects you've planned to do slide into the next day . . . still don't get done and continue to hog space on your To Do list.
- HOW to bust through procrastination using my 5 Step system. You'll find out how to take control of your time and tasks and STOP the feelings of being weighed down, overwhelmed, and confused.
- WHAT positive self-talk really is, when it works, and why it's only a piece of the solution you need.

***You'll walk away with tools to take into your life and start to use right away!***

### ***Sarah Reiff-Hekking, Ph.D. - Coach and Time Matters Expert***

Dr. Reiff-Hekking is a Coach and Time Matters Expert with almost 20 years of experience helping people create and achieve their goals. She draws upon her background and experience as psychologist and researcher to create elegant out-of-the-box solutions for her clients. She was on the faculty at UMass Medical School for 6 years, founded True Focus Coaching in 2005, and was a coach on staff at the Hallowell Center for more than 5 years. As a business savvy entrepreneur she grew a successful coaching practice during a down economy.

Dr. Sarah Reiff-Hekking is passionate about helping smart, creative adults that have a hard time managing their time and their tasks, figure out a way that works for them. She believes that there are no 'perfect' time management systems – you have to find the system that works for you. She also believes that solutions are found by paying attention to the present moment and that just like Michelangelo had to chip away at the stone to find the statue, we have to get rid of all the extra stuff that isn't the core of your life. She offers private and group coaching services. More at [www.TrueFocusCoaching.com](http://www.TrueFocusCoaching.com).



"I'm a huge fan of Dr. Sarah Reiff-Hekking! She was a guest on my podcast The Success Talk Show, sharing both inspiration and practical advice for maximizing your time. That episode still ranks as one of the all-time most popular interviews. In addition to all the great tips, she also offered the audience a free gift with her online assessment and the opportunity to have a complimentary consultation. I've referred many of my coaching clients to this episode to take full advantage of her expertise!"

**-Donna Ceriani**

**Host of the Success Talk Show**

Notes on pronouncing

**"Reiff-Hekking":**

"Reiff" is pronounced

"Rife" which rhymes with "life".

"Hekking" as in "oh, heck."



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