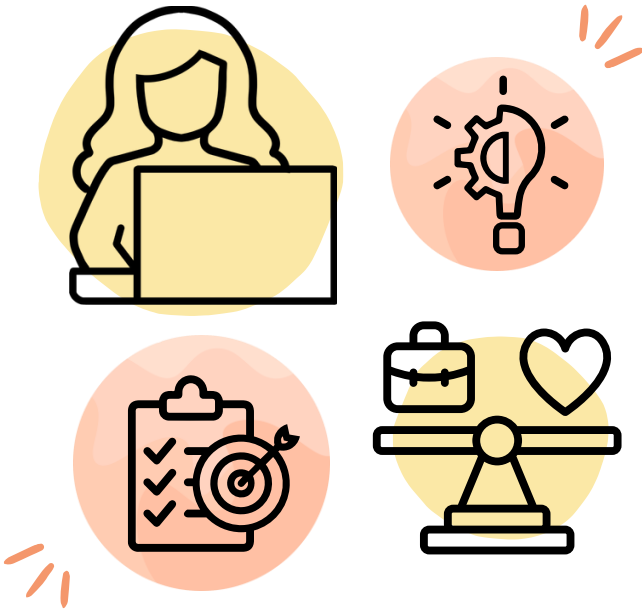


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# Why You Still Procrastinate (Even When You Know Better)

Discover your procrastination type  
..and fix it in minutes



RAVINDRA KONDEKAR

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## Preface

This booklet explores **procrastination** not as a character defect, but as a manageable human behavior influenced by specific **personality archetypes**. Expert **Ravindra Kondekar** identifies **six distinct personas** to help individuals recognize their unique patterns of avoidance. It offers a comprehensive framework for achieving long-term **productivity** by aligning daily actions with **personal goals** and proven **time-management techniques**.

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### Disclaimer and Usage

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This booklet serves as a guide designed solely for your personal and non-commercial use. The insights shared within are drawn from the author's knowledge, experience, and observations. Please keep in mind that your implementation of the strategies discussed is at your own risk.

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## Meet The Expert



**Ravindra Kondekar** is an accomplished alumnus of **IIT Bombay** with an **MTech Degree** and more than **30 years** of experience in the **Indian tech industry**. He has contributed to organizations, including the **Indian Department of Space**, and he holds **four patents** from the **United States Patent and Trademark Office**.

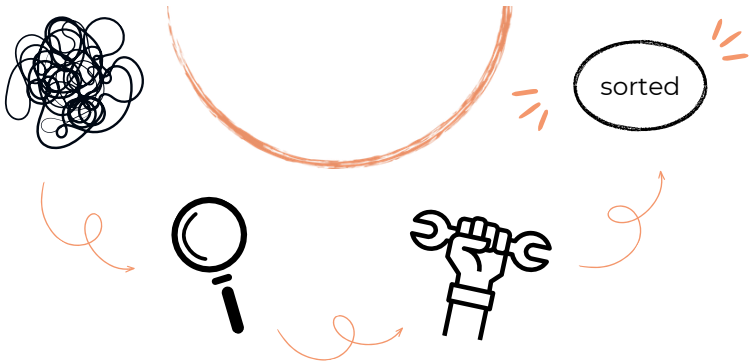
Drawing from his **background** in senior management and teaching, Ravindra **now** works as a productivity coach and consultant. He helps individuals harness their potential through intelligent and stress-free **approaches**. In addition to this, he shares his insights on various platforms, including **LinkedIn** and his **blog** column - **Stay Organised, Stay Productive** on **The Times of India**.

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## What You Will Get From This

In the next ten minutes, you will find yourself doing this:

1. **Identify** your procrastination type by recognizing your own behavioral patterns and thought processes.
1. **Understand** why you get stuck by delving into the underlying psychological and emotional barriers that impede your progress.
1. **Learn a simple fix** you can apply immediately to help you overcome these obstacles and enhance your efficiency.



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## First, Identify Your Type

Read the statements below and pick the one(s) that sounds most like you:

1. I delay starting tasks that feel complex or overwhelming

↳ **The Deer**

1. I avoid boring or repetitive work

↳ **The Ostrich**

1. I take on too many things and feel stuck

↳ **The Octopus**

1. I wait until the last minute to start

↳ **The Cheetah**

1. I feel no motivation to do anything important

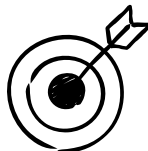
↳ **The Sloth**

1. I rush through tasks just to finish quickly

**The Squirrel**

## Got Your Type?

Turn the page – you will understand exactly why it happens and how to fix it.



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## Understanding Procrastination Properly

Wikipedia defines Procrastination as the act of unnecessarily delaying or postponing something despite knowing that there could be negative consequences for doing so.

If it's harmful, why do we still do it?

From a rational standpoint, it makes no sense.

Yet, in real life, it happens all the time.

## A Simple Model to Understand Procrastination

A useful way to understand this (inspired by Tim Urban, author of *What's Our Problem?*) is to think of two minds within us.

### Primitive Mind vs. Higher Mind

The two differ in the sense as follows –

**Primitive Mind:** Driven by survival, comfort, and avoiding pain. Shared with the animal kingdom.

**Higher Mind:** Enables rational thinking, planning, and decision-making. This is what makes us uniquely human.

These two are constantly in a tug-of-war. Most of the time, the higher mind is in control – and things go well. But sometimes, the primitive mind takes over.



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## When the Primitive Mind Takes Over

This isn't always bad. In danger, the primitive mind is our saviour. But problems arise when it dominates situations that require thinking.

The primitive mind seeks comfort and avoidance.  
The higher mind seeks progress and responsibility.  
Procrastination is this conflict in action.

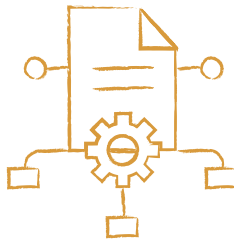
So, the obvious solution seems to be: keep the primitive mind in check. But there is a catch.

## No One-Size-Fits-All Solution

Procrastination is not one problem – it is many.

Different behaviors. Different causes.  
This means – no single solution works for everyone.

To make this practical, Ravindra has developed a framework of six distinct procrastination types.



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## A Simple Way to Visualize Productivity



To explain these personas further, a simple visual representation can be used.

Imagine a circle representing all key tasks in a person's life – those that truly matter and contribute to meaningful outcomes.

While many daily activities may be insignificant, this circle focuses only on what is important.

If it is completely filled with yellow colour, it indicates that the individual is consistently completing all their key tasks with diligence and focus.

This serves as a reference point for understanding how different procrastination patterns affect task completion, depicted by holes in the circle or other changes.



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## 1 The Deer: Frozen in the Headlights



**The Deer** is usually very diligent with familiar work but becomes paralysed when faced with something new, complex, or high-stakes. If a task requires extensive research or falls outside your comfort zone – like writing a book or renewing a passport – you might simply ‘freeze’.



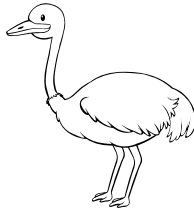
The amoeba-shaped holes portray new, complex, or high-stakes tasks that you tend to avoid and feel like being frozen as soon as they come up.

### Steps to reset:

1. You need clarity. Do not try to ‘do’ the task yet. Instead, spend time planning.
2. Break the massive project into ‘micro-tasks’ using a mind map.
3. Just focus on completing one tiny, manageable step at a time to build momentum.

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## 2 The Ostrich: Head in the Sand



**The Ostrich** avoids the 'boring stuff.' You are great at the big, exciting projects, but you stick your head in the sand when it comes to repetitive admin, filing taxes, or sorting emails. For you, it is not fear that stops you. It is pure monotony.



The square-shaped holes portray boring, monotonous tasks that you tend to avoid and hide like an Ostrich as soon as they come up.

### Steps to reset:

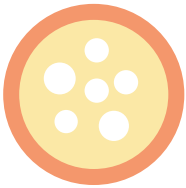
1. Make the mundane manageable. Create reliable systems like checklists and templates so you do not have to think about the steps.
2. You can also 'Energize' the routine – listen to a favorite podcast or music while you do the boring work to make it enjoyable.

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## 3 The Octopus: Juggling Too Much



**The Octopus** says 'yes' to everything. You have eight arms in eight different pots, and eventually, you get so overcommitted that you can not move. Procrastination here happens because there is simply too much on your plate to process.



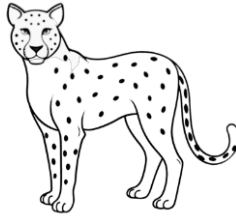
The larger circle portrays that this persona takes on more tasks than their own capacity and thus becomes overcommitted.

### Steps to reset:

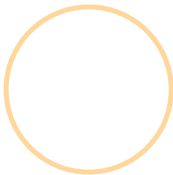
1. You need a Mission Statement. Use Stephen Covey's principle of 'Beginning with the End in Mind' to decide what truly matters.
2. Learn the power of 'No'. Before taking on something new, ask yourself: 'Which current commitment will I stop to make room for this?'

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## 4 The Cheetah: The Last-Minute Sprinter



**The Cheetah** believes they 'work best under pressure'. You wait until the absolute last second to start, relying on the rush of adrenaline to carry you to the finish line. While you usually finish, it comes at the cost of extreme stress and potentially lower-quality work.



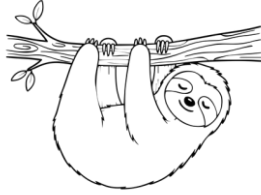
An empty circle with only its outline visible. You wait till the last minute of the deadline to start because that is where your motivation lies.

### Steps to :

1. Perform a Cost-Benefit Analysis. Write down the true cost of waiting versus the benefit of starting early.
2. If starting early gives you peace of mind and a better result, use that as your new motivator rather than just the deadline.

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## 5 The Sloth: Stuck in Inertia



**The Sloth** feels a complete lack of motivation. When the volume of tasks feels overwhelming, you might think, 'What is the point of doing anything?' and choose to do nothing at all. This is a state of total avoidance and preference for trivial activities.



A totally empty circle because of a complete lack of motivation. You feel no task is important enough to be done and, hence, you end up doing nothing at all.

### Steps to reset:

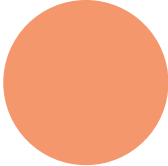
1. Focus on Foundational Habits. Start with (something like) Stephen Covey's first habit: 'Be Proactive'. Take responsibility for your time and aim for 'Small Wins'.
2. Write one sentence. Send one email. Use a productivity journal to track these tiny victories; they compound over time into massive momentum.

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## 6 The Squirrel: The Rushed Pre-crastinator



**The Squirrel** does not delay. They 'pre-crastinate'. You rush through tasks impulsively just to get them off your list. While you are 'fast,' you often make avoidable mistakes or miss opportunities for deeper quality.



An orange circle instead of yellow. You get everything done but impulsively and make avoidable mistakes that often lead you to lose opportunities as well.

### Steps to reset:

1. Slow down and trust a system. Implement a systematic to-do list that triages tasks by importance, not just urgency.
2. When tasks are safely captured, you can pace your work without fear of missing anything.
3. Allow your ideas time to 'slow cook' rather than serving them raw.

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## Now What? Turn Insight Into Action

You do not procrastinate for one reason.  
You procrastinate in a specific pattern.  
And each pattern needs a different approach.

### Remember These 3 Rules:

1. Match the solution to your type
  - ↳ One method does not work for all situations
2. Start small, not perfect
  - ↳ Action beats overthinking every time
3. Focus on starting, not finishing
  - ↳ Momentum creates progress

Take a moment:

- Which type are you most often?
- Where does it show up in your work?
- What is one small action you can take today?

The goal is not to eliminate procrastination completely.  
The goal is to understand it – and move through it quickly.

Now, let's make this practical.





## Your 10-Minute Action Plan

Do not overthink this.  
Just follow these steps and begin.

### **Step 1:** Identify Your Type

Pick the type that fits you most right now

### **Step 2:** Choose ONE Task

Select one task you've been delaying

### **Step 3:** Apply Your Fix

Use the reset method from your type

### **Step 4:** Work for 10 Minutes

No pressure to finish – just start

### **Step 5:** Stop or Continue

## After 10 minutes

- Stop (if you want), or
- Continue if momentum builds

Right now, write it down:

- My type: \_\_\_\_\_
- My task: \_\_\_\_\_
- My first step: \_\_\_\_\_

You do not need more time.  
You do not need more motivation.  
You just need to start – correctly.

**Ready to go deeper?**

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## Want to Go Deeper?

If this made sense to you, you are already ahead of most people. But understanding is just the first step. The real change comes from applying it consistently.

Ravindra helps professionals:

- Understand their work patterns
- Overcome procrastination
- Build simple, practical systems for consistent action

[Follow on LinkedIn](#) for more insights and practical frameworks 

[Explore more](#) productivity solutions on Ravindra's website



[Book an appointment for a free clarity session](#) with Ravindra





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## Author's Journey

Here is a glimpse into Ravindra's journey into personal productivity.

### How it began



Over the past few years, Ravindra developed a strong interest in personal productivity.

While working in demanding corporate roles, particularly in senior leadership, he experienced ongoing productivity challenges – stress, time pressure, and an imbalance between work and personal life. These experiences led to a key question:

Can productivity improve without increasing stress?

### From Personal Struggle to Practical Solution

Ravindra began exploring this at a personal level.



Through experimentation and reflection, he developed practical methods that improved his effectiveness while reducing stress. What started as a personal solution gradually evolved into an approach that could help others.

### The Lens of Performance Optimization

With a background in software development, Ravindra naturally approaches problems through optimization.

After graduating from IIT Bombay in 1992, he built a 27-year career, growing from a software developer to Vice President of a software development organization. Across this journey, one belief stayed constant – systems can be optimised for better outcomes.

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With careful tuning, the same system can deliver significantly better results using similar resources.

He began applying this thinking to human productivity.

## **Applying Optimisation to Human Productivity**

This perspective shapes his approach as a productivity coach.

The central question remains:

How can an individual achieve more without increasing stress?

Ravindra believes productivity that compromises well-being has limited value. His work focuses on sustainable performance improvement

## **Practicing Before Preaching**

Ravindra strongly believes in practicing before teaching.

Every method he shares has been tested in real-life situations – first personally, then with others – before being offered more widely.

## **Helping You Achieve More – Without the Stress**

Today, Ravindra combines decades of professional experience with practical insights to help individuals work smarter, not harder.

His approach is simple, structured, and results-oriented – enabling you to achieve more while staying balanced, calm, and in control.

