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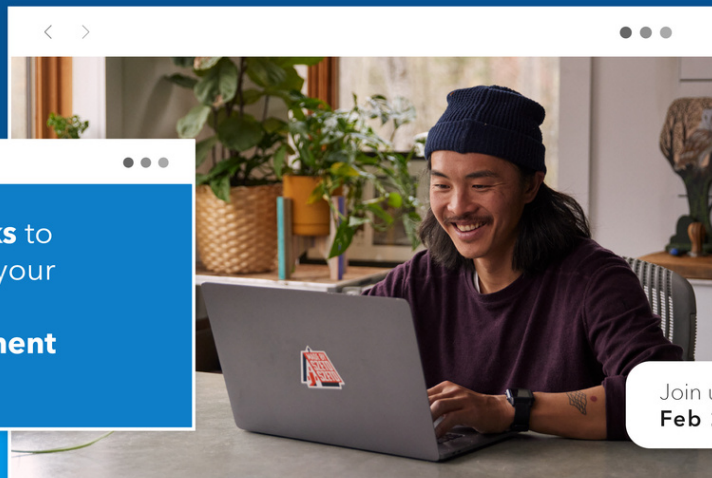


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Member Spotlight

Real estate professionals deserve exceptional tools, especially in the realm of compliant off-market strategies. Enter Knokd, a brainchild of Derek Hooper, a third-generation Ottawa REALTOR®.



Derek Hooper, Ottawa, ON
Member since 2022

Derek Hooper's insight and Knokd's Inception

With a lifetime in real estate, Derek spotted a gap, underestimating the potential for liquidity in the market. Recognizing the prevalence of off-market home sales for various reasons, he saw the lack of a professional platform for sharing such listings.

Filling the Void with Knokd

Derek founded Knokd, a centralized marketplace for off-market homes. In its first year, Knokd revealed that an astounding 33% of homes are shared off-market, creating a hidden market segment.

Empowering Agents and Clients

Knokd seeks to revolutionize real estate by giving clients access to this concealed market through their trusted agents. It acts as a centralized hub, providing agents easy access to exclusive listings not found on other public platforms.

Innovation, Client-Centric Focus

At its core, Knokd supports agents and clients with progressive tools, reshaping off-market transactions. This innovation places agents and clients at the heart of the real estate experience.

In a swiftly evolving industry, Knokd stands as a beacon of innovation, empowering real estate agents to navigate change and deliver unparalleled service to their clients. For more information, visit <https://www.knokd.ca/>

Bad habits getting in the way of your focus and productivity?

Life is a lot easier when time is on your side, and no matter where you work from, effective time management can help decrease stress and increase productivity. Here 5 simple strategies from industry experts that can help you be your best.

Master the art of prioritizing

When your to-do list is long in the morning, tackle tasks in order of importance. "Our tendency is to get the easy stuff completed [first]," says Charmaine Hammond, professional speaker, author and consultant on conflict resolution in the workplace. "The challenge is that once meetings begin, priority items are left unhandled and you have to deal with them at the end of the day." Hammond recommends the "4 D" method to deal with emails: do it, delete it, defer it (with reminder to revisit), or delegate it.

Schedule time between meetings to complete tasks

While it's tempting to book continual meetings during busy periods, ensure that you schedule time into each day to handle other work, including responding to emails and phone calls. You need time to handle responsibilities other than meetings, and back-to-back meetings without breaks in between can add to your stress level. Make yourself "unavailable" for short bouts of time in shared calendars so that others don't book you for meetings you don't have time to attend.

One task at a time

It's often tempting to multitask when faced with numerous priorities, but it's usually better to fully complete one task before moving on to the next. "We tend to multitask when we feel overwhelmed or challenged by competing demands," says Hammond. "While we think we are being productive, this often leaves us with many half-finished documents or tasks at the end of the day."

Use your tools

Maggie Clark, Senior Manager, LOB Strategy Business Essentials at Staples Professional, recommends making use of organizational materials like a large-format wall calendar, color-coded Post-It notes, and dry erase products such as the Quartet Glass Dry-Erase Desktop Pad or the Quartet Mini Dry-Erase Board. The act of writing on a board or note can act as part of your analytical or memory process, kicking the brain into gear in a positive way.

Make space for breaks

Taking a breather during busy periods may feel counterintuitive, but breaks are essential for regaining focus. "They're also a way of managing stress and some of the emotional 'drama' we sometimes experience or are witness to in the workplace," says Hammond. A five-minute walk without checking emails, a coffee break in fresh air, or lunch away from the computer can make a world of difference in terms of energy, resilience, and productivity.

