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**Our Use of Time**

How many of you actually **think** about this process?

What's the biggest time management **mistake** we make at work?

*Not realizing how much time we really waste*

*Our 80/20 Rule*



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**80/20 Rule** of Time Management

*80% of Your To-Do List Produces Only 20% of Your Results*

In other words:  
*The **bulk** of what we do each day has little impact while the **minority** has the greatest impact*

Some Other 80/20 Variables:

- » 80% of your work can be done in 20% of your work day when you are **focused** and **uninterrupted**.
- » 80% of **interruptions** can be eliminated. The other 20% can be shortened or controlled.
- » 80% of what you file is **not looked at** again.

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**TIME STEALERS**

- » **Interruptions**
- » **Meetings**
- » Things You Should Have **Delegated**
- » Poor **Organizational** Skills
- » **Unclear** Objectives or Priorities
- » **Crisis** Management



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### SOME INDUSTRY TIME STEALERS

- » Getting **Bogged Down** in Research
- » Waiting for **Answers**
- » How We **Value** Our Time
- » Chasing the **Wrong Dollar**



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### 3 Core Components



of managing our time



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### 1 Recollection

With a focus on *managing the details*



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# RECOLLECTION

- » How do you **remember** all of the things you need to do?
- » Do you **write** it down?
- » What role does **technology** play?



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## Prioritization

With a focus on *organizational skills*



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# PRIORITIZATION

- » What is your greatest **organizational** skill?
- » It's a matter of learning the difference between what is **Urgent** and what is **Important**
- » What are your **criteria** for prioritizing?
- » Let's look at a possible prioritization system



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# PRIORITIZATION

» Consider the impact if you apply values to your list:

1. Prioritize each to-do item based on *effort*: 1 to 10
2. Then assign a value based on the *potential for positive results*: 1-10
3. Divide Line 1 by Line 2 and complete the lowest value item first

<b>Task 1</b> Prepare a Bid Proposal Effort: 5 Results: 5 Priority Value: 1	<b>Task 2</b> Call a Customer for a Referral Effort: 1 Results: 10 Priority Value: 0.1
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## Motivation

With a focus on *making it happen*



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# MOTIVATION

» Concentrate on your *strengths*. What *motivates* you?

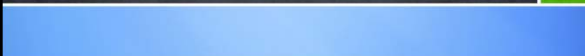
» What is your *Sense of Urgency*?

» What do you do *well*?

» What tasks stop you *cold*?

» What is your most *productive time of day*?

» What role does *stress* play?



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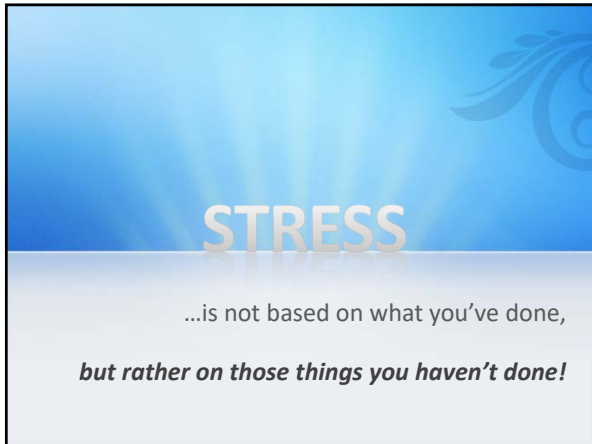
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# STRESS

...is not based on what you've done,  
***but rather on those things you haven't done!***

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### Our 3 Core Components



Most of us are only good at one or two of these

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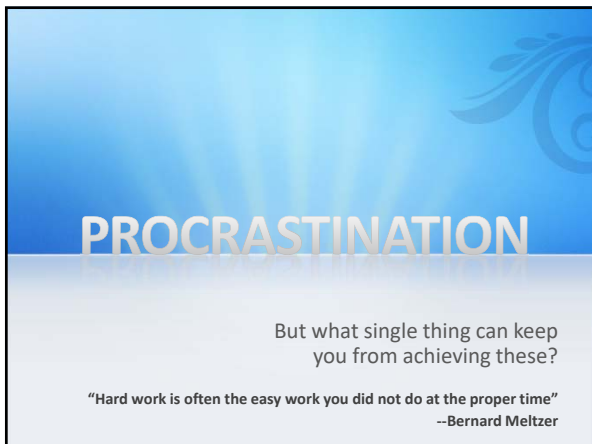
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# PROCRASTINATION

But what single thing can keep you from achieving these?

***"Hard work is often the easy work you did not do at the proper time"***  
--Bernard Meltzer

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**Organize With To-Do Lists & Calendars**

- » Prioritize & **Understand**
- » Focus on **Time-Specific** items first
- » Do the **high impact** tasks first
- » Separate **revenue** functions from **administrative** ones
- » Write or log **everything**

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**Practical Tips**

- » Don't Waste Time **Waiting**
- » Work With a **Clean Desk**
- » Do the **Right Thing**
- » If Not, **Change** the Process
- » Take **Lunch**
- » Learn to Use **Technology**
- » Work to Reduce **Bad** Interruptions

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**Practical Tips**

- » Find Your **Power Zone**
- » Get **Excellent** in Research
- » Know What The Desired **End Result** Must Be
- » Plan for Time **Between** Meetings
- » Handle Each Piece of Paper (or e-mail) **Only Once**
- » Spend Time **Planning**
- » Do **One More Thing** Before You Call It A Day

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**Bonus Practical Tips**

- » Manage Your **Social Media** Efforts
- » Place a **Value** on Your Time
- » Find What Works for You When You're **Mobile**
- » *Who Wants To Add a Tip That's Worked for Them?*

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Ultimately, what are we talking about today?

**Better managing ourselves,  
not our time.**

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**That's our time today...  
Your Questions!**

*Please remember to  
**complete your session evaluation now**  
to receive your CEU session credit.*

Christopher Duffy, Ariel Premium

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