

Your Best...only better

JANUARY 11, 2012

A presentation on Time Management for successful - and busy - entrepreneurs.

Based on the book: *Your Best Just Got Better: Work Smarter, Think Bigger, Make More* <http://amzn.to/bestbetter>

THE 4 FACTORS



There are **4** factors that influence your ability to “be productive” during the workday (or a weekend, or a holiday).

Time

With just 96 fifteen minute blocks of time in a day, how you *use* each one is significant.

Energy

People you work with *may* be morning people, while others do their best work in the afternoon (or later). Be aware of sleep, nutrition, etc.

Focus

What has your attention *here* that you may need to focus on/think about *there*?

Ecosystem

Your tools, your office, the staff you work with (even your commute and your clients) all affect your daily productivity.

*Take a few moments now and clarify your own definition of the word **Productivity**. Also, consider asking your team-members/contractors for their definition - it could be quite different than yours!*



“That's been one of my mantras - focus and simplicity. Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains.” ~ *Steve Jobs*

At My Best When...

How do you get your head clear and clean at the *end* of a day?

What do you need at the *early part* of a day to set yourself up for success?

I am at my best when...

3 Kinds of Work

During a day, there are 3 things that all entrepreneurs do: **Think, Manage** and **Act**.

THINK: You've had the opportunity to meet with people who are different than you (perhaps even in different businesses). When *and* how will you go back and think about how you might experiment with some ideas you've heard?

MANAGE: Defining and supervising specific projects and delegating parts of business development can move the mission forward (*and* it can take up precious time and resources!).

As you operate your business, it's imperative to manage your resources (time, energy, focus and ecosystem) effectively. It is imperative that you learn to be a better manager.

ACT: Consider the actual tasks you do during a day. Have you ever studied *just* how many times you check email, or how long it takes to find information you're looking for, or delegate a task to a staff member (or client)? When you think about “Time and Action Management,” ask yourself:

- How long does it take to:
- Call someone back?
 - Follow up after a meeting?
 - Review a document?
 - Write today's to-do list?
 - Organize the work space?

At the end of a day, consider looking back on those 8 or 10 or 15 hours and segment your time. When were you thinking? Managing? Doing?

“If you wait until you have time to think about what you need to do when you have time... you'll always be a step behind.”

Your Best...only better

Call today for a FREE tip on managing your time effectively: (562) 319-4102 VIP code: 125 (message expires 15 January 2012)

Unleashing Your Competitive Edge

The Psychology, Sociology and Technology of Productivity

Here are 3 ways to build organizational systems and implement strategic best-practice behaviors to focus on priorities, manage change, & plan for the future.

Psychology: Understand how *you* think, manage and act to improve productivity and performance. As you make a mental to do list, sit down to think through a problem, or bring a pre-conceived idea to a meeting, you start organizing the hours and day to come. It's important to understand the thinking/planning styles you "bring to the table."

Sociology: How an individual, team and eventually a company grows is in direct relation to the interactions that are created and nurtured. The ability to meet, greet and grow depends on understanding sociological functions and relationship building.

Technology: You must organize plans so that something *happens* and something (ie: an outcome) is *assessed*. Consider how your organization is maximizing tools, computers, smart phones and tablets. Assess how you can most effectively alleviate some pain or increase some pleasure for the users (staff, customers, etc.).

Thinking in terms of the three *-ologies* of productivity, what could you do this week to be more productive, delegate more effectively and utilize your systems even more efficiently? Share your ideas/questions: jason@womackcompany.com

3 Kinds of Conversations

Think about the kinds of conversations you have with staff & customers during video calls, meetings, phone calls or emails.

Transactional:

Did you...? Why didn't you...?
When are you going to...?

These questions are "transactional" in nature and have to do with the PAST. Build a system where you can ask (and answer) these questions easily and quickly, without spending precious minutes or focus on them. This week, practice qualifying such requests as "simple transactions."

Relationship Building:

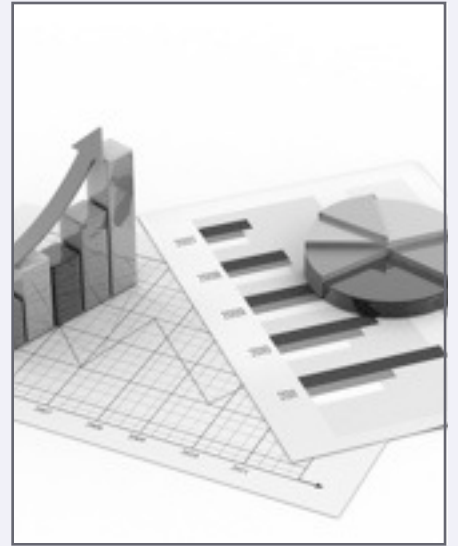
How are you? What are you working on that's BIG these days? Can I help you get more of the right things done?

These are different kinds of questions. They are bigger in scale and scope and require all transactional queries be handled. It's difficult to think months into the future when the bathtub sink is backed up and you have company coming to visit!

Crisis Management:

What happened? How can we fix this?
What do they need right away?

You are the one that people come to when something goes wrong. When something needs to be fixed *now*, you must be ready to act (or react). As you begin this year, bring this prompt back to your team: "transactional issues handled early on may indeed help us avoid crises later on."



Self-Efficacy

"Do you believe you can?"

Self-efficacy is a significant predictor of intention and of behavior.

I define it as: **a personal sense of control that facilitates a change of behavior.**

How significant is your own sense of control over the environment you work in? What about changing your productivity routines and/or habits?

Self-efficacious beliefs determine (1) whether your productive behavior *change* will be initiated, (2) how much *effort* will be expended, and (3) *how long* it will be sustained in the face of obstacles and failures.

List 5 words that describe YOU as an entrepreneur:

How Will Things Be *Different* 60 Months From Today?

Name	Annual Salary \$\$\$	Days of Vacation	Conferences Attended
Totals:			
Totals divided by 5 =			