

Doing more in less time – The “Time Management” holy grail!

There have probably been more books written about time management than any other area of business. I personally know of over 30 and they all miss the point!

Traditionally time management has helped you to manage your time to fit in the maximum activities with the minimum wasted space. Unfortunately most systems do not distinguish between important, urgent, not important and not urgent so you end up doing more but not doing the things that need doing the most.

Steven Covey tells a story of how in one of his seminars he asks some delegates onto the stage and presents them with a large jar and some big stones. He asks them to get the maximum they can into the jar. Once they have put as many of the large stones into the jar as possible he asks them how to get more into the jar. They say they can get no more in. He then presents them with some smaller stones that they can fit in around the big ones. After they have fitted as many of these in as possible he asks them the same question. Someone suggests filling the cracks with sand so they do this. The jar is now completely full and they are confident that they cannot fit in any more until he presents them with a jar of water!

The point of the story is that if they had started with the water, sand and small stones then they would not have accommodated the big stones in the jar. The same is true when managing your time. Identify the “big stones” and then fit in the other bits around them. In order to identify your “big stones”, perform the following exercise:

Find your pen and fill out on the six blank lines below your **six most important** things that you need to do today:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Start off doing number one until it is finished or you can do no more then move on to number two, then number three and so on. The reasoning behind this is that these are the six most important things that you must do today. If you do not do them this way, then you were not going to do them any other way and at the very least you have made a start on the most important things in your life.

This idea comes from a young business analyst who was asked by the boss of a large American steel company to help him improve his efficiency. The young man asked the steel boss to perform exactly this exercise. The steel boss was so impressed with the results that he told all of his managers and soon the whole company was using the technique with dramatic results!

The young man suggested that the steel boss simply send him a cheque in a few months for whatever he felt the idea was worth. The young man received a cheque for \$25,000!!

Review your six most important actions above and try this technique for a week – it really does work.

Apex Coaching Ltd

Unleashing your limitless potential

Coaching Questions

As a coaching organisation, it is our role to ask more questions than we answer. So, in order to help your thought process along here are three coaching questions to consider:

- 1) If you had two hours more each day available to you how would you use them?
 - a. Do you travel to work? Can you use this time better, or use public transport if you normally drive?
 - b. How can you identify the meetings that you don't need to go to?
 - c. Are you interrupted? If you could prevent this, would you have more time for the important stuff?
- 2) How much is an hour of your time worth?
 - a. If you measure your daily activities based on this hourly rate, what are you doing that is not giving you value for money?
 - b. Who else could do these activities for you?
- 3) How much of your time is spent on urgent activities versus important activities?

Please do email me (simon@apexcoaching.co.uk) your answers to these questions and I will spend an hour with you (for free) talking about your business and where you want to take it.

About Apex Coaching Ltd

Apex Coaching helps people and companies find and release their latent potential for the benefit of themselves, their company and the wider community. They do this by using a mix of Business and Personal coaching techniques combined with hands-on experience of running businesses.

The core areas that Apex Coaching focuses are:

Leadership. Every division of every department of every company needs leaders. Leaders are people that take responsibility for making a difference. They are highly valued by companies for the contribution they make and quickly progress through the company ranks. Apex Coaching's approach is to help you grow your own leaders and leadership skills.

Empowering people to become leaders is the quickest and most effective way to grow the person and grow the person's contribution to the company. Whether you run a company, own your own business, or work for someone else, developing your leadership skills will make a huge difference to your life. Apex Coaching will help you become a leader.

Business growth. It is the natural role of businesses to grow. If a business is not growing (or not growing fast enough), there is something wrong. Apex Coaching will bring sales, marketing and management coaching to bear to help you get back onto your growth track and begin to aim for exponential growth – you can do it with the right help!

Sales growth. The only consistent differentiator between companies today is their ability to sell. Production, product development, distribution, etc can all offer transitory advantage to a company, but competitors quickly catch up. The only way to consistently outperform is to excel in sales. With a strong background in sales and sales management, Apex Coaching is ideally placed to help you to gain this competitive advantage – for good.

For more information please:

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