

Section #2: Time & Productivity

Time: 3 Myths You've Been Led to Believe About 'Running Your Business'

Myth #1: If YOU Just Focus on Selling and Bringing in Customers, the Rest Will Take of Itself...

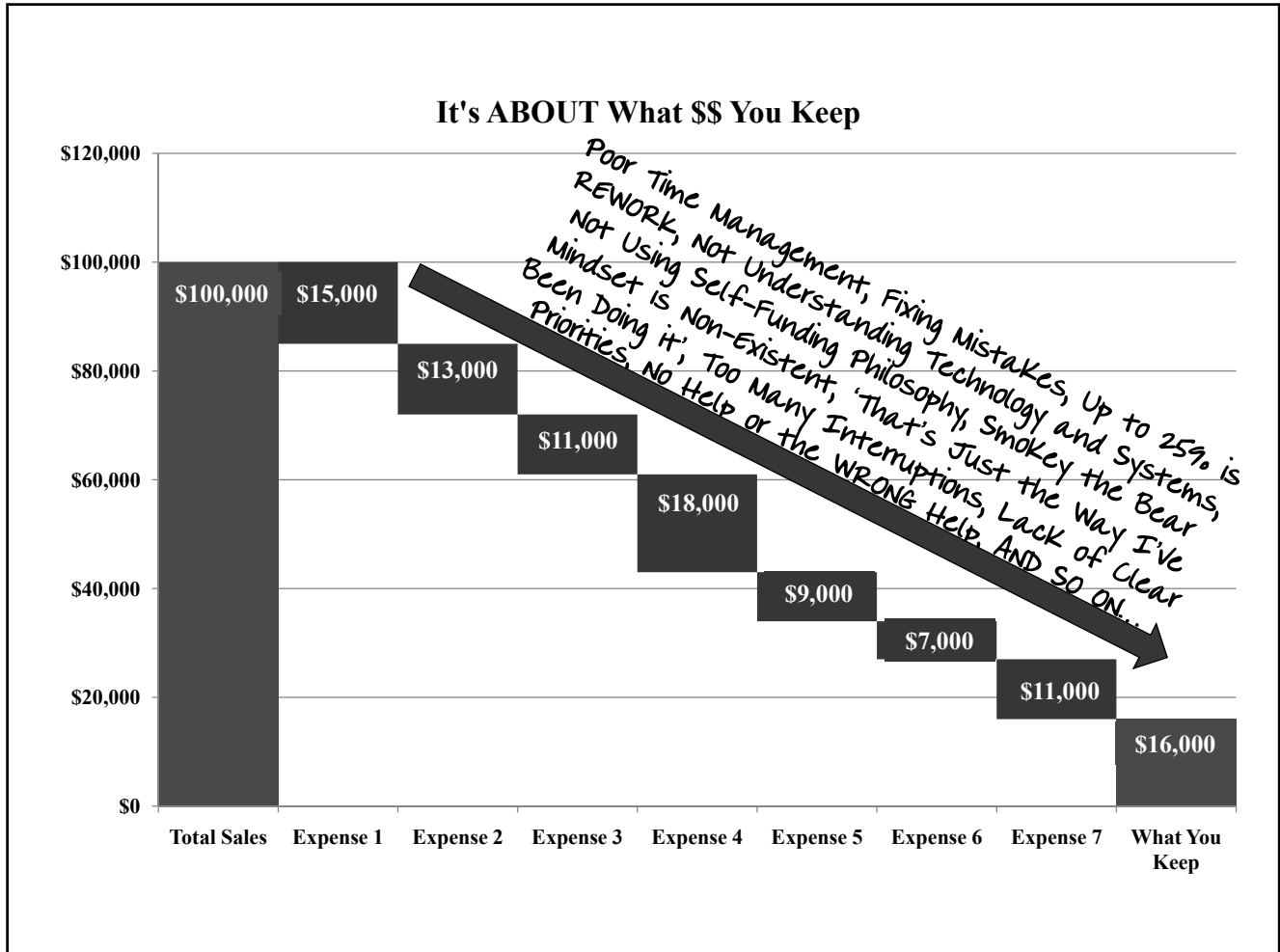
Myth #2: If YOU Just Work Harder and Work Longer Hours, You'll "Get 'er Done"...

Myth #3: YOU Don't Have Time to Stop Running Your Business...to Start Changing it...

"The greatest gamblers in our society are not the ones who play the ponies, nor the pros at the tables, it is the entrepreneurs"
~Richard Green, Entrepreneur

Myth #1:

**If YOU Just Focus on *Selling*
and Bringing in Customers,
the Rest Will Take of Itself...**



Myth #2:

**If YOU Just Work Harder and
Work Longer Hours, You'll
*"Get 'er Done"...***

*Really...Why Hasn't It
'Worked' so Far?*

“2-Minute Drill” What Don't YOU Have Time For?

Place a number 1 next to your TOP item, then 2, etc.

-CASE STUDY-

Asara Lovejoy/Langley, WA

"...when you commit to creating those operations at the backend, you succeed. We want to recommend Davy as the best person in the world, he has the clearest plan, the clearest sense of operations."



What 3 Things MUST I Get Done Today?



Write Them Down and Carry
Them With You...
Everywhere!

**GET YOUR
TASK-PAD
NOW, IT'S IN
YOUR BOX!**

Take Control of Your Time

- 3 Primary Tasks Per Day (Big Wins), and 3 Secondary Tasks
- Schedule the Time to do Them With a Time Block (NO Distractions, Shut Down Email & Silence Phone)
- “I am Going to Stop That Distraction by Letting My Calls go to Voicemail and I’ll Deal With Them When I am in Control of Them Instead of Them Controlling Me!”
- Limit ‘Got a Minute’ Management
- Same ‘Folder Names’ For Off Line and Online
 - USE online “search” more often
 - “Global to laser approach”

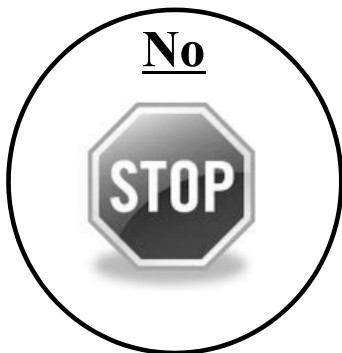
Take Control of Your Time

- One INBOX For All Hard Copy Stuff, Then Work It-Calls, Projects, Person, etc., Worked at Least Every Other Day
- One INBOX For Electronic, Worked at Least Daily
- 4 D's-Delete, Delegate, Do it Now, Defer it (And File it For Later)
- Manage The Day in 30 Minute Blocks (or 15)

Take Control of Your Time

- Plan Next Day as the Last Task of the Day
(Do The 'Why am I Doing This?' Check)
- Plan Next Week as the Last Task on Friday
(Do The 'Why am I Doing That?' Check)
- Always Write Down the Next Small Step
 - “Create a home study course (big project) may be on your list, you must write down the first action you will take...write the outline as the next small step”

What's Most Important?...Prioritizing



Yes
**Forced Ranking,
Prioritize
Blueprint,
Delegate?**

Not Now
**5-minute
brainstorm
on a piece
of paper, file**

“2-Minute Drill” My ‘Project’ List

Place a number 1 next to your TOP item, then 2, etc.

Myth #3:

**YOU Don't Have Time to *Stop*
Running Your Business...to
Start Changing it...**

**Estimates on *Cost Of Errors*
(RE-WORK) Run as High
as 25% of...**

The Total Cost Of Doing Business

My 'Smokey the Bear' Philosophy



- Think Upstream
 - ✓ Your Customer
- Think Downstream
 - ✓ Your Business
- What's the Worst That Can Happen? _____
- Track Compliments, Concerns, & Suggestions

Exhibit A

Customer Request Tracking Form

Date _____ Time _____ Team Member _____

Customer Name _____ Phone # _____

☐ Question ☐ Message For _____ Urgency ☐ Today ☐ Tomorrow ☐ 2 Days

☐ Reason 1 ☐ Reason 2 ☐ Reason 3 ☐ Reason 4 ☐ Reason 5 ☐ Other _____

Question/Message _____

Email Address _____

Did I Hear a ☐ COMPLIMENT ☐ CONCERN ☐ SUGGESTION?
(If so, please write it below)

Internal Follow Up

Outbound Call/Email Date _____ Time _____ Team Member _____
(Circle One)

Action Taken/Response _____

Symptoms of TIME Abuse-

- ✓ You Wear Too Many Hats
- ✓ Staying Up Late
- ✓ Waking Up Early to Catch Up
- ✓ Things You Forgot to Do
- ✓ Feeling Guilty
- ✓ Short-Tempered
- ✓ You Have so Much to Do
- ✓ A To-Do List That is Too Much
- ✓ Not Much Peace
- ✓ Out-Of-Control
- ✓ You Have Notes Everywhere
- ✓ Too Many Unfinished Things
- ✓ Breakfast is Done in 3 Minutes
- ✓ Cranky
- ✓ You Are Not in Charge
- ✓ You Are Neglecting Your Friends And Family
- ✓ You Don't Have Enough Free-Time

TIME-You Must...

- ✓ Feel a Sense of Accomplishment
- ✓ Feel Personal Enjoyment, Like What You Do
- ✓ Understand How the Stuff You're Doing Fits Into the Why You're Doing it
- ✓ Set Aside Time (Allotted), or it Never Gets Done
- ✓ FIRE Yourself
- ✓ Track Your Time For 2 Weeks & Answer, Where is it Going?
- ✓ Do the First Step of a Massive Task
- ✓ Have ONE Place to Write Down and Track What's on Your Mind
- ✓ Have Focus and Structure (to Some Degree)
- ✓ Be Organized, if Not, YOU'RE Wasting Time
- ✓ Have a Plan (80%)
- ✓ Share Time Management With Others

-CASE STUDY-

Tracy Hanes/Dickinson, TX

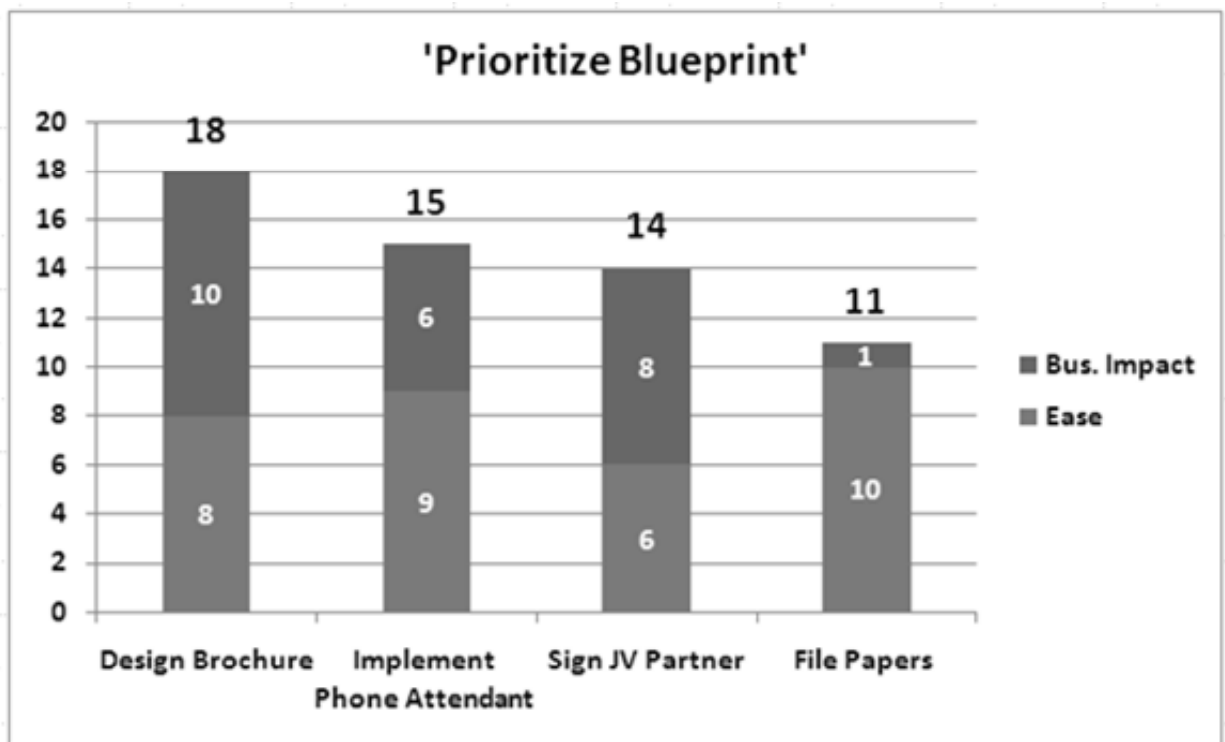
"Davy's Forced Ranking System Changed My Life...
I Got More Done in 2-1/2 Months Than
I Ever Thought I Could Get Done!"



TIME- 'Forced-Ranking' Process

- 1- Highlight Your "Best Ideas/Tasks"
- 2- Choose Your TOP Goal, as of This Moment
- 3- Use my Forced-Ranking Process
 - Rank ideas/tasks based on that goal

Ideal/ Task	Bus. Area	Ease	Bus. Impact	Total
Design Brochure	Marketing	8	10	18
Implement Phone Attendant	Operations	9	6	15
Sign JV Partner	Marketing	6	8	14
File Papers	Operations	10	1	11



Forced Ranking

Sample Data

Idea/ Task	Biz Area	Ease	Biz Impact	Total
Data Entry	Mkt	9	10	(19)
Complete Book	Product	5	8	13
Clean garage	Admin	9	1	10
Market Soc. Media	Mkt	9	7	(16)

Time: When Does Most of the ACTION
Happen at a Sporting Event?



"2-Minute Drill"

*Get YOUR
Timer, it's in
YOUR Box!*

Time...is a SUITCASE as of Today!

- I Now Think of Time as an Object
- I Know it Has Limitations
- I Cannot Pack Everything Into it, I Can Only Pack the Most Important Things When Packing for a Trip!



Time

- You Have a Family Budget
- A Business Budget
- The Time is Now to Create a 'Time Budget!'