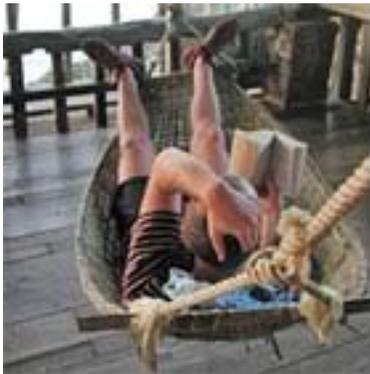


Time Management Case Study

SPECIAL REPORT

*How 5 real people created
an extra hour a day!*



What would YOU with an EXTRA HOUR a day?

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Produced by time-management-central.net based on industry research and coaching experience. The people in the following stories are real, but names have been changed to protect the strict confidentiality of our clients.

1. Eat that frog

The little voice inside his head said “not now, it’s too early. This will be better to do later.” Bill pushed the paperwork aside and started reading his email. The thought of **“eating the frog” this early was too hard.**

A few hours later after a coffee break Bill looked at the paperwork again. **It seemed even more difficult now.** It sure looks like a BIG frog. “I’ll just finish this report then have some lunch, then I’ll do it” he thinks to himself.

Just back from lunch he looks at the paperwork again. The frog looks HUGE now. The phone rings. He decides to answer it and pushes the paperwork aside. **Bill needs to stop procrastinating – but will he?**

It’s just after five. Bill looks at the paperwork again. **The frog looks like an ELEPHANT!** “He’s probably gone now” Bill thinks to himself. “I’ll do it in the morning”. Meanwhile Joe is in the office across the hall. **Joe has no idea Bill needs to talk to him about a serious performance matter.**

How do you eat a frog as big as elephant? One bite at a time ☺

Brian Tracy’s (Best selling author of many books and training programs including Maximum Achievement) latest book is titled “EAT THAT FROG!” He explains that **the frog is the most difficult task you have to do.** This comes from an old story which says:

Imagine you had to eat a live frog every day. This task is the hardest thing you have to do for the day. So eat that frog early, quickly and completely and then the rest of the day will be enjoyable and rewarding.

The key point in the book is to identify the hardest task you have to do today do it *now*, and keep going until it is complete.

2. Sacred Cow Hunt

“The targets go up, the resources go down, you have to do more reports, and the customers seem to get more demanding!” That’s the feeling of many sales managers including Chris, a Regional Sales Manager. “How am I meant to deliver this new budget?” he says to his new manager.

“Where do you think you can create some time?” the new manager asked? **I just can’t seem to find enough time** he said. Chris’ manager supported him getting help through a coach who specialises in time management for sales managers.

“I’m going on a sacred cow hunt tomorrow” Chris said to his wife that night.” “What does that mean?” she asked. **“My coach and I are going to look at all the things we do and ask why are we doing them!”**

“About **40% of my time is red time** and the same goes for my sales team” Chris was explaining to his new manager. **Red time is time spent in non-sales activities** After the “sacred cow hunt” we’ve identified four procedures that we believe can be removed, combined or streamlined.”

Six weeks later the “sacred cows” has be turned to hamburgers. The new processes were in place and Chris’ team was **now averaging 25% red time.**

What are the sacred cows in your business. **What are you doing because it has always been done that way** or because it was the “right way” 5 or more years ago?

Take a *zero based thinking* approach – that is, **if you were starting from scratch what would you do differently?** What things are you involved in now that you wouldn’t do again. What would you do that you are not doing now?

Go on Sacred Cow Hunt and have a feast of hamburgers



3. Execute your staff

Ready, Aim, Fire!

NO not literally. What we are talking about here is building a culture, person by person, for taking action. **Do your staff have a “can do” attitude?** Do they say “Yes, I can do it and it will be done fast” and then they get it done?

Execution – The Discipline of Getting Things Done the outstanding book by Larry Bossidy and Ram Charan is about creating the culture for execution. “Every Great Leader has an Instinct for Execution” say Bossidy and Charan.

The story of three real life CEOs.

Three CEOs were appointed to lead three large organisations. Richard Thoman at Xerox, Richard McGinn at Lucent and Dick Brown at EDS.

An inspiring vision from Thoman provided hope to Xerox, which was clearly needed at the time. **Thoman energetically went about his projects, cutting costs, centralising and reorganising the sales structure.** The projects though were disconnected from the vision and the people. Chaos reigned. Critics said Thoman was too detached from the people who had to make the changes. **His people did not execute the plan. Within three years he was axed.**

At Lucent there was a similar picture of high hopes when McGinn was appointed. **McGinn though failed to change the lethargic culture. He did not confront non-performers.** The outcomes firstly were failure to meet targets. Worse, as the pressure rose to achieve targets, the sales team took sales on credit and financing and discounts. **The end result – targets not achieved and a balance sheet in ruins.**

When Brown took over at EDS it was working to come to terms with the changes in the industry. Brown undertook

big projects (similar to Thoman) but with a **heavy focus on execution**. He spent the first three months travelling and **meeting the people, at all levels, that would be implementing the changes**. He set-up **methods to ensure accountability** and remained personally connected. **Brown achieved all the targets, in under three years.**

Do you Execute or are you cursed with the procrastination bug?

Is the culture in your team/department/company one of execution or existence or survival?

As a manager and leader you influence the team and the organisation significantly. **Are you a role model for getting things done? Do you have methods for ensuring accountability?** Are you able to deal with below par performance quickly, effectively and ensure accountability going forward?

4. Posteriorise

We've all heard about prioritising, but effective people also **posteriorise – that is, they set things to the rear!**

Betty is a young, talented executive. She has big plans for the future. She does have some habits that need to be changed if she is to continue to move up the corporate ladder. Betty is fortunate that her company has seen her potential and has invested in her development by providing Betty with a coach.

A major concern for Betty is managing money, both at work and personally. **Betty struggles to keep her team's spending under budget.** She finds it **hard to say no** to people. She **can't seem to find the time to look at the figures** and keep track of the team's spending. Her personal life has the same pattern. She lives a "good life" with a high amount of disposable income, yet often there is more "month at the end of the money" than the other way around.

Betty identified her challenge as **not being able to say NO** to expense requests from her team (or even herself). She also realised that work piled up because she wasn't able to say no extra tasks and projects.

Now she knew what to posteriorise (i.e. stop saying yes), that should be easy she thought. Not so. Betty found it took several weeks to stop saying yes just a few times a week.

Gradually Betty built a strategy around not saying yes. Interestingly, Betty had a big **insight** – it was **easier for her to say "I'll need time to consider this, can I get back to?" rather than directly saying "no I can't do that."**

She had stopped saying yes, yet she hadn't said no. She then asked her staff (and herself) to outline the

benefits of a purchase and the impact it would have on the budget. This achieved two key outcomes. **Spending was reduced** AND the team provided Betty with details about the budget status in their proposal, **which saved Betty the time** of doing it herself.

Betty's team is now consistently within budget and **her chances for promotion have grown considerably**. Her team's knowledge of budgeting has improved significantly. She feel she has one step on the next rung of the corporate ladder 😊

Creating an extra hour everyday is about developing new habits. **It is also about NOT doing things that are not valuable** to you. What do you do that distracts you from your goals. What do you do that is easy but has very little impact. What do you do that is easy but actually moves you further from your goals (like saying yes all the time). Decide today **what you can stop doing to start being more effective**.

5. Slow is Fast

“Always live each day twice, first on paper, then second in action.”

Are you *busy*?

It seems the inherent tendency of most people today is to DO almost regardless of what they are doing.

When you get to work (or arrive home or wake up on Saturday) **how do you decide what you are going to do first or next?** Most people today answer “look at my email!” OK, so what happens from there? How do you know that what you are doing is related to your goals, to your team/department/organisation’s goals?

STOP. Slow down. Take stock.

Research has shown that just one planning tool can improve your effectiveness by 25%.

How do you plan? What tools do you use?
Do you plan? Or are you part of the majority of people that “don’t have time to plan?”

Lachlan, a director of a fast growing company, was **too busy to plan**. He had been to time management courses, read books on leadership and effectiveness yet when came down to doing it – he didn’t.

He took on a time creation coach and within 12 weeks he was (in his own words) “ **50% more productive!**” How did this happen?

Lachlan gradually built habits around planning. Over roughly the first 6 weeks he regularly fell back into the habit of not planning. What became clear to Lachlan was that **when he didn’t plan he felt more stressed, he got less important stuff done,**

he was usually frustrated and felt a loss of direction.

These “set-backs” served to highlight the differences between the days and/or weeks that were planned and those that weren’t.

During the coaching Lachlan **finished a project several months earlier that anticipated** that stopped a cash leak of several thousand dollars a month AND increased the capacity of the area by nearly 100%. When fully utilised this will mean **at least an extra \$100,000 per month to the company.**

Remember the 6ps.

Proper prior planning prevents poor performance.

And finally if fail to plan you are actually planning to fail!

6. Here is what our clients say

More Valuable than my MBA!

JP – Senior Executive – satisfaction rating 8/10

Things have not only worked out for the better, but I am feeling just so much happier and relaxed within myself, I am fit, having fun and enjoying life. In some ways a walking testament to your process - let me know if my story is of interest, as I would be happy to share it with interested others.

Gordon H – Senior Executive – satisfaction rating 9/10

With Michael's coaching we achieved more strategically in three months than in the previous two years!

David – Director – satisfaction rating 8/10

Michael was fabulous. He really listened when we first met – I was quite up-set. I wasn't happy at work and wasn't performing up to my usual high standards. Through the coaching series my confidence increased dramatically. My **sales improved over 70%**. It was also the insights I gained that made the experience so valuable. Specifically I realised that I truly am responsible for how I feel and perform. I was able to take action and change both! I am continuing the coaching with Michael and would highly recommend him.

Samantha – Sales Executive – satisfaction rating 9/10

I was able to **improve my productivity by about 50%**. Not only did I improve my organisational skills (not just knowing what to do, but DOING IT), I also felt great because each day I was working on the projects that have the biggest impact on the company!

Andrew C – Director – 8/10

I was able to reach my goals in less than 3 months – there is no doubt that the coaching was significant in accelerating my achievement of these outcomes.

I now work 8-10 hours less per week yet my sales have exceeded my targets.

Richard G – Real Estate Executive – rating 10/10

Testimonials

Michael helped me gain a new perspective on my own performance. The coaching enabled me increase confidence, improve productivity and develop my strengths. I have recommended Michael to several colleagues and friends.

Koby J – eCommerce Executive – satisfaction rating 8/10

I took on the coaching to improve my people management skills. Not only did these skills improve but I got many more insights to my thinking and behaviour. Michael helped me see that I worry too much and that I can be more positive. I now listen more actively and live more in the 'now'.

NJ – Senior Executive -- – satisfaction rating 8/10

Michael has been an enormous support for me. I have overcome an inbuilt fear of accounting – and I never thought that would happen. I have gained the confidence to create a new vision for my business that I am really excited about. The constant insights I get from the coaching are just amazing.

Elizabeth W – Director -- – satisfaction rating 10/10

The coaching with Michael helps me keep the business on track with the IMPORTANT projects, not just handling the urgent 'in my face' stuff.

Steve R – Director -- – satisfaction rating 9/10

The program was just great. My confidence increased significantly. I am now making 25% more calls and 50% more cold calls. My sales are up and I can see much more growth going forward.

Matt P – Sales Executive -- – satisfaction rating 9/10

Coaching was a great experience for me. I realised that I truly can achieve whatever I want to set myself to achieve. I learnt that my actions have a lot to do with my attitude. When I started the coaching I was off-track. Through the process my performance increased (over 50% increase in sales), my confidence is up and my stress levels are down. Through the support of my coach I was able to assess "where I am now" and look at where I want to be. Overall I rate the coaching 9/10. I am really confident and excited about moving forward and I happily recommend Michael – he is a great coach!

Gary – Sales Executive -- – satisfaction rating 9/10