

A 60 second time reminder

By Bob 'Idea Man' Hooey

Here are some quick reminders of effective ways to be more productive and make better use of your time. If you are a busy manager, these will help. Are you serious about increasing your effectiveness as a leader and/or your income through sales, building your business and team and finding ways to profitably create repeat buyers?

Consistent application in using your time wisely will allow you to free up time for face-to-face interaction with current and potential clients and working with employees as well as allow more time for the sales and management process. This *liberated* time can be leveraged in investing in equipping and motivating your team to win. Lead by example and get your team to apply these reminders to help them be more effective.

Strive for balance

Above all, in the process of learning to effectively leverage your time, strive to find and maintain a flexible balance between your personal and business time. This sensible path allows you to be productive and make the necessary changes needed to regain control of your life and not burn out yourself, your colleagues or your family members.

Strive for personal organization

Keep focused on what is important for you in the various areas of your life. Start each day with a time focused on planning and scheduling what is of value for that day. Schedule around your personal energies to ensure the most important and creative activities are scheduled for that time when you are at your best.

Configure your office for maximum productivity

Your on-site productivity starts with making sure your working environment is ergonomically designed and organized. Reduce the chances of repetitive strain injury (RSI) or long-term loss of energy by ensuring things are within easy reach and located where they offer you the best efficiency.

Learn and leverage using technology

With the advent of improved and cost-effective computers, printers, software, faxes, office networks, cell phones, etc we finally have access to a group of tools we can use to free up time. If you are looking for a competitive edge, you will find it by exploring and expanding your use of technology to systemize your business and reduce the repetitive activities to a minimum.

Use your e-mail effectively

Investigate ways of harnessing e-mail to provide ease of access to clients, using auto-responders to answer common questions. Develop more effective ways of maintaining and initiating a true two-way communication with your suppliers, colleagues, team members, and clients.

Use your website wisely

The smarter sales, organizational, and business leaders are learning how to unleash the power of the Internet and harness the power of their websites by turning them into virtual assistants. Use your website as a customer service tool; an information and resource base for potential and current clients. Create one that can graphically show your potential clients the depth and scope of your skills, services, and commitment to their success.

Get outside help

As you learn to leverage your time, do what other successful sales and business leaders are doing in increasing numbers – find outside help. Use the services of a virtual assistant, look for ways to outsource repetitive and non-revenue or non-sales generating activities. Perhaps you can work with a colleague and share the load or engage a part timer who is tasked to free you up for those activities, which potentially put you in front of those who can hire or buy from you.

Leverage your marketing with assistance from others

If you are not marketing, you are marking time; and if so, it is only a matter of time until you are marked for failure. **Focus on the most productive form of marketing – your sales efforts.** Each client you sell, and successfully satisfy can become a self-marketer or champion for you and your services. Ask for help in the other areas, such as networking, advertising, direct marketing, and public relations.

Leverage your time by better use of outside services

When you are productively investing your time in the sales and service process, make sure you work to minimize other activities that would distract you or deplete your time or energy. Look for ways to offload personal activities such as shopping services, personal assistants, cleaning services, etc. Use the Internet to its advantage for services and products you need for your business as well. Many office supply services will deliver to your desk if your order meets certain levels.

Plan monthly or quarterly, schedule weekly and live daily!

Taking a regular time either monthly or quarterly to think, reflect, dream and then focus is important to gaining freedom and finding life becoming more productive, flexible, and balanced.

Taking the results of that process one step further, use that information to schedule specific time for specific activities on a weekly basis, allowing you to systematically achieve your goals. It also frees you to live and enjoy your life on a daily basis.

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