



ULTIMATE GUIDE TO TIME MANAGEMENT

(aka Get Your Business Week Under Control)

If we had to guess, we'd say you're here because you're sick and tired of running at top speed and putting out fires all day, every day in your business. You might even feel like you're stuck on a treadmill trying to push through the same old roadblocks and distractions week after week. That's frustrating. Sure, you live to fight another day. But what if instead of working *in* the business just to keep it going, you could spend more time working *on* your business to see it grow?

Here's the great news: You can! You can put an end to the daily cycle of chaos that's sucking the life out of you. In fact, you're just a few steps away from getting back as much as 50% of your time for the important work you want to do. How do we know? Because we've seen it happen for other business leaders like you when they took these exact steps.

Steps You'll Cover

Reset and Dream

- List Desires and Distractions
- Commit

Track and Assess

- Audit Your Time
- Review Your Time Audit
- Do Your Time Management Quadrant

Make a Plan

- Restructure Your Calendar
- Own Your Daily Top 3
- Bonus Time Tips

RESET AND DREAM

A recent EntrelLeadership study found that **40% of small-business owners regularly finish their workday physically and emotionally drained.**¹ That's because so many business leaders struggle to figure out how to spend more time on what really matters most to them instead of on all the tasks they feel trapped into doing.

Sound familiar?

Okay, then let's start with a reset. Here are five critical truths about time management to keep in mind as you work through this guide.

1. You have the same number of hours in the day as everyone else.
2. You either tell your day what to do or you'll wonder where it went.
3. If you spend just 15 minutes at the start of your day planning what has to get done, you'll be more strategic and productive.
4. Traction equals satisfaction. The more efficient and on-task you become, the more energy you'll have.
5. Fulfilling your mission starts with managing your minutes.

Now you're ready to dream. We're not kidding. Take a few minutes to think through how you want to use your time.

40% of small-business owners say they regularly finish their workday physically and emotionally exhausted.



Action Step 1: List Your Desires and Distractions

Answer the following questions:

What are the top five things you'd like to do (for yourself, your family or your business) if you had more time?

Top 5 Time Priorities (aka How I Want to Use My Time)

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

Now that you've clarified what you want to give the most time to, the next big question is this: *What's holding you back from spending your time the way you want?*

Some of your blockers will be as clear as the nose on your face, but others you might not see at all . . . yet. The work you do on the following pages will show you what's really holding you back and help you make a plan to overcome it. Lean into each action step and keep your Top 5 Time Priorities front and center to motivate you!

But before you dive in, you'll want to take an honest look at your commitment level. After all, as business leader Peter Drucker put it, "Unless commitment is made, there are only promises and hopes, but no plans."



Action Step 2: Commit

On a scale of 1–10, how committed are you to the process of change?

- 8–10: **Time's a wastin'.** I'll do whatever it takes to work smarter and level up.

Move to Section 2 now.

- 6–7: **Time out.** I'm frustrated that I can't get traction with my time but not sure I have the energy to try something new.

Change can feel exhausting. We get it. But spinning in circles is even more exhausting. You've got this. Focus on your Top 5 Time Priorities now and run fast to Section 2!

- 5 or below: **Stop the clock.** I need some better self-management first. Then I'm all in.

All the time-management principles in the world can't fix how we think, behave and connect with others. If you're looking to get healthier inside so you have a stronger foundation to build on, [check out Dr. Henry Cloud's book *Integrity*.](#)

TRACK AND ASSESS

42% of small-business owners say they have experienced burnout in the past year.

Here's the reality: You and practically the entire U.S. workforce are up against some major time suckers:

- Trying to multitask
- Fielding interruptions
- Doing other people's work
- Focusing on the wrong priorities
- Being bombarded with emergencies (that often aren't actually emergencies)

No wonder 3 in 4 workers in the U.S. experience burnout at least sometimes.² And 42% of small-business owners have experienced burnout in the past year.³

You're not alone if you're running fast but hardly ever feel like you're getting ahead. That's why you owe it to yourself to get crystal clear on where your time is really going. Only then can you fix it.

Now's the time—roll up those sleeves, knuckle down, and get an honest picture of your schedule.

Action Step 3: Audit Your Time

For the next week, log everything you do in a day. Yes, everything—answering texts and emails, leading meetings, having hallway conversations, all the things from start to finish in *real time*.

Use the following page or [click here](#) for a digital time tracker spreadsheet.

Pro tip: Take your time tracker worksheet with you everywhere so it's easy to track your time as you go. If you try to record your activities at the end of the day, you'll waste a lot of time trying to remember what you did. You'll also end up wanting to pull your hair out (or chuck your audit). Don't do that. Note every block of every day as it happens. (It's just for a week. You can do this!)

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	WEEKEND
6 AM						
6:30 AM						
7 AM						
7:30 AM						
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10 PM						

3 Time Tracker Tips

1. Set a daily morning reminder to track your time.
2. Set a daily evening reminder to complete final tracking for the day.
3. Start your time tracker tomorrow. Seriously.

Warning: Signs of imbalance, bad habits, overwork and stress might immediately jump out at you. Don't freak out! It's part of the process. We've all been there. You're identifying issues so you can grow. Change is coming.

Discover Your Most Productive Times of the Day

Once your audit is done, you need to note the good habits you want to repeat and the bad ones that need to go. So grab your completed audit and some highlighters for a different way to look at your time.

Action Step 4: Review Your Time Audit

- Use one color to highlight where you were productive and in your flow.
- Use another color to highlight where you were interrupted, distracted or struggling with flow.
- Use a third color to star the time blocks where you wish you were doing something else.

Now study your patterns.

- **What were you doing when you felt in the zone?** Was your work creative, tactical or planning-focused? Were you alone or with others? Consider what work flows naturally. (These are your sweet spots.)
- **What necessary tasks did you struggle to complete?** Is it because you don't like them, you're not good at them, or both?
- **Now look for your energy patterns in the morning, midday and evening.** Did creative planning on Monday morning fly by but drag when you picked it up again Wednesday afternoon? You might be more creative in the morning.
- **Finally, consider inefficiencies.** Did you make six trips to Home Depot throughout the week when you could've grouped them into three? Did you respond to emails throughout each day instead of handling them at just a few set times?

Jot down your notes here. You'll use them in the final section to make a plan.

Now that you've learned what's filling your day and how those activities make you feel, you're ready to look at the bigger picture.

1. What are you doing every day to enjoy or improve in the areas most important to you?
2. Are your minutes adding up the way you want them to?

Get Your Head in the (Right) Game

Everything you do, every task you complete—whether it's mundane, mission-critical or out of left field—falls into one of these four categories:

1. Important and urgent
2. Important but not urgent
3. Not important but urgent
4. Not important and not urgent

In his book *The 7 Habits of Highly Effective People*, Stephen Covey showed us how to plot our tasks in a time management quadrant. Here's a closer look at how that works:

	URGENT	NOT URGENT
IMPORTANT	<p>1.</p> <p>These are things you have to do to stay in business.</p> <p>Examples: Meeting deadlines, driving sales, and making payroll</p>	<p>2.</p> <p>These are things that are easy to put off but that massively impact life and business—avoid these long enough and they'll relocate to quadrant 1.</p> <p>Examples: Planning, goal setting, reading, praying, exercising and spending time with family</p>
NOT IMPORTANT	<p>3.</p> <p>These are things that seem important because they're pressing but are really a waste of time.</p> <p>Examples: Answering relentless texts and emails, putting out fires others should put out, and doing your own bookkeeping</p>	<p>4.</p> <p>These are time wasters that are easy to recognize but hard habits to break.</p> <p>Examples: Watching TV, scrolling social media, and talking football for way too long at the water cooler</p>



Action Step 5: Do Your Time Management Quadrant

Plug the activities you logged during your time audit into the time management quadrant below. You'll see quickly what's urgent and important, what's not, and where you've been spending the most time.

	URGENT	NOT URGENT
IMPORTANT	1.	2.
NOT IMPORTANT	3.	4.



Seeing which quadrants get the biggest chunk of your time and energy changes the time management game. Want a simple way to filter your tasks even more strategically? Ask yourself these four questions:

What can I do now (important and urgent)?

What should I delay or save for later (important but not urgent)?

What can I delegate (not important but urgent)?

What can I drop or delete (not important and not urgent)?





MAKE A PLAN

You've completed your time audit, highlighted your results, and plugged key activities into your time management quadrant. Excellent! Now it's time to reimagine your schedule and show your time who's the boss. Remember: You either tell your day what to do or you'll wonder where it went.

Action Step 6: Restructure Your Calendar

Using the calendar on the next page, plan your new and improved schedule. We can't encourage you enough to schedule as much as you can. The goal isn't to function like a robot but to be intentional so your Top 5 Time Priorities stay on top.

Include times to check email and texts, take a walk, have dinner with friends, go to your kid's baseball game, and do routine tasks. And don't forget to set aside time to make your schedule each week. You're an efficiency machine now!

Productivity Tips:

- Want to see your quality of life go way up? Focus first and most on quadrants 1 and 2. No more drama and disorder hijacking your days.
- Fill your peak hours (when you have the most energy) with what you do best, what you love most, and what has the most impact on your goals.
- Don't over book your calendar. Leave space daily for the unexpected.

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	WEEKEND
6 AM						
6:30 AM						
7 AM						
7:30 AM						
8 AM						
8:30 AM						
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Action Step 7: Own Your Daily Top 3

Your new plan looks great on paper, doesn't it? But out-of-control lists and priority impostors can sneak in quickly. You need a way to stay focused on the right things no matter what's screaming for your time. This Daily Top 3 method will help.

1. Make a list of all the things you need to get done, in no particular order.

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

2. Label your to-do list (above) according to the following:

A – What you need to do today

B – What you need to do very soon

C – All the rest (these are great ideas you'll either get to in a few weeks, delegate, or file away for later)

3. Look at the A's and choose the most important thing to get done. That's your A1 (like the steak sauce)—the thing you'll devote your most prized moments to doing. Continue to rank all your A's so you have A1, A2, A3, and so on.
4. Rank the B's and C's in the same way.
5. Now, create your new prioritized to-do list using the boxes below. There you have it—your plan for the day (aka your daily steak sauce).



A

B

C

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Pro tip: Don't sweat it when distractions happen. That's called life. Just handle interruptions as quickly as possible and move back to your list.

Do It—On the Daily

Now that you have new insights and strategies, take the next few weeks to add them into your workflow. At the start of each day, list what needs to be done that day, focusing on A1, A2 and A3. These are your Daily Top 3.

If a team member comes in with a problem, ask yourself: Is it steak sauce? Is it more important (not more urgent) than my A1? If not, have your team member find someone else to help handle it.

When you plan your day carefully, you'll evaluate interruptions better. You'll also manage your activities to get the results you want.



What's Next: Get Your Time Back

Take off any pressure or high hopes right now that these are one-and-done action steps. They're not. Just like you can't expect to go to the gym a few times and become an Olympic sensation, you won't become a time-keeping master right away. But you will open more space to do the things you want to do most.

When you own your Daily Top 3 consistently, before you know it, productive days will become productive, *meaningful* weeks and years, and you'll have a more fruitful life!

Need some extra help getting your time under control? Learn how to delegate without guilt, how to find the right people to delegate to, and why most leaders find it hard to delegate. Check out the tools at www.PMmadeEasy.com to help you advance to the next stage of business. **Want to get some one-to-one Coaching.** Email - Kathleen@ThePropertyManagementCoach.com