



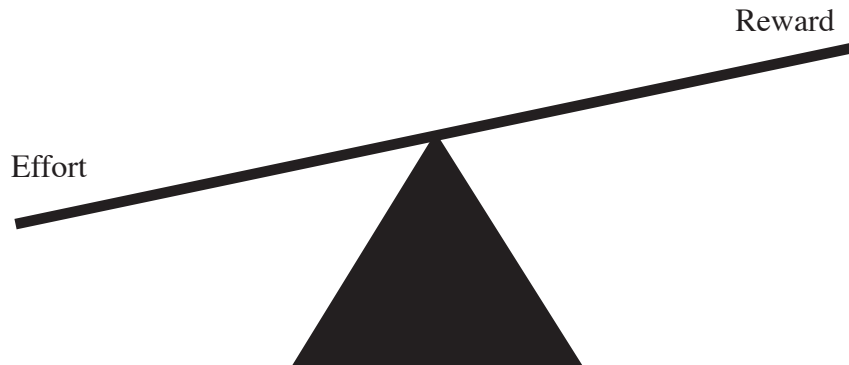
TIME RICH

MANAGING TIME FOR AMBITION, PRODUCTIVITY & LIFESTYLE

MARK DOBSON

LIVING WHAT IS ON THE WHITEBOARD

We have all been to many conferences, read many books, done infinite PD. Why is it that some content becomes a reality in our life, yet other content fades away?



- LOW EFFORT FOR HIGH REWARD
- ABSOLUTE RELEVANCE
- DESIRE FOR THINGS TO BE DIFFERENT
- FITS INTO DAILY HABITS
- RECOGNISE THE MOMENT OF IMPLEMENTATION
- ACCOUNTABILITY - WITNESS
- SUSTAINABLE?

- IN YOUR NATURE

- SELF PROPELLING



ELITE COACHING & PERFORMANCE

PERCEIVED & AUTHENTIC SUCCESS

Remember the distinction between perceived and authentic success is where we invest our energy. It is about the areas of life in which we are trying to achieve:

PERCEIVED SUCCESS

I am trying to be successful in other people's eyes, then I will be a success in my own eyes.

AUTHENTIC SUCCESS

I am trying to be successful in my own eyes and am indifferent to whether I am seen as successful by others.

QUESTIONS WHICH MAY ACCIDENTALLY HIDE AUTHENTIC GOALS & THUS CREATE GREATER FOCUS ON PERCEIVED GOALS:

- » What is the goal?
- » What are you trying to achieve?
- » How do you hope to look?
- » Who do you need to please?

KEY QUESTIONS TO DISCOVERING SOMEONE'S AUTHENTIC GOALS:

- » How do you want to live?
- » How do you want to feel?
- » What does an awesome day look like to you?
- » What would you love to experience?

A PLATFORM FOR PROFOUND COACHING IMPACT

As a coach, our role is to help move people into their awesomeness in a way which is lasting and fulfilling.

We can do this by helping to move people from the qualities in the left column, to the qualities on the right.

PERCEIVED SUCCESS

Constant worry
 Story
 Appearance
 Contrived
 Adapting to what others value
 Please love me
 Pleasure
 Justify
 Happiness exists outside of me
 How can I get and have?
 Receive
 Achieve
 Have or possess
 Fleeting
 Stress
 Inadequacy
 Jealousy
 Claim to fame
 Guilt and concern
 Secretive

AUTHENTIC SUCCESS

Ease and peace
 Evidence
 Experience
 Natural
 Joy in living personal values
 I love me
 Fulfilment
 Explain
 I own my happiness
 How can I live and give?
 Contribute
 Actualise
 Enjoy or admire
 Lasting
 Participate
 Enough
 Appreciation
 Profound
 Confidence
 Private

ELITE COACHING & PERFORMANCE

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AUTHENTIC SUCCESS

I am trying to be successful in my own eyes and am indifferent to whether I am seen as successful by others.

Ease and peace

Evidence

Experience

Natural

Joy in living personal values

I love me

PERCEIVED SUCCESS

I am trying to be successful in other people's eyes, then I will be a success in my own eyes.

Pleasure

Justify

Happiness exists outside of me

How can I get and have?

Receive

Achieve

Have or possess

AUTHENTIC SUCCESS

I am trying to be successful in my own eyes and am indifferent to whether I am seen as successful by others.

Fulfilment

Explain

I own my happiness

How can I live and give?

Contribute

Actualise

Enjoy or admire

PERCEIVED SUCCESS

I am trying to be successful in other people's eyes, then I will be a success in my own eyes.

Fleeting

Stress

Inadequacy

Jealousy

Claim to fame

Guilt and concern

Secretive

AUTHENTIC SUCCESS

I am trying to be successful in my own eyes and am indifferent to whether I am seen as successful by others.

Lasting

Participate

Enough

Appreciation

Profound

Confidence

Private



MILESTONE

AUTHENTIC SUCCESS MY THREE TO MASTER

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THE LEADER'S DIARY

LEADERSHIP - SKILL SET

Mastering time means mastering what activities you do and when. The best measure of your time is your diary. Your diary will always reflect the likelihood of your vision and targets becoming a reality.

DRIVE

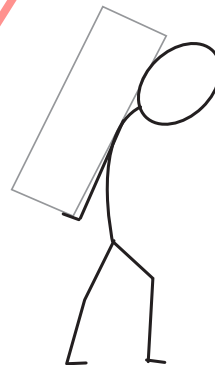
This is creative activity, that if successful, creates what we are truly seeking to build or experience.

Drive activities changes the future.



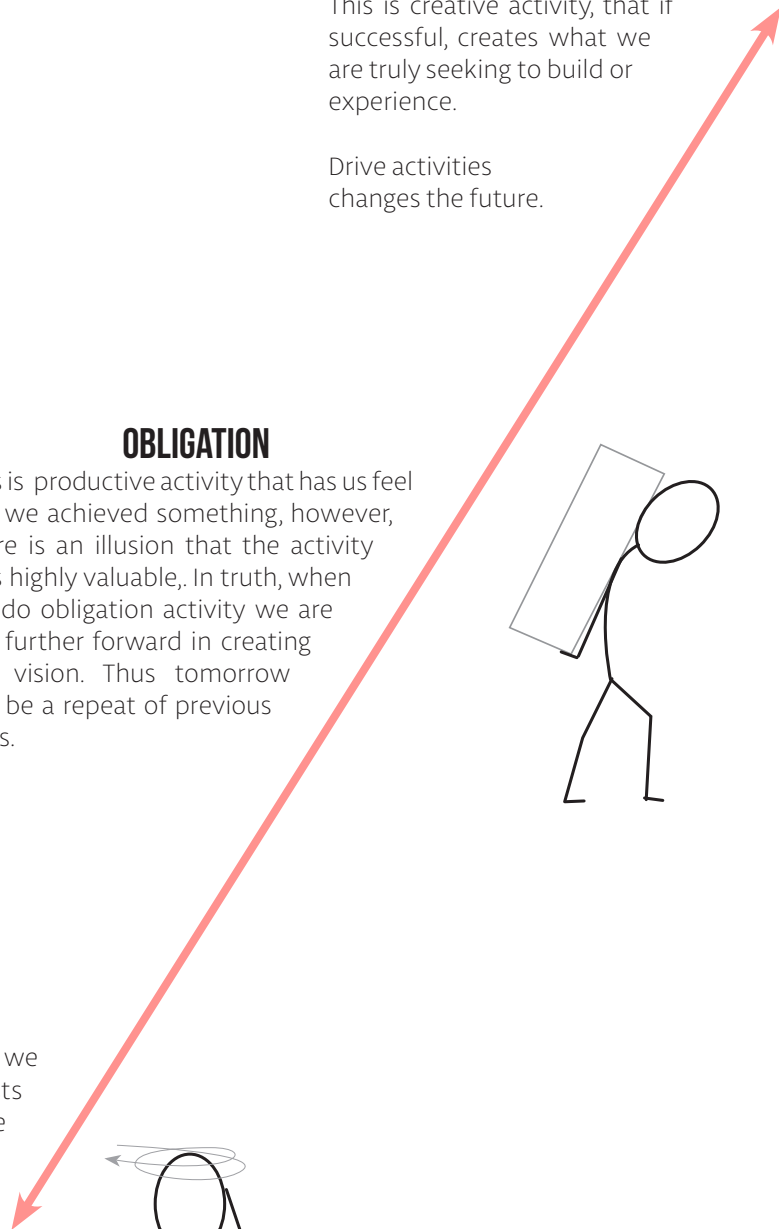
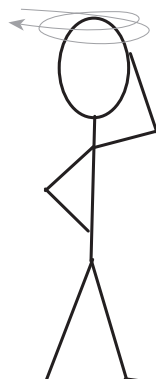
OBLIGATION

This is productive activity that has us feel like we achieved something, however, there is an illusion that the activity was highly valuable. In truth, when we do obligation activity we are not further forward in creating our vision. Thus tomorrow will be a repeat of previous days.

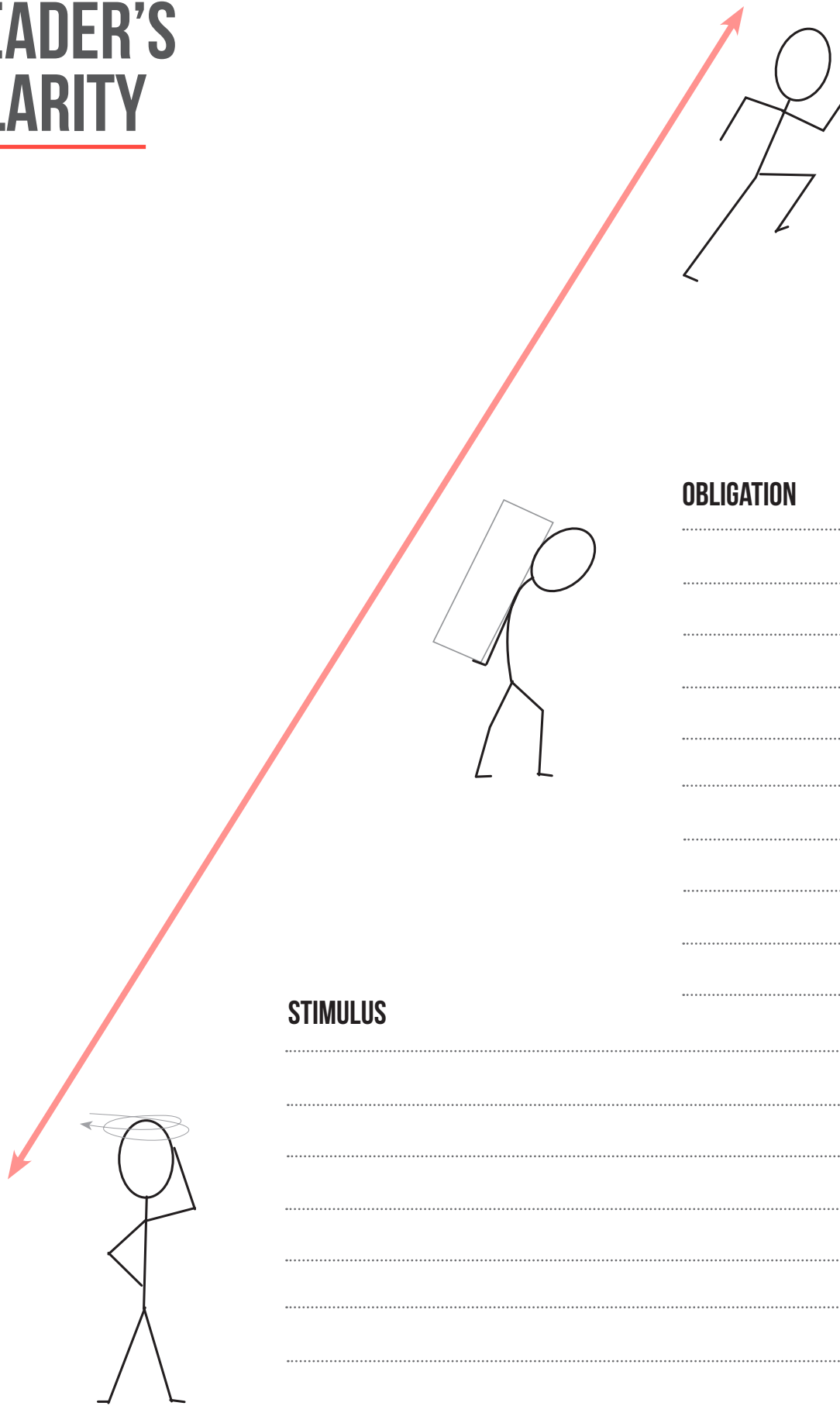


STIMULUS

This keeps us busy as we 'react' to messages, requests and notifications that are sent our way but have no significant value to what we want to create.



THE LEADER'S CLARITY



DRIVE

OBLIGATION

STIMULUS

Lined writing area with horizontal dashed lines.



TRULY MASTER YOUR TIME - “STIMULUS”

STEP 1: YOUR BEST GUESS AT YOUR IDEAL WEEK

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STEP 2: WHAT IS IN THE WAY? - CLEAR YOUR DIARY.

STEP 3: STIMULUS RECOGNITION - KEEP A LIST FOR A WEEK.

STEP 4: TRIAL CUSTOMIZED TIME TOOLS - SET UP SOME BOUNDARIES.

STEP 5: REPEAT EACH STEP - AT INTERVALS, FOR 6 MONTHS.

MILESTONE

IDEAL WEEK & YEAR

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Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

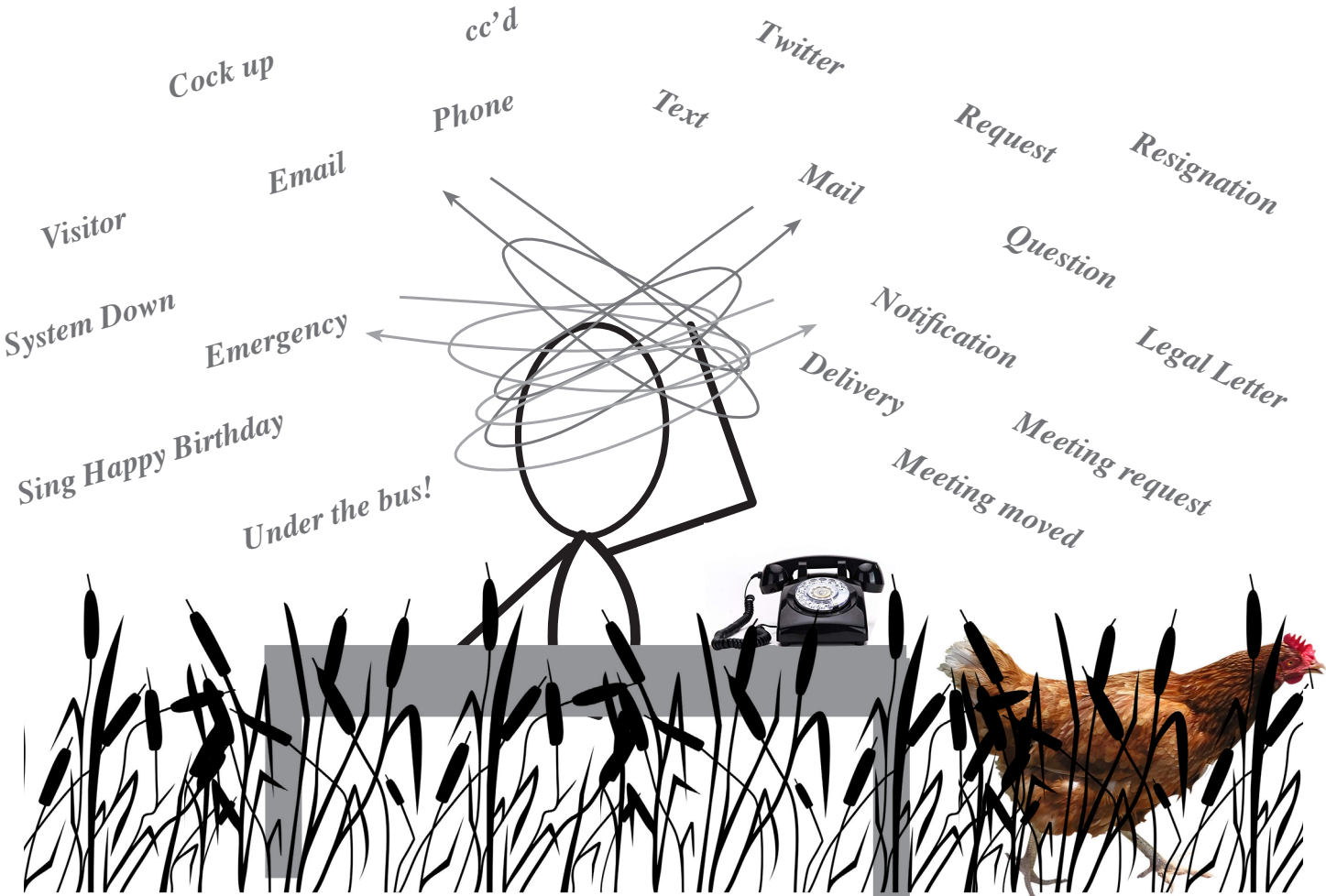
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Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

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Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

STIMULUS RECOGNITION



MOST REGULAR:

MOST DAMAGING:

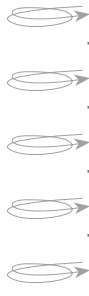
MOST DRAWN OUT TO ADDRESS:



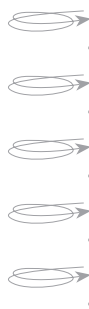
STEP 3: STIMULUS RECOGNITION - LIST!



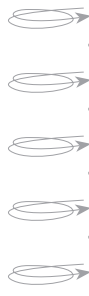
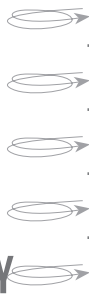
MONDAY



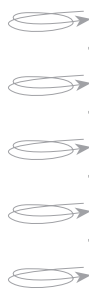
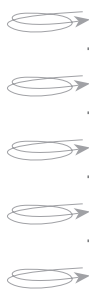
TUESDAY



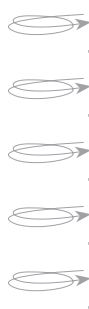
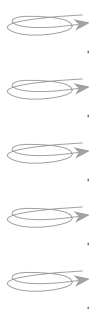
WEDNESDAY



THURSDAY



FRIDAY



TIME TOOLS - LEVEL 1

PHONE MESSAGE:

BUSINESS CARD:

EMAIL FOOTER:

MEETING TYPES:

MEETING RULES:

GEOGRAPHY:

BUSY SIGNALS:

EMAIL & CC RULE:

RESPONSE TIME:

AVAILABILITY:



STEP 4: TRIAL TIME TOOLS

STIMULUS		BOUNDARY
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TRULY MASTER YOUR TIME - “OBLIGATIONS”

STEP 1: LIST EVERY ACTIVITY THAT YOU’RE PRESENTLY OBLIGED TO DO IN YOUR ROLE.



OBLIGATION

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STEP 2: SELECT ONE (LOW HANGING FRUIT) TASK THAT IS REPEATED AND YOU WOULD LOVE SOMEONE ELSE TO DO, OR FOR IT TO BE SIMPLER.

STEP 3: WRITE THE EXACT PROCESS FOR DOING THAT TASK.

STEP 4: NEXT TO EACH STEP, WRITE THE DECISION MAKING PROCESS BEHIND THE STEP.

STEP 5: GIVE THIS DOCUMENT TO THE NEW OWNER OF THE TASK TO EITHER OWN, STREAMLINE OR AUTOMATE.

STEP 6: MAKE HANDING OVER THE TASK A 3 STEP PROCESS.

STEPS 6: DELEGATE ACROSS 3 OPPORTUNITIES

- Avoid binary thinking here.
- Refrain from increasing your own importance by undermining your team members competence.
- Become a 'teacher' and measure your ability by the competency you can create in others.

GUTS OF IT





EASY IMPROVEMENTS





SUBTLETIES





TRULY MASTER YOUR TIME - "DRIVE"

STEP 1: KNOW EXACTLY WHAT YOUR DRIVE ACTIVITIES ARE.

DRIVE



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STEP 2: VERIFY THE ACTIVITIES:

- AGAINST YOUR VISION/TARGETS/ASPIRATION
- WITH A SENIOR MENTOR

THESE TASKS CAN NOT BE DONE BY ANYONE ELSE, ONLY THE LEADER.
IF YOU DO NOT DO THEM, THEY WILL NOT HAPPEN.

STEP 3: TURN THEM INTO SOMETHING YOU CAN MEASURE.

- DAILY
- MONTHLY
- WEEKLY
- QUARTERLY

STEP 4: ADD DESPERATION - BURN THE BOATS.



STEP 3: CREATE SOMETHING YOU CAN MEASURE

DRIVE ACTIVITIES

MEASURE



EVIDENCE

**VISION / OUTCOME /
ASPIRATION**

Two vertical dotted lines define a large empty rectangular space, likely intended for content or a diagram.



DESPERATION & VISION

- In 711 AD, Muslim forces invaded the Iberian Peninsula. The commander, Tariq bin Ziyad, ordered his ships to be burned.
- Hernán Cortés, the Spanish commander, scuttled his ships, so that his men would have to conquer or die.
- In 1538, the Toungoo armies led by Gen. Kyawhtin Nawrahta faced a superior force of Hanthawaddy Kingdom on the other side of a river. After crossing the river on a Pontoon bridge, Bayinnaung ordered the bridge to be destroyed. This action was taken to spur his troops forward in battle and provide a clear signal that there would be no retreat.



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“DESPERATION IS A NECESSARY INGREDIENT TO LEARNING ANYTHING, OR CREATING ANYTHING. PERIOD. IF YOU AIN’T DESPERATE AT SOME POINT, YOU AIN’T INTERESTING.”

JIM CARREY



MILESTONE

IDEAL WEEK & YEAR

MY CRITICAL DRIVE ACTIVITIES:

WILL BE WITNESSED BY:

WHERE THE DESPERATION KICKS IN:

MORE FROM YOUR TEAM

EFFECTIVE USE OF INITIATIVE

Initiative is the intelligent application of pre-established rules, to a situation they have not been applied to previously.

1. KNOW THE RULES

2. ACCURATELY UNDERSTAND THE PROBLEM AND VARIABLES

3. TAKE INTO CONSIDERATION SHORT TERM AND LONG TERM RAMIFICATIONS

4. BE PREPARED TO SAY “UM... YEAH. I WAS WRONG.” AND TO THEN FIX IT.



INITIATIVE... LIKE A BOSS

We are in business to **Help People Succeed**; Our clients, our suppliers, community and ourselves.

It is the role of all team members to deliberately Help People Succeed - clients, colleagues, suppliers and our business.

To do that, this is how we make decisions in the business:

1. We are looking for win, win, win outcomes.
2. Look to the future and be aware of the precedent your decisions may be setting, or the possible ramifications later.
3. There can be 'one off' decisions. These are made if impacting long term success of any party.
4. Prioritise! Taking into consideration:
 - Value of customer
 - Depth of relationship
 - Seniority of person requesting
 - Volume of people it affects
 - The human element
5. We are good people, so be courteous, even to those who are not our clients.
6. Support to established customers is the number one priority - over a new customer or sale.
7. The customer should never be surprised - always mention fees up front.
8. Under promise, over deliver.
9. Do what you say you'll do, in the time frame you said, for the price you said.
10. If there is a change, always let the client know.
11. Tom's (the boss) job is to create & rescue high value relationships.
12. Leadership does not expect team members to ignore 'warning signs'. If you see them, dialogue with leadership. (Eg - Why do they "need it tomorrow"? - Argue about price up front - Unreliable paying bills)

A general internal tool to explore:

If you are going to make a bold move, inform management with email or message "It's my intention to..."

OUR DECISION MAKING RULES?

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Staff Role: _____ Name: _____

ACTIVITIES IN THIS ROLE ARE BROKEN UP AS FOLLOWS:

STIMULUS

Reactions - Distractions - Seductions
 Noise - Squeaky wheels - Fools gold
 Busy work

OBLIGATION

Crucial to operation. Have promised to do. Compliance. Required.
 Core business. Core activity. Core role.

DRIVE

Drives the creation of what we are truly seeking to create. Activities that create or deliver the vision.

Boundaries:

System / Delegate:

When:

GETTING TRACTION AT HOME

LIVING WHAT IS ON THE WHITEBOARD

LOW EFFORT FOR HIGH REWARD:

ABSOLUTE RELEVANCE:

DESIRE FOR THINGS TO BE DIFFERENT:

FITS INTO DAILY HABITS:

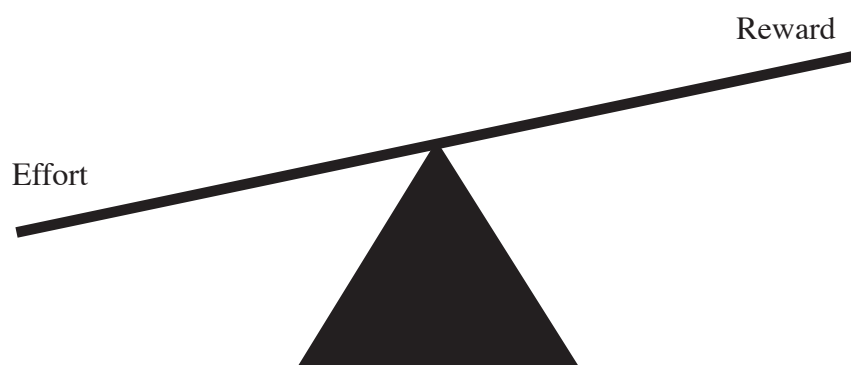
RECOGNISE THE MOMENT OF IMPLEMENTATION:

ACCOUNTABILITY - WITNESS:

SUSTAINABLE

- **IN YOUR NATURE :**

- **SELF PROPELLING :**



GETTING TRACTION - WHEN?!

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‘PRIORITY’ IS NOT PLURAL.

If there was just one action, only one from the whole day, what would it be?

