Time Management for Entrepreneurs

Getting everything done in your business without having to bend the laws of space and time

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We all get the same 24 hours a day…sort of.

- The 1440 minutes we each get is an objective number—how we spend them is a combination of choice and opportunity

For example:

- Do you have money to hire help around the house or for your business? Do you know how to cook, or do your own tech?
- Do you understand the basics of scheduling? Is your family supportive?
- Are you coping with a chronic condition?

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Stop trying to earn “the badge of busyness”

- We gain social rewards from proclaiming we are “swamped,” “over worked,” or “super busy” – give this up for better results
- Remember, multi-tasking is a coping strategy and not a desired way to run your business

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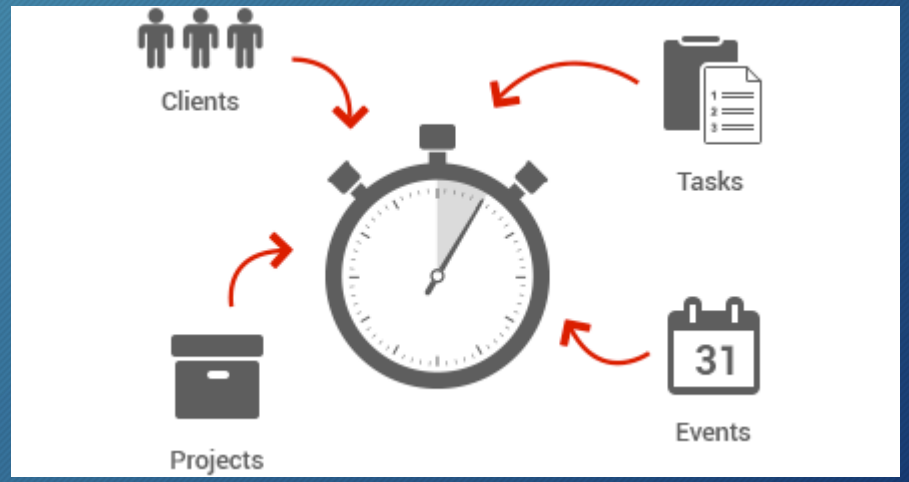
The first step: figure out how you spend your time now

- Track your activities carefully for a week.
- What do you see?
- Are you losing valuable time to passive/mindless activities like binge watching or social media?
- Does your schedule reflect your stated values?
- Are the most important tasks getting done first, or at all?



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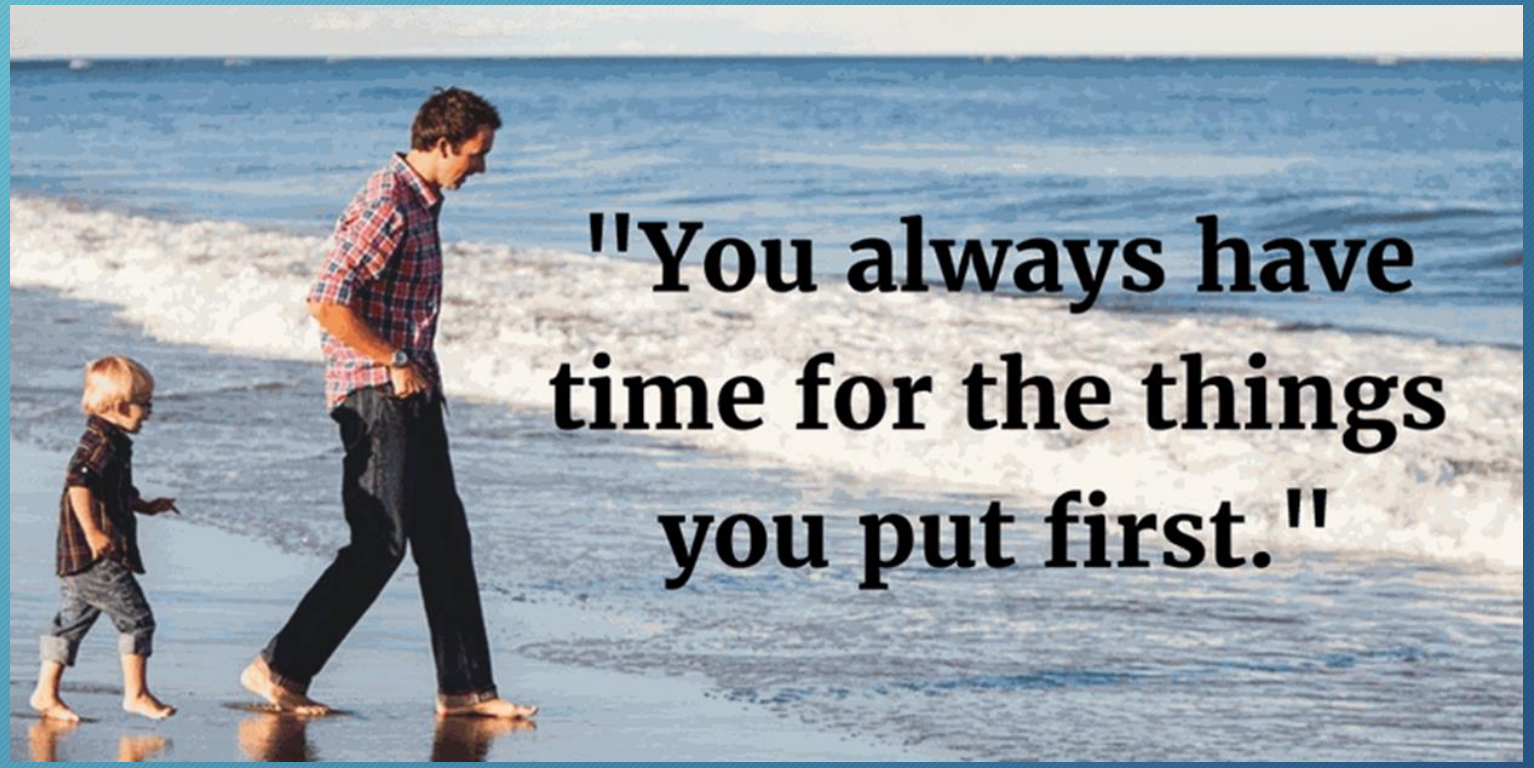
How you use your time tells you a lot about where you are in your life.



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Consider lists vs. calendars (or both)

Lists

- Give us a quick view of what we want to accomplish in a day
- Help us to organize and prioritize—most important things go to the top

Calendars

- Help us to visualize our time and our day
- Block out time to account for complexity of the work and things like travel and planning

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Prioritizing Tasks and Events

- Is this an urgent or emergency thing?
- Will this impact my family in a major way?
- Does this tie directly into the health and well-being of my business?
- Are my core values involved?

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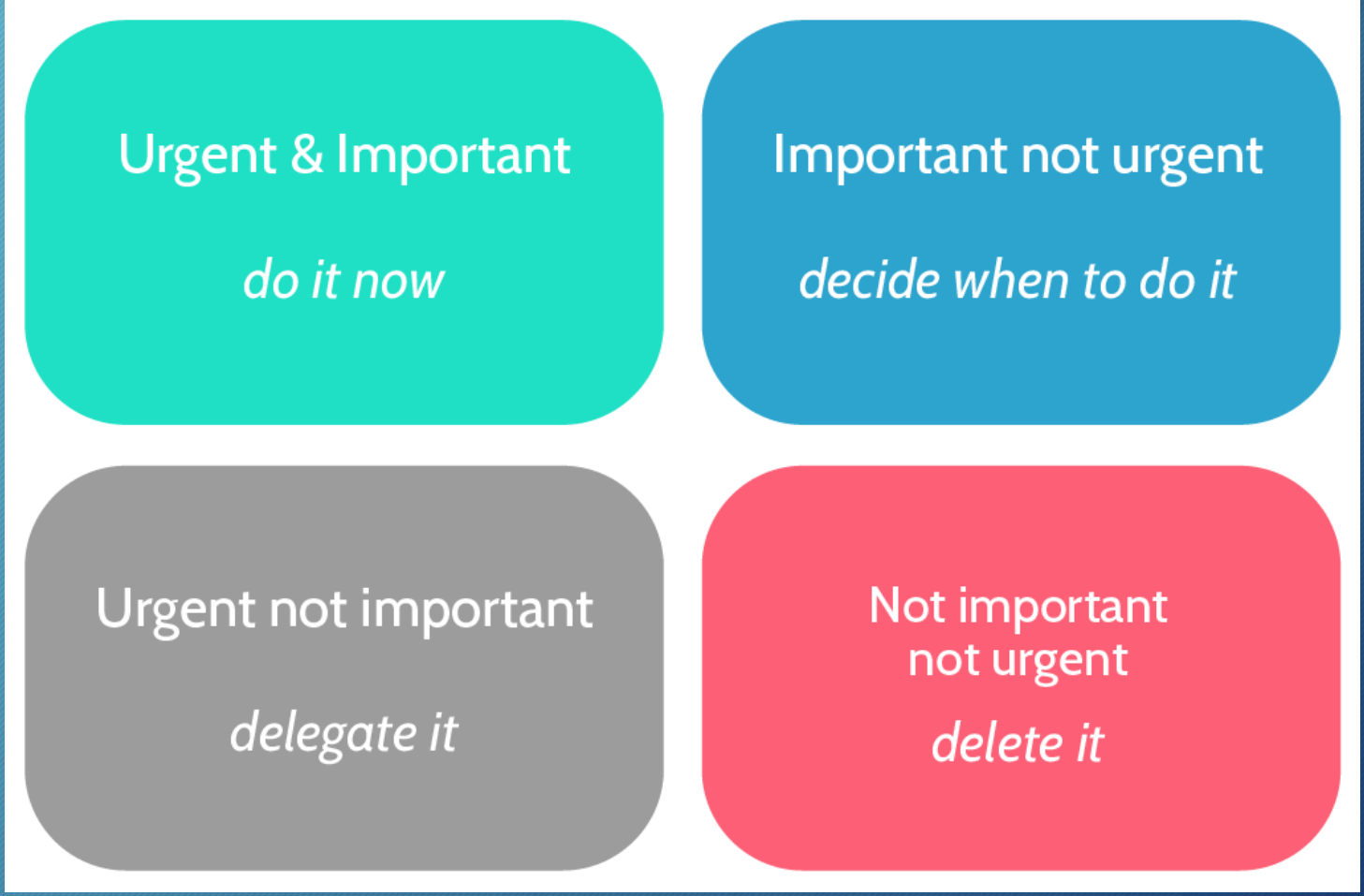
Eisenhower Matrix/Covey Quadrants

To use this matrix you need to understand what tasks are essential to your business or professional development i.e. important, and what tasks are wasting your time.



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Determine when to do things – your best time of day

- When you can, do your high-demand brain work and intense physical work at your peak time
- Watch for things that might change your “best” time: new medications or health problems, changes in family dynamics, seasonal/weather conditions, the process of aging

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Regrouping when things go wrong-catching up

- Inform those who need to know that you are behind (Don't let clients or customers find out by surprise)
- Make a list of what needs to be done to catch up
- Ruthlessly prioritize this list
- Try the Pomodoro Technique (25 minute work periods with 5 minute breaks in between)
- When the dust settles, reevaluate your systems

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