



*Understanding*

THE VALUE OF YOUR

**TIME**



I'm sure you know many people who spend their time on some things you might think are a **waste of time** – I know I certainly know some of those people.

Many of us also think we can get more done in the time we have, **yet** when we look back at the end of a day or week, there were things we didn't get to or didn't complete.

Trust me when I say I've given this a great deal of thought over the past few years and have **discovered** a couple of things you will be interested in knowing.

Consider some of the following questions to **increase your awareness** of this situation.

# Question #1

## HOW WOULD YOU ESTABLISH THE VALUE OF YOUR TIME?

There are many ways to establish the value of your time.

We will be using **the standard of money** to establish the value of your time in a simple exercise I'll share in the next pages.

In this exercise, you will see **clearly** not all things you do can be valued the same way.



## Question #2

### DO YOU KNOW THE TRUTH ABOUT MULTI-TASKING?

Quite frankly, **multi-tasking is not possible** as we think it is for a very simple reason. Our brain cannot perform two functions at the same time which require the same operation of the brain to perform. The tasks we can accomplish simultaneously are those requiring two different brain activities.

For example, we can walk and hold a conversation with a friend at the same time because these activities require two different functions of the brain to work.

On the other hand, we cannot read an email and listen to someone else speak at the same

time and expect to give our full attention to each. This is because these two activities require the **same brain function.**

I recall a few years ago working with a client. We were in his office and were sitting at this desk. He had his laptop open facing him and he would look over the top of the screen to look at me. I knew I didn't have his full attention.

When I noticed him glancing down to his screen to read another email which had just come in, I went silent until he noticed the silence. He of course apologized for being distracted and assured me I had his full attention.

## Question #2

### DO YOU KNOW THE TRUTH ABOUT MULTI-TASKING?

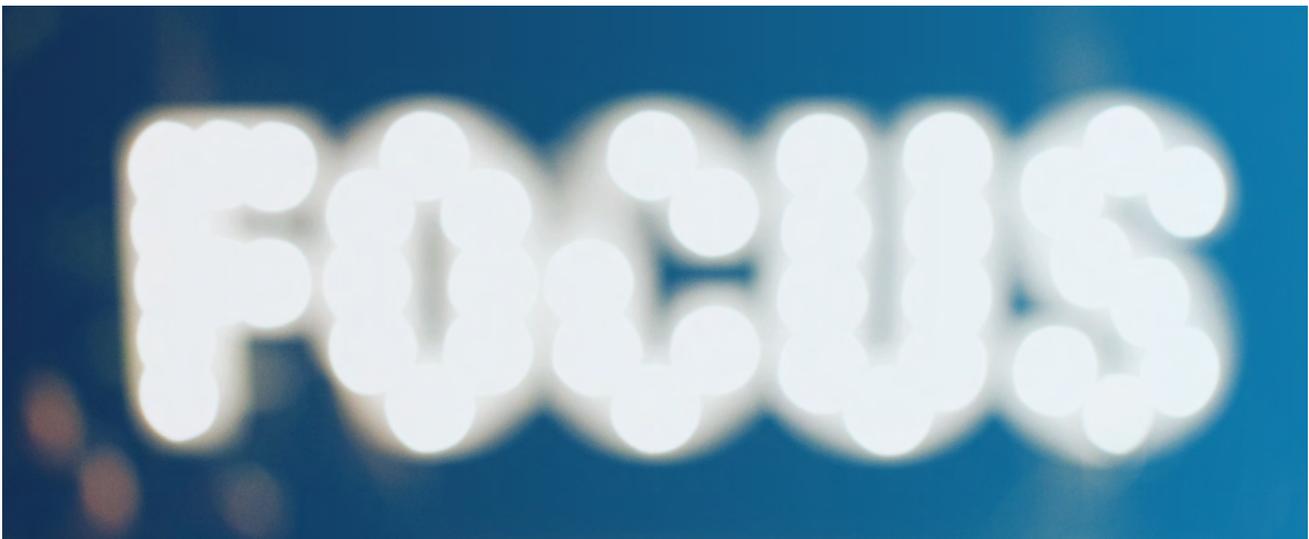
Understand I had worked with David for some time now, so what I am about to tell you I wouldn't do with just anyone!

We continued our conversation until the next email came in and his attention was drawn to it.

I sat up in my chair, leaned over his desk and **closed the laptop**.

He looked at me with surprise.

Then he laughed, kept the laptop closed and moved it off his desk onto another piece of furniture in his office.



## Question #3

### Do you know the reason Warren Buffet says 'No' to 99 of 100 investment proposals submitted to him?

Warren Buffet says 'No' simply because he knows that whenever he says 'Yes' he is also keenly aware of what he is, by default, saying 'No' to.

For him to say 'Yes', he must be able to attach the decision to one of his **top 3-5 priorities**. Period. End of story.

If one of the most well-known investors in the world uses this technique, it seems to me to be a good thing to add to my toolkit as well!

Everyone on his team know this as well and are expected to use the same judgment in deciding what they say yes to.



# How do you spend **YOUR TIME?**

Each one of us is given the same number of hours each and every week – **168**. It is up to us to decide how we are going to use those hours.

We can't get any more, nor can we save some for a rainy (or sunny) day in the weeks or months to come.

The rules are crystal clear.  
**Use it or lose it.**

On the following page you can see an exercise that will help increase your awareness of **how you're spending your time.**



# Practical EXERCISE

Draw 4 vertical columns and at the top of each column, moving from left to right, enter the numbers 10, 100, 1000 and 10,000.

Now, think into how you spent your time over the past couple of weeks.

Think of each item you spent time on and indicate whether it was worth \$10/hour, \$100/hour, \$1,000/hour or \$10,000/hour.

Your list will look something like this:

\$10	\$100	\$1,000	\$10,000



# How will you spend **YOUR TIME?**

For some of you, there will be many, many more items on the \$10 per hour list than on the \$10,000. In fact, those few items that make it onto the \$10,000 list must only be those only you can perform or invest your time in because they have the absolute **highest impact** to your business or company.

The next step is to determine which of those \$10/hour and potentially \$100/hour tasks don't really need to be done.

Here is a hint – if the task is on your to do list for more than 3 days, maybe, just maybe, it doesn't need to be done at all.

If this happens, get rid of it and

never allow it back on your list!

For those remaining items on the \$10 and \$100 per hour list, figure out who can do all those and **delegate** those tasks to those people who are or can be capable of doing them for you.

If you have staff who report to you, you can delegate some of these items to them.

*(If you find delegating a challenge, or wish you could delegate more, you'll be interested in a lesson I recorded on this topic – you can find out more about it on the following page.)*

If you don't have anyone reporting to you, think about working with a colleague or peer who might be very good at the items in

# How will you spend **YOUR TIME?**

question. In return, you can offer to help them with some things which are in their \$10 or \$100 column.

If you do this with appropriate foresight, you will be amazed at the time it frees up for you to spend on highly impactful tasks only you can or should be doing.

Don't underestimate the lifetime value of completing this exercise at least **once a month**. You'd be wise to challenge those on your team to do the exercise as well.

Trust me when I tell you it has been **eye-opening for dozens of my clients** who have never truly been able to understand the value of their time.

If this has served you well (and I know if you have honestly completed the exercise, it has) and you would like more tips to become a better delegator, check out 30 minute audio lesson, *Becoming a Master Delegator*.

For those who have downloaded this document, I am offering this recorded lesson for a special price of only \$27.00!

[I am interested & I want details!](#)

[CLICK HERE TO EMAIL ME](#)

*This is an incredibly low price, I know, yet don't be fooled – the tips you will learn about are many and when you apply just one of them, you will have this \$27 repaid to you multiple times over and over again.*

# Stay in touch



**Bill Bliss** has worked in the areas of, Leadership Development, Organization Effectiveness, Executive Assessment and Executive Compensation throughout his 25 year career. Today, he works with established and aspiring leaders who desire to learn, grow and have a greater impact on those they lead. He has helped leaders achieve results they never thought were possible.

He has worked with global, publicly held, private, family run and not for profit organizations. He has been a thinking partner for and coach to a wide variety of leaders including Chief Executive Officers, Presidents, Vice Presidents and Directors across many disciplines. He is a Founding Partner and Executive Director of the John Maxwell Team, and is certified in the DISC profile as well as Caliper profile.

Bill has facilitated strategic planning, teambuilding, organizational culture, acquisition due diligence projects and leadership development sessions for a variety of clients in manufacturing, retail, pharmaceutical, real estate services and construction, publishing, transportation services, financial services and other industries. He has helped organizations with succession planning, advisory board services, and general business planning.

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