

## Varnex Fall 2016

### Getting More Done in Your Day: Executive Time and Territory Management

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Works with leaders to find the right customers, fast.

#### The Purpose of an Executive

Formulate Vision

What the future looks like, regardless of the current reality

Set Strategy

What and why

Measured with key performance indicators (KPIs)

Negotiate Priority

When and where

Managed with timeline and milestones

Manage Criteria

Who and how

Implemented through cognitive capacity and scalable processes.

#### How Executives Prioritize Their Day and Their Tasks...

"Time is money"

Benjamin Franklin in

Advice to a Young Tradesman,

Written by an Old One

Forget time management,

focus on demand management

An executive's most valuable resource:

cognitive capacity

Perform high-value work during high-cognitive times

Recovery and play during low-cognitive times

Not time management, energy management

Nutrition, exercise, rest.

Create and tune your business systems

Do no tasks without agreement of all stakeholders

Three-step project deployment process:

Objective -> Outline -> Statement of Work.

#### What is Your Power Source?

Why do you do what you do?

What is your core guiding principle?

What is unshakable in your life?

What is your passion?

All things must source from this.

#### What is Your Super Power?

What is the one thing you do better than any one else?

What do others find amazing about you?

Use this every day to accomplish your mission.

#### Your Highest Value Contributions

Vision

Value

Velocity

#### Your Vision

Today

Next 10 days

Next 20 days

Next 100 days

Next 1,000 days

Next 2,000 days.

#### Your Value

Value is a moving target

What unique value do you create for:

Your family

Your team

Your customers

Your community

Yourself.

#### Your Velocity

How fast do you want to go?

We tend to overestimate what we can

accomplish in the short term and

underestimate what we can accomplish in the long term

Go at a speed that scares you a little and scares your team a lot.

#### Merge Your Calendar and To-Do's

Schedule locations

"I'm booked solid until next week. Can we have a 20 minute conversation before we meet?"

Schedule outcomes

Product

Sales

Marketing

Operations

Schedule conversations to support your outcomes

When asked for time, say, "Are you buying or selling?"

#### How to Create a TO-DO List That Gets Done

Task: a tactical event that has a start, a finish, and a measureable outcome that contributes to a desired goal

How do you want to feel at the end of the day?

Your Mantra of the Day (MOTD)

What do you want to know that you don't know now? Your Question of the Day (QOTD).

#### Task Triage:

##### How to Safely Delay and Defer Tasks

The 4 D's of demand management

Discard, defer, delegate, do now

What happens if you don't do it?

What happens if it doesn't get done now?

Who else can do it?

Cheaper and opportunity cost

Is this the highest and best use of your energy?

#### Efficiency Experts Secrets to

##### Getting More Done in Less Time

Start with your ALP – acceptable level of performance

Negotiate for less now, more later

Go for 95 percent

Impossibly short deadlines

Ask an expert

Google

YouTube

Don't get sucked in by a BSO.

#### How to Eliminate Unproductive Tasks

##### Forever

Your DON'T-DO list

Don't do anything for less than your hourly rate

Your annual income divided by 2,080

If you want to make \$1 million a year, don't do any work that's worth less than \$480 per hour

The exceptions

It's fun and you've made enough money

It's service and makes you feel good

Anything you do with - not for - your friends and family.

#### The Habit of Saying "No!"

If it's not "Hell, yes!" it's "Hell, no!"

"I'd love to but... no!"

"If you're willing to first... I'll agree."

"It's not what I'm good at, so I must say no."

"What can you take off my plate in return?"

"I don't see the ROI in saying yes."

"I don't see me getting to that in this lifetime."

#### Common Time Sucks and How to Turn Them into Time Sources

eMail

Respond to email at 10 and 3.

Insist on conversations

Routine reports

Don't send them for one cycle and see who notices

Switch to dashboards with KPIs

Refuse interruptions

Schedule everything

If you have to put out fires, you're an inefficient executive

No open door policy

Clinic time with 10 minute visits.

#### How to Keep Track of Your Time to

##### Determine How to Best Invest It

Identify your golden creation hour

Do your highest value work

Identify your slump

Go eat, exercise, or rest

Identify your golden selling hour

Only customer contact then

Identify what decreases your cognitive function

Just say no.

#### Schedule Like Tasks Together

Creative time

Strategy time

Customer outreach time

People time

Troubleshooting time

Analysis time

You time.

#### 10 Ways to Get More of What's Important Done

1. Delete from your to-do list the least important thing
2. Add a high value goal that you don't yet know how to achieve
3. Write the value of accomplishment next to the task
4. Always work against a short deadline
5. Stop telling others how to do their job and focus on your outcome
6. Book time to eat, exercise, and rest
7. Schedule an hour for you
8. Put reading time on your list – doesn't matter what you read
9. Personally celebrate small wins, publicly celebrate big wins
10. When you're uncertain what to do, clean your desk and go see a movie

**What's Next**

What are the three best ideas from today's event?

What are you going to do first?

Let me know how it works and I'll invest 30 minutes with you to tune it up –

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Let's talk about strategic planning, marketing plans, executive coaching, customer acquisition systems.

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