



**Baker Communications, Inc.**

EXPERIENCE THE POWER OF COMMUNICATION

# **Redeeming the Time**



**A goal is:**  
**a practical, definable,**  
**measurable, achievable**  
**outcome that you either want**  
**to or must accomplish.**

# SMART GOALS

**S** pecific – no room for doubt

**M** easurable – what will it look like?

**A** chievable – yes/no – what stand in your way?

**R** eason – why now?

**T** ime-specific – start, finish, milestones

## The 80 – 20 Rule of Time Management

80% of our Success is Driven by  
**20%** of our daily activities!!

# What's In The Way?

➤ Why do we not stick to our goals?

# ACTIVITIES

➤ Planned  
(goal related)

\_\_\_\_\_ %

➤ Circumstantial  
(non goal related)

\_\_\_\_\_ %

# WHAT'S THE PLAN?

- **The whole point of time management is to help you align your activities with your goals in a way that produces a more satisfying and productive life.**

**HOPE IS**  
**NOT**  
**A STRATEGY!**

# URGENT vs. IMPORTANT

	<b>Important</b>	<b>Not Important</b>
<b>Urgent</b>	<b>CRISIS</b>	<b>TRIVIA</b>
<b>Not Urgent</b>	<b>FOCUS</b>	<b>WASTE</b>



➤ Urgency:

Strong TIME focus

➤ Importance:

Directly tied to the completion  
of your GOALS

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# URGENT vs. IMPORTANT

- Crisis – urgent and important
- Trivia – urgent but not important
- Focus – not urgent but important
- Waste – not urgent and not important

# WHAT'S THE PROBLEM?

1. Work environment
2. Email
3. Multi-tasking
4. Delegating
5. Interruptions
6. Saying "No"
7. Procrastination
8. "Prime Time"
9. Process Problems