

Time vs. Energy Management Philosophy

Most professionals create a Things to Do List of tasks and activities they need to do in a given day or week. Then, prioritize that list based upon the **perceived urgency** at the moment. Most, feel as though they never make it through the entire list on a consistent basis, and, have varying degrees of anxiety or frustration as a result.

Is your *Things To Do* List a wish list, or, a plan?

Set aside a weekly planning session to lay out the next week or two. Mine is Sunday afternoons.

- **Divide the list into activities, not priorities, and block out on your calendar.**
 1. For example, you have 2 hours blocked off at 9 a.m. Monday to handle “emails”. The first hour is allocated for sending only emails where you’re scheduling or following up on appointments. The second hour is spent solely on general emails, conversations, or whatever is on your plate. Be specific. If you have specific names or companies, add them to your time block (computer or handwritten planner) so you don’t leave anyone out. Repeat this process for your calls (separate block for prospecting vs. general follow-up vs. customer calls), your admin (reports), presentations, etc. Congrats on taking THAT step toward efficiency. Now, the hard part: Sticking with it.
- **When your time is blocked off on your calendar, it is an APPOINTMENT, not an option.** Think of it that way and treat it as such. If someone walks into your office, calls you, or emails you...respond only if you have to, and, let them know you’re “in an appointment” and will respond afterward.
- **If a current/prospective client requests a time which is already blocked on your calendar, you have two options:**
 1. I have an appointment at that time, may I suggest X day at X time or X day at X time? (if you plan ahead, you’ll have these spots reserved on your schedule)
 2. If the meeting is critical and HAS to happen at the proposed time, have the discipline to keep YOUR appointment on your calendar and simply reschedule it from 1 p.m. to 3 p.m. DO NOT delete it. You wouldn’t like it if a client/prospect cancelled an important meeting on you last minute, so DO NOT allow yourself to do it to yourself!