

HOW TO BE MORE EFFECTIVE IN LIFE & TIME by David “Big Dave” Staughton - www.bigdave.com.au

Nearly everyone in business is Busy. Being busy can be an addiction yet it's worn like a badge of honour. The question “How are you?” is invariably answered with “I'm busy!”.

Australians have some of the longest working hours in the world. Staff shortage is chronic in many workplaces. Corporate Australia has 70 million days of annual leave banked up and on average take just half of their four weeks annual leave entitlement. Just Remember – No Leave No life!

So how can we be more effective at Work & Life? Here are a few tips from some experts at Time effectiveness.

Goalsetting is critical. The Chinese have a great saying “Man who aim at nothing achieve it with amazing accuracy”. **Arnold Schwarzenegger** could be the world's greatest goalgetter. As a boy in Austria he set his goal on being a weightlifter, then on being Mr Universe, then on being a famous Hollywood Actor, then a life in politics and being Governor of California. Now he's aiming at the White House. Always reset a new goal when you get close to achieving your current goal. One of the biggest demotivators in life can be achieving all your goals and having no future goals to aim for.

Actor **Jim Carrey** is another goalsetter. For many years he carried in his wallet a \$20 million cheque written to himself. He set a goal and believed someone would pay him \$20 million for a movie. Eventually, he got his \$20 million for the movie “The Cable Guy” and went on to make many more. The main strategy for Goals is looking at them regularly.

Dale Carnegie in his book **How to win friends and influence People** talks about US Steel magnate Andrew Carnegie and the phenomenal productivity improvement that a simple “To Do List” had on his business. Just make two simple lists, preferably the night before – a list of things that are urgent and a list of things that are important. Prioritise the items on the list and work your priorities.

Greg Louganis, Olympic champion, was once asked how he achieved so many Gold Medals in high diving. It turns out that much of his success was due to his ability to focus his mind when standing on the diving board. He would pick a spot, typically the head of a bolt and put all his attention on that spot. This semi-meditative state, increased his awareness of time and effectively slowed time down. This assisted his complex diving manoeuvres and corrections in mid air. An example of how more focus equals more time.

Buy more clocks! It seems a simple piece of advice but if you want to have greater awareness of how you are spending your precious time – surround yourself with more clocks & get a watch if you don't have one. Buying more clocks will buy you more time.

Dr Tad James – US based Master trainer in Neuro Linguistic Programming (NLP) talks about ‘Always Knowing your Outcome’ – knowing what you really want from a task, a phone call, meeting or holiday. The human mind is amazing - What you focus on expands and you get what you genuinely expect. Learn to build rapport quickly and develop more behavioural flexibility.

Vilfredo Pareto was an Italian economist who studied wealth distribution patterns in Italy and found some seriously skewed results. He proposed what is now known as the 80/20 principle – most commonly stated as “just 20% of your efforts account for 80% of your

results". **Richard Koch** has written several great books on using the 80/20 principle to focus your efforts at life and work. How can you "find the vital few in the trivial many"? 80/20 applications are numerous and include deciding which prospects, customers, staff, friends activities, and suppliers you spend your time with. His books include **The 80/20 Principle**, **Living the 80/20 way**, **The 80/20 Revolution**

Having been involved in numerous startup businesses, I found most startups begin with the desperate A.A.A.A.A. mindset – we'll do anything, anywhere for anyone, anytime at any price. The first customers you get are typically bargain hunters, very hard work and highly demanding. Over a period of time the business gets busier and ends up with a focused T.T.T.T.T. mindset. We eventually discover what we are good at doing i.e. "these things for these people at this location, this time and at this price". It takes focus. Some business owners never make the mindset shift, find that focal point and enjoy success

Jim Collins is author of **Good to Great**, which is probably the management book of the decade. Jim has some great suggestions for being more effective. He suggests adopting the Hedgehog Principle – Do one thing really well. He also suggests the "First Who then What" strategy when dealing with teams. First organize your business team before deciding what to do.

Richard Branson, founder of the Virgin empire and author of **Losing my Virginity** suggests keep a journal/diary. Richard writes every idea, thought and discussion down in a school exercise book. What important details and brilliant ideas have you lost or forgotten? His book contains lots of tips for building a powerful business or personal brand.

Dr Fred Grosse is a highly regarded trainer in the Real Estate industry, Dr Fred suggests you focus on 'dollar productive activity'. What's the Value of an hour of your time? What activities do you do that really pay – negotiating, sales calls, networking, planning and recruitment. Choose to do more High Dollar Value over low Value activities. Delegate, Dump or Outsource the low value tasks.

Ingvar Kamrad the founder of IKEA has a great idea for improving his effectiveness. Ingvar chunks his time. Ingvar allocates and uses his time in 10 minute blocks. If you divide your time into smaller chunks you'll have more of it. Instead of a standard 30 or 60 minute meeting chunk could you allocate just half that time. What chunk size do you use?

Chunking is also a great tool to avoid Multitasking – unlike most feminine women, masculine men have a different brain structure and don't multitask well – they have real difficulty doing many things at once. They shouldn't multitask - Instead most blokes should work on smaller time chunks of a single task.

Dr Helmut Panke, Global Chairman BMW – Life is all about deciding what you are NOT going to do! – Choose to say "No!" to the things that won't help you towards your goals. Some people are more motivated to avoid something that to do it. You can direct your success by deciding what you are NOT going to do anymore.

Siimon Reynolds of the Photon Group has some great strategies on Time effectiveness. He recommends that life is all about asking and learning how to ask. If you don't ask you don't get. Siimon also some other lists including a Procrastination list containing things that you have been putting off for ages and a NOT to do list of things you should no longer do. Just thinking about those procrastinated tasks and activities drains you of mental energy. Get started on them - either break the task down, just have a look at it, create a resources plan or just do it!

Work your “List of Lists” – everyone should have a list of lists to be more effective.

1. A Daily To Do List that’s prioritised
2. a NOT TO DO List and the discipline to stop doing certain activities
3. A Procrastination list – every 3 months ask what have you been dragging along?
4. A Delegation List for Following Up tasks – Who, When, What.

Brian Tracy is the guru on Time Management . He is a prolific author and creator of great audio programs. His book on overcoming Procrastination - Eat that Frog suggests eating the live frog (Horrible task) early and getting it over with. His other books - Time Power

Make sure you do your difficult tasks during your best time of the day. About 40% of people are morning people, 20% peak around lunchtime and 40% do their best work in the afternoon/evening. Get a new Mantra – “Do the Hard Stuff first” and you’ll feel great about having done it. When it comes to procrastination it’s a case of “Action preceding Motivation” – Just Do It and the motivation will kick in later. Don’t wait to be motivated, do it now.

Stephen Covey, author of the classic book - Seven Habits of Highly Effective People is another guru of Effective Time Management. As a reminder his seven principles are: (1) Be Pro-Active (2) Begin with the end in mind (3)Put first things first (4) Think Win/Win (5)Seek first to understand then to be understood (6) Synergize (7) Sharpen the Saw – seek self renewal and learning.

It’s one thing to be more effective at work but a different thing to live an effective life.

Tony Robbins, the American motivational expert suggests using a Quality Quantifier (QQ) on all your activities. Simply rate any activity on a scale of 1 (low) to 10 (high) and then work out new ways to improve on that score. So a lunch out with friends might be rated as 7 out of 10, a walk with the kids 8 out of 10. Ask the question – what would make this activity a 10/10?. Tony also teaches that ‘Motion creates Emotion’ and you can choose to change your emotions by simply moving your body and changing your physiology.

Life is short. Business can be very addictive. Make sure you are doing what you really love. There are no pockets in shrouds. You can’t take it with you. On their deathbed, nobody ever said “I should have spent more time at the business”. Don’t let them say about you “He died with his potential still intact”, get out there and enjoy yourself.

Find the secret to real Happiness. The **Dalai Lama** in his book The Art of Happiness has some great ideas. Focus on being happy now and what really makes you truly happy. Choose to be happy now. Instead of waking up saying “I’m tired” – manage your self-talk and focus on what is working in your life. Be happy now – don’t put it off.

Take a leaf from **Oprah Winfrey’s** Life - Be more Grateful. What are you grateful for? Every morning think about what you have rather than what you don’t – Be grateful and thankful for your health, your family, your kids and your wonderful life living in Australia.

This is a summary of a talk given by David “Big Dave” Staughton.

David is a professional speaker, trainer and consultant specializing in improving business teams and sales results. You can find more information about Big Dave at www.bigdave.com.au.