

MAXIMIZE VALUE



# INVESTING TIME to Grow Your Business



MAXIMIZE VALUE



# TIME CONTROL CONTEXT

Do you want to be exceptional in every area of your life? Most people do. The same people that want to be exceptional all the way around are the same people that are unwilling to do all that is necessary to achieve greatness in their life. For example, you probably know some people with a lot of money, but they are unhappy. Perhaps you know someone who is broke, but they are happy all the time. You may know people that love their careers, but their marriage is falling apart. You get the picture.

Let's take a deep dive into where we are investing our time, energy, effort, and resources. Once we fully understand our current reality, we will create a tailored strategy to help us achieve our desired reality.

You've heard it before, time is the great equalizer. It is the most valuable resource we have. People talk about managing time, although we can't really manage time. We can manage ourselves to steward the time we have and work more efficiently.

Inside these next few pages, we will uncover the value of leading an intentional life. We will discover what it looks like to lead with purpose and live according to your priorities. We will focus on consistently demonstrating proactive behavior and minimizing reactive habits.

John Wooden always said, "If you don't have time to do it right, when will you have time to do it over."

# TIME INVESTMENT MANDATES



## TIME LOG

The first step to investing your time is becoming aware of where your time is currently being invested or wasted.



## QUADRANT 2 OR QUADRANT 1?

Familiarize yourself with Charles Hummel's Tyranny of the Urgent? Are you investing your day putting out fires, or are you strategically and intentionally building a better future with the way you are allocating your time today?



## NOT TO DO LIST

Average people make to do lists, and if you want to be average, you should make one too. We recommend you make a "NOT TO DO LIST" to help tattoo your brain with focusing on the tasks that are mission critical.



## SHOULD TO MUST

If it is important, create a must do list for the week ahead. Your time today should already be full of mission critical tasks. Start strategizing about how to optimize next week and next month.



## BLOCK YOUR DAY (FULL)

If it is significant to you, put it on your calendar. Your calendar should be jammed with mission critical items. If you are blessed to have an executive admin, have them fill your calendar from the time you wake to the time you go to sleep (each block should be 30 minutes increments or less).

**"THE THING I LOSE PATIENCE WITH THE MOST IS THE CLOCK. ITS HANDS MOVE TOO FAST. TIME IS REALLY THE ONLY CAPITAL THAT ANY HUMAN BEING HAS, AND THE ONE THING HE CAN'T AFFORD TO LOSE."**

**- THOMAS EDISON**

## **START INVESTING NOW**

You can get more of almost anything you want. If you want more money, you can go out in the marketplace and find it. If you want more stuff, you can have it. If you want more friends, you can win them. But at the end of the day, no matter who you are or how much financial freedom you have created, there's one thing in this world you can't get more of: time.

There's a great quote by author William Reilly that says, "Everything requires time. Time is the only permanent and absolute ruler in the universe. But she is a scrupulously fair ruler. She treats every living person exactly alike every day. No matter how much of the world's goods you have managed to accumulate, you cannot successfully plead for a single moment more than the pauper receives without ever asking for it. Time is the one great leveler. Everyone has the same amount to spend every day."

It's time to start investing your time, and stop wasting it. Don't wait another day. The future is brightest for those who invest wisely today!