

Louise CLARK

MANAGE YOUR

TIME

THE 4 TIME TARGETS



WHAT IS TIME MANAGEMENT ?

Time management is the way you handle your most limited resource: time, but effective time management goes far deeper than just a list of tasks, and speaks to a fundamental source of inner potential.

It's a way of transforming not only how you spend your time, but how you think, so you can consistently and sustainably use the time you have to create what truly matters the most to you.

Effective time management is connected to highly developed self-control and crucial life skills: setting goals, planning for the future, auditing your time to see how you spend it, analysing your progress and prioritising tasks.

WHY IS TIME MANAGEMENT IMPORTANT?

Mastering time management allows you to take control of the flow and rhythm of your daily life. If you're spending the majority of your days just keeping your head above water with all the things you have to do, then you're probably managing your time poorly.

When you're so consumed by getting things done, you end up missing opportunities – and soon enough you're spending what little downtime you have regretting “what I didn't do.”



SOME BENEFITS OF TIME MANAGEMENT

1. Reduced Stress

Time management and stress are linked. When you don't have clarity on what you're working toward or aren't inspired by your goals, you'll put tasks off until the last possible minute. This can create a lot of stress, which often manifests emotionally before it does physically. First, you'll be frustrated, sad and maybe even purposeless. Then, you'll feel a lack of energy and you may experience headaches, other pain and twitches. The stress that comes with poor time management can be incredibly damaging to your well-being, but the right time management system can help you shift toward a better quality of life.

2. Better decision making

Honing your time management skills improves your ability to make better decisions as you chunk your time and prioritise tasks. You learn to take your time and make calm, measured decisions rather than panic-driven, last-second choices.

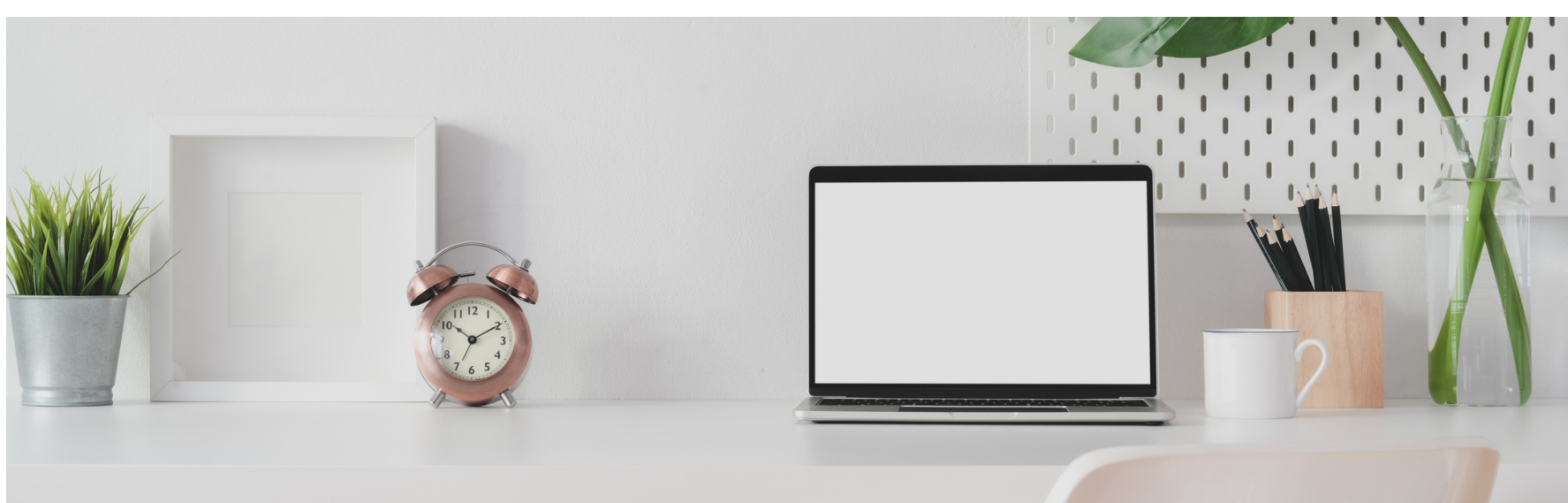
You'll also learn assertiveness as you delegate and say no to requests, patience as you manage your goals, persistence as you complete your tasks and self-discipline as you follow through on your plans.

3. Improved relationships

Many people ask "What is time management and why is it important?" in the context of their careers: They want to get ahead at work, start a business or increase their profits and need the time to do so. But effective time management helps every aspect of your life, because it gives you more free time. You can be more present for your loved ones, strengthen your relationships with your friends and turn your goals into realities.

4. Continued Growth

Are you thinking, "This all sounds great, but how will time management help me in the future?" time management can help you continue to grow in limitless ways. What's important to you? Is your desired outcome to start a business? Is it to feel more fulfilled in your relationship? If you can manage your time effectively you will grow in all areas of your life.



THE 4 TIME TARGETS

Not all time is the same, depending on what types of activities we spend it on. Just like money or calories, how we spend our time makes a huge difference in both the results we achieve and in how we experience life along the way.

The secret to getting the best return on investment of your time is learning to balance urgency and importance.

Urgency is an artificial mental construct that's up to each of us to tame.

When you're doing the things that are most important, but not urgent, you're in The Zone:

The Dimension of Fulfillment



I. The Dimension of Distraction: Not Important and Not Urgent

The first, outermost ring in the target refers to not important and not urgent items.

This is known as the Dimension of Distraction.

This is where most of us go when we're stressed and we crave an activity that requires no thinking. Examples include flipping on the TV as white noise in the background, scrolling mindlessly through social media, eating when you aren't even hungry, etc. If you spend most of your time here, you'll find yourself living in the domain we call "No Man's Land" – where you're really not happy, but you're not unhappy enough to do anything about it.

2. The Dimension of Delusion: Urgent but Not Important

The second ring in from the outside is known as the Dimension of Delusion.

This is where you're doing things that are urgent but not important. Examples are answering email or text right NOW that could have waited, allowing interruptions like phone calls and people popping into your office "just for a quick question" or checking off "to-dos" just because they're on the list.

People who are stressed and ineffective spend most of their time in the Dimension of Demand and the Dimension of Delusion, constantly making more "to-do" lists.

Just when they think they have a plan, they let the urgent demands of others around them derail them from

achieving their most important results.

People who spend most of their time in the Dimension of Delusion are doing exactly what the title implies – deluding themselves into believing that they have to do all these crazy things that keep them from doing the more important and fulfilling things in their lives.

3. The Dimension of Demand: Urgent and Important

The third ring of the Time Target contains items that are urgent and important.

We call this the Dimension of Demand.

In our lives, there are always emergencies, such as a co-worker or your child injuring themselves or a client needing a sudden fire put out.

Those are both urgent and important and must be dealt with now.

Being proactive however, can lessen the amount of time you spend in this stressful dimension. For example, that emergency root canal could probably have been prevented if you'd scheduled regular dental check ups. That client's sudden need might have been anticipated if you'd had a planning meeting when it wasn't urgent.

4. The Zone of Fulfilment: Very Important but Not Urgent

If your goal is to create a life of fulfilment, you want to spend your life in the centre of the target: the Zone of Fulfilment.

Your primary focus here is on doing things that are very important, but not urgent. What would fit in this category for you? Spending quality time with your loved ones? Working on a new project that may not require immediate attention but would give you inner happiness Reading to improve your mind or your skills? Thinking about what you want? Exercising to create the energy to fuel your success?

The Zone contains all those actions we all know to be so important but that we "never get to" because we're "so busy" doing the things in the other three dimensions.

AUDIT TIME

Exercise

1. If you really had more time, what would you do with it? What are some things you'd like to do if you had a couple of extra hours a week that were just for you? Take a moment now and jot down what you'd learn, achieve or experience with this additional time.

2. Write down all of the things you did over the course of last week (or a typical week for you) that fit under each dimension. Then estimate the number of hours you spent there.

The Dimension of Distraction: Not Urgent and Not Important

What did you do to escape (e.g., TV, social media)? When you're stressed, what do you use to distract yourself (e.g., food, drink)? For how many hours?



The Dimension of Delusion: Urgent but Not Important

What are some things that you did but then afterwards felt frustrated because you believe you shouldn't have done them? In other words, there are so many other things that are more important, but you still felt like you had to do these things because they seemed urgent in the moment (e.g., other people's demands, answering emails, errands)? For how many hours?

The Dimension of Demand: Urgent and Important

What were the things you felt like you had to do immediately and were also really important (e.g., meet the deadline to file your taxes, get your car’s brakes fixed)? For how many hours?

The Dimension of Fulfillment: The Zone – Not Urgent but Important

What are some things that you didn’t have to do, but you chose to do because you knew they were important? What are the things you did that were not on an urgent timeline, but that you just consciously decided to do (e.g., meditate, mark all your relatives’ birthdays on your calendar, plan for the following week, begin writing your book)? For how many hours?

Based on a rough estimate, what’s the percentage of time you think you spend in each dimension (targeting 100% as your total)? Remember, everything you wrote down in the previous questions likely doesn’t include everything you did. Based on the questions you answered so far, however, what is an honest estimate of how much time you spent in each dimension last week?

The Dimension of Distraction:

The Dimension of Delusion:

The Dimension of Demand:

The Dimension of Fulfillment (The Zone):

In general, people who are stressed generally spend less than 25% of their time in the Zone of Fulfillment (doing the things that are not urgent but important). They spend an immense amount of time in the Delusion of Demand; they have an urgency addiction and tend to make things that are urgent appear important as well. And they use the Dimension of Distraction to escape all that stress!

If you want to be fulfilled and achieve at a higher level, you must spend an average of 40-70% of your time in the Zone of Fulfillment.

NOW IT IS TIME TO CLARIFY YOUR GOALS

If you're not getting what you want from life, and if you don't feel the fulfillment that comes with achieving the things you desire, then it's time to consider taking a fresh look at the way you think about time management.

Mastering time management means giving yourself the ability to accomplish all of the goals and dreams you've left on the back burner. You probably tell yourself you haven't accomplished these things because you "need more time," but that's not really the case. Rather, you need to clarify your personal and professional goals and make better use of the time you already have by focusing on the outcomes that bring you the most value - based on the 4 time targets.

CHANGE YOUR PERSPECTIVE

Time is a lot like money – we wish we had more of it. There's always more stuff to buy and bills to pay, so you have to work every day in order to earn money to fund all the necessities and comforts that help you maintain your standard of living.

Most of us are somewhat limited in our spending power, so we ration our money toward what earns us the most value and sacrifice the items that matter little to us.

Treat time in much the same way. Like money, it's scarce, so it needs to be spent in accordance with the goals and dreams that you value the most.

If you spend your time wisely, you'll achieve the things you've always wanted. This will bring you to an amazing state of fulfillment, where not only are you achieving your outcomes but you're also fulfilled with your life and your role within it.



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SHIFT YOUR FOCUS.

Your brain is like a laser-guided missile. When you focus on the outcomes – the specific results – that you want to accomplish, then meeting them will suddenly become much, much easier. The how and when are secondary to clarifying and focusing on what you want and why. Once you concretely understand the value of the different things you desire, your brain will start to pave a path toward meeting that outcome.

Having an explicit target to aim for and clear criteria for success can help propel you forward toward that liberating feeling of success that you desire.

When you achieve clarity and focus, you'll find the time you need to make your dreams a reality because you'll be propelled by a passion that you weren't even aware of before.

Remember, it's not about the number of hours you have – it's about using the hours you do have to maximise value.

GIVE YOURSELF FREE TIME

We often look at free time as something wasted – hours we could have spent furthering our own self-improvement or getting ahead at work. That's not the case. As you develop an understanding of the significance of time management, you'll realise that free time is one of your most precious assets.

It gives you a chance to reset your brain, come up with new ideas and focus on other parts of your life that matter, like your relationships and your family.

Mastering time management means there is a time and a place for everything. Some days you're going to leave work at work and focus on yourself and/or your partner. Some days you'll do nothing at all, and that's all right.

Don't be afraid of using time for things other than work and self-improvement in the material sense. What really matters is what is important to you and, if that's your relationship with your family or your health, let those outcomes be the ones that you allot time toward first.



ITS TIME TO TAKE BACK CONTROL



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