

Manage Your ROTI*

*Return on Time Invested

Understand and manage your time quadrants. **Your goal:** Spend more time in Quadrant 2, work to minimize items in Quadrant 2. Actively manage the other two quadrants.

	Urgent	Not Urgent
Important	1 Quadrant of DEMAND Crises Pressing problems Deadlines	2 Quadrant of THE ZONE Planning Relationship Building Prevention New opportunities
Not Important	3 Quadrant of ILLUSION Interruptions Calls, emails, texts Pressing, low impact items	4 Quadrant of ESCAPE Busy work Time wasters Internet surfing Pleasant activities

Quadrant 2 time management from the book, *7 Habits of Highly Effective People*

Optimize your ROTI (Return on Time Invested)	
Identify your time stealers	Implement high ROTI practices
x x x x x x x	✓ Credit cards on file ✓ Collect deductibles at time of service ✓ Submit claims weekly ✓ Block time for marketing/admin tasks ✓ Track & manage revenue process tasks ✓ ✓ ✓ ✓