



DON'T PRIORITIZE YOUR SCHEDULE, SCHEDULE THOSE PRIORITIES

STEPHEN COVEY



EFFECTIVE PRIORITIZING

Today we live in a world where we often feel overwhelmed by the amount of work we have and we're always cramming with deadlines? The busyness we are experiencing today at epidemic levels is a symptom of not effectively prioritizing. However, the cause of today's busyness in many cases is a self-centered idealism. It's an "Action" addiction America has been deceived into applauding. It is not antisocial or what is considered immoral behavior - Yet, it can be just as destructive. It is a misplaced dependence which in many cases can be identified as compulsive, excessive busyness.

A life that has its priorities in effective order has balance, harmony **and peace** in it. It has come to determine **and accept** both "Whose" and "Who" it is and has defined its definition of success. This assessment will be a tremendous resource to help you live a life of significance no matter where on the social ladder you are.

TECHNIQUES FOR PRIORITIZING

Step 1: In the "Items" Section below under "Paired Comparison," list 5 tasks you or your organization has been doing and / or needs to accomplish. Just list these tasks and do not be concerned with their order of priority.

Step 2: Place a check mark under "Check" comparing the "Item 1 " vs "Item 2 " then "Item 1 " vs "Item 3, 4 & 5 " then begin with "Item 2 " vs "Item 3, 4 & 5 " and so on based on their importance.

1. Paired Comparison

#	Item	Check	Rank
1.	More Paying Clients	√√√√	4
2	Coaching App / Writing	√	1
3.	YouTube Channel	√√	2
4.	Social Media / Blog	√√√	3
5.	Specialized Financial Sales		0

Step 3: Count the number of check marks for each "Item" and total under "Rank." Should there be a tie, do a run-off comparison.

Step 4: Carry the "Items" from "Paired Comparison" to "Deadline / Payoff" on the next page according to their ranking on the next page. List comments regarding critical facts for this section.



Comments:

Reflecting on past interest in "Specialized Financial Sales" caused us to consider Eliminating it. For safety purposes we will keep it under consideration for another step. This approach might be most effective if explained in a video through social media and a YouTube Channel.



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[illegible]

Step 5: Rank each "Item" by "Deadline" 1, 2, 3.

Step 6: Rank each "Item" by "Payoff" 1, 3, 5.

2. ~~Deadline/Payoff~~

Deadline: 1 = long-term
2 = short-term
3 = immediate

Payoff: 1 = low recognition/ impact/ visibility
3 = moderate recognition/
impact/ visibility
5 = high recognition/ impact/ visibility

Carried Over By Priority

Item	Weighted		Score	Rank
	Deadline	Payoff		
<i>More Paying Clients</i>	3	+	3 = 6	1
<i>Social Media / Blog</i>	1	+	5 = 6	2A
<i>YouTube Channel</i>	1	+	5 = 6	3A
<i>Coaching App / Writing</i>	1	+	5 = 6	4A
<i>Specialized Financial Sales</i>	1	+	5 = 6	A

Step 7: Add the "Deadline + Payoff" columns to get a "Weighted Score".

Step 8: "Rank" each "Item" based on its "Weighted Score". Again, should there be a tie, do a run-off comparison.

Step 9: Carry the "Items" from "Deadline / Payoff" to "Importance / Time" on the next page according to their ranking.



Comments:

Direction appears to be getting clearer. Monthly budget MUST and NEEDS to be Covered to excess to hedge against income loss. A reasonable and realistic social media model has the possibility of launching the balance of the posted items.



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This image shows a full page of a document template designed for handwritten notes or essays. It features a series of evenly spaced, light gray horizontal lines across the entire width of the page. The lines are thin and consistent in color and thickness, providing a guide for writing without being distracting. There are no margins, headers, footers, or other markings present on the page.

Step 10: Rank each "Item" by "Importance" 1, 2, 3.

Step 11: Rank each "Item" by "Time" 3, 2, 1.

Step 12: Rank "Importance" - "Time" as either an "Action" (this "Item" requires work), "Reduce" (this "Item" requires a way to reduce the time currently being given), or "Eliminate" (this "Item" does not necessarily need to be eliminated but a different approach may be looked at).

Step 13: Determine if "Assistance" by hiring someone, outsourcing or a trainee / intern might save time and not reduce importance or profit.

3. Importance/Time

Importance:

- 1 = high pay-off/ impact
- 2 = moderate pay-off/ impact
- 3 = low pay-off/ impact

Estimated Time:

- 1 = significant time investment
- 2 = moderate time investment
- 3 = brief time investment

Importance Ranking

- 1 = Alternate approach
- 2 = Action, requires work
- 3 = Reduce, reduce time

Assistance

- 1 = Hire
- 2 = Outsource
- 3 = Trainee

Carried Over By Priority

Item	Imp	Time	Alt/Act/Red	Assist	Total	Rank
More Paying Clients	2	2	2	2	8	1
Social Media / Blog	1	1	3	2	7	3
YouTube Channel	1	1	3	2	7	4
Coaching App / Writing	1	1	3	3	8	2
Specialized Financial Sales	1	1	1	3	3	5

Step 14: Rank the "Items" from "Importance to "Importance / Time" and list them to **Step 4** on the next page according to their ranking.



Comments:

*It seems to be obvious that "Specialized Financial Sales" will be eliminated. This concept may have the possibility of high returns, the risk could be even higher and I cannot afford that. As I age and as a result of the age I am living in, there is a tremendous potential on the internet. Content and Concept are good and in the right hands, the path that is shaping can be the right one. **THE DEVELOPMENT OF EXCEL TEMPLATES FOR THE VARIOUS CONCEPTS AND COACHING AIDS JUST MIGHT BE A WINNING DIRECTION.***



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Step 14: Score each “Item” by “the Risk”, “your Ability”, “your level of Influence”, “your Qualifications”. Then tally a final “Ranking”. The “Prioritizing Assessment” is now completed and it’s time to map out your plan..

1. Risk / Ability / Influence / Qualifications

	Risk	Ability	Influence	Qualifications
Low	4	4	4	4
Medium	3	3	3	3
High	2	2	2	2
Highly Speculative	1	1	1	1

Carried Over By Priority

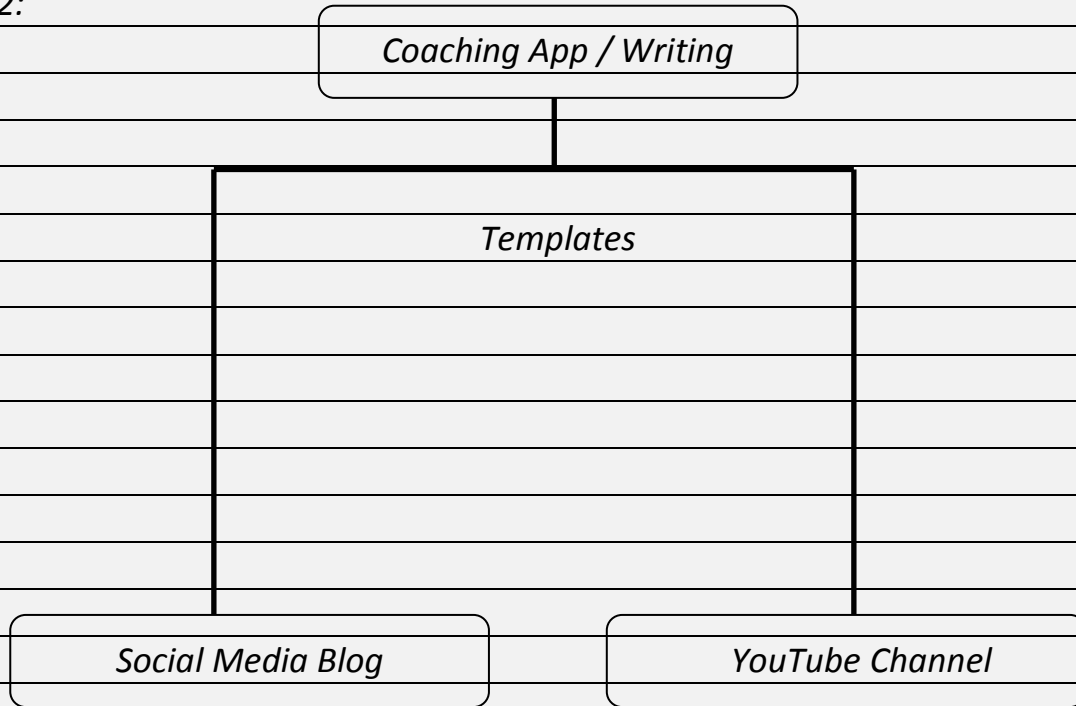
Item	Risk	Ability	Influence	Qualifications	Rank
More Paying Clients	3	3	2	2	10
Coaching App / Writing	2	3	3	3	11
Social Media / Blog	3	3	1	1	8
YouTube Channel	1	3	1	1	6
Specialized Financial Sales					



THE PLAN

Step 1: More Paying Clients

Step 2:



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Carried Over By Priority

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