

## Managing Your Time in Business

When it comes to managing your time effectively, it's down to you. Time management techniques can be very useful, but they won't make a difference unless you put them in action, find what works for you and then use them.

Ask yourself – what are you employed to do? Not, what do you do, what actions do you take every day, but the parts of your role that are most important to the success of the organisation. Your key tasks derive from objectives and are the actions that must be taken to make those objectives happen.

For example, how did you arrange your last holiday?

1. Phoned local travel agents
  - Surfed the internet
  - Identified a destination
  - Identified a suitable way of travelling
  - Investigated how to book the holiday – times, places, fees etc.

This list is not exhaustive since some actions lead to others, but you have got an idea of what you are doing, why you are doing it and what your end goal is. After each key task you should keep a record of the date you actioned it, what the result was and any further actions.

Key tasks form part of your To Do List.

## Urgency versus Importance

If you look at all the activities you are involved in, you may find a lot that are urgent. However, urgency is not the only thing to consider. Deciding whether something is important is another major element in planning what to tackle.

Things that are **urgent** have to be executed as soon as possible. However, **they may not be important**.

Things that are **important** have a consequence attached to their execution (or non-execution). However, **they may not need to be completed immediately**.



The problem is that most people get swept away on a tide of urgency, without considering whether the issue is important.