

Time Targets

We've all experienced the overwhelm associated with having too many things on our plate. One way to reduce this overwhelm is to leverage time-management tools.

Time Quadrants

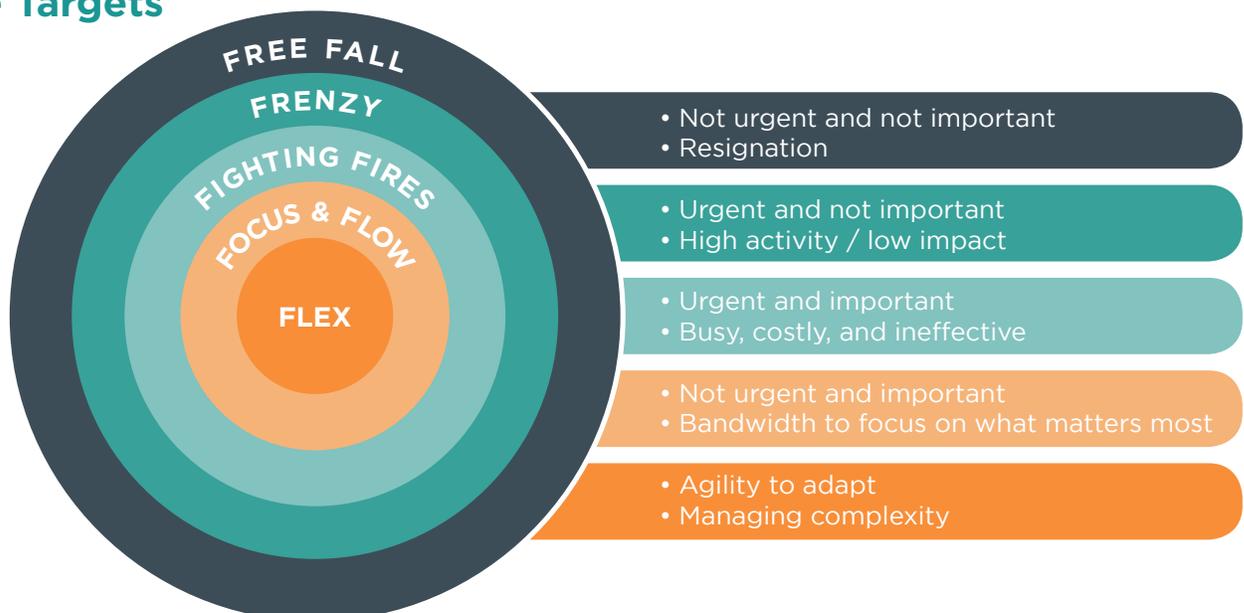
The "4 Quadrants of Time Management Matrix" is a powerful tool for managing time. Credited to U.S. President Dwight Eisenhower and later popularized by Stephen Covey, this tool is designed to conceptualize how we organize time and help us focus on what matters most.

Not all tasks are of equal importance nor equal impact/value. Too often, the loudest or most urgent tasks aren't important or valuable. The "4 Quadrants of Time Management Matrix" is a quick and easy way to sort and rank everything on your plate.

The 4 Quadrants of Time Management Matrix

| | URGENT | NOT URGENT |
|---------------|---|---|
| Important | Necessity (manage / tolerate) Pressing problems, crisis, rush deadlines etc. | Productivity (focus / invest) Planning, prevention, preparation, personal development etc. |
| Not important | Distraction (avoid / migrate) Interruptions, emails, phone calls etc. | Waste (avoid / eliminate) Trivia, TV/Entertainment, escape activities, busywork etc. |

Time Targets



Using Time Targets to Understand the Five States

Take a moment to check inward. Pay attention to your energy, emotions, and mental state.

- If you are in a state of Flex or Focus and Flow, notice what is working so you can replicate it.
- If you are Fighting Fires, take 5 minutes to create more time.
- If you are in a state of Frenzy, take 5 minutes to remember your desired outcomes and purpose.
- If you're in Free Fall, consider stepping away and taking a brief walk to reflect on why.

| | FLEX Agile | FOCUS AND FLOW Not urgent/ important | FIGHTING FIRES Urgent/ important | FRENZY Urgent/ Not important | FREE FALL Not urgent/ Not important |
|--|---|--|---|---|--|
| Mental: How you're thinking... | | | | | |
| + | Responsive | Focused, optimized, in control, and proactive | Reactive and focused | | Contemplative |
| - | | | Overwired | Frenzied | |
| Emotional: How are you feeling... | | | | | |
| + | Content | Inspired and energized | Inspired and invigorated | | |
| - | | So focused, you may be neglecting others | Chaotic and adrenaline-charged | Exhausted | Checked out |
| If you went to the beach to surf, this is how each state might feel.... | | | | | |
| | Time is passing by without you even noticing... | Sitting just in front of the wave, you're enjoying the experience, and feeling the sustainable and scalable energy as the wave propels you forward.. | You are on top of the wave and your adrenaline is surging; it feels great but is also energetically and emotionally draining... | Paddling frantically after the wave, you're getting tossed around, drinking ocean water, and feeling overwhelmed... | You're chilling on your board, missing waves, or back on the beach taking perspective on the entire scene... |



Core Questions

Where are you spending your time?

- What levers would help you increase your time closer to the center of the target?

What structures help you be at your best (i.e., in the zone of focus & flex or flow)?

- What expectations, priorities, boundaries and habits are holding you back?

What distracts, limits, or inhibits you from having a bullseye on time management?

- What individual changes could you make?
- What organizational changes could you make?



Do a Time Target Assessment

Set a 30-minute repeating timer on your phone. Every 30 minutes make a note:

- Where are you spending time?
- What percentage of time in each task?
- Is it the best use of your time?



Tips from Time Maestros

- Spend the majority of your time—ideally, more than 60%—on important but non-urgent tasks.
- Anticipate and solve problems proactively.
- Build enduring systems to position yourself for ongoing success (build once, use many times).
- Use not important or urgent time strategically to unwind and recharge, building habits for healthy rejuvenation.
- Everyone needs some distractions. Build a list of healthy options so as to avoid going into “free fall” (e.g., if you need to take a break, read an article, listen to a podcast, or schedule a short workout).
- Don’t try to boil the ocean at the start! Start small and build capacity over time.

Build the agility and focus needed to have more impact at work and in life. Set up a time to talk to **Dr. Camille Preston and the AIM Leadership team.**

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