

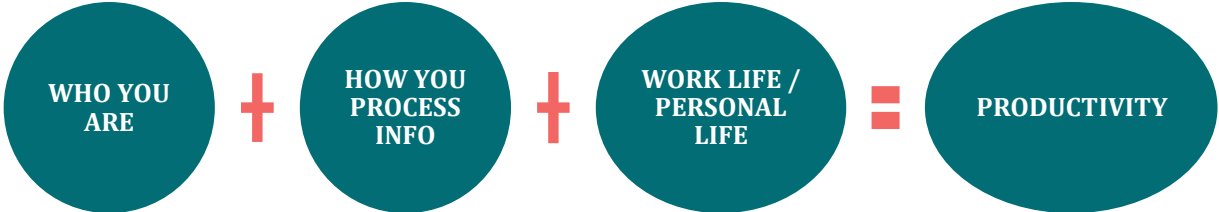


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Learn how to get more out of your day.

6 Tips for Better Time Management

Are you having trouble finding enough hours in the day? *Harvard Business Review* tells us you don't have a time management problem, **you have a priority setting problem.**

How do you decide what to start, stop and continue while prioritizing the actions that move you toward your goals? How do you stay focused on high-value activities based on your desired outcomes?



Use these 6 steps to manage your time more effectively:

1. What are your goals?

Hitting your annual target earlier? Securing a promotion? More time for a passion project? More time with your family? Understand what you want to achieve first, then work out the plan to make it happen.

“You get to decide where your time goes. You can either spend it moving forward, or you can spend it putting out fires. You decide. And if you don't decide, others will decide for you.”

- Tony Morgan

2. Track you week

Plan out each day, based on your personal and professional goals. Does each activity push you closer to a goal? If not, can you delegate it? Be sure the most important tasks are scheduled in; for you, that might include regular workouts as well as dedicated business development time.

3. Diagnose your issues

- **FOCUS:** increase your focus and decrease your distractions. Avoid wasting time on rote tasks like booking meetings; automate wherever possible.
- **DATA:** Plan efficient conversations. Ensure critical information is archived and easily searchable. Identify your high ROI donors and products; focus your time there.

4. Understand where you spend your time

Your time is valuable! Are you spending it on low-value tasks or on high-value work that builds capacity and achieves goals? Develop your own list of \$10 through \$10,000 tasks.

Examples of value-based tasks:

- **\$10/hr tasks** Running errands, talking to unqualified prospects, cold calling, expense reports
- **\$100/hr tasks** Solving a problem for a donor or partner, talking to a qualified prospect, emailing prospects, doing social media well, outsourcing simple tasks, donor follow-up
- **\$1,000/hr tasks** Planning and prioritizing, negotiating with a qualified prospect, building your donor funnel, delegating complex tasks
- **\$10,000/hr tasks** Improving your unique selling proposition, creating new and better offers, repositioning your message, executing brilliant ideas, negotiating major deals, selecting team members, public speaking
 - Adapted from: *80/20 Sales and Marketing*, Perry Marshall, HBR.org

5. Analyze tasks

Categorize each of your activities based on whether they push you closer to your goal.

- **ACTIVITIES TO REDESIGN:** it's a key component but you can find efficiencies.
- **TASKS TO OFFLOAD:** Can it be outsourced or offloaded? Might be a growth opportunity for someone else on your team.
- **QUICK KILL:** Rote tasks and time wasters that do not move you forward.

"Efficiency is doing things right; effectiveness is doing the right things."

- Peter Drucker

6. Plan your week

- **DO FIRST:** Important tasks to be done very day. Pay attention to business and personal tasks.
- **SCHEDULE:** Important but less urgent tasks. Don't procrastinate or let others define your priorities.
- **DELEGATE:** Tasks that are urgent but can be done by others. Be realistic.
- **DON'T DO:** Tasks that are neither urgent nor important. The goal is to get things done!

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