

TOPIC 1

WHAT DOES "TIME MANAGEMENT"
REFER TO?



**Time management
Productivity**

Time Management does not mean doing more things in less time, it is the perception of time that is important, as well as how we perceive a lot versus a little. The question is not how to do more things faster, but how to only do the most important things and how to do them well.

We should put limits on our personal and professional projects because we can't do everything at the same time.

- **Productivity and Lifestyle Changes**
- **Action 1**
- **Technology and Time Management**
- **Benefits of Productivity**
- **Action 2**
- **Supplementary Reading**



PRODUCTIVITY AND LIFESTYLE CHANGES

The society we live in and its frenetic pace of life, and the variety and multitude of activities we have to do, the amount of distractions presented by the internet and our awful **Personal Management**, make it so that we live stressed out and "gasping for air."

There are more and more tasks to manage and we have to invest more hours at the office. We barely even have time to organize our house chores. We waste more. We are more inefficient and our quality of life is continuously getting worse.

We realize that 24 hours in the day are not enough...

What is the cause?

The pace of work,
daily schedules,
our surroundings,
how we manage our time...

No!!

**The main reason is our own fault:
we lack Personal Management.**

We must **change our behavior** in order to reach a productive state of well-being, we must eliminate certain bad daily habits and change them for other good and beneficial ones.

To do that, we must take the initiative and act decisively, concentrating on what is important, and eliminating what is irrelevant.

WHAT IS PRODUCTIVITY?

It is the ability to apply a **positive plan of your habits**, allowing you to get the best out of them. That way, **life in general** (work, family, leisure, personal life, etc.) will be better managed. It's not just "producing more" but getting more out of yourself and making your proposals "actually happen."

BEING MORE PRODUCTIVE:

- Doing a better, smarter job
- Creating better, more innovative ideas
- Better results are obtained with more creative and faster solutions
- It improves life, you live every moment in a more relaxed and balanced way.

To achieve any of these premises, it doesn't matter where we start from, whether it is by need or curiosity in this topic. The reasons don't matter in order to reach the final result. What is important is the **will to want to start the journey, to continue and finish it**. Only you can make the change take effect.

You're already on your way!



A TYPICAL CASE:

This is a typical case of anxiety, stress, low or null productivity, lack of motivation, relaxation and satisfaction.

<< The obtrusive alarm clock rings "Beep, beep, beep!!" after going to bed late and sleeping poorly. I haven't rested at all. I get up just in time to quickly get ready and I have a tiny breakfast. I leave for the office in a rush, and I arrive in a bad mood, not very motivated and wondering what will happen today.

I leave just in time from home, and the commute by car is a hassle because there's always so much traffic during those hours. Even though I know it was totally clear 10 minutes ago, I never leave in time to beat the traffic. Traffic is slow, but my heart is racing. I look at the clock and pray I make it on time.

Fortunately, once again, I am able to step on the gas as soon as the traffic clears up and arrive a few minutes ahead of time.

I run up the stairs, and reach my desk exactly on time. I turn on my computer with my heart racing. All around me, more people come in running. I'm not the only one, so I don't feel guilty...

My computer is turned on, and I see many emails in my inbox, not just from today, but others from previous days that I haven't looked at. Notifications are piling up on my social media with important messages from clients and suppliers. I don't know what to do with so many messages...

While I organize and start to look at something, my boss enters in a bad mood, with the day's first problems: a job needs to be redone because the client doesn't like the result, an error we committed, and we have little time to resolve the issues. Plus the jobs we had been working on were due "yesterday"...

I was totally exhausted before I even came in, and I don't even know where to start everything that my boss has just said...

At the same time, my boss is telling me the "daily news" in a loud and angry tone, when a chat window pops up with a message from the workshop asking me to come there, ("What could it now?")

When my boss exits, leaving me to take care of everything, I respond to the workshop by saying "I'll be down in five minutes"

Before going down, I decide to look at a few emails, because anxiety is preventing me from even knowing what I have to do today. Looking at random, I find a message from a friend who always sends jokes...I think it's good to laugh a bit and I look at it and laugh. I organize a few emails and instead of going down in 5 minutes, it's 15. Scared with what I'm going to find down there, I'm completely dejected.

It's mid-morning and I still haven't done anything productive, and I don't know where to start. I just know I can't do everything and I pray for the day to go by quickly. >>

It's just one of so many cases that always happen and pile up. Some people think they are lost causes because they have always been a "disaster." Some have tried to change their ways many times and haven't achieved it. But you only need the **will to do it**, and carefully follow the **guidelines, without a rush and in control**.

create new HABITS!!

Even though we already know that it isn't easy because when creating them, our mind tries to avoid it at all costs..

REACTIVATE YOUR PRODUCTIVITY BACK TO WHERE YOU WANT IT.





ACTION 1:

Reflection exercise. Be honest when answering these questions.
Answer yes or no to each one.

- When the work day is over, do you realize you need more hours in the day?
- Do you have problems prioritizing your tasks, everything "urgent" seems "important" and vice versa.
- Are you constantly a victim of distractions and daydreaming?
- Are you capable of balancing work, house chores, family and leisure?
- Are you effective and organized when managing your daily tasks, work and home?
- Are you capable of motivating yourself every day?
- Are you able to concentrate easily or do you get off track?
- Do you meet the deadlines established for your projects or are you always running behind?
- Do you have clear objectives or are you all over the place?

TECHNOLOGY AND TIME MANAGEMENT

The internet has changed our lives with the nearly infinite possibilities for communication that it offers, but it is also a great source of distractions and wasted time, especially for people who "fall" into this "trap."

This problem is that many of today's activities and jobs are online, and so it is much more difficult to put up that barrier between work and distractions that are continuously pestering us.

We are going to discuss some of the most used services that pop up on our screen, and are potential sources of distraction:

- **Email.**
It is generally open and many times with the option that warns us with a visual and/or audible alert when a new message arrives.
- **Antivirus Alert.**
It pops up with the latest warnings and alerts.
- **System Updates.**
- **Facebook.**
Every time you look at a photo someone has uploaded or make a post, you inevitably stop for longer than you need to by poking around your news feed and continuing for longer than expected.
- **Twitter**
It's an application to quickly look at what is being posted, trends and news feeds, but one link leads to another, and you end up spending more time than you need.
- **LinkedIn**
You sign in to update your profile but due to lack of inspiration, you decide to look at how your friends' jobs are going. You stop when you realize you've signed out of LinkedIn and you're looking at links related to **Pulse**.
- **Instagram**
You just sign in to upload a photo, but on your way, you look at a few other people's photos and "like" a few of them, five minutes turn into 15.
- **Pinterest**
Same as Instagram
- **Youtube, Flickr...**
- **WhatsApp**
Being in a very active group and with the sound activated is your own funeral...**Etc.**

BAD DAILY ROUTINES

- Starting the day by responding to all of your emails
- Reading the news and blogs first
- Reading all of the news feeds
- Checking email regularly
- Having your cell phone active for any movement on social media and WhatsApp
- Checking social media to respond
- Following movements on a blog, website and comments...
- Your desktop is full of files

At this point, some questions are...

Is this your job? and

What is your job? When are you going to do your job?

In any case, it's easy to get carried away, no matter what you're supposed to be doing with or without the internet. The only thing you have to do is detect, reduce and eliminate distractions.

THE INFORMATION WE CONSUME

Through online papers, blogs...it may be in the form of news, posts, forums, product analyses, videos, product comparisons, tutorials, comments, etc.

All of that information implies investing lots of time and you must determine whether or not that time you invest is taking away from other more important tasks. It is pointless to browse and browse and save more and more favorites to later realize the amount of useless links that we have saved or that have expired.

We definitely need to acquire all of the information for our job, but it is very important to **know what we are reading, and when to filter and choose what to read** so that we have a certain standard of quality. We need to be strict and selective with the information we are reading every day

You've probably heard of "**Infocation, information overdose or infobesity.**" Just as physical and nutritional health are important, we also need to take care of our minds and apply an **information diet.**

Whatever your job is, you should have some guidelines with this excess of information. In particular, if you have a job that is mainly online, like a Community Manager, for example, you especially should have an appropriate plan and habits to manage that information.



PROBLEMS RESULTING FROM INFOCATION

- **Mental Fatigue and Stress**
Due to not taking periodic breaks and doing several tasks at the same time. Constant feeling of not doing enough and that you need to take time away from wherever in order to "do more." Your creativity will be depleted and now it's much more difficult to generate ideas.
- **Anxiety**
Results from the previously caused stress.
Because you're consuming unnecessary information and investing more time than necessary in the task at hand.
The hours are not productive...
- **Lack of concentration**
By constantly changing the focus of your attention, you are prevented from reaching the appropriate degree of concentration.
- **Waste of short-term memory**
As a result of multi-tasking, your memory stays blank in order to quickly fulfill the next task. So much information cannot be adequately processed.
- **Lack of productivity**
Investing lots of time to perform tasks
Doing poor quality work
More errors in tasks
- **Lack of self-control**
Lack of objectives and desire to finish them.

Don't consume all of your energy, creativity, talent and attention on commonplace banalities and focus on what is important to YOU and it will pay off in the long run.

**create,
innovate,
BE ORIGINAL,
MAKE THE MOST OF YOUR INNERMOST ABILITIES!!**

BENEFITS OF PRODUCTIVITY

- **Boost your creativity**
Emerge from the haze so you can focus on what is important.
If you were blocked creatively, it will help you get over it.
- **Help to mitigate chronic stress**, (irritability, poor sleep, frustration, insecurity, pessimism, distraction, exhaustion...)
- **Increase your optimism and self-esteem** for doing things better and on time.





ACTION 2:

This exercise consists of making a **list of productive tasks**. There may be 3, 7 or 10 of them. Try not to have more than 10 (that would be too many...).

Try to make these **tasks realistic** in order to have a real benefit.
It will be your **starting point**.

Be patient and think about it so that they are very specific things that come from inside.

For example:

- Organize email to quickly visualize important emails
- Manage my clients' social media in less time and more effectively
- Take walks until I'm in shape enough to join the hiking club