

October/November 2006



Angela A. Aldrich
A³ President

Increasing Productivity and Profit Through Time Utilization

By Angela A. Aldrich

Do you feel no matter how much you work you never really get anything accomplished? Is your “to do” list too overwhelming to look at? The problem may be time management. Think about that catch phrase, time management. Can we really manage time? The answer is a resounding no. By definition, to manage something is “to direct with a degree of skill” or “work upon or try to alter for a purpose”*. These concepts can’t be applied to time. The fact is there are sixty seconds in a minute, sixty minutes in an hour, and so on. The boundaries of time is an accepted fact that we can not change. It is not how we *manage* the time, but how we *utilize* it. There are three main obstacles that people face in the workplace when it comes to their time; lack of prioritization, failed attempts at multi-tasking, and overall respect for one’s own time.

When faced with a list of tasks or jobs, one must place a level of importance on each to determine how to prioritize. Most would say that whatever has been put off the longest would go to the top of the priority list. When looking

***“It is not how we manage the time,
but how we utilize it.”***

at your task list, think to yourself, “Which one of these things is going to create revenue for me or my company?” If you are trying to decide between making cold calls or contacting someone who has already inquired about doing business with you, which are you going to do first? Always make the priority the task that will affect your bottom line. Think about how you operate each day. Identify the opportunities, in your daily tasks, to create revenue.

Most people in today’s workplace must multi-task to some degree. However, it is better to do each job at 100% than ten jobs at once, each at 70%. Many people think that if you do one thing at a time you are slow, lazy, or unproductive. Not so. People who complete one task at a time are less likely to make costly mistakes and are

Continued on page 2

GUEST SPOTLIGHT

Check Your Boundaries!

Smith Aldrich Survey Corp is unlike other survey firm in Central PA. Smith Aldrich is guided by a deep reverence for the work and history of the surveying profession. Our ideal is that profitability should not dictate quality. We have a commitment to accuracy at a reasonable price. To us that means **doing 100% of the work on every job for every client.** There is no outsourcing work and absolutely no hidden charges for the client!

We offer a wide range of land survey and construction services. Give us the opportunity to show you the difference that integrity, intelligence, and experience can make for you.

SMITH ALDRICH SURVEY CORP

1916 Mary Lane
Carlisle, PA 17013

2250 Forest Hills Dr.
Harrisburg, PA 17112

Phone: 717.609.3828 or 717.609.3829
Fax: 717.541.1215

www.smithaldrich.com
Rus1960@earthlink.net
Keane.Aldrich@comcast.net

Increasing Productivity and Profit Through Time Utilization (continued from page 1)

often more productive overall. If you are not effective at multi-tasking, **DON'T DO IT!!** There is no rule saying you have to multi-task in the workplace. If you are an effective multi-tasker it is usually because you are aware of your limitations and always have a focus on the "main" task at hand, while the others are

"Waiting ten minutes for someone costs five dollars."

peripheral. Also, good multi-tasking occurs when no more than two things are attended to at one time. It does not matter how great someone is—or thinks they are—at juggling work. If more than two things are being attended two at once all suffer in the end. For every task over two that are being simultaneously attempted, the percentage of accuracy decreases. There is no crime in handling each task, by importance, one by one. You

can actually get more accomplished and create a higher quality product.

Everyone needs to put a value on their time. What is each hour worth? Each minute? "If you earn \$50,000.00/year, it is about fifty cents. Waiting ten minutes for someone costs five dollars. If ten people at a meeting are waiting ten minutes for someone, that's fifty dollars." - (Harold Taylor) If you view your time as dollars and cents, you will be more likely to respect it and use it wisely. It also allows you to set respectable boundaries on your time for others. Give people expectations of time. If you are scheduling a meeting or appointment with someone, let them know approximately how long it will last, and stick to that time frame. Should things appear to run long, stop at the set boundary, and reschedule another time to finish your business. This will not only keep your day on track, but

also set the standard for how others respect and view the time you spend with them. In turn, show others the same respect. Do not engage your associate in conversation that is not appropriate for your purpose, hence wasting precious, scheduled time that is meant for business. This behavior will set precedent on what can be expected when meeting with you, and others will accept your time is valuable and will treat it as such.

In applying these principles, view time as a consumable. You've used up twenty-four hours today, but you'll get replenished with a new twenty-four tomorrow. How are you using that time? Is it being consumed by waste or fleeting with accomplishment? Each day hands a new opportunity for you to utilize it better than the last. Do this, and you'll have all the time in the world. ■

* Definition obtained by Merriam-Webster Online Dictionary

A³ TIP OF THE MONTH

Schedule time to view your snail mail and e-mails. Do not allow yourself to be interrupted. You will have time to reply and trash everything on a daily basis and it will no longer pile up. Same goes with phone messages. Give yourself ample time to return phone calls. If you have five calls to return, do not let yourself be dragged into long conversations that will take up all your scheduled call time. Politely get to the meaning of the call, then kindly and professionally end to the call so you may return all the calls you need to in the time you've allotted.

New Web site



Please visit our newly designed web site at:

www.A3oc.com

CD'S FOR SALE

Now through Dec. 31st



"ORGANIZATIONAL SOLUTIONS FOR YOUR HOME"

This 4-CD set narrates room-by-room to help you create the organized home you've always wanted!

To order your copy, please send check or money order for \$50.00 to:

A3 Organizational Consulting
Angela A. Aldrich
P.O. Box 6473 • Harrisburg, PA 17112