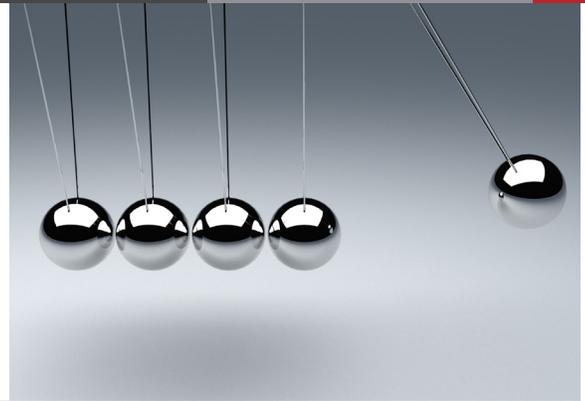


You can't put more time in your life,
but you can put more life in your time.

**Focus your time and expertise
to create incredible results.**



Managing Time For Maximum Results

Featuring **Mark Sanborn**

Singular focus is the key to maximizing one's time and results, and effective leaders know how to focus their time and create a shared focus for their teams. According Mark Sanborn, an author and expert on improving workplace dynamics, a keen sense of focus can benefit both your professional and personal life. Sanborn suggests that leaders start by maximizing their resources, minimizing distractions, and developing a list of the most valuable activities to help them and their teams achieve more.

- **Make the most of your expertise and time, and your team's time and expertise.** Leaders have access to three resources: time, expertise, and the time and expertise of their team members. To produce the best results, you'll want to make the most of all three. Be aware that certain types of distractions such as "neither important nor actionable;" "important but not actionable;" and "important but action in the future" can derail your focus. The exception is a distraction that is "both important and actionable" and requires immediate action.
- **Find a common focus for your team, set expectations, and celebrate results.** All employees have their own focus; the challenge is determining what that focus is for each person. Too often, leaders take for granted that employees have the right focus without really knowing if they do. Focus, for time management, can be defined as being sure you're doing the right thing at the right time to maximize results. Leaders need provide employees with feedback so they can share a common focus and celebrate successes. They should also serve as role models for how to focus.
- **Develop a leader's "MVP" list.** Many people create to-do lists but not every list includes the "most profitable" and "valuable" activities. Instead, Sanborn suggests leaders and their teams develop "MVP" lists to make the most out of their time and efforts. MVP lists can help us to focus on both quality and output. The lists should include 6 to 8 priorities that will yield the most value for the individual and the team.