

PRIORITY

~~Time~~

# Management Mastery

SEMINAR #1 . 17 APRIL 2024  
WITH DAN BEVERLY

“You don’t need more time in your day. You need to decide.”

— Seth Godin

The world doesn't need another  
time management system.

**TOO BUSY  
TO SUCCEED!**

Our fundamental choice ...

Reacting vs. **CREATING**

Being willing to say ...

I'm not busy.

And that's my choice.

# 3 Key Ideas

---

TO GET US THINKING DIFFERENTLY ...

1. We're not overwhelmed.  
We just **THINK** we are.
2. Thinking Time is crucial.  
Yet we **DON'T VALUE** it.
3. Our calendar is a tool.  
And our **SCORECARD**.

# What we'll work on, today ...

---

1. We're not overwhelmed.  
We just **THINK** we are.

REFRAMING OUR  
thoughts on overwhelm.

2. Thinking Time is crucial.  
Yet we **DON'T VALUE** it.

carving-out valuable  
THINKING TIME.

3. Our calendar is a tool.  
And our **SCORECARD**.

Mastering our  
CALENDARS.



# What's been your favourite insight, so far?

- We don't need more time. We need more priority.
- On being Too Busy to Succeed!
- Reacting vs. Creating. A powerful distinction.
- I'm not busy, and that's my choice.
- I'm not overwhelmed. I just think I am.
- Thinking Time is crucial – yet I don't value it.
- My calendar is a tool – and my scorecard.



# Key Idea<sup>#1</sup>

We're not overwhelmed.  
We just **THINK** we are.

CIRCUMSTANCE



OVERWHELM

THINKING



OVERWHELM

What are we **BELIEVING** that creates our sense of overwhelm?

How (else) are we **DOING** overwhelm?

To create an internal SHIFT ...

If I took

**PERSONAL RESPONSIBILITY**

for my thinking, I would ...

Let's take a break.

# What's been your key insight, so far?



1. We don't need more time. We need more priority.
2. Too Busy to Succeed! I'm not busy, and that's my choice.
3. Reacting vs. Creating. A powerful distinction.
4. We don't need another time management system.
5. My thinking creates my sense of overwhelm.
6. What happens when I take personal responsibility?

# Question

How much time do you  
dedicate to thinking?



# Key Idea #2

Thinking Time is crucial.  
Yet we **DON'T VALUE** it.

**THINKING TIME** is the highest return activity on our calendar.

Why don't we value it?

Why don't we commit time to it?

What would make our  
**Thinking Time** valuable?

# If you want better answers, ask better questions ...

- How clear is my thinking?
- What are my timelines?
- What's my long list?  
What are my Top 3 priorities?  
How am I determining that?
- What seems urgent?  
Is it? According to whom?
- How aligned am I with this work?  
What's exciting about this work?
- What lesser goals do I need to let go?  
What else looks like an obstacle?  
What else is making me resistant?
- What communications are needed?  
What agreements must we co-create?
- What's my immediate next action?

What's your  
key insight?

Re: THINKING TIME



# Question

What's the most valuable hour of your week?

# Key Idea <sup>#3</sup>

Our calendar is a tool.  
And our **SCORECARD**.

# Grade yourself ...

A<sup>+</sup>

B<sup>-</sup>

F

- 1) How "clean" is your calendar?
- 2) What percentage of your time is spent on your top priorities?
- 3) How does your calendar cater for low-level admin activity?
- 4) Where are you wasting time and effort on low-return tasks?
- 5) How well does your calendar align best-times-of-day with your priorities?



Cast yourself **1 MONTH**  
into the future ...

# How to map-out your ideal calendar ...

- Map out the week (not the day).
- Have a start of day routine.  
Have an end of day routine.  
Have an end of week routine.
- Prioritise Prioritisation.  
Commit to Thinking Time.
- Best times-of-day for “deep work”.  
Chunk tasks – esp. low-level activity.
- ☑ Use “One Item To-do” lists.
- ☑ First task (90-mins) of the day.
- ☑ Do hard things first. Eat the frog!
- ☑ Use “Priming” to get started.
- ☑ 25-min and 50-min meetings.
- ☑ Check your systems and setup.
- ☑ Put time on the calendar!

# Favourite insights today?

1. We don't need more time. We need more priority.
2. Too Busy to Succeed! I'm not busy, and that's my choice.
3. Reacting vs. Creating. A powerful distinction.
4. We don't need another time management system.
5. My thinking creates my sense of overwhelm.
6. What happens when I take personal responsibility?
7. Thinking Time is my highest return time.
8. If we want better answers, ask better questions.
9. My calendar is my scorecard. What's my grade?
10. Map-out my calendar at the level of the week.



Thank you.