

A man with short brown hair, wearing a dark suit, light blue shirt, and red patterned tie, is smiling. He is positioned on the right side of the frame. The background is a red, textured surface with a circular inset showing a city skyline with a river in the foreground. The text 'Business Keys to Success' is overlaid on the left side of the image.

# Business Keys to Success

Lesson 10  
How Does Your Clock Move?  
The Movement Of Time And  
How To Manage The Ticks



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# Business Keys To Success

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# Foreword

Welcome to Week 10 of “The Keys And Steps To Small Business Success: A Definitive Guide To A Better Business And A Better You”.

Week 9 provided insight into how your life is truly a do it to yourself proposition. How you lead yourself is crucial to your success.

It is important to know how you are projecting yourself to others in your words and actions.

This week we will look at time and how we manage it. This is one of the biggest stumbling blocks to success.

When you learned last week about how what you say, think and do will come back to you with astounding accuracy you were focusing on how you were leading yourself.

How you manage your time will determine how you will lead yourself.

Whether we are rich or poor we all have twenty-four hours in a day. It’s what you choose to do with that twenty-four hours that makes the difference.

# Introduction

One constant in business success is to manage your time to have the success you desire. In my years of collaborating with and supporting clients I would put time management at or near the top of their concerns.

Time management has many components. First, you must determine your priorities for the day, week, month or year. Without priorities it is next to impossible for you to be clear about how best to use your time.

This sounds like a simple step. In reality, for many of you, it is not. How come?

Your life is already too full. Picture a full glass of water. That full glass of water represents your day. It is already full. When you try to add some more water, or in this case, another activity what happens?

You get spillage. As a result, you are doing a lot of cleaning up without feeling that you are making a great deal of progress.

In this type of scenario it is difficult to set your priorities. Your goal is to get through the day. And, there is no time to reflect and evaluate to determine what you got from the day. What you get from the day is knowing that you made progress on your priorities.

Without knowing how much progress you have made on your priorities there isn't a sense of accomplishment. Without a sense of accomplishment it is easy for a sense of burnout and frustration to set in. And, the worst part is that the process repeats itself day after day.

The first thing you can do to help yourself with time management is to simplify your life. When you do that, then your priorities can become clear.

With these thoughts in mind let's get started on taking some positive steps with your time.



week

10



# How Does Your Clock Move

## The Movement of Time & How To Manage the Ticks

*Hello, Business Keys To Success Members*

Welcome to Week 10 of the Business Keys To Success. The tenth week to setting yourself free, getting off the Treadmill and truly be moving forward has to do with the movement of time. You can measure your life not by the number of ticks on the clock but what you have become and accomplished with the ticks you have.

### **Everyone Has a 24 Hour Day**

The movement of time is universal. All of us have 24 hours in a day. Seconds turn into minutes, minutes into hours, hours into days, days into weeks and weeks into months and months into years and years into a lifetime. At

the end, which all of us will reach, our lifetime on this earth will be reflected in who we have become and what we have accomplished.

We can talk about ways to gain time in the day such as blocking time for your telephone calls, or running all your errands on one day. There are numerous books on time management and I suggest that you read ***Get Clients Now*** by P. J. Hayden. It is an insightful and easy to follow methodology for not only how to use your time but to measure what you are accomplishing with your time. It has some good ways to keep you on track, measure your progress and have some fun in the process.



But the more important question is what you are doing with your time. As Jim Rohn says, you can always spend more money, but you can't spend more time. Once you spend a day it is gone. How are you budgeting your time?

"Life is not measured by the number of breaths you take but by the moments that take your breath away." The best use of your time is to go full out and live the adventure of life. At the end of your time you want your potential tank to be close to empty. You will have lived the adventure of life and received much of what life has to offer. If your potential tank is closer to full that means that you chose to spend your time in your comfort zone. The comfort zone is the land of mediocrity where you experience little growth and very little forward movement. How do you know you are in the comfort zone? If the scenery in your life doesn't change much then you are in the comfort zone.

But, it doesn't need to stay that way. You now have goals. You have something to move toward and grow to in the future. What you do with your time is up to you.

The following story illustrates the two philosophies of time that we follow. As you read this understand that there isn't a right or a wrong way. But, how we manage our time does affect what we are able to put into life and what we receive back from it.

## **A Conversation On The Park Bench**

There were two old men sitting on a park bench. They were now in their late seventies. They had grown up together in the same neighborhood and gone to the same schools. The discussion one day went back to their



childhood and the common experiences they had shared through high school.

After high school their lives had taken different paths. One of them went off to college and earned a degree. He hadn't really wanted to go to college. In fact he loved to work on cars. He wished he could have stayed home and gotten into the auto repair business. The other started working in a service business after high school. He went on to start his own business and it failed. But, he was glad he did it because he learned from that failure and was forced to grow.

The man who graduated from college took a job with a large company in accounting, the area in which he had gotten his degree. The job provided a steady income and was safe. As he told his friend, "I wish I could have gone out on my own like you did." The other man had now started a landscaping business. It had its challenges and many times he thought about quitting. Through perseverance and becoming bigger than his challenges the business grew and was prosperous. As he told his friend, "In spite of the challenges I am glad I did it."

Both of them got married to women they loved. And both had good marriages. They both had children. The man who worked for the large company took regular vacations with his family. Yet, he couldn't get away from work for a children's event at the school. The



man who had his own company didn't take a vacation for 5 years. At first, he couldn't get away at all. Then he started taking more regular vacations. And, as his business grew and his systems were in place he regularly attended his children's school activities. As they were sitting there talking, the man who worked for the large company was glad he had the regular vacations but wished he could have had more time with his kids. The other man reflected on the huge challenges with his time at first but was glad he did manage his time to get away and to be with his children.

As their lives moved on the children went off to college. The man with the large company kept thinking of what it would be like to be on his own. Yet his stability had become an end to itself. His wife wanted to take more exciting trips. She wanted to do more with her life. They never spent anything extra on themselves. It all went to retirement. As he told his friend, he wished he could have done more things, lived more life.

The other man met many different people through his clientele. He learned about places to visit and things to do. He volunteered locally and traveled to world wide destinations. He and his wife enjoyed their lives and were ready to learn and experience new places and things to do.

Both of them now are retired. The man with the large company has a pension and secure retirement. He was glad he had it. His friend had sold his business and had a modest retirement. It did not match his friend's retirement. But, he was glad he did things the way he did.

As they sat there on the park bench they knew that both of them had been



blessed. They both had their health and their children were doing well. The man who worked for the large company reflected on how both of them had spent their time. He turned to his friend and told him that most of his life had been about what he wished he "could have done" with his time. He saw that his friend was happier because his life and how he spent his time was reflected by the phrase "I am glad I did".

Make sure you spend the time in your life saying more often, "I am glad I did." If you do, you will grow and attract more for your business and your life. Don't let fear of getting out of the comfort zone hold you back. Each time you grow out of the comfort zone you will reflect back on a life well lived and say, **"I am glad I did."**

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# Questions For Reflection & Evaluation

## Where's your time?

Q. How do you feel about the direction of your business and life after reading this story?

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Q. Did you identify more with the man who said "I wish I could have" or the man who said "I am glad I did?" Look at the 5 circles of your life and determine which phrase is the best fit for each circle. Write in either phrase by each circle.

Spiritual \_\_\_\_\_

Family \_\_\_\_\_

Business \_\_\_\_\_

Financial \_\_\_\_\_

Personal \_\_\_\_\_

a. Mental \_\_\_\_\_

b. Physical \_\_\_\_\_

c. Fun for me \_\_\_\_\_

Q. Look at your 5 most important goals. List them below. Are you on a track to say "I wish I could have" or to say "I am glad I did?" Make a note next to each one as to the direction you are headed.

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_



## Action Steps

Go back to the section on goals. Identify 2 goals in each circle that are in the "I wish I could have" category. Below each goal write out the obstacles to achieving the goal and what you are going to do to achieve it.

**Spiritual Goals 1.** \_\_\_\_\_

Obstacles \_\_\_\_\_

Action Step To Achieve Overcome Obstacle And Achieve Goal

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Spiritual Goals 2.** \_\_\_\_\_

Obstacles \_\_\_\_\_

Action Step To Achieve Overcome Obstacle And Achieve Goal

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Family Goals 1.** \_\_\_\_\_

Obstacles \_\_\_\_\_

Action Step To Achieve Overcome Obstacle And Achieve Goal

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Family Goals 2.** \_\_\_\_\_

Obstacles \_\_\_\_\_

Action Step To Achieve Overcome Obstacle And Achieve Goal

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Business Goals 1.** \_\_\_\_\_

Obstacles \_\_\_\_\_

Action Step To Achieve Overcome Obstacle And Achieve Goal

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Business Goals 2.** \_\_\_\_\_

Obstacles \_\_\_\_\_

Action Step To Achieve Overcome Obstacle And Achieve Goal

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Financial Goals 1.** \_\_\_\_\_

Obstacles \_\_\_\_\_

Action Step To Achieve Overcome Obstacle And Achieve Goal

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Financial Goals 2.** \_\_\_\_\_

Obstacles \_\_\_\_\_

Action Step To Achieve Overcome Obstacle And Achieve Goal

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Personal Goals Mental 1.** \_\_\_\_\_

Obstacles \_\_\_\_\_

Action Step To Achieve Overcome Obstacle And Achieve Goal

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Personal Goals Mental 2.** \_\_\_\_\_

Obstacles \_\_\_\_\_

Action Step To Achieve Overcome Obstacle And Achieve Goal

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Personal Goals Physical 1.** \_\_\_\_\_

Obstacles \_\_\_\_\_

Action Step To Achieve Overcome Obstacle And Achieve Goal

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Personal Goals Physical 2.** \_\_\_\_\_

Obstacles \_\_\_\_\_

Action Step To Achieve Overcome Obstacle And Achieve Goal

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Personal Goals Fun For Me 1.** \_\_\_\_\_

Obstacles \_\_\_\_\_

Action Step To Achieve Overcome Obstacle And Achieve Goal

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Personal Goals Fun For Me 2.** \_\_\_\_\_

Obstacles \_\_\_\_\_

Action Step To Achieve Overcome Obstacle And Achieve Goal

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Commitment**

Write here the amount of time you will commit to spend each week toward fulfilling your goals and how you will go about it.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

As you progress through life and achieving your goals and dreams you will be happy to say, "I am glad I did."

# Coming Up Next

## **With Week 11 we start a new module. Module 3 is:**

The Movements to Arriving At A Safe Harbor, On Time And With More.

As you navigate through business and life your goal is to accomplish your goals and to move from survival to stability to success and ultimately to significance. The next five sessions focus on getting you to the success you desire.

Week 11 - What Are You Making For Lunch? Movement and Purpose

Week 12 - Compounding Interests? The Movement of Deposits And Money

Week 13 - Consequences! Self-Interest vs. Self-Righteous Movement?

Week 14 - Playing the Over and Under! Move Your Baggage in Your Favor

Week 15 - Road Kill and The Book That will Never Be Written. Movement To The Middle of the Road

Are you challenged in managing your time? If you do you are not alone.

Many successful people are stuck or overwhelmed when it comes to managing their time.

If you would like to breakthrough on your time management personal one on one coaching can help.

More often than not, when you try to solve your challenges on your own you remain stuck. How come? The reason is that you cannot get out of your own way.

Almost everyone I know, including myself, has the challenge to get out of our own way.

I have a few openings for one on one coaching. If you wish to increase the probabilities of success in your favor then contact me at

Steve@TheHoustonBusinessCoach.com

Or Call me at 1.866.387.7805

Embrace the process! Stay motivated! Enjoy the outcome!



Steve

***P.S. - Managing your energy is one of the cornerstones of successful time management. A good place to start is eliminating or minimizing those things that are draining your energy. When you do, your time management will improve... and so will your business and your life.***