

Results Driven Management that Saves Time

Presented by:
Charlie Fewell



This is the third in a series of three articles related to Time Management. In the first article, we discussed Time Eaters. They are things that distract us or cause us not to be as effective as we could be. I asked you to analyze your current behaviors during a typical 2-week period.

In the second article, A Systematic Approach to Time Management, I asked you to create action plans to eliminate those things you identified that prevent you from accomplishing the tasks you planned to complete. I also asked you to be sure that your daily list of tasks was realistic, and you weren't beginning with more than you could possibly accomplish in the time allotted.

In this article, I am going to ask you to stay focused on the results of each and every task you plan to undertake on a daily basis. Actually, I am going to ask you to examine what you do on a daily basis as it relates to your goals and objectives. Results driven management means that you know that the things you do, and the ways you are doing them, are moving you closer to the personal, business or family goals you have. It means that you are focused on the result, which may or may not be obvious immediately.

Of course, you must first know the results, or the goals that you want to accomplish. Whether it is increasing gross sales, improving technician productivity, reducing expenses, increasing net sales, replacing equipment, enlarging the facility or building a new one, you must identify specifically what you want to accomplish. Results driven behaviors always move you closer to the goals or objectives you want to accomplish. Behaviors that don't move you closer to your goals and objectives should be removed from your daily business activities.

Just because we are busy, doing a lot of things doesn't mean we are accomplishing our objectives. We tend to focus on the activity itself instead of the result we expect the activity to bring. Being results driven and focused on our goals isn't always easy. Defining and setting goals isn't easy. It is hard work that takes time and energy.

To begin your list of results or goals, think SMART. Merrill and Donna Douglass, in their book *Manage Your Time Your Work Yourself*, reveal that the way to begin goal setting is to just think SMART: Specific, Measurable, Achievable, Realistic and Timed.

- Goals should be specific. Don't just say you want more of something. Define exactly how much more you want. Assign a value to the increase you want.
- Goals should be measurable. Quantify the amount you want, make it easy to define progress.
- Goals should be achievable. Defining unrealistic results as a goal can lead to frustration and then defeat. Grow in small incremental steps instead of attempting to take giant leaps.
- Goals should be realistic. Being realistic means identifying the resources and time that are actually available to help you reach your goals.
- Goals should be timed. Goals without time schedules can become just dreams. Dreams are necessary but are not the same as goals.

Remember to stay focused on the results you want to accomplish when managing your day.