

## **The Hype Against the Facts Webinar—How to Improve your Time Management Skills in the Real World**

### **Francis Wade | Presenter:**

Okay, it's now 8:00 and I'm going to go ahead and start the call.

Good evening everyone and welcome to *The Hype Against the Facts Webinar—How to Improve your Time Management Skills in the Real World*. My name is Francis Wade, and which you probably have figured out, you probably know; and I'm actually making this call from Kingston, here in Jamaica.

It's a very balmy 70-something degrees, 79°— but one of the precautions I've taken against anyone who might be calling in and not quite being able to follow my accent. We're actually going to have a transcript done of the entire call, so you'll be able to read through the notes once the call is over. Probably, I think in a couple of days' time. Also if you're calling on GoToMeeting and you want to use a telephone instead the number is 270-400-1500, and the Pin is 676330.

So I'm going to go ahead and mute the teleconference portion so that there's less noise in the phone and I'll un-mute it when we get to the question section. So I'm muting the teleconference section. Actually, let me do that again.

The purpose of tonight's conversation or webinar is to separate the hype versus the facts when it comes to time management. My goal tonight is to tell some truth, and perhaps some uncomfortable truths. But my hope is that the truth will set us free. So my goal is a big one—Truth, and also a dose of freedom. What I'll cover tonight are five ways in which time management has been hyped, and how the facts are needed to correct the hype. I'll also go into the cost of hyping, give you some advice as to what you can do about your own time management system given the hype that's out there, and also tell you a little about the My Time Design Program before taking some questions.

When it comes to the questions, right now I've turned the mute on the teleconference, and I'll un-mute it for the Q&A and if you have questions you can also submit them via GoToMeeting. I notice there's also a slight delay on the call; that sometimes happens given the distance that we're calling from. So you'll be able to ask any questions in a few minutes. You can actually start asking them already, no problem, I'll just take them in the order in which they were received.

The transcript link, as I said, will arrive to you in about 24 hours, and I'll request a feedback next week. So that's some of the logistics for the call. So let's get going.

We are in a recession and there is pressure to perform. I know all of us are, at least, juggling our pockets, juggling the money that we currently have, and at most, we're wondering, "How is it that I ended up doing my job plus the job of the guy, plus the other guy who used to be here before?" So we are under some pressure, and we need to perform with less, we need to perform with fewer resources than we've ever had before. We are in a tough situation and for many people, the jobs are on the line and if they don't perform, the consequences could be dire. So the choices that we have around our time are actually more important than ever. There's one thing to say that Time Management was an interesting thing to do, maybe five years ago, right now, those of us who aren't good at managing our time could end up either being extremely stressed or even out of a job.

So there is pressure for us to perform at another level. I know many of you who are managers are looking to the people who work for you and saying, you need to step up, we're not going to be doing any hiring, and we might be doing the opposite. So imagine that you came to the call tonight, not 100 percent satisfied with the way in which you're managing your time and your productivity. I know I'm not, and I'm always looking to upgrade my own system, but the question to ask yourself as you go into the call is, "If you're not completely satisfied, in what ways are you not satisfied?"

The fact is you do need a more modern method, one that can give you an edge or allow you to keep up, given today's realities. We are dealing with information overload on many, many levels. We're dealing all these wonder new tools like Twitter and Facebook and in a couple more years, they'll create more ways to send us some more information. Many of us are receiving hundreds of emails each day, not getting through all of them—the Inbox is killing us. So we need a method that's built for the times and one that will also be flexible in the future, because what's predictable is that the information overload is a flow of information that's only going to increase. It's not going the other way—it's not going to decrease, it's only going to get worse. So what we need to do in order for us to cope with an increasing amount of time demands and information, you have to clear away the hype.

So that's my job tonight—is to clear away the hype that exists around time management, some of it is annoying, some of it is embarrassing, some of it is just pretty unbelievable. But we need to get past what's being said and promoted and hyped up, to get to what the real facts are about time management; that way we'll empower ourselves to upgrade our system respectively.

So, **Hype No.1—Instant Results:** In no time you can produce instant results. Mm? Well, I'll tell you what my research shows, there are a lucky few—a handful of people who are able to produce results instantly, sort of magically. There aren't many of them, but they are able to take suggestions and immediately turn them into new actions that become a part of their life forever. However, my research shows, from what I can see from my courses, and also from what I've read from the most research on time management, that that number maybe 5 percent, probably less. Chances are those people already have similar habits to the ones they are learning in a New Time

Management approach. So they hear about a time management approach, it promises instant results, they try it and they're lucky because it does produce instant results. Well the reason is they already have habits that are similar to the ones being promoted in the approach. So again, just luck, sometimes though it's not luck, sometimes they're blessed with – this is going to sound a little bit scary – but little or no neuromuscular memory. Now what does that mean?

Well it's a little like this, when we develop habits our minds and our bodies become practiced at doing that particular motion because we do it so many times. I recently moved, and I had a habit of looking to the table that was just next to the bed, I'd put my books on the table, I put my glasses, I adjust my alarm clock. But right now where I live there is no table right beside the bed, and I'll tell you, I'll wake up in the middle of the night and look over to see the clock, or look over to pick something up, and just feel this space, because there's nothing there. That's because it's built into my neuromuscular memory that there should be something there, and it's become a habit that I didn't have to think about because I've been doing it for so long and so often.

So people who are somehow blessed with no neuromuscular memory are able to pick up new habits, because their system, their bodies and their minds don't pick up the memory of the habit, they just, again, kind of lucky, they're blessed. For most of us, we're not so lucky. For the rest of us that's just impossible—impossible for us to produce instant results. If someone comes up to us and say, "Listen, I want you to implement a new habit," and if you do it instantly, it probably will put us under a lot of stress. We're humans we're just not geared to produce instant results when it comes to new habits, especially when it comes to New Time Management systems.

However, we are being told by those who hype time management systems that their system can produce instant results. That's just not possible. The fact is, time management approaches, all of them, all the ones that are being fooled, are built up of habits, and the fact is that habit change takes time. I have a picture here, those of you who are listening in on the call and can't see, I have a picture of someone wearing a nicotine patch, one of those patches that you put on to quit smoking. A lot of the research around habit change that I looked at actually have to come from efforts to quit smoking and other bad habits. It's not as if you buy the patch from the pharmacy, you go home, you stick the patch on and all of a sudden you don't want to have another cigarette. It just doesn't work like that; habit change takes time, and because time management approaches are built on habits, it's not reasonable to expect that a new time management approach could be learned just in an instant.

So there is a little bit of a catch here though, the catch is that – and maybe you've experienced this – when you pick up a Time Management book and after reading it you say, boy that makes so much sense. There is nothing in there that you would argue with and say, "No, I disagree." It's logical. When you go to a website, same thing, and you read a list of tips, same thing. If you sit in on a two-day course, the content makes so much sense, but the fact is in Time Management Learning, the

learning happens quickly. It makes sense, it's logical and it seems and it sounds like, "Yes, it can happen in an instant. Yes, that makes sense."

However, when it comes to implementation there is always a time factor, and that's because when you change a time management system or upgrade a time management system, using this new approach there are three things that have to happen, the first is that new habits he to be put in place. For most time management systems teach you anywhere between 30 and 50 new habits that you now need to put in place. That's the first thing.

The second thing, is that you learn that there are old habits that you have to get rid of. There is a bunch of old habits that would now stand in the way of the new system that you've been practicing for years that you need to unlearn.

And the third piece is that you need to practice. Practice until, once again, those habits get built into your neuromuscular system. Sometimes your minds and bodies are able to sort of work on automatic, without you having to think about it. The way in which I reach over to put my glasses down and there is no table there; so implementation must take time. A new time management approach cannot be implemented instantly. It takes time. So the fact is it takes time—the hype is, sure it can happen instantly.

Again, the fact is, it takes time.

Now onto the **second hype—Easy**, effortless time management approach, they've figure out the way for anyone to pick it up and make the change happen without you even thinking about. We've figured out all the shortcuts. But is implementing a time management approach an easy business? If you've had any experience with it, you'd probably say no. The fact is, as I've said before the time management system is built up of habits, practices and rituals:

- habits
- practices
- and rituals

And none of these have that effortless kind of instant feel. They don't sound like easy things to put into place in our lives. The fact is, when habits get ingrained into our system they are very, very difficult to change. It takes supreme effort, and I'm not somebody who smoked before, but I know people who have tried to quit smoking and they'll tell you, that's a strong habit. Very, very difficult to change; it takes a supreme amount of effort and awareness, first to make the decision, and second to follow through with it so that some real change happens.

I was doing some research again on the internet to see how many people are successful when you try to quit smoking, and the best programs are producing somewhere around 20 to 30 percent, and chances the people who are quitting at a 20 to 30 percent rate have tried other methods before getting to the one, for example,

using the patch. So the first-time effort to break the habit of smoking, is about 5 percent, 10 percent perhaps success rate?

The fact is, once habits get ingrained into our system they're very, very strong. New habits, they're like a completely foreign being. It's like a completely foreign way for us to move our bodies, that our bodies aren't used to in the very beginning. There is a great deal of effort that's called for. So changing habits is just heavy lifting, and I could look at one habit in isolation, and we would have a tough time; if all of us decided to change that one habit, it wouldn't be something that we just wish would happen and it would automatically happen. It would take some effort on our part. Take that one habit and multiply it by 50, and 50 habits are perhaps habits that are built into your new time management approach, and implementing a whole new correction of habits even that much more difficult..

So some of the things that I think are needed for anyone to break a habit; these three:

The first is awareness. There's that moment when you need to use the habit, being aware in that moment, "Okay, here it is, this is the moment to focus my mind so that I kill the craving to smoke, for example." Or, "I [inaudible 0:19:04] brushing my teeth." This is the moment when I need to pull out my floss and start flossing. So there's a level of awareness that's needed so that when the moment comes to implement the new habit, or break the old habit, you're right there, right on the money, present, fully engaged with what that's happening in the moment, and remembering that—Oh, yes, I did say I would break this habit of mine. When it comes to time management, it's no different.

As you go to implement a new habit that makes us a time management approach, the same thing happens, you need to have that level of awareness. As you're going through your inbox, there is an old way that you used to deal with your email, maybe you used to glance at it and leave it in your inbox, and your inbox would pile up. You commit to a new technique like Zero Inbox, and the new approach, instead, is to delete an email or move it to somewhere else once you've read it. So it calls for a level of awareness in just that moment, okay, this is the moment where I don't fall back into that old habit, instead I'll use the new one. Not easy to develop that level of awareness.

The second is that it requires willpower and this is just a personal discipline to make the habit change.

Then the third, it requires support or skill. As you may know, the number one method for breaking the habit of smoking, it can go also for alcoholism which happens to be a 12-step program. In 12-step programs, like Alcoholics Anonymous, Narcotics Anonymous, provide a wonderful support system for people who want to change their habits, so back that into time management and we need that also. So in order for us to develop the wherewithal, the effort that it takes to change our habits—in other

words, to change our time management system, we need nothing less than the kind of support that 12-step program requires. It probably would be the most effective— No, I'm not saying go and start Time Management Anonymous, although it probably would work, no. What I'm saying instead, you need to create a support system around yourself that allows you or supports you in changing habits that does for an alcoholic what you would want it to do for you.

Those three are not trivial:

- A level of awareness
- A degree of willpower
- And the support of other people and the skill to develop that support.

So that's the second bit of hype. The second bit of hype is that these things are effortless, and they're easy. Well the fact is, they take awareness, willpower and serious support.

Onto the **third hype**—All you need to do is just start all over again; and you can do it today. Just start all over. You know, none of us on this call or who walks into a time management program who can pick up a Time Management book, start off from a blank slate. You have come to the book, or to the course, or to the call with 10, 20, 30, 40 years of practicing the system that you already have. So there is a lot already there. In fact, there is a system already there that you're using right now. In all the research I've done, all the Time Management programs I've peaked into, I've never seen anyone say, "You all are here with a system already in place."

Think of even the question – the idea that you already have a system. No, you don't. You don't have a system. The fact is you made it to this call on time—for those of you who were on time—You got the email from me or from a friend, you went through a sequence of events, maybe it looks like the sequence I have here. You captured the information from somewhere. You scheduled it somewhere. Maybe you used a reminder some place so that you wouldn't have to try and use your memory. Or you use your memory, you did something to make sure that this didn't conflict with your favorite Tuesday night TV show; maybe you're recording it from home. But the fact that you made it to this call tells me you had to do one or two, or three or four of these things, which tells me that you have a system that's working for you.

Now, it may not have a name. It may not have a cool acronym, but you do follow a set of habits that make up your current time management system and that's what allowed you to be on this call; and it took you a long time to get to where you got right now. Some of you, if you look back and you see who you were as a 22 or a 23-year-old, you probably wouldn't have made the call back then, because you didn't have the habits. If you didn't have the time management approach that you have now. It took you years of practice to get to this point.

So you have a system, you've been practicing it for a while, it got you to where you've gotten to, it produced other results in your life, not just getting to this call. Chances

are you are where you are in your profession because your time management worked to some degree.

How could someone then say – forget about what you've already learned, just step past all that, just start all over. Now, today, how does that piece of hype jive with the reality that we have? Here is what I call the insult, it doesn't jive, and here's the unwritten communication, or the unsaid communication happens. In every single time management piece of learning, training book, or whatever; but what you've learned and used up until now is... and I'll leave you to fill in the blanks, but I'm going to say unnecessary, or irrelevant. Those are nicer words to use, but they all point to the same thing. A bit of an insult to walk into a program as an accomplished professional to hear that we're not looking at anything you currently do, all we're looking at is what you need to do from now on. This doesn't fit right. It didn't fit right with me when I realized that this is what happened, and believe me, I led time management programs in the late '90s and I count myself guilty, because I did the same thing. What I did was tell people what they needed to do, I didn't account for the fact that they were already doing a lot of the right things in their way, all I did was say, "Do it this way, and you'll be better off."

The fact is, it's not. What you've learned up until now is not irrelevant, and it's not unimportant. It needs to be incorporated into whatever you do, whenever you upgrade your time management system. So the hype is you could just start all over. The fact is you can't, you already have something that's working, you can't actually step over what you're already doing, because it's already habitual, you need to incorporate it somehow into your upgrade or into your new approach.

So a quick summary of the hypes—three hypes:

- The first is instant results
- The second is easy, effortless
- The third is, hey, just start all over today. Just act as if you haven't been doing anything up until now

Let's go into the fourth. The fourth hype is that you can do it all on your own. Well, once again, there are few people – there are the lone rangers out there who can quit smoking on their own, change their habits on their own, and stop taking drugs on their own, stop drinking on their own. There are a few people who can implement new time management approaches on their own without the help of anyone else, or any kind of assistance. They make up their minds, and they do it. Unfortunately, most of us don't fall into that. Practicing new habits is tough to do on our own. Most of us need some kind of support.

I have a friend who is a personal trainer, and she has a masters in physiology; and she said she had a vision of working with people in the gym, showing them how they could lift weights, increase their muscle size, become more toned, you know, she had this image of creating these wonderful curricula for people. That was the theory. What she found, is that—or what she became at \$100 an hour—is a glorified wakeup

service. She was annoyed, she actually dropped out of the profession, because all I was doing was waking up people at 5:00 am. Ninety percent of the job in her case as a personal trainer, was just waking people up. They wanted someone to support them in keeping their commitment to themselves, to exercise in the mornings; and that's all she did; actually didn't need all of the fancy learning and the Master's degree knowledge that she had, they just needed someone to support them in being their on time.

Funny, but very human, because coming up with new habits, changing them on our own, implementing them or getting rid of the old ones, is tough without very, very active support. The latest research though is very interesting. It says that you need custom support. So I made a mistake in My Time Design-I by thinking that everyone who is now in the program would benefit from an online forum – an online discussion group. What I found out, is that a few people did, and there were a few who didn't. and when I did the research, I found that there was no one magic bullet when it comes to support. The research is saying that, again, smoking, drinking, drugs, whatever the habit happens to be, you need a custom set of supports. AA doesn't work for everyone. AA plus speaking with my pastor, plus making sure there's no alcohol in the house could be what works for me. It might not work for you at all. You may hate AA altogether and need something completely different. So the best way to support a change in habits is to develop custom support. So back that up against time management—ah, the best way to change a time management approach and to upgrade your own system is to build a custom set of supports for your habit changes.

Okay, if we preferred to do that, we'd be tipping the odds in our favor, but to do that we do need to know what would work for us. My saying it to you doesn't make a difference, it's kind of interesting information, but you'd have to figure out – implement a new time management approach. You'd have to figure out what supports you need and which ones work for you. It won't work for someone else. It's almost like you need a special cocktail, and you need to figure it out through a process of experimentation. Some examples, some people love social support, they work well when they have a buddy to work with, or a partner. Some people like to have a community. So AA works because there's a community of people that are helping with the habit support. Some are very social, that works for some.

For others, they use auto-reminders. They use automatic ways of reminding themselves that they need to for example, go to exercise this morning, and one auto-reminder could just be an alarm clock that wakes you up at 4:45 in the morning. I have a friend who sets two alarm clocks because he's liable to sleep through one. The way he gets up in the morning is he uses an auto-reminder in the form of an alarm-clock; and there are many others. You could use a reminder on Outlook. You could use the various websites, like LetterToMe.Com; RemindMe.Com; a bunch that you could use to remind yourself. You could have a secretary who reminds you five minutes before every meeting—whatever it is. Some of us need auto-reminders because we're not reliable in reminding ourselves. Again, not everybody needs them, some of us would benefit.

But the other options, is some of us need penalties. I came across a great website I want to share you. It's called StickIt.Com. With StickIt.Com involves putting money at stake, and what do I mean by that? It's a little like betting, but you're betting for or against yourself, and here is what you do. If I were to try to break the habit of [inaudible 0:33:56], here's a habit that I've been working on for about a year. Checking my schedule the day before – or checking my schedule yesterday. So the habit is, today checking my schedule for tomorrow. Tomorrow checking it for the next day; checking the schedule for the next three days. That's how I have it written down. Check my schedule for the next three days. So it's a tough one for me to recall because I tend to lose it in the mass of stuff that I have each day.

So here's how I would use StickIt.Com. Stick It allows you to put actual money in Escrow. I could actually take \$100, those of who aren't in the U.S. that's US-Dollars. Put it up at stake, find a partner who is willing to work with me as an objective judge, set some performance criteria, and then some performance rewards and punishments, and how does that work. Well, if I'm able to set my schedule consistently for, let's say, a set of target of 10-weekdays straight, to set my schedule for the next three days like I planned, then the judge could check in and see if I did it, somehow, and then release the \$100 out of Escrow, either back to me, or they could leave it in Escrow.

If, however, I fail to accomplish the goal, my judge would see that I failed, and then do one of two things depending on how I set it up. Either send it to a charity of my choice, a positive charity. They would send the \$100 that I had in Escrow and give it to a charity that I chose or ever worse, send the \$100 to a penalty group. And a penalty group would be a group that I don't like at all. I hate to come up with examples, because it would probably be politically incorrect, but \$100 would go to a group that I don't like and don't support, maybe the opposite political persuasion, put it that way; and the judge—my judge—would release the \$100 to that group as a penalty for my not completing the task that I said I would.

So StickIt.Com is – apparently I heard that there is an economist, a PhD economist who came up with the idea and found that people respond to penalties more than they do rewards, which is why it's set up that way. But it's just one option. So some of us would respond to that; while some of us would respond to the social connection and you need a buddy. Some of us would respond to auto-reminders, and some of us would respond to penalties. All very different kinds of supports—some of us might need all three, and then there are other options also, but these are just examples of ways in which we could build a habit a habit support system that would allow us to change our habits and change our time management approach.

So once again, we need a self-designed, custom combination that works best. So remember, I started out by saying that this particular hype is that you can do it on your own. The fact is, a few people can, most of us can't. Most of us need some kind

of support on an ongoing basis to change our habits and therefore change our time management systems.

So the fifth—and this is sort of my favorite—the fifth hype is that you can double, triple, ten times your productivity. Over here, if you take this time management approach, you'll double, triple, and multiply your productivity by ten times. There is a major problem with that plain. Here is the problem with it. There are no widely accepted measures or personal productivity. The fact is, there is no objective way for us to measure how well our time management program works for us. What does that imply?

Well, let's look at some bad examples. Or, here are some weak examples. How much stuff did you get done today? Did you get more stuff done today than yesterday? Good, then you were more productive. What exactly is 'stuff'? And this is just not a good measure, it's a very weak one for your time management productivity. Or, how many appointments were you on time for? A little bit better because it's at least measurable, but still not a very great measure. How much money did you make last year, how much money did you make the year before? Good, that means that if you increased it your time management has improved. Well, maybe, but probably due to a whole host of other factors.

I visited a time management site that promised to increase their profits just by taking the time management program. I said, how in the world can you promise that? Well, it's even worse. How good did you feel at the end of each day? Did you get a lot done, did you feel good? I'll ask you tomorrow and if you feel better tomorrow I'll say that you have an improvement. The fact is, the measurements that we currently have to assess our time management systems are so weak, there is no way for us to do an objective comparison. The way you would objectively measure your weight, or measure the number of pounds that you could bench-press, or measure the – and I'm a sort of a fitness freak – but the measure the time it takes for you to run a 10-K. Those are objective measurements, but the ones that I've listed here are all too weak for you to work with.

Well, when it comes to the hype, the fact is there is no good measurement. How could you promise doubling and tripling, and ten times your productivity if you can't measure it? You can't. The fact is you simply can't. So the hype is that you can double, triple, and quadruple. The fact is you can't promise it. Where is the way around this? I'm going to share it with you in a minute, but let's change gears just a bit and look at the cost of these five hypes.

So the five hypes were that:

- It can all happen instantly
- That it's easy and effortless
- The third, that you can just start all over, no problem
- The fourth is that you can do this on your own; after you've read the book you can run off and implement all of this.

- And the fifth, is that you can double and triple your productivity—10 times, no problem

But there is a cost to all this hype, and the cost is not just that time management programs don't sell as often as they should, instead, many systems come across like scams, you know, when you read; those of us who think about these things for more than just a couple seconds, and say, "Hold on, this guy is promising to triple my productivity, I don't even know how to measure that, how could he promise that he can do that?" Because we relate to them as scams, a lot of us get fed up and instead we just give up and say, "You know what is true—the truth is, all of them are scams, I'm not going to do any of them. I'm not interested in any of that time management nonsense, because none of them work, and all of them are a bunch of scam artists. It's all smoke and mirrors."

Some people, however, quite a number, do take the program, read the book, read the tips, sit in the two-day or three-day course, and then they fail, and then they blame themselves and they say well, I didn't double my productivity so there must be a problem with me. I must have a problem that I can't solve with procrastination, where I'm just lazy, I'm just not cut out to be good at Time Management. Maybe I just wasn't born with the gift. Maybe it's my culture—Hey, I'm Jamaican—'No problem'. Whatever it is, the sad part about the hype is that sometimes I talk to many people who fail. They've tried different things, and they blame themselves for them not working. That's a tough one.

Then some go the opposite way and they blame the guru, and they say, "Those guys are full... they promise this stuff, there's no way. Who do they think I am? Do they think I want to sign up for a program that promises to triple my productivity, that's going to produce results instantly, that's going to make easy and effortless, and it's going to allow me to do it all on my own without help. Am I supposed to believe all that? That guy, he's got to be kidding me."

Even worse, take the insult, and say "You're doing great. How would throw away what I'm already doing to start all over again with their system?" So some blame the gurus and say that they are unrealistic. That they're not telling the truth, they're not facing up to the fact that a lot of people have a hard time implementing their system, so they point fingers at them. So some blame themselves, some blame the gurus, some get fed up and just walk away. None of them very productive because the fact is, to go back to the very beginning; we are under pressure, we're under pressure to perform, so we need a method—we need a modern method—to deal with all the time demands that are coming at us, and we need a way to keep on improving because the time demands and the information that's flowing at us is only going to increase.

Some people, though, go the next step and I found myself in this category. They come up with their own approach, for time management altogether; and I got to this point where I got so frustrated, I needed a time management approach or system that would work for me here in Jamaica. Some of you even know my story, I moved here

back to Jamaica five years ago after spending 21 years living in the U.S. between New York, New Jersey and Florida; and when I moved back there was a bit of a shock to the system. It was a shock to the system. I couldn't manage all that was happening around me in the way that I used to, and I went looking for help, and I went to all the gurus I could find – all the websites I could muster, dig up on Google and they all described these approaches that were very, very detailed, but as I looked at them more closely, I realized they were very detailed about life in New York, for example.

They weren't appropriate for the situation that I'm in here in Jamaica where we've had hurricanes. It looks as if there are earthquakes coming to the region. Haiti just had a major earthquake. Life here is just very hectic, we're unpredictable, it has a chaotic nature about it from day to day. Things break and don't work, people are less reliable and companies are less reliable than they are in a first world or in a developed country, and the Time Management System that I brought back with me, the habits that I used on a daily basis to manage my time in the U.S. didn't work here. I went looking and I couldn't find any help. All of the systems that I found and all the approaches were really geared for developed countries; and I said, "You know what, I can't be alone in this, I can't be the only person who's undergone a major life change and need a time management approach for me."

But it got me writing. So three, four years ago is started writing about time management, started coming up with my own thinking to say, if I were to design a system for myself, here in Jamaica, I could design one that I could use, or change or upgrade depending on the circumstance. If I moved back to the States, I'd have to upgrade. If I moved to Switzerland, I might have to upgrade, if I moved to India, I'd have to upgrade. I'd have to change it as I went along. If I had a baby I'd have to upgrade, if I work for someone else and I got a promotion for a big, new job, I need an upgrade. If I got married – actually when I did get married I needed an upgrade there too. Life changes that occur in the day to day way in which we live our lives—big changes, create a need for new time management approaches, and that's the point at which we need an upgrade.

So I responded by coming up with a new way of thinking about Time Management. But the truth is, I'm not special in that way, and like I've said, you've already come up with a system, and you're already using a system today, but what you can do from this point is upgrade it. Take charge of it first, get past the hype, and all of the promises, understand what's doable but start with taking charge of your own system today. Well, I'm going to take you through the steps that I took to design *My Time Design 2.0 Professional*. I had the five hypes, I was sort of reacting to the five hypes at the time that I designed the program, but I want to use it as a way of describing to you the steps that you could take also in upgrading your own Time Management System, whether you use My Time Design or not.

So here are some steps, and these are the steps that are built into My Time Design. So My Time Design starts with the user's current system, so on my website, if you've

been to <http://www.2time-sys.com> you'll see that I have 11 fundamentals described, and these are the fundamentals of time management. In the My Time Design program, I look at each of the fundamentals as they apply to myself on an ongoing basis and in the My Time Design program each participant has a chance to look at how they would rate themselves in each of the 11 fundamentals. So some people are beginners and some are advanced. It doesn't matter. Everyone does a diagnostic to get a sense of where their current time management system is. If you start off with what you already have, and this is a key step, that you don't need me to do that. You can look at the habits that you're currently using, and you can look at things like, "Where do the balls fall through cracks? Is my Inbox continuously empty? Where do I forget, or where do I try to use my memory and then fail to do certain tasks that I promised people? Do I have other people who are waiting for me to get back to them? Do I even know who they are?"

So you can assess your own system and how well it's functioning, by looking at some of the results, and also some of the habits. So in My Time Design, the second step, more or less, is to ask the user, "What do you want to accomplish?" so in the program we come up with a way of using hard and soft measures. So each participant comes up with a set of hard and fast measures and that's the way they decide what they want to accomplish and how much progress they're making in upgrading their time management system.

So you might say, for example, I have a soft goal of having so much peace of mind that I can sleep through the night. Or I might have a hard goal of saying, I want a zero inbox. So one hard goal is zero inbox, and the soft goal is sleeping through the night because I have so much peace of mind.

So for someone coming into My Time Design and could set that goal for themselves, and at the end of the 15 weeks of the program, they get to see that I accomplished my goals. Is my inbox empty? Yes, or no. Am I able to sleep through the night with a peace of mind that I didn't have 15 weeks ago? Yes, or no?

So each participant in the program sets his or her own goals, I'm not the one to look into your life and say, "Here's what important to you, and how you should measure it." Instead in My Time Design I'll show you how to do it. So you can do that right now. You can say for yourself, in the next three months, I want to set the following goals for my time management system. I'm going to make some changes, but at the end of three months, or maybe at the end of the year, I want to have my system work so well, that I have to use the same examples, as your inbox by December 31<sup>st</sup> 2010, with never an email in my inbox, I read it once, and I discard it, and I'm able to sleep through the night without worrying about what I have to do the following day with respect to worrying if I can do all of it or not; and you can set your own goals.

So the first step, you start with your current system. You analyze it, see where it's at. The second step is that you set some personal goal. The third step, in My Time Design, we break time management systems into micro habits. And you know, you

can actually to do this also, some of you may be familiar with some of the commercial time management systems out there, like Getting Things Done or Covey or Do It Tomorrow; they are all great systems—great approaches, you can take them and actually break them down into micro habits, and then teach yourself the micro habits that are built into each one. So rather than trying to, as they say, swallow the ocean, or eat the cow in one gulp, you can break the system down, or the approach, into micro habits. I promise you, it's much easier to implement micro habits than it is to implement 30 new big habits.

In My Time Design, it's easy. I've done the work to break down the habits that make up all time management systems into micro habits so that you can implement them, much, much easier to digest, much easier to schedule; and fourthly, you can also require users – Or, here is what we do in My Time Design, we require users to create their own plan of change for the next 6 to 24 months. So you take your micro habits into My Time Design 2.0 and you lay them out with a timeline, you don't try to do them all at once, instead you space them over time so for the next 6 to 24 months you lay out a plan for implementing the micro habits. When I tell people that they have 6 – 24 months to implement the change, you can hear them, sort of sigh with relief. Because it's a lot easier to think about implementing habits one at a time, than it is to implement a whole new system, 30-50 new habits all at once. This is much, much easier.

Then the next step – actually, before I get to the next step I want to emphasize that, again, this isn't only something you have to do in My Time Design, you can do this also. You can create a plan to implement those micro habits. Then the last piece that happens in My Time Design, is that it shows the participants how to craft their own habit support systems. I take people through a set of steps where they learn how to craft their own system, I give them all the options, and I say, chose from this, experiment with these, don't try to use them all at once, this has got to work for your. And again, you can do this at home also. So the steps that I've used aren't specific to My Time Design, it could be used by anyone who is interested in upgrading their Time Management System in a way that's smart and makes sense.

So I promise to let you know a little bit about My Time Design, and I'm going to tell you about My Time Design 2.0 Professional. So the program is going to be launched on Tuesday. It takes up 15 weeks of class time, and 15 weeks of continuing access. So 15 weeks of activity, and then you have 15 weeks of access to the classroom and all the materials after the class is over. So there is a long period of 30 weeks in which to implement habits if you want to use all 30 weeks.

It's also a custom classroom that I've created, and it's the best habit changing environment I could create using the internet tools, try to combine chat rooms, teleconferences, videos, audios, text, everything that I could think of. My direct coaching, to support anyone who's in the class in changing their habits, or trying to make it easy for them to continue and hard to stop; if you actually want to see the

classroom video you can take a virtual tour, eventually, an online tour. You can see my blogs, I just posted one, I think it was yesterday.

Then lastly, I'll be coaching the class, but I'll be in it. But I'll also be taking it. I've been unable to upgrade myself to a Green Belt from an Orange Belt. Those of you who take My Time Design 2.0 Professional, or if you've read my blog will know why, but my plan is to accomplish that upgrade during that period of time—not an easy one to do, but I'll be in there, week to week looking for the support of the group to make my own upgrade happen.

So that's a little about My Time Design 2.0 Professional. I'm going to move onto My Time Design 1.0 Free; because on Tuesday I'll also be launching a free program. So very quickly the free program is six weeks, some of the core My Time Design 1.0 ideas and principles will be shared during the six weeks. You'll get a set of emails during the six weeks, and they'll direct you to a set of websites, that cover all these core principles, so these aren't My Time Design 2.0 ideas, and they were used by My Time Design 1.0 and as I said this program is free.

If I have an announcement, and I'm going to make the announcement after I've completed taking a few questions. There's an Early Bird discount, and there is an opening date. I think I already let the cat out of the bag by saying the opening date, but there's a significant Early Bird discount which I'm going to mention after the Q&A, and I'm going to un-mute myself and take some questions. You can also put questions in the GoTo Webinar panel. So everyone can now be heard.

So I'll take the first question.

**Male Participant:** Francis, this is Dennis in Alabama. How are you doing? I hear that you proposing 15 – I came in late because I'm on Central Time, so I heard that you're closing a 30-week time program, is it 15 weeks or 30 weeks in total?

**Francis Wade:** It's 15 weeks of classroom activities. So there are 16 lessons spread over 15 weeks, and then there is 15 weeks afterwards in which all the participants who have completed the program can still access the program. By the way, I'm going to have to repeat the questions, because those of you who aren't on GoToMeeting, I see that you can't – if you're on GoToMeeting you can't hear the question. So the question was simply, is this a 15-week program or a 30-week program?

Now I'm saying it's a 15-week program but you have an additional 15 weeks of access to use the classroom if you so desire. Does that make sense Dennis?

**Male Participant:** It does Francis, it does. One last question I want to ask you. The free product that you're offering, is it similar to the previous product that you had when you started My Time Design and you had an audio portion?

**Francis Wade:** It is exactly that program.

**Male Participant:** Okay.

**Francis Wade:** The one I offered last year.

**Male Participant:** Alright. Fantastic, thank you Francis; good job!

**Francis Wade:** Thank you. Okay, other questions?

**Francis Wade:** Okay for those of you who are on ....I think I have a question on GoToWebinar. The question is, "Is this for everyone?"

Well, the answer is, no. This program, My Time Design 2.0 Professional is not for everyone. As a matter of fact there will actually be an application to get into the program. Now why would I do a crazy thing like that? Well, as I was designing the program I realized that there was a certain kind of person that I have in mind to do My Time Design 2.0 Professional. It's someone who wants results, real results, not someone who's just surfing around for some cool ideas, someone who wants some nice tips, someone who's just curious, and it's not for someone who just wants to meet a cool Jamaican guy—no. My Time Design 2.0 Professional is for people who want results and who wants an upgrade, an actual upgrade on the Time Management program. The reason I say result is that during the 15 weeks what I intend to create in terms of the end point, is not that you would learn a whole bunch of stuff, I actually want to have habit change happen in 15 weeks, so there is enough time in either 15 or 30 weeks to make a real habit change occur.

There is enough time to practice a new habit and make it real. So I set the whole course up and made it 15 weeks so that you would have enough time to coach each other, support each other in making the habit change real. Not just a whole bunch of cool, nice ideas, but actual habit change. That for me is sort of the reason I put the course together is to help people to change their habit during the course. When I did 1.0 one of the disappointments I had in My Time Design 1.0 was that people learned but there wasn't enough time and enough focus on helping them to make the habit change happen during the program.

So the result is, habits change is the result, and want people to be in the program who are up for that goal.

Okay, I have another question. "I really like GTD and all of its approaches, but I've not been able to make the weekly review into a habit? Can My Time Design 2.0 Professional help me surmount this barrier?"

Boy, funny you should ask that question, because I just started writing a blog on that very, very question. Here is my recommendation in general – my observation. So GTB is an example, again, one of the approaches that I mentioned before, and one

of the key recommendations in GTB is that you use a lot of lists to manage the activities that you need to do. So there's a lot of what I call listing, and there is very little scheduling. So in GTB there is a recommendation that you only schedule appointments with other people or what you call hard events.

Stuff that involves activities with other entities, other groups, like a TV show, things that you can't change; they don't recommend that you schedule activities like, "Sat down and worked on my résumé." I don't recommend that. So in My Time Design 2.0 Professional, I give you the option of upgrading the way they do their scheduling, and they can change the way they're or upgrading so that they do way more scheduling and way less listing. Now that flies in the face of what GTB says, here's my observation—having all those lists in GTB works when the number of time demands is relatively low. What happens when the time demands grow? Would you use that to spend a lot of time doing the weekly review, and that great deal of time then becomes a burden? Because in each weekly review they need to go through every single list, because every single list of stuff I have to do at my computer at home, at the gym, stuff I'm waiting for, stuff I put on my SomeDay list. I have to review every single item, and it's a burden to do that.

So the solution to the person who asks the question, is the upgrade the way you do your scheduling and your listing and to achieve way more of a balance. So that's one way, it's a very direct way, it requires a very big habit change, but that's one way in which you could use My Time Design 2.0 Professional to change that particular habit.

Another way, is just simply to get the kind of support you need, create the kind of support to keep on doing the weekly review the way you currently do it. And there are lots of ways that I'll show you in My Time Design 2.0 Professional that shows you how support a habit change that's a tough habit to change. Again, it requires a custom set of support, I don't know how it will work for you necessarily; it could be a stick-it, it could be a buddy system, I don't know, but during My Time Design 2.0 Professional, you learn, that's [inaudible 1:07:53].

Thanks for that, that's a great question. Other questions? Here's a good one. Are there any other questions?

**Male Participant:** No.

**Francis Wade:** Okay, let me answer this one. "Will I become better at managing email?"

Well, in My Time Design 2.0 Professional we look at accomplishing the Zero Inbox. So the zero inbox to some people is nonsense, and could never happen to them. So for those who've accomplished it it's a bit of Holy Grail. Very simple—at most time, at most moments during the day, the inbox is completely zero. When you check your email you click an icon, you download your email, you process it all the way through to the end and your inbox is empty. Simple; so it requires a setting in Outlook or G-

Mail or wherever you get your mail from so that you no longer accept mail just flowing into your inbox. That's the first change.

The second change is that you're able to process of the items in your inbox so that there is no email left. Now it turns out that it takes a complex set of habits to produce the zero inbox. So far, I haven't seen anyone tackle the issue from what are the habits that you need to learn in order to accomplish the zero inbox. As I have taught myself to do over the years, I've realized it requires; to go back to the point I made before, awareness, support or skill and the willpower to make that particular habit change happen. In the My Time Design terms it takes using a number of the 11 habits at just the right level to accomplish the zero inbox. I've met people who have 10,000 emails in their inbox, and there is no accident as to why my emails to them never get returned, my emails to them just get lost in the depth of the 10,000 different that they've kept in their inbox. They look at them once, we all do, made a little decision to come back to it later, and 10,000 little decisions later and they have an inbox that's completely full of emails.

So one of the things that we'll focus on, it comes at the very end of My Time Design, and that's how can you accomplish the zero inbox? Well it comes after we've looked at the 11 fundamentals and you gauge yourself and start to improve the ones that need improving. That's the point at which the zero inbox isn't that hard to do. Starting from just anywhere though, and to implement the zero inbox, some people laugh and say, "Yes, I have a zero inbox at the end of every year. I thrash all my email and I start all over again." The point is that you end up with zero email in your inbox because you thrashed all the emails that people are waiting to hear back on from you.

The point is that your habits are so well tuned that you end up with a zero inbox consistently, and that's the point.

I'll take one more question if there are any others. Let me check on GoToWebinar to see if there are any questions there. Let me go back to the open group.

**Female Participant:** Hello, hello?

**Francis Wade:** Yes, here I am. I've turned the mute back on. Go ahead.

**Female Participant:** This is Effie from Toronto, and my question is, do you think that My Time Design is just as workable for people who primarily shepherd others? If you know what I mean, so I'm a project manager, and the analogy you gave of the AA meeting or quitting smoking, or things like that, don't necessarily work since those are more individual pursuits, whereas in my role, my entire time is filled with [inaudible 1:13:22] people. I have to kind of put my needs aside in order to fulfill the needs of the people who are working with me, or the people who I manage. So do you think that your program will work just as well for someone like me? If that makes sense.

**Francis Wade:** Yes, it sure does—absolutely. If you look at what gets in the way of managing a project, it's oftentimes random interruptions, it's managing communication, it still comes down to managing your time but it tends to focus more on the communications that you deliver to other people and how you receive communications from them. So let's say, someone who is time-stressed or who has a problem with managing your time, and your skill isn't at the level that's high enough to manage the project, then you run into trouble, because your project will – probably team members will wonder, "How comes she hasn't gotten back to me? How comes she hasn't replied to that email? How come she hasn't called a meeting? How comes she didn't go over the text for the new product?" So as you manage your time better, it naturally leads to you becoming a better project manager and a better communicator.

The cool thing, is if you're a project manager, you're at the center of all the activities, and if you were using, let's say for argument sake, Green Belt habits as a project manager, what I've noticed is that these habits can be very contagious. So people will watch you do certain things, and ask you "Why did you do that?" Or "How did you do that?" They get curious because they'll see you using habits that they don't use, and they will say, "We'll listen, the reason I do that, is a fundamental time management. When I started off I used to, for example, try to remember everything for meetings just in my head, and when I was 22 that was fine, and by the time I got to 25 it no longer worked. Now as soon as I'm given a task to do in a meeting I write all of them down and when I get back to my desk I transfer it to my calendar, so I now have a habit of doing it."

Oh, "I don't do that, I think I can remember most things." And as the project manager you'd say, "You know, you might want to develop the habit of writing everything down, it prevents things from falling through the cracks, and as you get older anyway, your memory is going to deteriorate, so it's a good time to develop the habit."

[AUDIO BREAK 1:16:00]

Hello everyone. Can you hear me?

We just had a power-cut here in Jamaica and it dropped the call, it dropped internet access—everything. I think I have access again. I don't have internet yet, so some folks on Webinar won't be able to hear me. Then those of you who are on the conference call, I'm going to get my cell phone handy. So I'll just finish up the call. I think my internet is going to come back and we'll see if it reestablishes the call for those on GoToMeeting.

Okay, to close out (a bit of drama) the opening date for registration for the course is January 28<sup>th</sup>—this is Thursday. I'm going to open it up at 12:00 pm Eastern Standard time. I mentioned that there is an Early Bird Discount; well the Early Bird Discount is US\$199. Now that will be payable in four monthly installments; but the regular price is \$299.

This is for a limited time. It's 48 hours or until the class gets to a point where I'm going to cut it off and not register anyone else. So registration open on Thursday is US\$199. If you're not on the early notification list, I recommend that you get on the list, because that's when I'm going to let everyone know all the information that's happening up until the launch and after the launch happens. So the shop will be opened so this is how I'll let people know, by visiting: <http://www.mytimedesign.com/early> --and now the dogs have started up, wow, this is so like Jamaica, what can I tell you?

So I'd like to say a big thank you for being on the call. So like I said, my Time Management system needs to be so good that it's able to deal with all of these, like the chaos and the excitement when it comes to living in Jamaica.

So thanks so much for being on the call, and I'll send you an email probably by tomorrow or the day after with a link to the recording and the transcript.

Take care everyone; bye-bye.

[END OF RECORDING]