



# Managing Time for Professional Success

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**“The most important principle of corporate management is Time Management.”**

**- Thomas Watson, IBM**

**Time** is the most precious resource that we have. Few things are more important to us than learning how to manage time well.

What is Time Management? Is it only making schedules or working faster? Often approaches to time management are very mechanistic. To understand why we have a problem managing our time we need first to understand what the problem is, then begin to look at why we have the problem.

This can be achieved by examining the behavioral and attitudinal aspects of time management as well as the more practical organisation of time.

Let us look at some of the important areas involving management of our time.

## THE POWER OF GOALS

It's not enough to be busy. The question is: What are we busy about?

Making the most of our time does not require us to keep ourselves busy, it is about making real progress towards our personal and organizational goals.

It was Conrad Hilton the founder of the world famous Hilton chain of hotels who said, "Success is made to order." He was right – for an achievement is a sum total of many things – talent, aptitude, knowledge & desire. If we analyze each of our achievements we will soon discover that it all started with the goal that we wanted to achieve. Well-defined goals, tackled with competence and confidence through a proper plan of action are the building blocks of achievements.

## SETTING PRIORITIES

Never before have we had so little time in which to do so much. The essence of Time Management lies in the ability to see, organize and execute around priorities.

## Urgent and Important

In order to make the most of our time, we must understand the difference between what's Urgent and what's Important. Maintenance tasks often seem urgent and we therefore give them priority. Progress tasks though very important are seldom urgent, hence we often end up putting them off. Effective time management is about making sure that urgency does not cloud our judgement of what is important.

To achieve proper prioritization one needs to ask the following questions:

- Which activities move us closer to our most important results?
- What can we do to serve the organization more?
- Which are the high pay-off activities in our life?

Understanding the Pareto Principle is also very important. "20% of the time spent on the vital activities give 80% results, while 80% time spent on trivial activities give 20% results." After having identified the high pay-off activities, we must allocate more time to them and reduce the time spent on trivial activities.

## DON'T HESITATE – DELEGATE

Delegation is how we can leverage our time effectively. Often we don't take full advantage of one of the greatest time savers of all – delegation. A lot of time is being wasted by doing what ought to be delegated to others. Delegation frees time for more important tasks, allows us to plan more effectively, and helps us to relieve the pressure of too many things to do in too little time.

A good manager must know that delegation is a master key for better time management. It is a great motivator, enriches jobs, improves performance and raises morale.