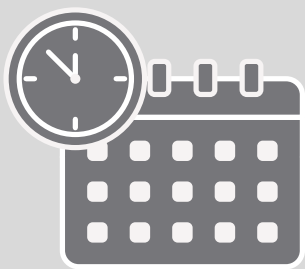


The CEOs Guide to Time Management



BE CLEAR ABOUT WHERE YOU'RE SPENDING YOUR TIME

- Perform a time study every six months
- Look for opportunities to delegate
- Enlist your Executive Assistant to protect your time

CREATE AND COMMUNICATE YOUR PERSONAL AGENDA

- Share your focus with your direct reports and executive team on a quarterly basis
- Clearly identify activities as either working *on* or *in* the business
- Measure your execution percentage against your personal agenda to hold yourself accountable



ALIGN WITH YOUR EXECUTIVE ASSISTANT (EA)



- Clarify where you need your EA's help
- Identify your areas of greatest impact
- Enlist your EA to protect your time - they should be your partner in ensuring balance

CUT BACK ON MEETINGS

- Create a system for your meetings
- Eliminate the non-essential
- Adjust meeting frequency, agenda and participants



SPEND MORE TIME ON, AND LESS TIME IN THE BUSINESS



- Make sure you're working on the identified areas of greatest impact
- Align your areas of greatest impact with your strategy
- Block time for work