



TIME MANAGEMENT FOR CREATIVES!



What is your Goal?

- How will you feel when you are in control of your time?
- Time management is very individual - we all have different circumstances and strengths.



Don't try to copy someone else's exact system...

- You need to craft your own time management system.
- One that works for your circumstances, lifestyle, preferences, etc.



2 Minute Activity

- **What time management issues do you currently face?**
- Write a list (you can share it with us if you like) of all the things that are affecting your ability to manage your time the way you'd like to.

Some Time Management Issues...

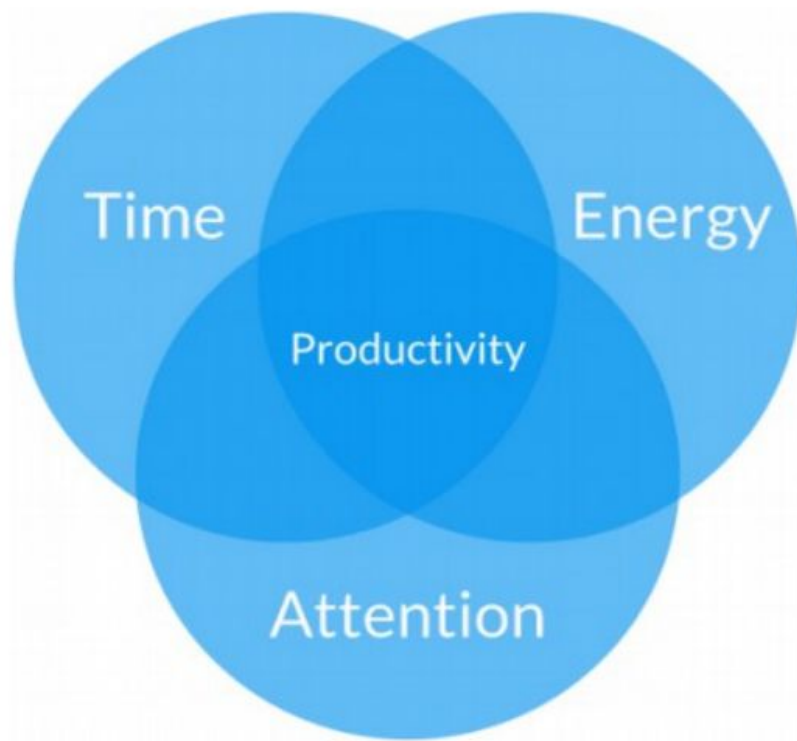
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- Too tired.
 - No time to focus.
 - Struggle to stay on- task.
 - Get interrupted.
 - Get distracted.
 - Demands from others.



'Time' Management...

... is only part of the story.

There are THREE things you need to manage.



Source: Chris from alifeofproductivity.com

A thick, red, hand-drawn brushstroke graphic in the top-left corner of the slide, extending diagonally upwards and to the right.

What we usually call 'time management' is commonly about managing focus/attention.

This is the third part of the puzzle.

First, we need to discuss managing our actual time, and managing our energy.

Time. As in, the time you have free to get stuff done.

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- What can you cut down on? (*TV, reading, cleaning, extra-curricular activities, etc.*)
 - What can you say 'no' to?
 - Where's the 'dead time' and can you use it?
 - And then, there's delegation...



Delegating is a strength

"As all entrepreneurs know, you live and die by your ability to prioritize. You must focus on the most important, mission-critical tasks each day and night, and then share, delegate, delay or skip the rest."

Jessica Jackley

www.aceconciierge.net



Sound familiar?

To delegate, you
have to let go of
control and
perfectionism...



You also need to set deadlines!



Work expands to fill the time allowed for its completion.

If you don't have deadlines, it very likely won't get done - or it will take WAY longer than it needed to.

Energy. You can't manage your attention effectively if you're falling asleep...



- The basics really matter.
- Sleep is priority #1.
- Eat enough of the right things to fuel you.
- Exercise to enliven your body and mind.
- Get good-quality relaxation.

I will nap...

thunk!

HERE.

How can we get better sleep?

- *Sleep Hygiene.*
- Have a bedtime (set an alarm!).
- Get some natural light.
- Make your bedroom a sanctuary.
- Avoid late evening caffeine and exercise.
- Stop staring at those screens late at night - turn on Night Mode from 7pm or so.

Is our diet affecting our energy?

- Enough food for energy.
- Good quality carbs, protein and fats.
- Enough of the right nutrients to fuel us (learnt this one the hard way, thanks anemia!).
- Try not to rely on sugar and caffeine.



Are we moving enough, in the right ways?

- Exercise really helps out the mind - which helps you sleep better and focus.
- Get your heart-rate up and:
 - Lift your mood.
 - Increase sharpness.
 - Encourage new neural connections.
- Read [*Spark: The Revolutionary New Science of Exercise and the Brain.*](#)

Finally, we need
to learn how to
properly relax.

 Relaxation Response	 Stress Response
↓ Heartrate slows ↓ Blood Pressure lowers ↓ Blood Lactate Levels reduce ↑ Immune System improves ↑ Sense of Well-being increases ↑ Sleep improves ↑ Normal Libido ↓ Brain Wave Patterns slow ↑ Digestion improves	↑ Heartrate increases ↑ Blood Pressure rises ↑ Cholesterol Levels go up ↓ Immune System is less effective ↑ Anxiety increases ↑ Depression more prevalent ↑ Sleep Disorders increase ↓ Libido decreases ↑ Irritability increases ↓ Digestion works less effectively



5 Minute Activity

- **How can you carve out more time (do you need to?)**
- Are there things you can say no to? Is there 'dead time' you could use? Are you over-scheduling yourself, or being unrealistic about how much time you ACTUALLY have?
- **How can you cultivate more energy?**
- Sleep, food, exercise, relaxation - do any of these areas need improvement in order to foster more energy?

Focus. Now we have the time, we have the energy, it's time to get strategic.



- This is where hacks and strategies for managing our focus come in to play.
- How can you get the most done in the least amount of time?
- Design the best schedule for YOU.

Single tasking.

- **Do one thing, and get it done.**
- Multi-tasking is a myth.
- You're not multi-tasking – you're switchtasking.

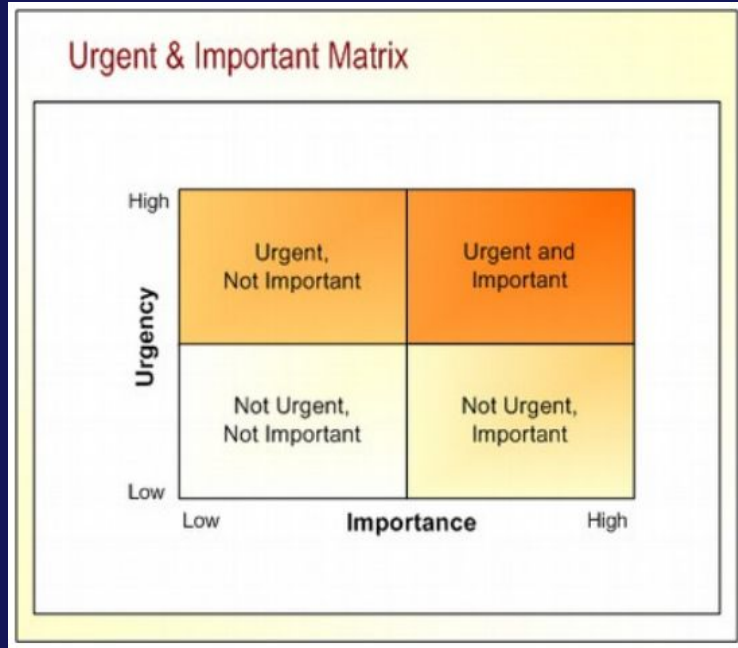
Pomodoro.

- Work time/rest time.
- I use 45/15
- Max focus is 90 min.
- **Video:** [Why you should use the Pomodoro time management technique \(especially when you've got a lot to do\)](#)

Chunking.

- Set aside blocks of time.
E.g.
 - Making time.
 - Planning time.
 - Email time...
 - This helps you really get into one form of work.

The Matrix.



- Ask yourself:
 - Is this urgent?
 - Is this important?
- Prioritise accordingly.
- Stop getting stuck in the urgent, not important category!

The 2-Minute Rule.

- From GTD ([Getting Things Done](#) by David Allen.)
- If it takes less than two minutes, do it NOW.

Stop 'checking'.

- The 'social media cycle' can suck us in.
- As can email!
- Only get on social media/email if you have a plan & time to do what you planned.
- 'Checking' these things with no actual plan is a timewaster.

Write it Down.

- Get thoughts, ideas, and tasks out of your head and written down.
- Clear brain space and reduce stress.
- I use Trello

Schedule It.

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- Get every event in your calendar with reminders.
 - Never forget an appointment again!
 - I use Google Calendar



2 Minute Activity

- **What strategies do you use to manage your focus?**
- Are you going to try any of the strategies I listed today?
- If so, which ones, and why?

Further Resources

Workshops & Podcasts

- YouTube: [5 Ways To Manage Your Energy | How I Stay Productive, Energised, & Happy while Being Self-Employed](#)
- YouTube: [5 Healthy Habits that Changed My Life](#)
- YouTube: [How I Organise My Businesses & Life](#)
- Book: [Make Time](#)
- Book: [Atomic Habits](#)