Schedule Every Minute of Every Day and Work in Time Chunks

The next technique and series of tips that I want to give you revolve around scheduling every minute of everyday and working in time chunks. And this is absolutely critical. This to me was a breakthrough event and technique that I've used to massively increase my productivity and the productivity of those around me. The most successful people place tremendous value on their time and are always on the clock.

The example I give is, if you want to have a meeting with someone like Donald Trump or Richard Branson, they're scheduled down to every 15 minutes. It's not like you are going to say, "Hey, can we meet next Thursday?" and expect them to say, "Yeah, my day is free." There is no way. They place a tremendous amount of value on every minute of their day. They are highly scheduled to be as productive as possible. And why is this the case? Scheduling allows you to prioritize and complete high-value work that otherwise gets pushed off to do the daily fire fighting - the daily urgent critical or non critical, important and non important items that we call fire fighting - and when you start doing the fire fighting what happens is that you push off and you blow off those key priorities. Scheduling forces you to accomplish those priorities. It ensures that the key items on your to-do list get accomplished because they are written right in your schedule. From 2pm to 3pm tomorrow, I'm going to meet with my marketing team to create a new marketing plan. That is a critical item that allows you to be more successful. It is a very important but not urgent item, but we are going to achieve it tomorrow as on the calendar. It is scheduled. Once again, the 80-20 rule.

Scheduling allows you to double or triple or quadruple the time you spend on

those 20% of things that really back your business and allow you to reach your goal.

Another reason why scheduling is so important is it forces discipline to perform key ongoing high-value added tasks.

For example, conducting employee performance reviews. Critically important, rarely done, rarely done correctly or periodically. By scheduling, I'm going to spend every third Wednesday at 3pm or the third Wednesday of every month at 3pm - I conduct employee performance reviews. Get it on your calendar. That's the only way that is going to be done, and it's going to get done month after month after month and you will start receiving massive benefits.

Scheduling, forced discipline. Scheduling helps you work in time chunks which is highly effective. Once again, the book example. So many people dream of writing a book, but most don't. By blocking off time chunks - by blocking off just one hour a day - and that one hour a day, you just need to write one page in your book. At the end of the year, you'll have completed 365-page book. And you need to breakdown those time chunks. If you give yourself an hour a day to do something, you will have so many hours 365 hours a year or 200 if you only do it during work days. Just imagine what you could accomplish with 200 hundred hours. So you need to work in time chunks. When you work in time chunks, you can concentrate on the tasks at hand. You're much more effective.

Also Parkinson's Law - absolutely critical. Parkinson 's Law states that work expands to fill the time allotted to performing. And what that means is that is if you have three hours to complete the task, most likely, it's going to take

you three hours to complete that task. And most people go through their day without a schedule - without a minute by minute, hour by hour schedule - and thus, they don't have these deadlines and they take a lot longer to complete a task. Parkinson's Law says that if you have to work on a report, you allocate 3 hours, you are going to work during that 3 hours, and you are always going to stress at the end and procrastinate a little bit and really work hard that last 15 minutes to accomplish that goal within the 3-hour period.

Now if you only give yourself an hour to accomplish that, you are going to work harder during the hour. You can be much more focused. You are going to complete virtually the same work – or even better work - in that hour. By setting deadlines for tasks, you complete the tasks faster. You are much focused on it. You are racing against the clock, but not in a bad way. We are not talking about making stress here. It is a friendly -competition against the clock. It is 3:19 - I have to complete this project by 4 o'clock because by 4 o'clock, I have to get to the next meeting. What do I have to do to get this done? Your mind starts working and you accomplish it, and it's fun. You are much more successful. Most people cannot get work done at work since they are constantly getting pulled into meetings and conversations and have a minute to discuss this and that, and please respond to this email right away. A set calendar allows you to avoid all this - all these constant interruptions. A set calendar allows you to focus on one task at a time and completely focus on that task so it gets completed faster and it gets completed better. Conversely, numerous studies have shown that multitasking actually reduces productivity and actually reduces performance.

In fact, a studies by the Institute of Psychiatry at a King's College in London found that people that were constantly interrupted by emails and instant

messages - after they took a test, after being bombarded with emails and messages and multi tasking - they did less, they did worse on that test than a group of individuals that were high on marijuana. So you are going to have higher concentration and higher productivity if you have been smoking marijuana than if you were multitasking. And that's why you cannot multi task. You can multi task if one task is not really a task at all. It is a passive task. So if you want to talk about multitasking of driving to work – something that is very, very easy to do - and listen to an audio tape at the same time. That you can do, because you are driving to work is something that is a passive task. Anything that is an active task you cannot possibly multitask.

Successful people - what do they do? They do one thing at a time. That's it - one thing. They do the most important things. They do the priorities. They do that 20% that really matters and they continue on working on important tasks until they are completed. And you can do this, too, when you have designed small time chunk tasks - when you break things down into one- or two-hour projects, and you put those on your schedule… on your daily schedule so you get this done. This productivity system that I'm going through with you right now - you can just imagine the time of preparation work, the time recording this audio. Everything has been pre-planned, broken down into 30-, 60-, 90- minute chunks, put into my calendar, every single day over a month by month period, culminating in this process right now - recording the audio. So it's doing one thing at a time - the most important things that you continually work on a project until it's done by working in time chunks with your calendar.

A couple of tips here. I want you to schedule your most important work during the hours when you are at your peak performance. And most people

don't think about this. Everyone has peak performance hours. For a lot of people, it's when they first come into the office - they have their most energy. For a lot of people, right after lunch, they are very, very sluggish. So when do you - and I don't want to say… because I hate when people say, "Do this first," because everyone is different. I want you to think about when you are at your peak performance. Maybe you are somebody that after lunch - you had a light lunch you come back from lunch or you had lunch in your desk - you have tons of energy. When you have the most energy, that's when you should schedule you most important high priority task and accomplish them. You get them done better and faster.

Another tip is – like with your daily to-do list - you need to schedule you next day's calendar before leaving work the night before. So tomorrow, when I get to work, I'm going to have my to-do list written down. I'm going to have a to-do list transferred already into my calendar. I know what I have to do at 9 o'clock. I know what I have to do at 9:30. I know about my meeting at 10 o'clock. I know what I have to do at 10:30 etc. You have to map out your entire day. Clearly when you map out, you need to put some buffers in there for some unexpected occurrences. And those unexpected occurrences - once you start the habit and get yourself in the habit of scheduling every hour of every day of your work day and get it done in advance - those unexpected occurrences become less and less because you create systems to deal with or cover those later.