



Unlocking Potential | Creating Wealth | Delivering Freedom

Personal Effectiveness



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1.1.6 Personal Effectiveness



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Module 1, Leadership

Chapter 1.1.6

Personal Effectiveness

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What You Will Learn:

Personal Effectiveness is all about doing the right thing at the right time, focussing on what's important and ditching what isn't. In this Chapter, we will be covering some simple aspects of running a business that will add real value to it:

- What you should be spending your time on
- Which activities create the most value to your business
- How to make some simple measurements that can make a huge difference to the performance of your business.

Why You Need to Learn This:

How you spend your time is paramount to the success of you business; knowing what your team are spending their time on, and comfort in the knowledge that it is the right thing will make your business highly effective.

Working hard will not create a successful business, spending your time on the most effective activities will.

Results:

You will see how working differently will make the most impact on your business success. Understanding your most effective activities involves a key thinking shift. Making this shift will be the single most significant thing you do to move towards Business Class and is the real beginning.

How to use this Workbook

Complete the workbook and, if necessary discuss it with your coach during your next session. If you have any queries, please email your coach directly or email support@freedombusinesscoaching.com.

The aim of the workbooks is to transfer business skills and knowledge while you are at home or in the office, maximizing the efficiency of time you are with your coaching mentor. The more you learn, the easier it becomes for your coaching mentor to help you and the more effective the Program will be for you.

This symbol indicates that there is a tool that will help you with the particular section you are working on.



Please ask your coach for the tool.

Your Effective Time = Your Value

The following exercise is designed to help you focus on what you do that really adds value to your business. It may also open your eyes to the fact that it is more cost effective to employ somebody to do some tasks than to keep doing them yourself.

Complete the sections in the exercise thoughtfully and honestly.

How much do you get paid in one year	£	-
Multiply this by 2 to allow for other costs	£	-
Divide it by 2000 productive hours in one year (FTE)	£	-
This is your approximate hourly rate		

What do you do nobody else can do in your job? **A** Tasks – Think about your specialism

1	
2	
3	
4	
5	

What % of your time is spent on these tasks %

What do you do that others could do for you? **B** Tasks – Think about your distractions

1	
2	
3	
4	
5	

What % of your time is spent on these tasks %

Divide the column on the right to show the percentage of your time you spend on you're A tasks at the top and B tasks at the bottom

What have you learnt from this? Write your answer in the box:

Where do you spend your time?

Person	Time	Money	Work
Producer			
Manager			
Leader			

Person	How do you spend your time?	How would you prefer to spend your time?	Work	Value
Leader				
Manager				
Producer				

Value Added Activities

The activities listed in the table below are classified as high value activities; those that will add real value to your business. Tick the ones you are doing now and those that you will begin to do in the near future.

Activity	Do Now	Will Do
Developing marketing strategies		
Writing articles, web copy, sales letters, auto responder e-mails, and other communication pieces.		
Attending sales meeting with customers		
Checking proposals before they are sent out		
Controlling your sales pipeline opportunity register		
Controlling your monthly profit and loss and financial plans		
Controlling your cash flow		
Developing new products and services		
Investigating new markets		
Testing new marketing with low cost, low risk marketing campaigns.		
Putting in processes and systems to frustrating elements of your business.		
Analysing your teams productivity through key performance indicators		
Putting in systems to analysis your company results (Your Dash Board)		

Mr & Mrs

This is a great management technique and will certainly keep your mind focussed on two of the key things that will make your business a success:

- Communication
- Key Result Activities

Think of someone who reports to you and write down their top three Key Result Activities. These are the three most important things they do that create real profit or add real value to you business.

1.

2.

3.

Ideally you should now get somebody else to have a chat with the same person to ask them what they think their top three Key Result Activities (KRA's) are.

If you don't have anyone else to do this then you can chat with them yourself, just make sure you write down what they say and not what you want to hear!

And finally, the Acid Test

Do their answers match what you wrote down on your piece of paper?

If they do then great, you get to keep your job

If they don't then your understanding of their KRA's is not the same as theirs and you have failed in your communication to them.

As Ann Robinson would say "You are the Weakest Link! Goodbye"

So, if there is a difference in the two sets of answers, it is important for you to spend time thinking about both the KRA's for the business and staff in it as well as your communication with them. Success is dependent upon everyone pulling together on the right thing, at the right time and in the right direction.



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Notes



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