

TIME MANAGEMENT MAGIC

How to Get More Done Every Day Move From Surviving to Thriving

LEE COCKERELL

LEE COCKERELL is the founder of his own management and customer service consulting company. He is former executive vice president of operations for Walt Disney World. While working for Disney, he led a team of 40,000 employees and was responsible for the operation of 20 resort hotels, four theme parks, two water parks and a shopping and entertainment village. Before working for Disney, Lee Cockerell held various executive positions with Hilton Hotels and the Marriott Corporation. He is the author of *Creating Magic* and *The Customer Rules*. He is a graduate of Oklahoma State University.

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MAIN IDEA

"Most people are not overworked ... they are under-organized. I believe the average person can do 50 percent more than they are doing now, including all the right things, if they have an effective system for keeping their lives under control."

– Lee Cockerell

Time management matters today more than ever. If you have how you use your time under control, you not only have your career under control but also your life. A good time management system is a genuine must-have.

While there is lots of technology which can help with time management, the best systems tend to be simple and easy to use. To manage your time more effectively, you really just need two components:

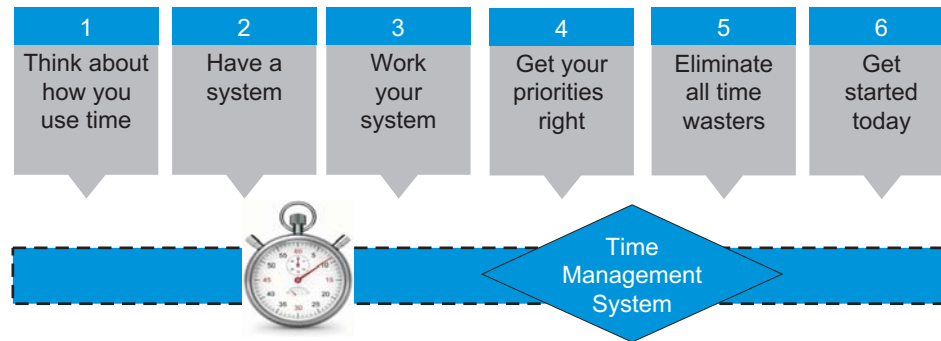


1. The classic day-timer style planning journal.
2. Your smartphone – for storing contact details.

Using just these basic components, you can put together a robust working system for planning your goals and achieving them. You can do a better job of applying time and life management in your daily life. When it comes to time management, the magic lies in what you do, not merely in what you know.

"The bottom line is, we can all do a better job of implementing time and life management in our daily lives. This system is like any other system. You can learn to do it just as you can learn other things. Remember that everything is hard before it is easy, but when you master the hard things, life gets easier."

– Lee Cockerell



1. Think about how you use time Page 2

The quality of your life, both personal and professional, is directly affected by how and where you spend your time. This is something you should think about and more importantly do something about on a regular basis. Learn how to be better organized and you will get more done – it really is that simple.

2. Have a system Pages 3 - 4

To organize your life, you really need a system which gets worked day-in and day-out. You have to take time for planning every single day of your life. There's no other feasible way you can manage your time without this foundation habit.

3. Work your system Pages 4 - 5

The three essential components of a robust time management system are:

1. Advance Planner – 18 months in advance
2. Monthly Planner – Day-by-day for the upcoming month
3. Telephone Directory.

If you get into the habit of putting anything and everything into your system, then you free your mind to focus on more productive ideas and projects.

4. Get your priorities right Page 6

Once you get your basic system working, the key to achieving more is to become better at setting priorities. When you prioritize what you have to do, you become not only efficient but also effective. That's where you want to be.

5. Eliminate all time wasters Page 7

Procrastination is the ultimate career killer and ambition destroyer. You want to be obsessive about building a reputation as the opposite of a procrastinator. Be known as someone who is proactive and who seizes-the-day and time wasters will become irrelevant.

6. Get started today. Page 8

Your time is your life. When it comes to time management, what you do about it far outweighs what you know about it. Get a planner today and start managing your time. Start today.

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