Overview

Time
The tsunami of things to do
The impact of natural law
Time reality today
Time tested tools
What is TIME?
Time

**Newton** – Time is absolute

**Einstein** – Events are the substance of time

**Webster** – The occurrence of a sequence of events that succeed each other

**Dictionary.com** – The system of those sequential relations that any event has to any other, as past, present or future
What Time is NOT

Life
Living
Productivity
Presence
People
Myths of Time

We can save it
We will get more
We can manage it
The Tsunami of Things
So what’s new?

Patents = 2,808,800 – Increase of 7.8%
Utility Models = 1,255,300 – Increase of 27%
Trademarks = 8,465,614 – Increase of 13.6%
Industrial Designs = 1,144,800 – Increase of 0.6%

Scientific Journals = 2.5 Million Articles Yearly (English)
Big Data

Every day we create 2,500,000,000,000,000,000 (2.5 quintillion) bytes of data.

90% of the world’s data today has been created in the last 2 years alone.

This would fill 10 million blu-ray discs, the height of which stacked, would measure the height of 4 Eiffel Towers on top of one another.

Ben Walker, Marketing Executive at vouchercloud
Tsunami of Things

Let’s not be too serious

Every 2 Days creates as much information as from the dawn of civilization until 2003

Eric Schmidt - five exabytes of data

2 Million Blog Posts a Day

Washington Post
Natural Law
What is a natural law?

Example:

- Go outside in the rain without an umbrella

You will get wet

An inherent principle that governs behavior
What is the consequence of natural law?

Learned behavior

Habits

The more we accept the more we have to do,
The more we have to do the more we will accomplish,
The more we accomplish the more that will be given us,
The more we accept the more we have to do....
The natural law of being successful is?

Becoming busier!
10 Volunteers

• The Wall of Total Control
• The Wall of No Control
There are events we can control that we believe we cannot

There are events we cannot control that we believe we can
Time Reality Today
Time Reality

There is more and more to do
Email
Meetings
Staying Current
Increased Regulations
Increased Pressure and Competition
Time Reality

There is only 24 hours in a day

What is the consequence of these issues

We are becoming busier and busier.
Changing one impacts the others
This requires choice

Being overly busy impacts all three

How does one determine which to choose?
Time Reality

More Game
Work Harder
Produce More
Better Quality

Strategy Game
Do everything for everyone
Cost is king
Quality is king
People are king

Early Career Success

Focus on strengths
Do more by doing less

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Choice Options

Autopilot - Habit
Default Conditions
Social Norms

Pre-choice is the best
Pre-choice

Establish boundaries
  Mission – Vision - Values
Determine Priorities
  Well thought out - Planned
Time Tested Tools
Manage Attention – Not Time

Multi-tasking does not work

Focused Attention is more efficient
  Churning is opposite of focusing
  Cut down distractions
  Reduce switching between tasks

Externalize Thinking
Need unfocused time to enhance focusing
Innovation – Leads to Deviation

Positive deviation comes from innovation
  Doing something different or a different way
  Requires evolution
Solve the right problem to start with
  Learn from mistakes
    Will not be a failure if something learned
Learn from others
  Industries - Environments
Learn to say “NO”

Honest No
Thoughtful No
Positive No
Managed No
Importance of Brand

Influences choices - preferences
Makes choices easier

Brand exists – are you managing it?
Time Tested Tools

Importance of Brand

Should describe you at your best

Keep Brand simple
- Everyone must know & live it
- Must appeal to customer

Build your Brand
- Live It
- Avoid procrastination
What will you change?

Change is hard
  - 98% fail to change despite wanting to

Change strategies
  - Make it clear
  - Keep it small
  - Plan the next step
  - Use social influence
  - Eat the Frog – Reduce the Clutter
How Will You Measure Your Life
### Quadrant 1: Urgent and Important
- Examples:
  - Unscheduled rework
  - Last-minute changes
  - Dealing with late inputs from stakeholders, team
  - Forcing decisions & closure

### Quadrant 2: Not Urgent and Important
- Examples:
  - Thoughtful, creative work
  - High-quality outputs
  - Productive collaborations
  - Training & development
  - Recreation & family time

### Quadrant 3: Not Urgent and Not Important
- Examples:
  - Low-value, but required, reports & presentations
  - Non-project emergencies
  - Miscellaneous interruptions
  - Administrivia

### Quadrant 4: Urgent and Not Important
- Examples:
  - Over-analysis (“analysis-paralysis”)
  - Pointless web-surfing
  - Gossip, idle speculation
  - Self-indulgent perfectionism
Questions?

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