



Gold Time - The Procrastinators' Redemption

Partner Webinar • April 27, 2010
Peter Baxter, BYY Partner UK



Webinar Agenda

1. Reflections on the purpose and value of Gold Time.
2. Good Gold Time Practice.
3. Powerful goals and useless goals.
4. What's next for YOU?



Peter Drucker

"The problem in my life and other people's lives is not the absence of knowing what to do, but the absence of doing it."



Procrastination ...

- Procrastination is the art of keeping up with yesterday.
- If it weren't for the last minute, I wouldn't get anything done.
- Anyone can do any amount of work, provided it isn't the work he is supposed to be doing at that moment.



The Issue

Unless we take affirmative action, most of us allow ourselves to be piloted by other people and powered by external events.

- Our own goals are hampered by the demands of other people.
- Our most treasured ambitions drop down the order of priorities.
- We rarely take time out to concentrate on what's important to us.



The Solution

What we need is a tool or process for making sure we are focusing on the right things at the right time.

The Gold Time model is just such a tool.

- Addresses the main issues
- Is easy to apply and to coach
- Gets the job done



The Gold Time Balance

Urgent: **Reactive**

- This needs doing now because it's in my face, I can't, or don't choose to, ignore it.

Important: **Proactive**

- This is important because it will contribute to what I want to achieve.



Gold Time - a reminder

Urgent

Important

Urgent and Important	Important but not Urgent
Urgent but not Important	Not Urgent and Not Important



What's the point (of Gold Time)?

People ignoring the gift of Gold Time:

- Won't achieve their potential.
- Will be increasingly stressed.
- Will be disappointed in themselves and their outcomes.
- Will let others down.



The personal attributes

Effective users of Gold Time will have developed:

- Awareness
 - Of themselves
 - Of the needs of others
- Discipline
- Vision
- Ambition



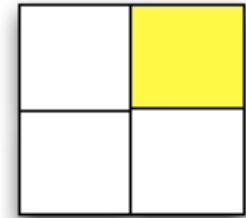
Gold Time at work

	Urgent	Not Urgent
Important	<p>Crises and emergencies Pressing problems Deadline-driven projects Important meetings Regular reporting</p>	<p>Building relationships Progressing projects proactively Developing new possibilities Personal development 'Sharpening the saw'</p>
Not Important	<p>Interruptions Many meetings Most phone calls The latest Emails Other people's agendas</p>	<p>Trivia, 'busy work' Sorting papers Surfing Idle chatter Checking the inbox</p>



The Focus of Gold Time

	Urgent	Not Urgent
Important	Management	Leadership
Not Important	Servitude	Indulgence



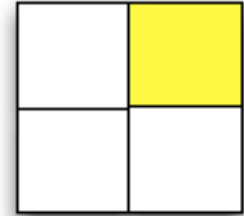
Characterising **IMPORTANT** issues

Important and Urgent

- To do lists
- Efficiency
- Cure
- Targets
- Tasks
- Enforcement

Important not Urgent

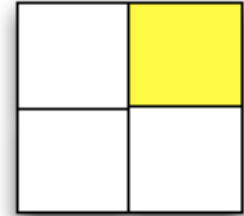
- Priorities
- Effectiveness
- Prevention
- Outcomes
- People
- Development



Gold Time

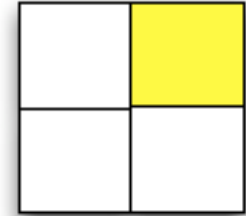
The most 'used-but-misused' of the BYY fundamental principles.

- Wrong paradigm
- Wrong place
- Wrong process



Wrong Gold Time paradigm

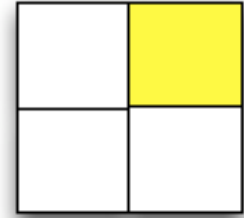
- “It will keep till the next time”.
- “Spending time on myself is selfish”.
- “I need to do this other job first”.
- “It doesn’t look good if I’m not at my desk”.
- “I’ll leave it till I’ve got more time”.
- “I must just -
 - Get a cup of coffee
 - Check my e-mails
 - Google that book I heard about” etc., etc.



Shift to the best Gold Time paradigm

- It will keep till the next time.
 - Spending time on myself is selfish.
 - I need to do this other job first.

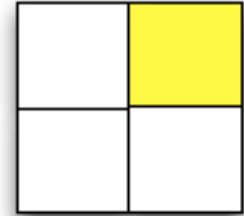
 - It doesn't look good if I'm not at my desk.
 - I'll leave it till I've got more time.
 - I must just -
 - Get a cup of coffee
 - Check my e-mails
 - Google that book I heard about etc., etc.
- No, NOW is the right time.
 - I invest time in myself for benefit of everybody.
 - Gold Time is my most important activity.
 - People appreciate the value they get from my Gold Time.
 - I've got as much time as I need.
 - I'm getting started now.



Wrong Gold Time place

Anywhere that you are likely to be distracted from the purpose of the GT session e.g.

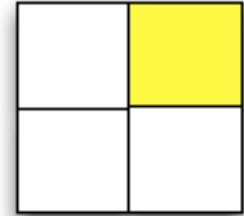
- At your desk
- Driving
- Watching TV
- At the breakfast table
- With the wrong crowd



Right Gold Time place

Wherever you have the undivided attention of your own imagination and the engagement of anybody else involved in your Gold Time session.

- In the reading room of the city library.
- In my car with the engine, radio and cell phone turned off.
- Sitting in the local park.
- At the breakfast table - alone.
- Plane, train, airport lounge.
- Walking with my children.



Wrong Gold Time process

- Starting without an end in mind.
- Finishing without an outcome or next step.
- No 'Gold Time List'.
- Being unprepared or ill-equipped for the task.
- Indulging in formless 'blue sky' thinking.



Right Gold Time process

- Clarity about 'what I want from this session'.
- Making notes about what I decide.
- Keeping a regularly updated 'Gold Time List'
- Having the items I need for this - but nothing else
- Bringing blue sky thinking to a well-formed conclusion



My own GT list

- Review newsletter and communicate relevant items
- Work to complete my community to do list
- Review strength of Global's April goals for Steve and recommend changes
- Coffee with Head Teacher to resolve 'Noah's Ark'
- Complete May BYY goals
- Clear my desk (why on earth is this Gold Time?!!!!)



Types of Gold Time

Planned

- When you commit to slots of Gold Time in your schedule

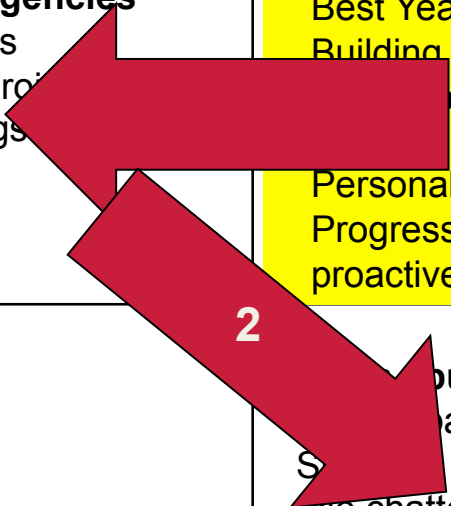
Gifted

- When a meeting is cancelled, flight postponed, appointment doesn't show - this is when having a Gold Time List shows its value



Burnout!

	Urgent	Not Urgent
Important	Crises and emergencies Pressing problems Deadline-driven projects Important meetings Regular reporting	Best Year Yet goals Building relationships Doing new activities Personal development Progressing projects proactively
Not Important	Interruptions Many meetings Most phone calls The latest Emails Other people's agendas	'Busy work' Papers Spreadsheets Idle chatter Checking the inbox





Weak goals and strong goals

Process Goals

- Get fit
- Speak to my mother every week
- Learn Spanish
- Sort out my money

Result Goals

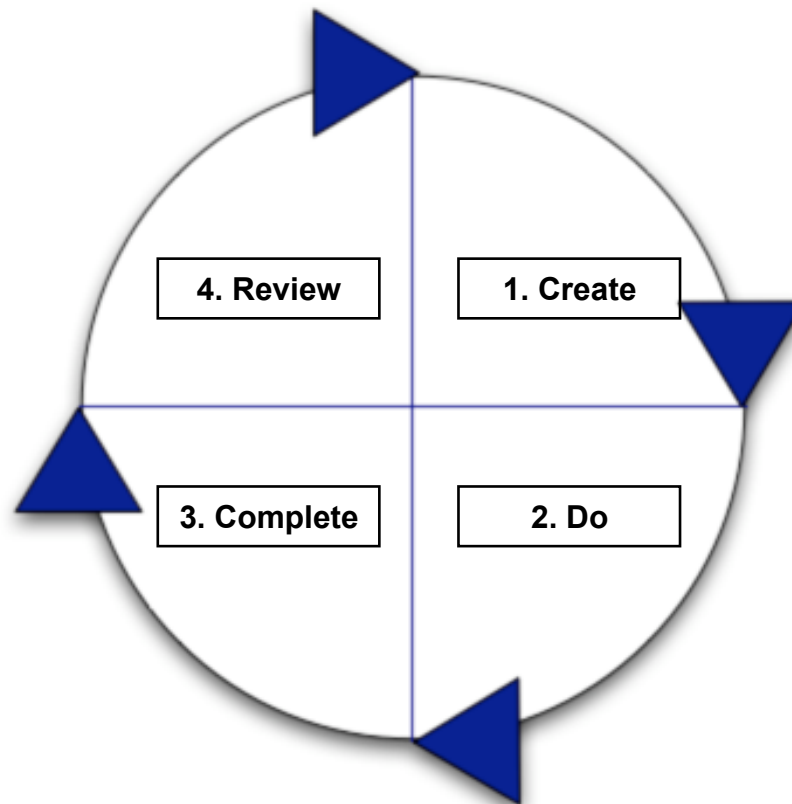
- Be in the top quartile of fitness for my age
- Make mother laugh every week
- Complete Module 1 of Spanish Course
- Be clear of debt



When crafting goals, use language that crosses thresholds

Do not use

- Understand
- Diarise
- Consider
- Discuss
- Spend time
- Meet with



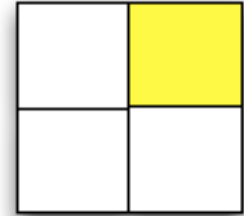
Use

- Gain agreement to
- Complete
- Go live
- Sign off
- Launch
- Communicate



Gold Time Guidelines

- Adopt an empowering paradigm towards Gold Time.
- Both plan for and 'snatch' your Gold Time.
- Have a 'Gold Time List' always in your 'back pocket' ready for the snatched opportunities.
- Put yourself in the right place
- Commit to and take the actions your GT decisions demand.
- Learn how to say 'No'.



Learn how to say 'No'

Time for the important-but-not urgent things can only come from the other quadrants.

- Important-and-urgent cannot be ignored
- Make prevention a Gold Time priority
- Be deeply committed to your vision
- Share the consequences of saying 'yes'
- Where possible, give people options



Where next ?

In which part of your life are you not achieving what is really important to you?

What one behaviour or activity are you not doing now, that if you did on a regular basis, would make the greatest difference?



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