



PAUL NEFF

WISDOM - MAKING TIME WORK FOR YOU

There are an infinite number of ways you can choose to use your time, but they're not all created equal. Have you considered what things in your life might be *low value time* investments? Below is a list of some of them:

TOP 10 LOW VALUE USES OF YOUR TIME

1. Things other people want you to do.
2. Things that have always been done this way.
3. Things you're not unusually good at doing.
4. Things you don't enjoy doing.
5. Things that are always interrupted.
6. Things few other people are interested in.
7. Things that have already taken twice as long as you originally expected.
8. Things where your collaborators are unreliable or low quality.
9. Things that have a predictable cycle.
10. Answering the phone.

These low value investments are some of the things (and others in addition to these) that are not where your time resource should be going. What else could you add to the list?

If the equation is **Time + Strategic Behavior = Success**, these are not the strategic behaviors that will get you where you want to go – and where you believe God is calling you.

Once we've considered those low-value uses of time, we must also consider what counts as well-invested time. Here is a proposed list from the other end of the bell curve:

TOP 10 HIGHEST VALUE USES OF TIME

1. Things that advance your overall purpose in life.
2. Things you have always wanted to do.
3. Things already within the 80/20 category of leverage. This means focusing your time and energy on the 20% of actions that produce 80% of the results. It's about doing the things that give you the greatest return with the least effort.
4. Innovative ways of doing things that promise to slash the time required and/or multiply the quality of results.
5. Things other people tell you can't be done.
6. Things other people have done successfully in a different arena.
7. Things that use your creativity.
8. Things that you can get other people to do for you with relatively little effort on your part.
9. Anything with high-quality collaborators who have already transcended the 80/20 rule of time, who use time efficiently and effectively.
10. Things for which it is now or never.

You probably have your own ideas about things that are the highest and best uses of your time that are in accordance with the 80/20 Principle.

What you do with your time - and the ground rules you follow as you manage it - will say as much about your potential for exceptional achievement in life as any other single thing about you.

Give \$1 million to a gameshow winner and give \$1 million to a proven entrepreneur. Come back in five years to see what happened. *Which of the two will most likely be rich?*

It isn't just how much money (or time) you have that sets the stage for your future success, it's how you handle what you have that is most important. What are your strategies for allocating the time you will spend doing the most important things?

Do you believe that God has given you all the time you need to achieve success – as He defines – in every aspect of life?

Your answer to that question is important:

If your answer is no, then you must decide which parts of life are less important than others. You will join with majority of people today (including most of your Christian friends) who believe "you can't succeed at everything."

If your answer is yes, but you have not achieved success, you must recognize that there are only three possible reasons why you are not currently achieving the success you deserve. The most likely reasons would be:

1. You have not clarified God's definition of success; and/or,
2. You have not defined the strategic behavior that will leverage your resources to achieve success; and/or,
3. You have not committed adequate time to practicing the appropriate strategic behavior.