

time
mastery
BUSINESS ACCELERATOR
WORKBOOK



RECLAIM YOUR TIME:
A WORKBOOK TO HELP YOU
WORK ON YOUR BUSINESS

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THERE'S A LOT

here!



What started as a brochure outlining our *Time Mastery Business Accelerator* program has turned into a resource to help you reclaim how you spend your time.

It became important not just to share *why* we believe this program is one that will change how you feel, and how you work. But to share *how* we do this and give you the information based on our experience to start making change today. Yourself if you choose to.

This guide is based on over 24 years of working with business owners who come to us feeling frustrated and overwhelmed. I've had discovery calls with prospective clients who've been in tears and as a business owner myself, have had my own moments.

So whether you work through these resources yourself or partner with us for this transformational program ... we're here for you.

Mastering how you spend your time, it's worth the effort.

Justine Parsons

Founder

Your Virtual Assistant

EXECUTIVE

summary

Do you find yourself constantly working IN your business, but never finding the time to work ON it?

Are you exhausted from trying to juggle all the day-to-day tasks while also trying to grow your business?

Do you feel like there just aren't enough hours in the day to get everything done?

If you answered "yes" to any of these questions, then you're not alone. Many business owners struggle to find the time and energy to focus on the bigger picture, which can ultimately hold them back from reaching their full potential. In fact, a recent survey found that **61% of small business owners feel overwhelmed by their workload, with 41% saying they work more than 40 hours per week on their business.**

We understand how overwhelming it can feel to be in this situation, and we're here to help. Our *Time Mastery Business Accelerator* program is designed specifically for business owners like you, who are ready to reclaim your time, energy, and focus. And the results speak for themselves: **business owners who prioritise their time and focus on growth are 2.5 times more likely to experience revenue growth of 10% or more.**

Imagine what it would feel like to finally have control over your time and your business. With our program, you can make that a reality. Say goodbye to overwhelm and hello to increased productivity, profitability, and fulfilment.

Are you ready to take the first step towards reclaiming your time and working ON your business?

PUTTING IT ALL

together

We understand that time is a precious commodity for business owners, and that's why we've designed our 90-day program to be efficient and effective.

Rather than spending countless hours trying to figure it out on your own, you can benefit from the expertise of our team and achieve your goals in a shorter amount of time.

Ultimately, by working with one of our experts, you'll have the support you need to create space to grow your business, stay motivated and accountable, and celebrate your successes along the way. You'll achieve better time management skills that will have a positive impact on your personal and professional life.

ARE YOU

ready?

If you're ready for change click on the button below to book your 15 minute call.

RESERVE YOUR TIME SLOT

YOUR RETURN ON

investment

01

INCREASED PRODUCTIVITY

By managing your time effectively you'll get more done in less time. This will lead to increased productivity and efficiency, allowing you to accomplish more tasks and take on more business opportunities.

02

REDUCED STRESS

Effective time management will help you avoid the overwhelm and burnout that can come from constantly feeling behind on tasks. With a clear plan in place, you'll work more calmly and confidently.

03

IMPROVED DECISION MAKING

With more time to focus on strategic planning, you'll make better decisions. This can help identify new opportunities, make smarter investments, and ultimately, grow your business.

04

BETTER WORK-LIFE BALANCE

Without effective time management, you risk sacrificing your personal life in order to keep up with work demands. By managing time more effectively, you can create a better work-life balance allowing you to fall back in love with both your personal and professional lives.

05

INCREASED PROFITABILITY

By focusing on growth-oriented activities and making strategic decisions, you'll manage your time effectively. You're much more likely to experience increased profitability and long-term success.



According to a survey conducted by CareerBuilder, 41% of workers said that lack of time management skills is the biggest productivity killer at work.

Reclaim your time and shift your focus from day-to-day operations to strategic planning and growth.

By doing so, you can work on improving (leading) your business, rather than just managing it.

This will ultimately lead to increased profitability, greater success, and more time for the things you enjoy outside of work.



WHY TIME MANAGEMENT

matters

Time management is critical because it directly impacts your productivity, profitability, and overall success. Too many business owners are struggling with:

01

OVERWHELM

Wearing too many hats and responsible for a wide range of tasks. Without effective time management, it's easy to feel overwhelmed by the sheer volume of work that needs to be done.

02

MISSED DEADLINES

When you're unable to manage your time effectively, you may miss important deadlines. This can have serious consequences, such as losing out on business opportunities or damaging relationships with clients or customers.

03

POOR DECISION MAKING

Constantly putting out fires and dealing with urgent tasks robs you time or energy to make strategic decisions that can help your business grow. This can result in poor financial decisions, and ultimately, business failure.

04

STAGNATION

Without time management, it's easy to get stuck in a cycle of working in reactive rather than a proactive approach. Also called 'hitting the ceiling', you risk jeopardising future growth and worse, losing the passion you have for your business.

05


DIFFICULTY PRIORITISING

Effective time management requires the ability to prioritise tasks based on their importance and urgency. When you struggle with this, you may waste time on low-priority tasks and neglect high-priority ones, which can have negative consequences for your business.

06

YOUR PERSONAL LIFE

Poor time management can lead to feeling like you are always working, which can negatively impact your personal life and well-being. Without a proper work-life balance, you may experience burnout, and strained relationships.



Learning new time management habits will help you overcome these challenges and achieve your goals. By prioritising tasks, delegating responsibilities, and focusing on strategic planning, you can reclaim your time and work towards long-term success. For your business and for your personal life.

That's where we come in, as your accountability partner and guide.

We'll use our 5-step process to eliminate tasks that aren't the best use of your time.

BENEFITS OF TIME

mastery

Imagine sitting down at your desk in the morning with a day ahead to work on projects that will move the needle for your business.

A day with no meetings, no admin, no 'have to dos'. A day where *you* get to choose how *you* get to spend it.



Imagine finishing the day early so you can surprise your son by picking him up from school, treating him to an ice cream.

Then it's home to kick the ball around. All guilt free family time, because *you* are in control of *your* time!

ASSESSING YOUR TIME

management

TIPS FOR TRACKING, IDENTIFYING, AND UNDERSTANDING YOUR HABITS

Tracking your time is the first step in assessing your time management skills. You need to know how you spend your time before you can make any changes.

We'll work with you to find the best tool while checking in to make sure you're using it! This is the accountability we *all* need to finish what we start. Tools include:

1. *Use a time-tracking app or software:* There are many time-tracking apps and software available that can help you track your time. These tools allow you to record the time you spend on different activities, and some of them can even categorise your activities automatically.
2. *Use a spreadsheet:* If you prefer to track your time manually, you can use a spreadsheet. Create a table with columns for the date, time, activity, and duration. Record your activities throughout the day and calculate the time you spend on each one.
3. *Use a paper journal:* You can also track your time using a paper journal. Write down your activities throughout the day and calculate the time you spend on each one.



A study by McKinsey found that executives spend around 60% of their workweek on tasks such as email, meetings, and administrative tasks.

IDENTIFYING TIME-WASTERS AND INEFFICIENCIES

Once we start tracking your time, we'll likely find that you are spending time on activities that are not productive, or essential.

We'll work with you and analyse your data to:

1. *Look for patterns*: Analyse your time-tracking data to identify patterns. For example, do you spend too much time on social media or email? Do you spend too little time on important tasks?
2. *Identify non-essential activities*: Make a list of activities that are not essential or that can be delegated or eliminated. These may include attending meetings that are not productive, spending too much time on social media or email, or working on tasks that can be delegated.
3. *Prioritise tasks*: Prioritise your tasks based on their importance and urgency. Focus on the tasks that are most important and urgent first.

UNDERSTANDING YOUR CURRENT TIME MANAGEMENT HABITS

Once we've identified your time-wasters and inefficiencies, we need to understand your current time management habits so we can start creating some even better ones.

Here are some tips:

1. *Be honest with yourself*: Be honest about your strengths and weaknesses when it comes to time management. Acknowledge areas where you need to improve.
2. *Identify your peak productivity times*: Determine when you are most productive and schedule your most important tasks during those times.
3. *Set realistic goals*: Set realistic goals for yourself and break down larger tasks into smaller, more manageable ones.

SETTING GOALS AND

priorities

Setting goals and priorities is essential to achieving success both in your personal and professional life. By setting clear goals together we can then help you prioritise spending your time on the tasks that will achieve those goals.

SETTING SMART GOALS

SMART goals are specific, measurable, achievable, relevant, and time-bound. They are an effective way to turn vague ideas into concrete objectives that can be tracked and achieved.

Here's a breakdown of each component of a SMART goal:

- *Specific*: Your goal should be clear and well-defined. Avoid vague or ambiguous language, and make sure you know exactly what you want to achieve.
- *Measurable*: Your goal should be quantifiable so that you can track your progress and measure your success.
- *Achievable*: Your goal should be realistic and attainable. Avoid setting goals that are too far-fetched or impossible to reach.
- *Relevant*: Your goal should be relevant to your overall vision and align with your values and priorities.
- *Time-bound*: Your goal should have a specific deadline. This will help you stay focused and motivated and give you a sense of urgency.

PRIORITISING YOUR ZONE OF GENIUS

We talk a lot about working in your zone of genius. At this stage of the program we've identified your goals and eliminated the tasks you shouldn't be doing. Now we work with you to clarify exactly what that zone of genius is. And the consequences of not spending your time working in this zone.

1. *Identify Your Zone of Genius:* We'll take you through our exercise to discover exactly which tasks fall into this zone. Once we have this clarity we can work on removing the tasks outside of this. This is where you'll really start to see a shift in what your days look (and feel) like.
2. *Consider the Consequences:* A powerful motivator for your to-dos are the consequences of not doing. We'll start the habit of including these in your to-do list or project management tool so, should you procrastinate or re-prioritise then the consequence is part of your decision making.

Now we have your priorities. We've removed from your desk the following tasks that aren't the best use of your time. And we've created space for the tasks that prioritise goals (and genius!).



CREATING A SCHEDULE THAT ALIGNS WITH YOUR GOALS

We'll work to shift your schedule to one that works for you. Not one for the people who place demands on your time! Some ways we achieve this are:

1. *Determine Your Peak Productivity Times:* Everyone has peak productivity times when they are most focused and energised. We'll identify these and schedule your most important tasks during these times. This will help you make the most of your time and ensure that you are using your energy and focus wisely.
2. *Use Time-Blocking Techniques:* Time-blocking is a technique that involves scheduling specific blocks of time for particular tasks. For example, you could schedule an hour in the morning to check and respond to emails, followed by two hours of focused work on a specific project. By using time-blocking techniques, you can ensure that you are using your time effectively and efficiently.
3. *Being Flexible:* While having a schedule or routine is essential, it's also essential to be flexible. Unexpected things can happen that may require you to adjust your schedule or routine. Be willing to make changes and adjust your schedule as needed to ensure that you are still focusing on what's important.

Creating this schedule that aligns with your goals and priorities is essential for effective time management. By setting realistic goals, identifying your peak productivity times, using time-blocking techniques, and being flexible, we can ensure that you are making the most of your time and achieving your goals more efficiently.

DELEGATING AND

outsourcing

Delegating and outsourcing can be powerful tools to grow your business without getting bogged down in the day-to-day tasks that can eat up your time and energy.

Here are some tips for identifying tasks that can be delegated or outsourced, strategies for finding reliable assistants or contractors, and tips for effective delegation and outsourcing. From the delegation experts!

IDENTIFYING TASKS THAT CAN BE DELEGATED OR OUTSOURCED

The first step is to identify tasks that can be effectively handled by someone else. Here are some questions to ask yourself:

- What tasks are taking up the most time and energy?
- Are there tasks that I don't enjoy or am not skilled at?
- Are there tasks that are essential but don't require my unique expertise or attention?

Once you have identified tasks that can be delegated or outsourced, you can start thinking about who might be best suited to handle them.

STRATEGIES FOR FINDING AND WORKING WITH RELIABLE ASSISTANTS OR CONTRACTORS

Finding reliable assistants or contractors can be a challenge, but there are a few strategies you can use to increase your chances of success:

- *Ask for referrals:* One of the best ways to find a reliable assistant or contractor is to ask for referrals from colleagues or friends. This can help you find someone who has already been vetted by someone you trust.
- *Google search:* Reach out to a number of virtual assistants to find the best fit for you. Options include:
 - Offshore freelancers (i.e. Upwork, Fiverr)
 - Virtual assistant contractors (solopreneurs)
 - Agencies (i.e. [Your VA](#))
- *Interview candidates:* When you have a shortlist of potential assistants or contractors, schedule an interview to get to know them better. Ask about their experience, skills, and communication style to see if they would be a good fit for your business.

Once you have found a reliable assistant or contractor, it's important to establish clear expectations and communication channels to ensure that the relationship is productive and effective.



For more details about your hiring options read our article: "[How to Hire the Best VA for You](#)".



TIPS FOR EFFECTIVE DELEGATION AND OUTSOURCING

Effective delegation and outsourcing requires more than just finding the right person for the job. Here are some tips to ensure that your delegated tasks are completed successfully:

- *Be clear about expectations:* When delegating a task, be clear about your expectations for the final outcome, as well as any deadlines or milestones along the way.
- *Provide resources and support:* Make sure that your assistant or contractor has the resources they need to complete the task, such as access to necessary software or equipment. Also, be available to answer questions or provide support as needed.
- *Monitor progress:* Check in regularly to monitor progress and provide feedback. This can help catch any issues early on and ensure that the task is on track.
- *Celebrate successes:* When the task is completed successfully, take time to acknowledge and celebrate the achievement. This can help build motivation and a positive working relationship for future projects.

Delegating and outsourcing can be powerful tools for growing your business and freeing up your time and energy. By identifying tasks that can be delegated, finding reliable assistants or contractors, and following effective delegation strategies, you can streamline your business operations and focus on what you do best.

Throughout this program we'll use our own processes and framework to help make outsourcing easy for you. Our tools have been developed over the past 24 years with clients across industries to ensure the best possible outcome. For you!



In a study by Small Business Trends, 82% of small business owners said that delegating tasks has helped them increase their productivity and focus on more important tasks.

better

TIME MANAGEMENT

Learning how to control your time will result in more productivity, increase your efficiency, and achieved goals. With the advent of technology, there are several tools and techniques available that can help you.

TIME-SAVING TECHNOLOGY AND APPS

The most common technology available to manage your time includes:

1. *Calendar and Scheduling Apps:* Calendar and scheduling apps are essential tools for better time management. They help you schedule and prioritise your tasks, set reminders and deadlines, and stay organised. Popular calendars include Google or Microsoft Calendar, while apps such as Calendly help reduce time spent organising meetings.
2. *Task Management Apps:* Task management apps help track and manage your to-do lists. They can be used to create, prioritize, and delegate tasks, set reminders and deadlines, and collaborate with team members. Some popular task management apps include Trello, Asana, Notion, and ClickUp.
3. *Time Tracking Apps:* Time tracking apps help monitor how you spend your time, identify time-wasting activities, and optimise your productivity. They can be used to track time spent on specific tasks, projects, or activities. Some popular time tracking apps include Toggl, RescueTime, Time Doctor, and Clockify.

PRODUCTIVITY TECHNIQUES

1. *Time Blocking*: Time blocking is a productivity technique that involves scheduling blocks of time for specific tasks or activities. It helps prioritise tasks, avoid distractions, and focus on one task at a time. To implement time blocking, simply create a schedule and allocate specific time slots for each task.
2. *Batching*: Batching is a productivity technique that involves grouping similar tasks together and completing them in batches. For example, batch emails and respond to them at specific times throughout the day instead of constantly being distracted by new emails. Batching helps avoid multitasking and improves your efficiency.
3. *Pomodoro Technique*: The Pomodoro Technique is a productivity technique that involves breaking down tasks into 25-minute intervals, separated by short breaks. It helps to maintain focus and avoid burnout. To implement the Pomodoro Technique, set a timer for 25 minutes and work on a task until the timer goes off. After each 25-minute interval, take a short break before starting another Pomodoro.



TIPS FOR MINIMISING DISTRACTIONS AND INTERRUPTIONS

1. *Turn off Notifications:* One of the most significant distractions in the modern world is notifications from phones, emails, and social media apps. To minimise distractions, turn off notifications and check emails and messages only at specific times throughout the day.
2. *Create a Dedicated Workspace:* Having a dedicated workspace can help avoid distractions and interruptions. It should be a quiet, well-lit area with a comfortable chair, a desk, and all the necessary tools and equipment.
3. *Use Time-Blocking:* As mentioned earlier, time-blocking can help prioritise tasks, avoid distractions, and focus on one task at a time. When time-blocking, schedule blocks of time for focused work, and turn off all distractions during that time.
4. *Close Unnecessary Tabs and Apps:* Having too many open tabs and apps on your computer can be distracting. Close any unnecessary tabs or apps to minimise visual distractions and keep your focus on the task at hand.
5. *Set Boundaries:* Let your coworkers and family members know your work schedule and ask them to avoid contacting you during designated work periods, unless it's an emergency. This will help minimize interruptions and allow you to focus on your work.
6. *Take Breaks:* Taking regular breaks can help improve focus and productivity. It can also prevent burnout and reduce stress levels. Use breaks to stretch, go for a short walk, or do something enjoyable to help you recharge.

Minimising distractions while you work is easier said than done!

Turning off notifications, adjusting your phone settings so only urgent calls come through when you're focusing, sorting emails ... are all just *a couple of the ways we work with you to help you build healthy and sustainable time-management habits.*

A silhouette of a person walking on the right side of the frame against a sunset sky. The sky transitions from a bright orange at the horizon to a deep teal at the top. Several birds are scattered across the sky, some in flight. A red horizontal bar is positioned at the top left, containing the text 'MANAGING STRESS AND'.

MANAGING STRESS AND

life balance

In today's fast-paced world, managing stress and maintaining a healthy work-life balance can be challenging. With the constant demands of work, family, and social obligations, it's easy to feel overwhelmed and burned out. However, with the right strategies and techniques, you'll find that passion and sense of fulfillment you may have lost along the way.

IDENTIFYING SOURCES OF STRESS AND BURNOUT

As a business owner, it's important to be able to identify sources of stress and burnout in order to address them and maintain a healthy work-life balance.

Here are some ways you can clearly identify the sources:

1. *Conduct a self-Assessment:* Take some time to reflect on your work and personal life. Ask yourself what aspects of your job or personal life are causing you the most stress or taking up the most time and energy. Consider keeping a journal to track your thoughts and emotions.
2. *Talk to Your Team:* Your team can provide valuable insights into the sources of stress and burnout in your business. Consider conducting surveys or having one-on-one conversations with them to get a sense of what they find challenging or overwhelming.
3. *Analyse Business Metrics:* Numbers don't lie! Look at key business metrics such as sales, customer satisfaction, and employee turnover. If these metrics are declining, it could be a sign that stress and burnout are affecting your business.
4. *Monitor Your Health:* Pay attention to your physical and mental health. If you're experiencing symptoms such as fatigue, insomnia, or irritability, it could be a sign that you're experiencing burnout.
5. *Seek Feedback from Customers:* Talk to your customers and get feedback on your products or services. If you're receiving negative feedback or complaints, it could be a sign that your business is experiencing stress and burnout.

By using these methods, you can gain valuable insights into the sources of stress and burnout in your business and take steps to address them. *Remember, maintaining a healthy work-life balance is essential for your own well-being and the success of your business.*

TECHNIQUES FOR MANAGING STRESS AND ANXIETY

Here are some effective techniques for managing stress and anxiety:

1. *Deep Breathing*: Take a few deep breaths in and out to help calm your mind and reduce stress.
2. *Exercise*: Regular exercise is a great way to relieve stress and improve your mood. Even a short walk or jog can make a big difference.
3. *Meditation*: Practicing mindfulness meditation can help you stay calm and focused, even in stressful situations.
4. *Time Management*: Effective time management can help you reduce stress by allowing you to prioritise your tasks and avoid feeling overwhelmed.
5. *Positive Thinking*: Focusing on positive thoughts and affirmations can help reduce stress and improve your overall outlook on life.
6. **Talk to Us**: Having a sounding board in a safe place can make a huge difference. We'll know you, and what's happening in your business, so we'll be an empathic and honest partner you can talk through your issues with. A problem shared is a problem halved.

Finally, let technology work for *your wellbeing*. Some great apps to help manage stress and work-life balance are:

- Calm
- Talkspace
- Headspace
- Breathe
- Waking Up

STRATEGIES FOR ACHIEVING WORK-LIFE BALANCE

Achieving work-life balance is essential for your overall health and well-being.

Here are some strategies for achieving work-life balance:

1. *Set Boundaries*: Set clear boundaries between work and personal life. Try to avoid checking emails or taking work calls after hours.
2. *Prioritise*: Prioritise your time and focus on the most important tasks. Learn to say no to things that aren't essential.
3. *Take Breaks*: Take regular breaks throughout the day to recharge your batteries and reduce stress.
4. *Make Time for Yourself*: Make time for hobbies and activities that you enjoy. This will help you recharge and stay focused.
5. *Seek Support*: Don't be afraid to seek support from friends, family, colleagues, plus we'll be checking in daily!
6. *Self Kindness*: When you are enjoying personal time, enjoy it! Don't ruin this precious time by feeling guilty about deadlines or 'should be doing ...'. It's as important to your business as it is to yourself and your loved ones that you look after (and be kind to) yourself. Prioritise yourself as highly as you do your business.



CONTACT INFORMATION



"If you want to go fast, go alone. If you want to go far, go together with an expert." - African Proverb

JUSTINE PARSONS

FOUNDER, YOUR VIRTUAL ASSISTANT



+64 21 177 5137



justine@yourva.co.nz



Auckland, New Zealand



<https://yourva.co.nz>