

# *Chapter 4:*

# *Implementing the*

# *4-1-1*

**In this chapter, you will ...**

- [1]** *Discover the power of time blocking for focus*
- [2]** *Examine ways to maximize your productivity*

# Time Blocking

## Instructor

Tell participants that to maximize their time management and productivity using the 4-1-1, they'll want to implement these time blocking concepts.

Practicing time blocking will help them reach their goals.

Examples:  
Schedule daily blocks of time to prospect, to follow up leads, to negotiate contracts, to return phone calls, to make listing presentations, to show property, to plan your business, and to meet with staff.

And don't forget to block for personal activities: family, friends, spiritual activities, exercise, etc.

Congratulations! You have created a 4-1-1 Action Goal Worksheet with carefully defined annual, monthly, and weekly goals! ... Now what?

You must now put these goals and activities into motion using productivity and time management techniques. The most difficult challenge of managing your activities isn't *knowing* what to do. Instead, it is *doing* it.

## What Is Time Blocking?

Time blocking is a method of organizing your day and focusing on the 20 percent that matters most. Time blocking is a habit that allows you to schedule appointments with yourself to effectively manage your day.

- Be careful not to confuse time blocking with the practice of indiscriminately filling up your calendar with events. Remember that you are in Business, not Busyness!
- Block for the most important tasks (your 20 percent).
- Don't try to time block every minute of your day or week.
- Block nonnegotiable time throughout the week or month to focus on personal Big Rocks.

## Remember the Big Rocks Story

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If you have followed the wisdom of the 4-1-1 process, you have identified your Big Rocks (i.e., your 20 percent) and your 4-1-1 worksheet reflects this. All other 80 percent activities have been delegated, dumped, or noted on a to-do list.

When you begin to time block, you must remember to fit the most important tasks "into the jar" (your calendar) before filling it with less important tasks and tasks that arise during the day—e.g., unexpected requests, menial tasks, one-time assignments, emergencies.

For example, you may want to time block two hours each day for lead generation, two hours each day for appointments, and one hour for training and consulting. Other "hair on fire" activities that come up will fit in around these time blocks. In addition, don't forget to build in "flex time" or "relax time" into your day. A fifteen-minute break every few hours can help you recharge your batteries.

## Time Blocking Keys to Success

### 1. Be purposeful about the items you list on your calendar.

Consider your 20 percent when you block times on your calendar. For example, you may want to block off daily time to meet with clients (or even team members), then give clients the opportunity to meet with you according to this schedule. Rather than asking, “When do you want to meet?” or “What’s good for you?,” ask individuals to meet you at specific times within your schedule. Try giving clients a choice between two times. There is no need to explain why other times aren’t available—let them conclude that you are a popular, busy professional who carefully manages her time! If neither time choice works for the client, offer another option. Now you are in control of your time, not your clients.

*Never time  
block more than  
50 percent of  
your day.*

### 2. Be thoughtful about which activities are best blocked at which times.

Study and make notes regarding which times of the day are most demanding for you and which times of day bring the most interruptions. Endless phone calls in the morning? Time-consuming off-site errands midafternoon? Be strategic about the times you block to perform certain activities.

### 3. Be diligent about not allowing anything to steal time you have dedicated to the activities on your calendar.

Protect the time you have blocked for a specific activity and, vice versa, avoid doing scheduled activities outside the time blocks allotted.

### 4. Erase ... and replace.

There will be times when a true emergency arises during one of your time blocks. You will obviously need to respond. The key is to replace the time. If you use an hour to deal with the emergency, *immediately* replace that hour by blocking another hour on your calendar to return to your task.

### 5. Be consistent enough to set the habit.

For example, set aside one hour in the morning for a specific activity. Try this for several days or weeks to test the schedule. Make adjustments, then set this as your habit. Inform others of your new schedule.

**Exercise**

Setting blocks of time for your activities

**Directions:**

Think about your 4-1-1. What were the weekly goals you listed to reach your 20 percent? Assign blocks of time for each task you wrote in the weekly category.

**Instructor**

Remind participants to think about their 20 percent as they assign blocks of time to specific tasks.

Morning	Afternoon
8:00	1:00
9:00	2:00
10:00	3:00
11:00	4:00
12:00	5:00

Time blocking up front is easy. Just go to your calendar and do it. The real challenge is to honor the system by protecting the time you've set aside and utilizing it with absolute focus.

**Time:** 10 minutes

# *Maximizing Productivity*

Becoming truly productive is a matter of generating productivity habits. A habit is a routine you do every day. Before a routine can become a habit, however, it must begin as a deliberate decision.

*You* shape the routines that create your habits—the habits that will lead you to your goals.

## Identify Your Unique Abilities

To maximize your success and satisfaction, you must work at knowing and developing your unique abilities. Remember to do what you do best and delegate the rest. Use leverage (people, systems, and tools) to stay within your unique ability.

Identifying your unique abilities may take a little time. However, after you do this, you will want to generate a “not-to-do list” for all those tasks that would serve only to consume your time. Then don’t do them! Determine what can be handled with better technology and what you can delegate.

## Just Say “No”

In our people-pleasing industry, it is often difficult to say “No” to people. However, without a plan for saying “No,” you may very well end up overworked, overstressed, and out of time.

Periodic unexpected requests for your time may catch you off guard, finding you ill-prepared to say “No.” This is a difficult situation for which you should pause, taking a moment to consider the request before answering.

The 4 steps to “No” are:

1. Clarify by asking questions. Make sure you understand the request.
2. If you want to/need to say “No,” do so. You can be polite and firm simultaneously.
3. Remember that “No” is a complete sentence. You do not have to justify your reasons for saying “No.”
4. Suggest viable alternative resources for the person to research.

## Delegate

As we've discussed, part of learning to leverage with systems, tools, and people is learning to delegate tasks. If someone else can perform a task faster, better, and/or more economically than you, go ahead ... delegate.

Each time you begin a new task, ask yourself, "Could someone else do this?" If so, pass it off to that person. Your job is to develop your skill of delegation. You do that by:

*When you change the way you look at things, the things you look at change.*

- Selecting the correct person for the job.
- Providing the person to whom you delegate clear, concise instructions and training, if necessary.
- Realizing the person to whom you delegate may have a learning curve to navigate.
- Assigning a deadline.
- Explaining the *why* as well as the *what* of the project.
- Allowing the person to whom you delegate to own the project.
- Developing a system for regular follow-up communication.
- Being available for support.
- Avoiding reverse delegation.
- Sharing the rewards/credit.
- Celebrating when the job is done.

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**Exercise**

**Instructor**

Do you delegate?

Ask volunteers to share how they rank themselves.

**Directions:** Rank the situations below using the key.

Always	Usually	Half Time	Occasionally	Never	Rank
5	4	3	2	1	

I realize that delegating is a difficult task but may create an excellent training opportunity. \_\_\_\_\_

I do not micromanage, rather offer support as necessary. \_\_\_\_\_

I require progress reports so that I can circumvent problems. \_\_\_\_\_

When delegating, I carefully match the task being developed and the person developing it. \_\_\_\_\_

**Time:** 5 minutes \_\_\_\_\_

# *My Scorecard*

## **Exercise**

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### **Directions:**

We have reached the end of this chapter! Before we move on, take five minutes to assess your mastery of the chapter's objectives.

1. Refer to the My Scorecard sheet located at the back of this manual.
2. Review the topics for this chapter.
3. Grade yourself (A–F) on your mastery level of each topic. Be honest with yourself. At the end of this course, you will use this scorecard to evaluate your weak areas and develop an action plan for complete mastery of the subject matter.

**Time:** 5 minutes

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# *Chapter 5: Putting It All Together*

**In this chapter, you will ...**

- [1]** *Review the Millionaire Energy Plan*
- [2]** *Review what you have learned*
- [3]** *Create an action plan*