#ideapti

Get More Done with Less Stress!
Time Management for Fit Pros

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EXERCISE:

Why Does This Matter?

Make a list of all the reasons time management matters to you.

"I wish I'd had the courage to live a life true to myself, not the life others expected of me."

Who IS this guy?

- Co-Founder Mark Fisher Fitness - MarkFisherFitness.com

  - "NYC's Only Unicorn Fitness Cult"

  - Men's Health Top 20 Gyms in America

- Co-Founder Business for Unicorns - BusinessForUnicorns.com

  - International Speaker

  - Coach to gym owners around the world

  - MarkFisherYouTube.com

- Investor in Alloy Personal Training

    - *For more about MF, go to markfisherhumanbeing.com*

5 STEPS TO EFFECTIVE TIME MANAGEMENT

1. CAPTURE - Possible Actions, Tasks, Projects, etc.

2. ANALYZE - What should happen and *when*?

3. SCHEDULE - "To Do List" existing in time

4. EXECUTE - Follow your place!

5. AUDIT - How did it go? What might you change next time?

1. Capture

Great Capturing Helps You…

- Reduce Stress

- Clear Mental Clutter

- Feel Accomplished at the End of the Day

- Never Drop a Ball Again

- Improve Relationships (*Say What!?*)

4 Methods for Capturing Actions

1. Notebook

2. Time Management Planner

3. Digital Document

4. Productivity Application

  • e.g. ToDoist, Asana, Trello

• PRO TIP: Use email when away from your system

Other Capture Lists

- On-Going Projects List/ 12 Week Plans

- Someday List

- Meeting Lists (Personal & Professional)

- Education List

MF's 1 on 1 Meeting Template

CHECK-INS:
- GAINS: What's gone well since our last meeting? What have you accomplished?
- METRICS: Link to any KPI dashboards
- EDUCATION: What did you do for Con Ed this week? What takeaways do you have?
- MANAGEMENT: How is your team doing? How are their rocks?
- CUSTOM: Touch on any custom topics you've committed to checking in on each meeting.

TO DOs:
- Review last week's To Do's and confirm they're done

SHORT TERM ISSUES:
- MF: Issues to discuss in our next meeting in order of importance and urgency

LONG TERM ISSUES:
- MF: Issues we're committed to discussing within the next 12 months and NOT this quarter.
    - NOTE: We clean this out each quarter as the final step in our Quarterly Check-Ins

Trackers

- Daily Habits Tracker - Personal/Fitness

- Weekly KPI Tracker - Business

- Quarterly Projects Tracker - Business/Personal

- Annual Savings Tracker - Monthly/Quarterly

Activity	Goal	12/31	1/1	1/2	1/3	1/4	1/5	1/6	1/7	1/8	1/9	1/10	1/11	1/12	1/13	1/14	1/15	1/16	1/17	1/18	1
Sleep	7.25	7	7.5	8.5	7.75	7.25	6	6.25													
Meditate	10	5	10	10	10	10	10	10													
Morning Read	20	35	35	40	35	20	40	25													
Cardio (2-3x)	3x/wk	30	10	30	10	10	30														
Lift (3-5x)	3x/wk		32		35	25															
Warm-Up	y		y	y	y	y															
Greens Formula	y	y	y	y	y	y	y	y													
Water	80 oz	80	80	80	80	80	80														
Steps	6500	10251	7460	8864	9039	11159	8958														
Fish Oil/ Vitamin D	y	y	y	y	y	y	y														
Coffee (ounces)	< 24 oz	72	19	17	16	22	18														
Drinks	< 3	0	0	0	0	0	0	0													
Flossing	y	y	y	y	y	y	n														
2nd Brushing	y	y	y	y	n	y	y														
Nutrition	0-3	1.5	3	3	3	3	3														
Processed Meat	n	y	n	n	n	n	n														
Gratitude Habit	y	y	y	y	y	y	y	y													
Waist																					
Weight																					
BF Caliper																					
SHARK WEEK																					
Rolling 4 Week Avg.																					
Average Sleep	7																				
Average Morning Read	25																				
Cardio/ week	50m																				
Lift/ week	3x																				
Average Steps	7500																				
Average Coffee (oz)	< 20 oz																				
Average Drinks	< 1.4																				
Average Nutrition	2.2																				
What Day?																					
Average Drinks (Year)	0.000																				
Average Steps (Year)	9255																				

2. Analyze

What Are My Priorities?

Important vs. Not Important

How Important and/ or Urgent is this task?

Urgent vs. Not Urgent

How does your To Do list reflect tasks that are time sensitive?

Fun vs. Not Fun

Do I enjoy doing this task? Does it energize me?

Hard vs. Easy

How cognitively demanding is this task? Is it difficult?

The Shutdown Ritual

Final 30 Minutes of Workday:

- Handle New Tasks

  - Do, Delegate, or Schedule

- Plan the Next Day

- "Lubricate" Your Morning

- Tell Your Brain You're "DONE"

3. Schedule

Days and Weeks

- "What's the *earliest* I can do this?

    - NOT: "What's the *latest* I can do this?"

- Create Time Blocks for Projects

- Plan Your "Life" (Commute, Meals, Sleep, Fitness)

- Create Buffer Blocks Between Appointments
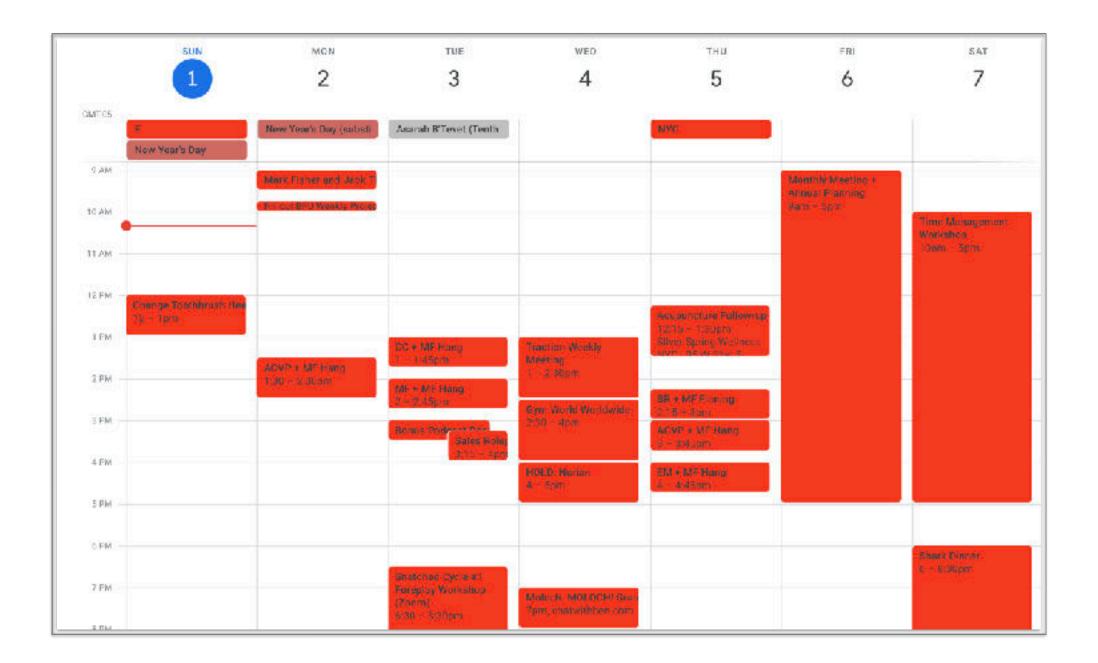
Days and Weeks

- Use Automated Scheduling

- "Success dies in the white space."

  - Social media, emails, news apps, etc.

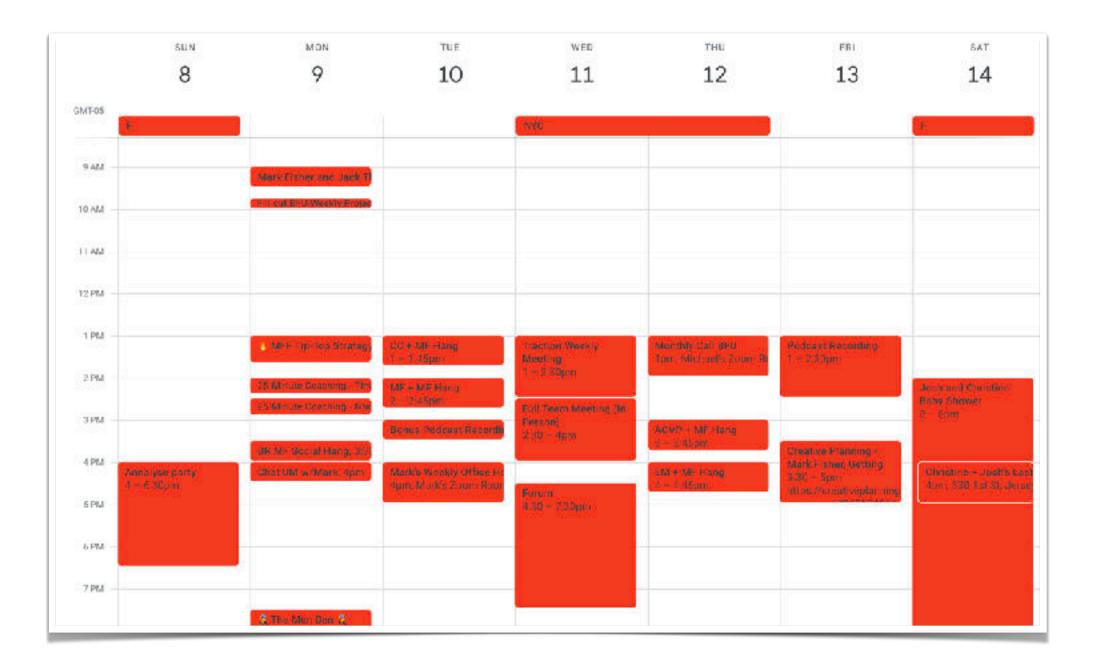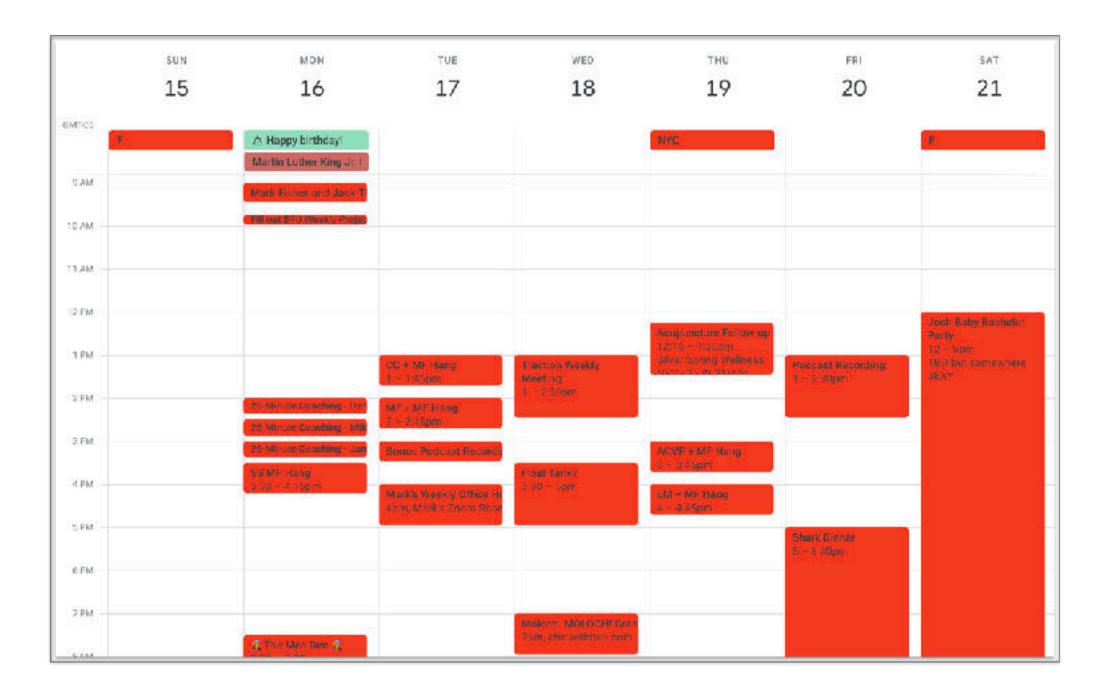- Stage your day the night before

Months and Years

- Repeating monthly/annual tasks OR long term scheduling

  - Calendar reminders

  - Schedule emails (e.g. Boomerang)

- Consider a 12 Week Plan

- Build in a buffer for complicated projects

- Schedule big picture thinking

- Schedule renewal: time off!

	SUN 15	MON 16	TUE 17	WED 18	THU 19	FRI 20	SAT 21

4. Execute

3 Obstacles to Execution

1. Physical Interruptions (External)

   • SOLUTION: Boundary Setting

2. Digital Interruptions (External)

   • SOLUTION: Manage Devices

3. Mental Interruptions (Internal)

   • SOLUTION: Re-Train Your Brain

Getting & Staying On Track

- Reduce "Activation Energy" Requirements

    - ACTION: Lay it all out the night before

- The Pomodoro Technique

    - ACTION: 25 min. spring // 5 min. break

- Create Positive Reinforcement

    - ACTION: Use trackers

- Eliminate Temptation

    - ACTION: Put phone on "Do Not Disturb"

5. Audit

1% Better

- DAILY: Adjust tomorrow based on today's results

- QUARTERLY: Audit your system

  - How are you spending your time?

  - Do you have the right Capture tool?

  - Do you have the right calendar/Schedule tool?

  - What other Execute strategies can you test?

Final Thoughts

- Thank you to Amy, Ryan, Steffi, and IDEA

- YOU!

- For follow-up/ free resources:

  - mark@businessforunicorns.com

- Don't forget why…

Thank You!

- mark@businessforunicorns.com

- BusinessForUnicorns.com

- MarkFisherYouTube.com

- pod.link/fitnessbusiness

- @markfisherhumanbeing