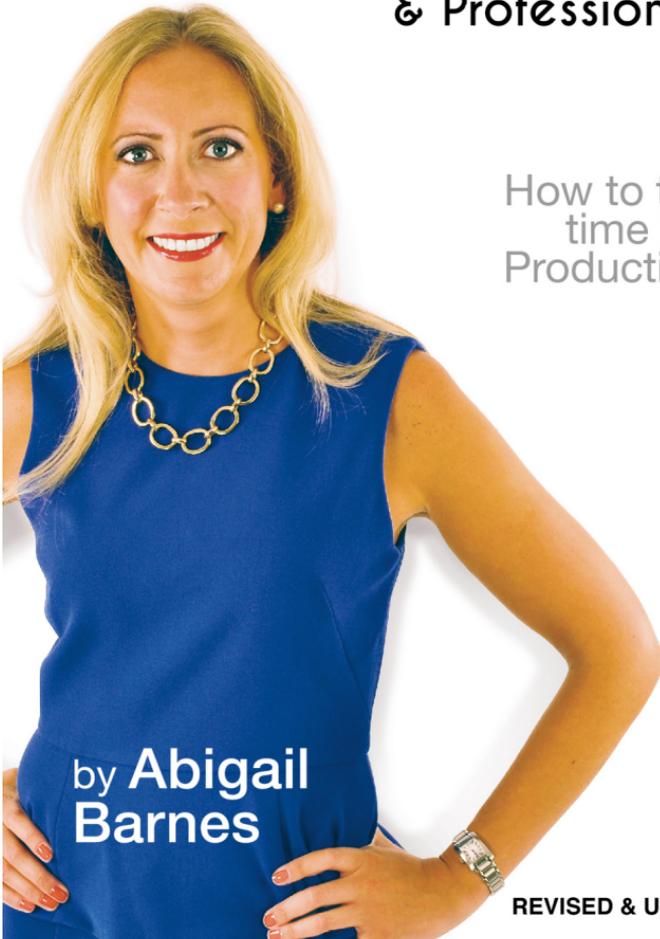




# TIME MANAGEMENT

for Entrepreneurs  
& Professionals



How to turn  
time into  
Productivity

by **Abigail  
Barnes**

REVISED & UPDATED

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*This book is dedicated to my family:  
My Father, Richard, Mother, Angela,  
Sister, Rebecca and Brother Charles  
Love to you all*

***'Winners always find a way!'***

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## INTRODUCTION

Q. Would you like to have more time?

Q. To learn the secret for how to have more time, and make the time you do have more productive?

Q. To say goodbye to overwhelm, anxiety and frustration and become the happiest and most confident time manager you know?

Q. To learn how to create daily focus time and avoid all the distractions?

Q. Are you prepared to do whatever it takes to create the lifestyle you want?

If you answered yes to any of these questions then read on – this is the book for you!!

You hold in your hands a book full of thought provoking challenges and uncomfortable truths. It contains exciting, life-enhancing and life-changing solutions to the age-old problem of never seeming to have enough time to do what you want, when you want, with the people you want to.

Welcome to the ultimate time management guide for entrepreneurs and professionals. This book has been designed to help you review your current approach to time management, to better understand the consequences of your beliefs and habits, accept the reasons for change and begin the journey to becoming a more confident time manager one step at a time!



*'Your time is your most valuable commodity - use it or lose it!'*

**Abigail Barnes**

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## ABOUT THE BOOK

This book will help you to review your current time management habits using our 5-step method and identify the activities that are 'stealing' your valuable time and sabotaging your productivity.

It will teach you how to create an action plan for your new way of living and working and require you commit to making changes that will benefit your business, career and life.

## HOW WILL IT BENEFIT YOU?

Have you ever stopped and calculated the cost of the time you waste?

If you spend two hours a day scrolling through social media that equates to 43,800 hours, which is over 30 days a year, that's a month of lost time, depending on your intention while scrolling of course!

What could you achieve in your business, career or life from today if you were more intentional with your time?

Once you accept that your current time management habits are creating the life you have, and apply the strategies recommended in this book, you will experience first hand what can be achieved with your 24-hour day.

**TIP** - Visit [www.successbydesigntraining.com](http://www.successbydesigntraining.com) to get access to more tips, tools and training.



**TIME MANAGEMENT TIP**  
*'Time Management = Freedom'*

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## PREFACE

On the morning of 25 February 2012. I woke up in Boston, USA, where I had flown to on a work Business trip, with odd migraine-like symptoms. 24 hours later I was in a hospital being told by a Doctor that I'd had a stroke and would be going to the intensive care unit, not to my meetings!

My name is Abigail Barnes, and prior to starting my business (Success by Design Training) in 2013, for over 10 years I worked in financial services marketing for Investment Managers, Asset Managers and Hedge Funds. This gave me a solid grounding in all areas of the marketing mix, stakeholder and shareholder management and it also enabled me to work with some of the best Fund Managers, agencies and suppliers in the world.

My interest in Time Management started at the dinner table age 4. This was where my Dad used to share stories with us about the projects he was involved in, for the local authorities he worked for at the time.

It grew when I went to Oxford Brookes University to study Business & Marketing Management. I loved every minute of my degree, the concepts, the city and the people I met. A few years into my career I studied evenings and weekends to get a professional postgraduate diploma in Marketing (CIM).

After my stroke life was a blur for a long time. I'd been given a second chance but I didn't feel grateful I felt scared, numb and uncertain about everything.

Now I knew what regret would feel like if I died not having made the most of this second chance, but nothing made sense anymore. I felt guilty, crazy and confused. All I wanted to do was sleep and hide.

Fast-forward a few years. What doesn't kill you really does make you stronger!

Now I was ready to maximise every moment. To create the work/life balance that I wanted, start the business I had always dreamed of and write a book.

When life knocks you down get up as quickly as you can, and make rock bottom your solid foundation, not your home!

### **How can my story help you to manage your time more effectively?**

To be successful in this highly competitive world you must learn how to:

- Work smarter than your colleagues, peers, and competition, but not harder.
- Differentiate yourself by understanding how to prioritise your activities, avoid distractions & remain focused in a world of updates, notifications and email.
- Know what 'moves the needle' and gets results, versus busy work.

It's your time!

This book is designed to help you recognise that you control your time and how you spend it. How efficiently you move through your to do list will depend on the decisions you make, the actions you take, the habits you create and your commitment to change.

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*"Efficiency is doing things right;  
effectiveness is doing the right things"*  
**Peter Drucker**

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The more confident a time manager you become, the more you will be able to notice that your business, career and life are a reflection of your hopes, dreams, goals and aspirations. You'll also start having more time to do what you love with the people you love.

It is possible to create the work/life balance that you want: Your lifestyle!

One of the main factors that determines the success of an entrepreneur and a professional is their ability to confidently manage their time and be respected for having that skill. I genuinely believe that if you follow the advice and strategies that I share in this book then this will become your reality too. Not only that, but you will have more time left over for you!

Clear patterns have emerged from the events and courses I have attended over the years and from the business owners and professionals I have worked with – success leaves clues.

The successful have many traits in common, and although some are obvious, some are not.

Having spent many hours talking to and working with successful entrepreneurs and professionals, I have also spent time with those who struggle. There are common traits with their approach too, such as not prioritising their activities, spreading themselves too thinly, saying yes more often than no and becoming overwhelmed and anxious trying to get it all done.

I have a genuine passion to help ambitious entrepreneurs and professionals as well as those who struggle, to discover and achieve their full potential through my books, coaching, mentoring, programs and training.

So let's get started and explore the methods and strategies that will enable you to turn your time into productivity.

Abigail Barnes

[www.successbydesigntraining.com](http://www.successbydesigntraining.com)

## TIME MANAGEMENT

### HOW TO AVOID WASTING YOUR VALUABLE TIME

We all waste time every day, often without realising it. Examples are things like scrolling through social media and clicking on updates - looking at who's doing what and with whom...Which can take you off down all sorts of time consuming paths, phoning friends to discuss and dissect cryptic status updates, and or talking about the pictures they are tagged in (where was your invite?). A great activity if you want to lose an hour of your life every day. How is it helping you achieve your goals?

Reading articles/news online is another common distraction. While I encourage continuous learning, be wary of the time you spend going down internet 'research holes' clicking links, reading more, watching videos...and suddenly two hours have flown by and you've forgotten what you were supposed to be doing.

If there is a task that you must complete on a certain day focus, focus, focus and save your 'web-ducation' for a day and time you can dedicate to it. Even then, I would recommend that you set a physical (kitchen) timer to ensure that you limit the amount of time you spend doing this, as ten minutes can become two hours very quickly.

Emails are another common distraction. I teach the same strategy to my entrepreneur clients as I do to my professionals. We call it the Traffic Light Formula and it helps them prioritise their emails based on 3 criteria.

The other important thing to remember about emails is that they are often someone else's priority that they are trying to make yours. Most emails are requests or follow ups, and as you already have your to do list planned for the day, unless you are waiting for an important email and or your role is to respond to email requests, then work out the best times of day to check them and then log out and focus on your to do list.

A useful tip is to set up rules in your inbox that automatically save certain emails into specific folders (bypass your inbox) so that you can check them when you need to. This is your business/job and you have to remember that you are responsible for your time and are not a victim of it!

Watching the news to keep updated is a huge waste of your time and can be a bit depressing and repetitive. That's not to say you shouldn't keep abreast of what is going on in the world, market, or sector that you cover. I recommend you identify what sources of media are able to provide you with the information you need, set up alerts that consolidate it and organise a time that suits your schedule to catch up on it.

Consider creating positive and constructive diversions for those times when you need to take a mental break from work, such as looking at inspiring images on your vision board (more on this later), quotes from influential people, photos that make you smile. The best kind of distraction is laughter, so anything humorous is good.

The key to a successful, happy life is to take a holistic approach to your work/life balance. We use The 888 Formula as a framework to help our client's audit their life against 3 key metrics, Rest, Activities and Work (more on this later) and use it to identify where they are most out of balance.

Your mind needs nurturing just like your body. If you feed your body junk food, and don't exercise, then you are the one that pays the price for that decision. It is also your responsibility to find the right balance of lifestyle activities, hobbies and interests that bring you joy!



**TIME MANAGEMENT TIP** 'Optimism is a daily choice that will save you time.' **Abigail Barnes**

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If you read negative stories, watch depressing TV shows that focus on the lives of the most unhappy people, hang out with pessimists whose glass is always half-empty, then very soon your mind will believe that this is reality and you'll start to think and feel and act like they do.

However the reverse is also true. If you choose what you consume and decide only to read positive, inspirational, thought provoking things, watch shows that are uplifting and inspirational, and spend time with people who have overcome hardship or adversity and are doing what you want to do, then very quickly you will find that you are becoming the person, entrepreneur/professional that you want to be.

You control all of this – no one else. It is your job to constantly guard what goes into your mind, as whatever it experiences to be true it believes.

This is why there are so many 'versions of the truth'. People believe what is possible for them based on who they surround themselves with and what they consume. By making better decisions about what you focus on you will create new habits that will help you achieve your goals.



*"If you always do what you've always done, you'll always get what you've always got."*

**Henry Ford**

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It's commonly accepted that what you focus on, you will attract more of into your life, good and bad. Some people call this manifesting. On a very simple level your thoughts create your reality, the inspiration you get to take certain actions, but if you don't make the call, send the email, or request to move the deadline then, nothing will change in your physical reality.

There are very few things you can control in life, but what you allow yourself to think is something you can take control of.

It's not always easy, but it is possible. Whenever life has knocked me down, I have consciously decided to accept that it has happened for me, not to me. I run to my 'helicopter of possibility' to get perspective by looking at the bigger picture and see what I can learn from the experience. I could very easily have chosen the other approach on many occasions in my life, and I may have had good reason to feel sorry for myself – spinal surgery for scoliosis in my teens, numerous family deaths, multiple redundancies, and broken hearts. Each time I consciously made the decision to take control of my mind, and find something positive from each situation.

When life 'knocked me down' after my stroke it took me a long time to get back up again. My brain just couldn't seem to process the 'shock'. I had knocked at death's door, and been given a second chance. Overnight nothing meant anything anymore. Almost dying put everything into perspective, and the reality of how I'd been wasting my life and my time was overwhelming and isolating. Have you ever experienced something that changed your life over night and left you struggling to make sense of what happened and what your next step could be?

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**TIME MANAGEMENT TIP**

*'When life knocks you down, don't say why me, say ok life, what next?'* **Abigail Barnes**

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In the months after my stroke I filled my time and my mind with positivity bingeing on Tony Robbins, Les Brown, Zig Ziglar, Susan Jeffers, Robert Kiyosaki, T. Harv Eker, Wayne Dyer, Gabrielle Bernstein and Louise Hay.

I watched TED talks and YouTube videos, bought books and programs, studied the ways people became successful and achieved their goals and very soon my mind was alive with possibilities, and buzzing with ideas and gratitude for my second chance. Thank goodness for the Internet and technology that made all of this information so easy to access.

It would have been easy to slip into victim mode. I was only 32 when my stroke happened and my life changed over night. I refused to feel sorry for myself. Every day I would find something to be grateful for as soon as I woke up and still do. I walked away from the stroke with psychological not physical disabilities, that came with their own hidden consequences.

I live by a very simple mantra: if I don't like something I change it, because it's my life.

I am an optimist and choose to believe that my glass is always half-full, because I refuse to accept that it could be half-empty.

Each new day is an opportunity, a chance to make a difference no matter how big or small. If I can make a dog walker smile by saying 'good morning' while I am out on my daily walk, then I am being the change I want to see more of in this world!

### **GOOD ENOUGH**

I used to tie myself in knots over this word, until one day I realised I get to decide what is enough because I report to me. If someone is not happy with something I do (within reason obviously, I must do what I said I will), I cannot control and am not responsible for how they feel. It is their expectations that need revising, not mine. As long as I work to the standards I set for myself, then whatever I do or deliver is good enough.

The concept of 'enough' is very closely linked to the feelings of expectation and guilt that we place on ourselves and others place on us. Time management, and recording how you spend your time (which is something we will look at later in the book) is an excellent way to help you recognise whether you are actually doing 'enough.' And if you are not, it can help you work out why not. This is important because once you have that awareness, change is inevitable.

It is through examining my own time management habits that I have been able to find true balance and happiness in my life. Believe me when I say I know that some of what I recommend in this book will be difficult. I have personally experienced that difficulty. But I assure you that once you take control of your time, you will find that you have more time than you ever thought possible. Your productivity and profitability will go through the roof and your friends and family will adjust and begin to accept and love the

new improved you. You will also find that you become a 'change agent', and role model for those around you. Everyone admires people who take action and it's easier to learn from example!

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*"Don't cheat us of your contribution,  
give us what you have got"*  
**Steven Pressfield**

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It does take courage to change. But you are already courageous, which is why you invested in this book in the first place. You are hungry for that change too, and your curiosity drove you to discover how to create more time and turn that time into productivity and the life you want to be living!

### THOUGHT PROVOCATEUR TIPS

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- **Regulate your social media usage, recognise where it is and isn't adding value and take responsibility for it.**
  - **Schedule in your internet research time and be brutal about the amount of time you dedicate to it.**
  - **Create an email strategy and start taking control of your inbox. Set up email rules so that you only have to deal with what is necessary, in the time that you allocate to reviewing them.**
  - **Control your consumption of the news and TV, work on maintaining a positive frame of mind as this will lead to success.**
  - **Consciously choose to be one of life's survivors, see things that happens to you as an opportunity to learn and get back in the game again!**
  - **Make a commitment to read and watch motivational and educational content.**
  - **Observe and change how you talk to yourself, choose to recognise progress and praise it!**
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## HOW TO USE YOUR TIME MORE EFFECTIVELY

The next section of the book is our five-step process, which will help you recognise how you are currently spending your time. It will teach you how to review your life and understand what the results say about you, and then present you with actions you can implement to regain control of your time, and provide some practical strategies to make your time more productive.

This is not a typical 'Time Management' book. It is not something that you are going to read and put on the shelf (otherwise known as shelf-development). The intention of this book is to open your eyes to the power that you have to become a confident time manager and to regain control your time, so that you can start living the life of your dreams.

It is possible, and all I require from you is an agreement with yourself that you won't put the book down when you don't feel like doing one of the activities I recommend. One thing I have learned again and again is that your biggest lessons and breakthroughs come at the times when you most want to quit!

You are responsible for everything in your business, and by the end of this book managing all of your roles and responsibilities will seem effortless. When it comes to your career, you will learn the power of controlling the controllables and still being the most productive person you know.



### **TIME MANAGEMENT TIP**

*'Either you control your time, or it will control you!'*

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Everything I recommend in this book and the programs we create for Success by Design Training has been trialed in my own life first. I resist accountability like the next person, but I make myself accountable for how I spend my time on a daily basis and focus on the tasks/activities where I add the most value (things only I can do) and outsource/delegate the rest.

To have a successful business/career it is important to identify what you are naturally good at and focus on it. This is what Sara Blakely (inventor of Spanx) did by bringing in a CEO to run her business, so she could focus on sales. I use a combination of the CliftonStrengths Assessment, Human Design and Core Values Exercises with my Executive Coaching clients to help them identify their unique strengths and drivers, creating a solid foundation that they can build their happy balanced life on.

## **THOUGHT PROVOCATEUR TIPS**

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- **Recognise that you are in control of what happens in your business/career because you are the boss of it!**
  - **Be the visionary your business/organisation needs you to be, believe in yourself and trust that you know the right things to do, and if you don't then you can think of other people you can ask because you are a problem solver!**
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## ABOUT THE AUTHOR

Abigail Barnes is the founder of Success by Design Training, an award-winning entrepreneur, author, speaker, and corporate trainer on time management and productive wellbeing. She is a qualified coach and creator of the renowned 888 Formula.

Success by Design Training is on a mission to share The 888 Formula with 1 million people by 2025, helping entrepreneurs & professionals find their way to reclaim an hour a day and improve their work/life balance!

## TRAINING & ENQUIRIES

At Success by Design Training we work with ambitious Professionals, Entrepreneurs and Organisations that want to take control of their time and become the most productive person they know, with the work/life balance they want, doing less not more.

**We Offer:** Self-Study Programs, 1:1 Coaching, Online Group Programs, Workshops, Consulting Services and Keynote Speaking.

**Book Abigail to speak:** All talks and training are bespoke tailored to your event agenda, training requirements and audience. They can be delivered in person, online or hybrid.

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