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Value Your Time: Manage Your Online Information In Under One Hour a Day

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Value Your Time: Manage Your Online Information in Under One Hour a Day

Published by Leadership Quantified, 220 Newport Center Drive, Suite 11-517, Newport Beach, California. <http://www.leadershipquantified.com>, 800.636.8189, contact@leadershipquantified.com

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Also included with this Resource:

Assessment Worksheets (fillable PDFs)

To order a copy of this Resource, [click here](#).

Getting the Most From Leadership Quantified Resources

Consulting is personal. Coaching is even more so.

Coaching is developmental. It isn't about skills - or, at least, not just about improving your skills or giving you new 'chops.' That's training and it's not the same thing.

Coaching asks you to look at your thinking process so that you can figure out *why* you're taking the actions you take. Because those actions aren't arbitrary. They're based on the thinking that you're doing with the information you've had...up until now.

Coaching challenges your thinking. As a result, you identify different ways of looking at the same situations. Then, as a further result, you make better decisions than before about the actions you'll take. Or not take.

That means, at each Step you're developing yourself further and, as a result, realizing more and more success.

To make this highly personalized process work, however, there are two Non-Negotiables - and they can't be emphasized too strongly:

1. **Your ultimate success depends upon doing the assessment, and**
2. **You need to take each Step one-at-a-time.**

The reason you *always* start with an assessment (we're really not kidding about this) is that the expression "you manage what you measure" is true.

The only reason, so we're told, that it's worth taking the time to pay attention to anything you or anyone else is doing is because, somehow, in some way, it's got a measure attached to it. It doesn't matter whether you put the measure to it or it's being measured by someone else. The only important thing is that it's being measured.

You want to give your own development that level of importance.

The measure doesn't have to be "hard," numerical or quantitative. "Soft" or qualitative measures count, too, because, ultimately, they can be converted into numerical measures when combined with other quantitatively measured factors.

So, as you go through the assessment, you may see a combination of both "hard" and "soft" measures. Do them all. There's a reason they exist.

Which brings us to our second Non-Negotiable - taking each Step one-Step-at-a-time.

You're going to want to read through the Resource all at once...even speed read it. You may decide you want to read the last Step first so you know where you're going and can skip all the early stuff.

Don't do it. Give yourself and your development the gift of time - just as you would if we were sitting together in regularly scheduled sessions...because that's what this is and that's what we're doing.

Take the time to go through each Step thoroughly - one at a time - so that you are precise and detailed in your thinking. The Steps are tasks - all easily accomplished. The thinking at each Step is strategic - and that takes time.

Which leads us to your WIIFM (What's In It For Me):

The Return on Investment (ROI) of your time and attention will be visible to you and others as you put each Step into practice.

Every Step is designed to help you get where you want to go efficiently and effectively.

And, as you move your way through each Step in the Resource, you'll find that the initial assessment information comes into play time and again - even when you replicate the Resource to get to your next stage...and the one after that...and the one after that....

Your future success starts now.

Why It's Time to Put a Higher Value on Your Time

People, in general, don't value your time. They do, however, value your attention. That's why it's so important that *you* put a value...a high value...to your time and apply it - consistently - to each decision you make about how you're going to spend your time.

Because, let's face it. After a while saying, "Well, that's an hour of my life I'm never getting back again" stops being funny.

And time is the one commodity you *never* get back again - which makes the value of your time just as important at work as it is in the rest of your life.

You have things to do - and the better you are at what you do, the more people want you to do more things. That makes your time even more valuable.

In fact, the more you value your time - and show it - the more the people who want your attention will value the attention you give them, their questions, projects, ideas....

So, to use your time most efficiently and effectively, we're taking on one of the biggest time wasters in your work life: Your email inbox and how it impacts - positively and negatively - your time online.

Somewhere out there, someone (or more than one someone) has undoubtedly done a study on how much time is taken up reading and responding to emails. Or, to put it more bluntly, how much time is wasted.

Your measure is the number of times you heave a deep breath, a long sigh or just roll your eyes every time you look at your inbox or see another notification come up on your screen.

That's because all those people who are writing to you - alone or in a group - don't care how much your time is worth. They only care about how much of your attention they get.

That's about to stop. Because you simply don't have the time to waste. You have more important things to do. Things of your choosing.

Most importantly, since time is the one commodity over which you have absolute control, you're going to take control...starting now.

Whether you're a business owner, executive, manager, independent contractor or first line employee, you have limited time to keep up with email and stay current with industry trends. In fact, it's likely that because you're engaged in the day-to-day operations of your business and your job, you find the constant onslaught of information difficult to manage - let alone optimize.

The answer is to develop a system of simple steps to *manage* your email, social media and CRM (Customer Relationship Management) in 20 minutes twice a day. That way, you're getting the biggest return - and no longer wasting your time and attention on information that isn't relevant and people who won't give you the same ROI (return on investment) as you give them.

All in five straightforward, easy to implement simple steps.

The tools you'll be using include RSS feeds, knowledge bases, labeling your incoming email, using your email signature as your contact guideline, blog monitors, email newsletters and more. You'll even hack your own email to keep the time you spend on your email exactly as you want it.

Within days of setting up the system, you'll start seeing a change. Within two months of consistently following your system, that sinking feeling you've gotten so used to - when you open your email, see how much there is and how it just keeps growing - will be gone. Instead, you'll know you're up-to-date on your correspondence, all relevant industry news and social media content.

Then, you'll use your time - and your newly targeted resources - to build the career and reputation you've always known you deserved. You just didn't have the time.

Now you will. You'll be using your online information to create your ever-growing success.

You'll be owning, valuing - and controlling - your time.

About the Author

Jonathan Wright is the Director of Media and Digital Relations at The Hollenbeck Group and Founder and Editorial Director of Meet the Influencers™. He made his initial mark in the global beauty and fashion centers, New York City and Miami, with clients including L'Oreal, Giorgio Armani and Ralph Lauren. At the same time, he saw the technology sector opportunities to come in San Francisco and the Silicon Valley - and acted upon them.

During his early career in New York, Jonathan worked with PR maven Norma Quinto at Quinto + Co., cast fashion shows for Bosa and Zang Toi and wrote for Ulmo *Vogue* and *Elle* Japan. To gain even greater insight into making every production and image look seamless, the importance of staying on timelines and within budgets and, most importantly, how to handle and inspire the “creative personality,” he also interned at Elite with Trudy Tapscott, who became the bookings editor at *Vogue* and with Fern Mallis at 7th on 6th, which became Mercedes Benz Fashion Week.

His full understanding of individual and brand image - including and beyond fashion - then led him to tech and social media. Returning to San Francisco and the Silicon Valley, Jonathan jumped headlong into the tech sector bringing his management expertise to casino.com, freesamples.com and comics.com. He then built the Knowledge Base for beauty site Gloss.com before it was sold to The Estée Lauder Companies.

Jonathan subsequently joined Copithorne and Bellows, the third largest tech PR firm in the United States. It was during that time that Jonathan saw the potential in the then nascent social media space. His unique understanding of the value of social media coupled with his background in fashion eventually led to his consulting with clients including Oprah Winfrey's OWN Channel on channel strategy, guest posts and analytics and Sony Music, working with artist's managers for Adam Lambert, Shakira and Kelly Clarkson, among others.

In 2012 Jonathan was part of the Sony Corporate team that helped Adam Lambert make history as the first openly Gay artist to debut at No. 1 on the Billboard charts.

Applying the same science of technical dedication and excellence to digital project management for UX and VX projects, Jonathan has managed both traditional and digital campaigns for clients including but not limited to Hewlett Packard, Sun Microsystems, Thomson Reuters, Iomega, *The Princeton Review*, Rockin' Jump Trampoline Parks and Age to Come Apparel.

Currently based in Palm Springs, California, Jonathan now balances a thriving PR and media buying business with styling a handful of Hollywood's top actors and musicians.

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