Isaacs Advisory
Financing Advisory Services

15 Secrets Successful People Know About Time Management
Written by the New York Times bestselling author, Kevin Kruse

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The first book I am going to feature is one of my favourite books on time management called: "15 Secrets Successful People Know About Time Management" written by the New York Times bestselling author, Kevin Kruse.

We live in a time when we are inundated with things to do and while technology and the internet have really helped drive efficiencies, it has also made us available 24/7 and placed the world at our fingertips. Plus, the impact of COVID-19 on our lives has changed the way we work, often blending work and leisure time together. This book is a great resource to consider at a time when managing our work vs. life balance and the boundaries of these aspects of our lives are becoming increasingly blended.

Why I liked this book:

I purchased this book a couple of years ago and have reread it several times. There are many reasons I like this book which include:

- It's very concise and easy to read and can be useful for entrepreneurs, business owners, executives, freelancers, students and even stay-at-home parents.

- Within each chapter, there is a highlighted section which clearly summarizes the time management secret or theme of the chapter and provides practical examples on how to implement them.

- It includes several quotes from the likes of Mark Cuban, Richard Branson, Jack Dorsey and many other successful entrepreneurs, Olympic athletes & straight A students.

Key Takeaways:

While each of the 15 habits I felt are very relevant, my top 3 choices are:

- **Always carry a notebook and write everything down** – I really liked this tip as I feel it helps me "download" all my thoughts, ideas & plans into a notebook which I feel frees up my mind from trying to remember it all! I personally use a Remarkable Tablet these days but used an old-school notepad previously.

- **80/20 Rule (aka The Pareto Principle)** – studies have shown there is not a direct correlation between inputs vs. outputs. Often, 20% of your customers generate 80% of your revenues or 20% of your inventory generates 80% of your gross margins. So why not just focus on the 20%? I have applied this time-saving solution to both my business and personal life! It really helps you get focused on what is really relevant. And I've since read another complete book on this which I will feature at a later date.

- **Drop, Delegate or Redesign** – this one is all about trying to focus on your core competence and delegating/outsourcing things that are not the best use of your time. Whether it be trying to do your own bookkeeping or having to handle lots of administrative burdens in your business or even common chores around the house – if it's not your core competence, look for ways to delegate or look for ways to simplify (using the 80/20 rule) or even just drop the task if it's really not contributing to your business or is a poor use of your time.

There are many other very valuable time management tips in this book such as creating a morning routine, identifying your MITs (Most Important Tasks) and the Power of 1,440 and at the end of the book there is a lot of bonus material around additional tips and even quotes from the likes of Benjamin Franklin, Tony Robbins, Winston Churchill, Stephen Covey and many more!

I hope you enjoy it as much as I did and let me know which are your top 3 tips and if you have a favourite book or two to recommend!

At Isaacs Advisory, we have extensive experience in advising on, structuring, and sourcing a wide range of traditional and non-traditional financing solutions from start-up, early stage and growth businesses.

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