

FOCUS
FILTER
FACETIME

A Plan To Increase Workplace Efficiency and Boost Your Value on the Job



JULIE MORGENSTERN
ENTERPRISES

850 Seventh Avenue Suite 901
New York, NY 10019
212-586-8084 www.juliemorgenstern.com

Introduction

There's a time management backlash to the economic crisis. Layoffs, hiring freezes, and the unpredictable business climate have created a situation in which anyone who still has a job doesn't know where to invest their time, to stay effective.

How do you prioritize when your to-do list goes on for 7 pages? What jobs have been cut which create new responsibilities for you? How do you produce quality work when you are distracted with worry? On the other hand, what if you are suffering from *too little* to do as a result of a slowdown in business?

Now is the time to get organized. We need to eliminate the massive to do lists, and identify exactly what must be done to ensure revenue and success for our companies. By focusing priorities, filtering to do lists and securing face time with the key players of our work, we are setting ourselves up to be productive and profitable, not just during this time of struggle, but long into the future.



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Define the Revenue Line

In tough economic times, your ability to make or save your company money is where your greatest value lies. It is where the buck meets the road. If nothing else gets done, identify which of your responsibilities ensure the company has the highest chance for survival. (e.g., Retain existing clients, close new accounts, produce innovative products, ensure compliance with government regulations). Clarity on the Revenue Line helps you determine what you should say yes, and no to over the next couple of months.

The Revenue Line:



Focus

Generate a list of key projects and initiatives which are 1 step to the revenue line, that you should focus on for the next four to eight weeks. Estimate how long each project will take. This will help you plan your days realistically, as well as determine the Return on Investment. Projects that take the least amount of time, for the highest return on investment should be tackled first.

TIME EST

TIME EST

TIME EST

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____



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Face time

Secure relationships with key clients, customers, and colleagues are critical during these tumultuous times. Bypass cluttered forms of communication (email), and opt for face time whenever possible. Pick up the phone, swing by someone's desk, schedule visits, meals and meetings. Make a list of the 15 most important contacts who impact the revenue line and pro-actively reach out.

	Name	Affiliation	Phone	Email
1	_____	_____	() -	_____
2	_____	_____	() -	_____
3	_____	_____	() -	_____
4	_____	_____	() -	_____
5	_____	_____	() -	_____
6	_____	_____	() -	_____
7	_____	_____	() -	_____
8	_____	_____	() -	_____
9	_____	_____	() -	_____
10	_____	_____	() -	_____
11	_____	_____	() -	_____
12	_____	_____	() -	_____
13	_____	_____	() -	_____
14	_____	_____	() -	_____
15	_____	_____	() -	_____



Filter

A decorative graphic consisting of five circles arranged horizontally. A thin red horizontal line passes through the center of all circles. The circles alternate in style: the first, third, and fifth are solid light red, while the second and fourth are white with a light red outline.

During this time management backlash, accomplishing anything will take significantly longer because every client, vendor and colleague is also overwhelmed. Expect things to take longer, and filter your daily to-do list accordingly. Map out your days to proactively tackle no more than 2-3 critical to-do's from your Focus list and 2-3 critical contacts per day. This leaves time for interruptions and surprises, while giving you the satisfying, and motivating feeling of getting things done!

On the pages that follow, you will find weekly organization charts, which enable you to Filter your to-do's into daily goals. Think in four week buckets. Instead of the day being broken down by hours, it is broken down into four general blocks of time, which is a practical way to sub-divide and plan your time. Use this schedule to lay out your Filtered tasks and Face time outreach. Plan weekly, on Fridays or Sundays for the upcoming week. At the end of the each month, you can review your activities, and measure the results of your Focus, Face time, Filter plan.



Filtered Plan: Week 1

Date: _____ to _____

	Monday	Tuesday	Wednesday	Thursday	Friday	Weekend
Early AM						
Mid-Day						
Late Afternoon						
Evening						



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Filtered Plan: Week 2

Date: _____ to _____

	Monday	Tuesday	Wednesday	Thursday	Friday	Weekend
Early AM						
Mid-Day						
Late Afternoon						
Evening						



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Filtered Plan: Week 3

Date: _____ to _____

	Monday	Tuesday	Wednesday	Thursday	Friday	Weekend
Early AM						
Mid-Day						
Late Afternoon						
Evening						



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Filtered Plan: Week 4

Date: _____ to _____

	Monday	Tuesday	Wednesday	Thursday	Friday	Weekend
Early AM						
Mid-Day						
Late Afternoon						
Evening						



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Filtered Plan: Week 5

Date: _____ to _____

	Monday	Tuesday	Wednesday	Thursday	Friday	Weekend
Early AM						
Mid-Day						
Late Afternoon						
Evening						



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Filtered Plan: Week 6

Date: _____ to _____

	Monday	Tuesday	Wednesday	Thursday	Friday	Weekend
Early AM						
Mid-Day						
Late Afternoon						
Evening						



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Filtered Plan: Week 7

Date: _____ to _____

	Monday	Tuesday	Wednesday	Thursday	Friday	Weekend
Early AM						
Mid-Day						
Late Afternoon						
Evening						



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Filtered Plan: Week 8

Date: _____ to _____

	Monday	Tuesday	Wednesday	Thursday	Friday	Weekend
Early AM						
Mid-Day						
Late Afternoon						
Evening						



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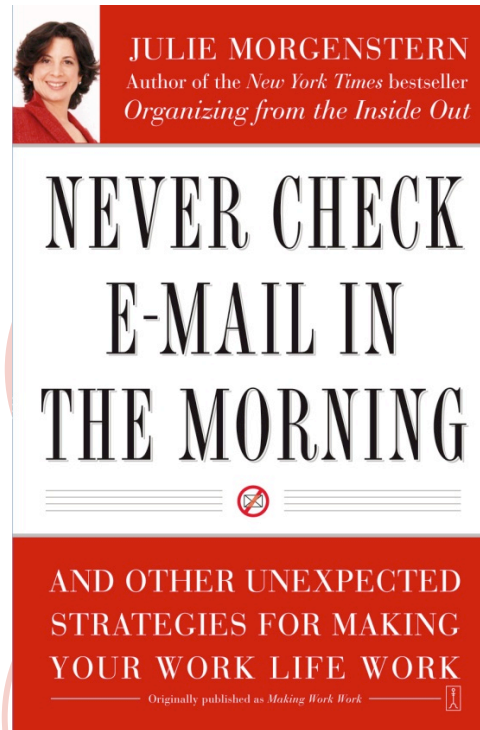
Analyze Results

Hopefully, this exercise has lead to greater efficiency and profitability, but the work isn't over. Learn from this process – analyze your results to make the next four weeks even better.

- # of Focus projects completed _____
- # of Face time connections made _____
- Results in terms of Revenue Line?

- Lessons learned?





The content of this workbook has been adapted from
Never Check E-mail in the Morning (Fireside, 2005)

Never Check E-mail in the Morning and all books by Julie
Morgenstern are *available wherever books are sold*.



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