

# First Things First

*“If you can't measure it, you can't improve it.”*

*Peter Drucker*



## KEY ISSUE: MOTIVATION

*“The number one common denominator of successful people is that they have the habit of doing things failures don't like doing. They don't like doing them either, necessarily, but their disliking is subordinated to a strength of purpose.”*

*E.M. Gray*

Key Point: Inner compelling need to act, therefore the first negotiation is with ... *YOU*.

- *Quantify* ... the qualitative by setting a measurable “TARGET”
- *Translate* ... the gross income “TARGET” into a “TARGET” in settled transactions
- *Identify* ... an appropriate size “TARGET” client/audience

## KEY ISSUE: ROI – TIME & MONEY

*“When an archer misses the mark he turns an looks for fault within himself. Failure to hit bulls-eye is never the fault of the target. To improve your aim, improve yourself.”*

*Gilbert Arland*

Key Point: If you do not measure it *accurately*, you cannot manage it *appropriately*.

- *Gather* and *track* ... your significant numbers
- *Analyze* ... what those significant numbers indicate
- *Identify* and *implement* ... specific solutions

## KEY ISSUE: TIME MANAGEMENT

*“That which matters most must never be at the mercy of that which matters least.”*

*Goethe*

Key Point: You cannot manage time, only your actions on a time line ... *“time bound self management”*

- Prioritize ... first things first.
- Time block ... people find security in structure
- Focus ... on productive vs. busy using