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TIME

IS THE COMMODITY

HACKING PRODUCTIVITY TO
ALLOW YOU TO DO MORE
OF WHAT YOU LOVE

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INTRODUCTION

Time...our one constant, the variable that never changes. It runs our lives and dictates what we do and when we do it. But what if instead of controlling you, you controlled it.

What if you stopped living by the clock and started taking control of your time and as a result control of your life.

Through this eBook we will delve into the high performance hacks which will allow you to do just that. Understanding the value of your time, eliminating the distractions which are holding you back from reaching peak productivity, and the tools and exercises you can go out and implement straight away.

We all have time, but we don't all use our time to the best of our ability. It gets wasted, overspent and underinvested in. Those who succeed in life first understand that time is our greatest asset. Time is the commodity of life.

JACOB CARLILE

CREATOR - TIME IS THE COMMODITY





OPPORTUNITY COST

One of the very first lessons that is taught in most business schools around the world begins with this concept of opportunity cost.

Essentially opportunity cost is a device used in capital management strategies by large corporates like banks and insurers to determine where the best use of their money is at any given time.

In order to determine where the best use of their money is, they calculate, through a very over-complicated process, the cost of that money invested in A versus being invested in B. Whichever investment offers the higher rate of return is the standard and anything less than that would be costing the company.

That is the cost of taking up one opportunity over another. Hence the term, opportunity cost.

It is vital to understand the concept of opportunity cost in this process because you have so many different options when it comes to investing your time.

**"YOU HAVE SO MANY DIFFERENT
OPTIONS WHEN IT COMES TO
INVESTING YOUR TIME."**

Evaluating your time in terms of opportunity cost can create massive upside and really makes you think twice when you make a decision on where to go and what to do today, now!

You are able to better harness the choice of where you spend your time firstly, and secondly you understand where your time is most valuable.

We are often caught up in the "YES" game and are mostly quite giving with our time because it doesn't "cost" us anything.

However, it could be costing you more than you think.

KNOW YOUR WORTH

Now this may sound a bit egotistical but this is process that top performers all around the world use to help them make decisions and plan their time.

This next point ties in quite well with the concept discussed on the previous page, opportunity cost.

Knowing your worth and the value of your time when developing your time management is crucial.

When you understand the value your time represents, not just to you but to your clients, colleagues and acquaintances, you place a greater level of importance on your time and what it's being spent on.

It provides a level of perspective for you to benchmark yourself against and begs the question "is this worth my time?"

They understand the value their time represents and they align themselves and their activities to maximising this value.

When it's put like that it doesn't sound so bad now does it?

Providing the maximum amount of value is the aim of the game in any social or business interaction. So it makes sense to understand how we can use that same value proposition for our own time and productivity management.

Know the value your time represents and keep the time invested and value provided relationship in check.





DROWNING DISTRACTIONS

One of the biggest pitfalls anyone can make when trying to better manage their time is the disproportionate impact a simple distraction can cause.

Eliminating distractions and diverting your attention solely to the task at hand can be hard, and it's not going to get easier the more connected we become. Whether it's checking an email, replying to a message or talking to a colleague distractions are a vacuum on your time.

But you may be thinking, "What's a couple of seconds here and there?" or potentially the biggest misconception of all "I'm multi-tasking". Although you may feel better taking a quick break or switching in-between tasks what you're really doing is prolonging the pain. This is all due to the time it takes to fully return to where you were before you distracted yourself.

TIME IS THE COMMODITY

ACCORDING TO FAST
COMPANY IT TAKES
APPROXIMATELY

23 MINUTES
15 SECONDS

TO RETURN TO THE SAME
FRAME OF MIND YOU
WERE IN BEFORE BEING
DISTRACTED

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ANTI-DISTRACTION HACKS

FOCUS ON ONE TASK AT A TIME

You may feel like you're accomplishing more by multi-tasking but you're actually doing more harm than good. Trying to focus on more than one thing can cause a 40% drop in overall productivity.

TURN NOTIFICATIONS OFF

Although technology encourages multi-tasking, studies show that being distracted by incoming calls or messages while working can reduce IQ by 10 points.

TAKE A BREAK (45/15)

To reduce the strain put on your brain by focusing for extended periods of time take regular planned breaks. Some companies promote the 45/15 system. 45mins working, 15mins break each hour.

FOCUS FOCUS FOCUS

Now it may be rude to just ignore distractions, especially if they're other people, but it's more so about being consciously aware of your surroundings.

You know when you're in the middle of something and someone comes and interrupts you so you drop what you're doing to divert your attention to them for even just a split second just to answer a question or give an instruction.

How many times might that happen per hour, per day, per week?

Learning to focus wholly and solely on a single task puts the power back in your hands.

But sometimes you can't eliminate the distractions. That's why it's integral you learn the power of absolute focus, blocking out anything other than the task at hand.

You can still address distractions as they come due but you need to be aware that this is diverting your attention and you need to consciously exit the task you're on to then consciously enter something else.

This cuts ties in your brain with what you were doing now, closing the circle off and starting a new one. This process eliminates the desire to multi-task and treats any distractions not as distractions but new tasks all together.

Remember time is the commodity, the more you give away, the less you have. Save it, manage it, invest it wisely because you'll never get it back.



CARPE DIEM

You have the ability to take back control of your time and your life.
You don't have to live life by the clock.

Now is the time to sieze the day "CARPE DIEM". Embrace the power
of your time and organise your life to do the things you want,
when you want.

Time is the Commodity...and it's your for the taking.

Are you ready to take back your time?

**For more information on taking back your time and your ability to
control your life through effective time management, click the
button below to register for the Time is the Commodity workshop
or visit JacobCarlile.com/TimelsTheCommodityEvent**





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