



## Wealth Planning Report

# Boost Your Efficiency and Effectiveness—at Work, Home and Beyond

Each day, we have limited amounts of time and energy to do what must be done while also trying to have purpose and cultivate meaningful lives. No wonder so many feel so stressed.

The good news: It can be easier than you might think to increase your effectiveness and efficiency overall. We turned to Nick Sonnenberg, a foremost expert in achieving efficiency and CEO of outsourcing platform Leverage. He's also author of the upcoming book *Come Up for Air: How Your Team Can Leverage Systems and Tools to Stop Drowning in Work*.

### Adopting the right efficiency mindset

Efficiency strategies are only as good as the attitudes you bring to them. The first step, then, is to approach efficiency efforts with the right mindset. For example:

**1. Your brain is for having ideas, not holding them.**

This is the whole basis for the idea that you need systems in place that make it easy to access information so your brain can stay focused on what you do best—or simply for having some fun.

**2. Focus on your strengths, not on improving weaknesses.** Each of us has our own unique abilities—those things we do best. But we tend to spend too much time tackling our weaknesses. The result: We end up with “stronger weaknesses” that do little to further our success or enjoyment. This idea is why we should focus on eliminating, automating or outsourcing many areas of our life that aren't part of our highest and best abilities.

**3. Think about return on time.** To maximize efficiency and effectiveness, consider the return on time of a task and how to best handle it. This can help you start to better see when it makes sense to delegate a task and when it's better to tackle it yourself.

Example: It might take far longer to explain to someone how you'd like airline or dinner reservations to be handled in various circumstances than to just make them yourself. With other tasks, such as writing letters to clients or donors, you might save considerable time by letting someone else takeover those tasks.

**4. Capitalize on your daily peak times.** We all have parts of our day when our productivity spikes and sustains. Understand when you are most productive, then have what you need to succeed at your fingertips and block out anything that reduces your effectiveness. If your brain is most effective from 10:00 a.m. to noon, don't book a doctor's appointment then—or allow co-workers or even family to interrupt that time.

### ACTION STEPS

Here are a few of many specific steps you could take to improve your efficiency and effectiveness.

**1. Create and share agendas for your interactions.**

One straightforward way to address inefficiencies in your general planning is to create formal agendas (using an agenda tool such as Navigator or others). In advance of formal meetings—with staff, co-workers and even large numbers of a family gathering to discuss specific issues—create an agenda that prioritizes key talking points and share it with those involved. This can help keep people on track and focused, boosting efficiency for the time spent.

**2. Build a knowledge base of information.** A knowledge base is a one-stop station that houses the collective knowledge and assets of a business, a group (such as a charitable organization you help run), or a family. A knowledge base makes it easy for the key players to access the information they need to accomplish various tasks. The next time you need an

answer, you can get it without having to go on a scavenger hunt! Bonus: It also works with requests from employees, team members, and even spouses and children. (One tool to consider is Process Street.)

**3. Outsource.** You likely are aware of the concept that just 20 percent of your actions generate 80 percent of your results. By trying to do everything, you will tend to spend too much time on nonessential tasks—causing your productivity and quality of life to suffer. Freeing up your time so you can focus on the 20 percent that really matters to the results you want can be really smart. Outsourcing resources such as Leverage, Fiverr and Upwork (among many others) can potentially help you do exactly that.

**4. Control your calendar—and your access.** Instead of outsourcing your scheduling tasks to someone—which could take longer to explain to someone than doing them yourself—sharpen your skills in this area. One idea: Set your default meeting time to just 15 minutes. Starting with a short window can force you—and the people who want a piece of

you—to think about how to use the time optimally, well before the call or meeting takes place. Also see whether “themed days” could work for you—all calls with one group on Monday, other calls on Tuesday and so on. Grouping around themes can hone your thinking and improve your focus.

Web-based schedulers (one example is Calendly) can direct people to a page where they can book a call or meeting with you based on your preferences and have it placed automatically in your calendar. This eliminates time-consuming back-and-forth that inevitably occurs when scheduling and rescheduling.

## Conclusion

Is maximizing the efficiency of your entire life necessary? Probably not—and trying to do so could drive you crazy. That said, there are simple basic steps you can take to free up at least some time and energy, reduce errors, and give yourself some extra space that can devoted to the purposeful pursuit of your best life—at work, at home and beyond.

This is an executive summary of our wealth management ebook. For a complimentary copy of our complete report, please contact us.



**P**aul Byron Hill, MBA, MFP, MSFS, ChFC®, RICP®, CFP® is a nationally recognized Wealth Management Certified Professional™ and Certified Financial Planner™ professional, written about in *Fortune*, *Forbes*, *Bloomberg Businessweek*, and *Money*. As co-author of *Retire Abundantly*, Paul was interviewed by James Malinchak, of ABC-TV's hit series, *Secret Millionaire*. Reuters AdvisePoint recognized Mr. Hill as one of 500 “Top Advisers” in the U.S. and has featured him on their website.

Paul founded Professional Financial Strategies, Inc. as one of the first fiduciary planning firms in 1993 that now specializes in retirement and wealth management for affluent and aspiring families. Paul is a personal chief financial officer who acts in the best interest of clients. He brings together a distinctive management process and a network of specialists for making informed decisions for structured investing, secure income, mitigating taxes, protecting assets, and preserving wealth for family and purposeful causes.

Mr. Hill received a BA with distinction from the University of Rochester and later an MBA in finance from its Simon School of Business. He earned an MS in financial services from The American College along with his Chartered Financial Consultant and Retirement Income Certified Professional designations, and then received an MS in financial planning from the College for Financial Planning (now at the University of Phoenix). The College for Financial Planning appointed him as adjunct faculty, and he has taught at St. John Fisher College. Who's Who presented Paul with the Albert Nelson Marquis Lifetime Achievement Award and featured him with other recipients in *The Wall Street Journal* and other publications.

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