

## July 2014 Newsletter – Have you got a moment?

If I were to give you a cheque for \$86,400 every day for the next 7 days on the proviso that you spend the full amount every day, don't save/invest it, don't roll any remaining amount over to the next day, I bet my bottom dollar that you'd think very carefully about how you'd spend it.

You'd probably jump on your smart phone (unless you're a dinosaur like me that still goes for the pen and paper), jot down thoughts/ideas, start making lists, start prioritising, calculate a few figures, probably consider a phone upgrade while you're at it, plan a holiday, a new set of wheels or heels or goodness knows what.

The point is (as I said before), you'd probably put a lot of *careful thought and consideration* into it.

**Why then don't we give the same careful thought and consideration into how we spend our TIME? It's an interesting question, isn't it?**

Do you realise that each day, 86,400 precious seconds are deposited into our life account, seconds which are ours for the taking, the making or the breaking. At the end of each day, what we don't use, we lose. These finite seconds can run out any time, yet we still take them for granted.

I bet you were momentarily excited by the prospect of spending that money over 7 days and have now hit a bit of a time 'downer'. Well, as the good proverb says, 'Time is money', so chin up if you're not too crash hot at managing your priorities or your time. There are lots of great tips and tricks out there to help fix a broken record (call me if you're struggling).

Just be mindful that in the greater scheme of things, 86,400 seconds are worth far more than the same amount in dollars. It's what you do with them that counts. Quality is key.

If I might ask a question, how *are* you spending today's cheque? Have I caught you reading emails when you should be attending to the single most important thing that's on your list today, assuming you have a list (if you don't have a list, re-read paragraph 2 and consider the value of creating one)?

Remember Pareto's 80:20 principle and spend some time (valuable time at that) figuring out what 20% of your activities will generate 80% of your results today. When you do just that and then 'do a Nike', you'll be pleased.

Till next month...carpe diem!

Caroline