

GATOR BITES E-NEWS

Dedicated to the DWIT'S of this World

February, 2018



Picture created by Roman Larionov, PCSAVED.COM

"An investment in knowledge pays the best interest"
Benjamin Franklin

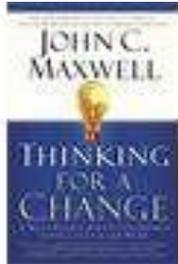
Gator Bite TIP of the MONTH – PERSISTENCE



When I was a teenager I set a goal to swim across Chautauqua Lake in Western NY. It was a 3-mile swim and several friends had done it. It was a lot harder than I thought with the waves beating you up. Eventually I was exhausted and told the guys in the boat beside me to haul me in. They kept encouraging me saying "you are almost there." But I gave up. When I got in the boat I was stunned to see that I was only about 50 yards from shore. I could have made it. It taught me a great lesson about persistence. If it is a worthwhile goal,

Never Give Up!

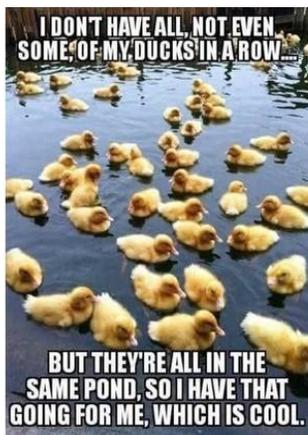
BOOK RECOMMENDATION



Each month I recommend a book to help you succeed and grow. This month's recommendation is "*Thinking for a Change*" by John Maxwell.

Our thinking, or lack of it, determines our future. This is a must read for people who want greater success in life.

QUOTE OF THE MONTH



It had long since come to my attention that people of accomplishment rarely sat back and let things happen to them. They went out and happened to things."

- Leonardo Da Vinci

Winston-Salem State University selected *The Alligator Business Solution-Small Business Competitive Advantage* for use at their Enterprise Center, a business incubator for entrepreneurs. The book will be used in a reading/discussion group of entrepreneurs.

What People are Saying about The Alligator Business Solution-Small Business Competitive Advantage



1-minute video testimonial from Blue Ridge Fudge Lady. [Why she likes The Alligator Business Solution-Small Business Competitive Advantage.](https://goo.gl/8EASpK)
<https://goo.gl/8EASpK>



"Those who can see the invisible can do the impossible. Albert Einstein.

5 TIME MANAGEMENT TIPS

"Time Management is not managing time. It is managing ourselves."
Steven Covey, "*7 Habits of Highly Successful People*"

Running a business can be overwhelming. You wonder, "How on earth do I do this?" How is there enough time to learn to manage the various functions of my business,

use them effectively, keep improving myself, and devote time to my family? In other words, "How do I manage my time effectively?"

Your most valuable resource is time and there is a finite supply. Once time is used, you can't get it back. The challenge is to use it wisely. There are many books, seminars, and articles on time management, and different systems work best for different people. Let's condense time management to five principles (four more next month).

1. Do the most important thing first.
2. Delegate, but supervise.
3. Schedule your time.
4. Be productive
5. Use overtime wisely

1. First Things First

Do you have an Action List, or To Do List, of essential tasks? If not, create one. Why? Tasks are easily forgotten. You never want a customer to call and complain about an unkept promise. When "things fall through the cracks," it may be the difference between gaining, keeping, or losing a customer. Identify the most important task on the list and work on that before you tackle other items. As the day progresses, you will be pulled into "fighting fires" and managing your business. When you have put out the fire, return to working on the most important task. Notice that I didn't say the easiest item or the task you most enjoy doing. Work on the most important thing!



If you can't get the most important task done, then the other tasks don't matter.

2. Delegate, But Supervise

When starting a business, you may be the only person involved and you have to do everything but you grow, you realize you can't do it all. Focus on tasks and projects which fit your core expertise and delegate and supervise the rest. You can delegate

to employees, hire part-time workers, and/or independent contractors to do many functions. However, make no mistake, you cannot delegate accountability. You alone are responsible for checking the work done for you to ensure it is done correctly. You don't need to be an expert in accounting, marketing, HR, etc.; but you do need to know enough to manage and supervise these functions, and that means knowing where to look, what to look for, and how to use the information.



You cannot delegate accountability

3. Schedule Your Time

Some of you are groaning. Yes, it takes thought and discipline to schedule your time, but the rewards are substantial. If you don't control your calendar, your calendar will control you. Schedule personal as well as business time. Probably, 98% of emails aren't emergencies and don't need to be acted on immediately. Schedule your time and watch how you use or abuse it.



If you don't control your calendar, your calendar will control you.

4. Be Productive

Be aware of pitfalls that erode your time. Being busy and being productive are two different things. Just because you've had a busy day, met with numerous people, and done paperwork doesn't mean you've been productive if you didn't get the most important thing on your Action List done. As the leader, you're setting the example. If you show your employees that being busy is the same as being productive, how will they behave? When you understand the difference you can spot employees who are busy but not productive and redirect their efforts.



Being busy and being productive are two different things.

5. Use Overtime Wisely

Owning a small business frequently necessitates overtime. Overtime needs to be productive. Use overtime to developing systems and methods that will eliminate future overtime. Too much overtime can reduce productivity. A study by Stanford University showed that productivity declines sharply after 55 hours a week.



Use overtime to eliminate future overtime.

Next month - four more time management tips.

Send your time management tips and techniques to rockwell@hargray.com and I'll publish them in future editions of Gator Bites and credit you.

For more about time management and other topics visit our blog at: <http://www.rockwellbusinesssolutions.com/gator-bites/> or purchase *The Alligator Business Solution-Small Business Competitive Advantage*, available on Amazon or at <http://www.rockwellbusinesssolutions.com/shop-2/>



Looking for ways to minimize risks in your business? Contact Rockwell Business Solutions for a free consultation. 843-597-4826, rockwell@hargray.com, www.rockwellbusinesssolutions.com

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